

Total Body Stretch

What is Total Body Stretch?

Total Body Stretch is assisted stretching done with the help of a specialist or stretching “coach.” Professionally-assisted stretch is different than and more effective than stretching solo, whether on the golf course or at the gym. Virtually every professional and elite athlete uses assisted stretching in their training and conditioning routines, but Massage Envy is bringing this service to people of all fitness levels and lifestyles.

What is the Streto Method?

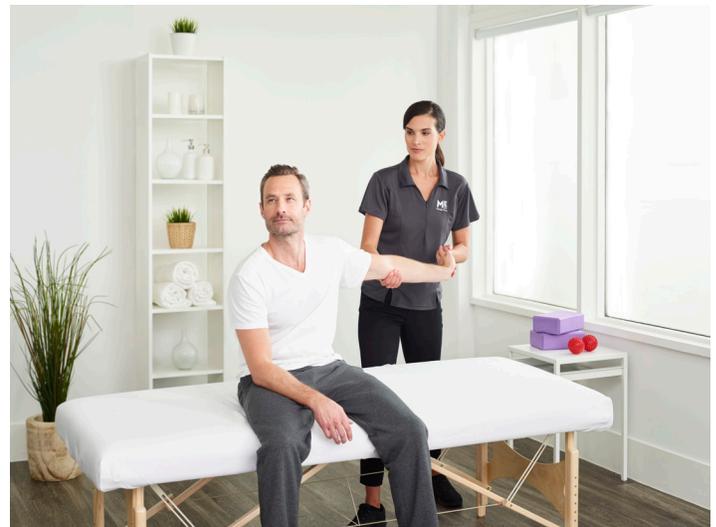
The Massage Envy proprietary Total Body Stretch service uses the Streto method, a new, professionally-assisted stretching protocol. The Streto Method combines research and the expertise of an acclaimed chiropractor, massage therapist and an ergonomist, who collaborated to develop the method for Massage Envy. The team behind the Streto method has more than 85 years of combined experience studying the functional movement of professional athletes, performers and people of all ages and activity levels. It is built around a sequence of 10 targeted stretches that work from the top down, helping your muscles reach maximum flexibility. Used as part of a wellness routine, Total Body Stretch can increase mobility and boost everyday performance.

Why consider Total Body Stretch?

Conditioning, recovery and wellness routines aren’t complete without assisted stretching. Everyone knows how to stretch, but Massage Envy’s science-based assisted stretching service, done by a professional service provider, creates far better results.

Your muscles have their own natural resistance. When a stretch professional does it for you, your muscles move beyond that resistance, so you get a deeper, more effective stretch.

As workouts go beyond the gym, assisted stretching is even more important. Today, active people are passionate about things like golf, biking, CrossFit, and mud runs and they’re doing them later in life. Total Body Stretch increases mobility, flexibility and blood flow and improves how muscles function. It helps people perform at their highest level, recover faster and can make injuries less likely.



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Who should try Total Body Stretch?

Anyone who wants to feel better so they can do more of what they love, as well as active people who want to train the way professional athletes do should try assisted stretch.

When will Total Body Stretch be available?

Total Body Stretch will be available across the country at Massage Envy franchise locations in July 2017. Service providers recommend Total Body Stretch as a standalone 30- or 60-minute service, and also as a complement to a massage session.

Why Massage Envy?

Massage Envy is uniquely suited to deliver Total Body Stretch based on experience and broad accessibility to these services, making it easy to incorporate into wellness routines. The Massage Envy brand was built on the foundation of helping people feel their best. Massage Envy established leadership in the industry, making therapeutic massage services and skin care solutions accessible to a network of more than 1.65 million members in franchised locations across the United States. And it's all because of a belief that Total Body Care is not a luxury – it's body maintenance and part of a total body care routine.

