



## For Immediate Release

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## New Massage Title, Exclusively for Massage Therapists

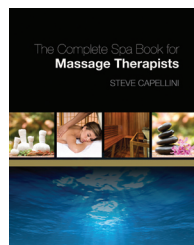
*Hear First-Hand Experiences from Practicing Massage Therapists*

**Clifton Park, NY – October 15, 2009** – Milady, a part of Cengage Learning is pleased to announce the publication of the newest reference title for massage therapists and massage therapy students. *The Complete Spa Book for Massage Therapists* written by Steve Capellini.

*The Complete Spa Book for Massage Therapists* is specifically for massage therapists who want to succeed in the spa industry, whether as an employee or an owner of their own spa. It is the only book that includes extensive information about real-world working conditions in actual spas, with an enormous amount of feedback from working spa directors and owners regarding what they are looking for in employees. Beyond giving explanations and step-by-step instructions regarding a wide range of spa modalities, the book offers an in-depth look at topics that many other resources do not cover.

### Features and Benefits:

- Specifically targets massage therapists only.
- Educational components such as review questions and glossary are customized for this audience to create the optimal learning experience.
- Shows therapists how to get a job in the spa industry, how to be the best employee, how to effectively retail spa products and how to open and run a small spa.
- Includes information about real-world “Hydrotherapy for the 21st Century,” Based on feedback from working spa owners and directors at top properties so readers will learn what actual employers want them to know increasing their employability.
- Offers profiles of real-life professionals in the spa industry.



### The Complete Spa Book for Massage Therapists

Steve Capellini

Available: November 2009

ISBN: 1-4180-0014-0 | List Price: \$46.95

NOTE TO EDITORS: Cover images, review copies, editorial opportunities and interviews are available upon request. Please call (800) 998-7498 ext. 2448.

### About Milady

Milady, a part of Cengage Learning, is the #1 provider for beauty and wellness learning solutions. For more than 80 years, Milady has provided the industry with superior educational and professional learning materials. Milady offers salon and spa professionals support through personal consultation, business and life coaching, comprehensive organizational training and web-based assistance. Complete with programs in place to assist salon and spa business owners to further develop successful lives and stable profitability, Milady is a true full service provider from student to professional. Spanning six continents, Milady has aided more than 10 million beauty professionals in achieving licensure success. Learn more about Milady by visiting [www.milady.cengage.com](http://www.milady.cengage.com).