



# BEGIN A CAREER YOU'LL LOVE IN MASSAGE THERAPY



NATIONAL  
HOLISTIC  
INSTITUTE

A College of Massage Therapy

[NHI.EDU](http://NHI.EDU)

10 CALIFORNIA CAMPUSES

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# IT'S NEVER TOO LATE TO HAVE A CAREER YOU LOVE...



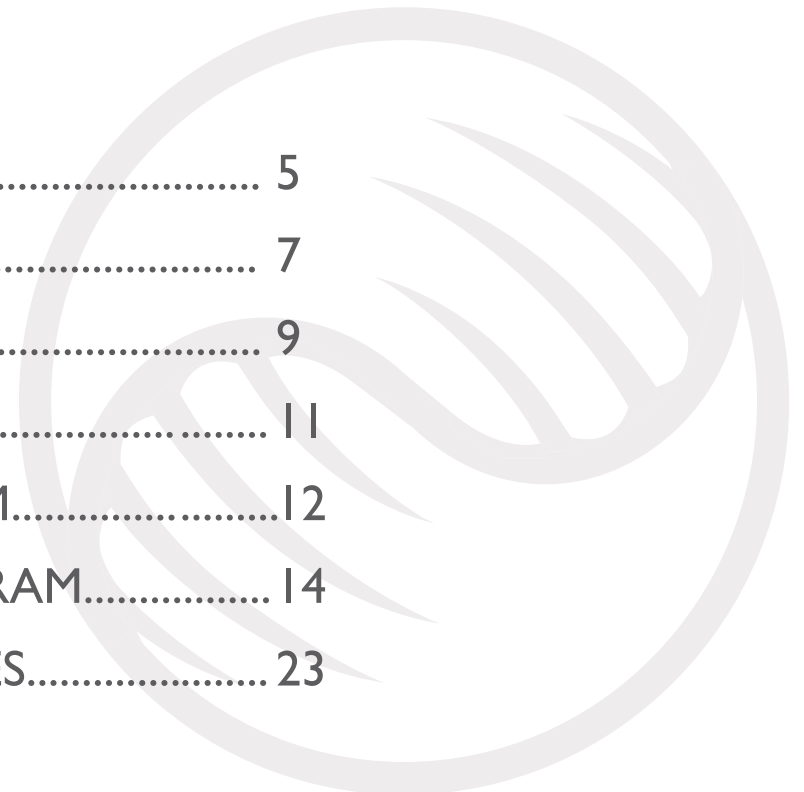
CHRISTINE CAO | NHI GRAD

"Before I came to NHI, I graduated with a B.S. in Fashion Retail and was working in corporate furniture. I knew in my heart that this was not what I wanted to do for the rest of my life. Coming to NHI has been one of the best decisions I have ever made. NHI has provided me with knowledge of massage therapy techniques, business skills and has helped me grow mentally and physically. Most importantly, NHI has given me a chance to have work I will love forever."

OUR  
MISSION IS  
**HELPING PEOPLE** HAVE  
**WORK THEY LOVE**  
AND THAT HASN'T CHANGED SINCE 1979

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# SEE WHY EMPLOYERS LOVE HIRING NHI GRADS...



Anthony Piana  
Lead Massage Therapist  
Earthbody Day Spa

"Based on my personal experience, I believe NHI offers the most comprehensive training and the best outreach opportunities when compared to other schools, not only in the Bay Area but throughout California. Employers know that NHI graduates are progressive CMTs who possess above-average massage techniques and have the ability to articulate the complex vernacular regarding human anatomy at a professional level, which is necessary for employment in accomplished massage businesses. Speaking for Earthbody, we are also looking for CMTs who seek continuing education. It is a great accomplishment to graduate with the California minimum hours needed to work as a massage therapist but as a business that offers competitive pay and other benefits, we want to see that you are striving to become a better bodyworker. Knowledge is a seed, and the continuous hunger for more knowledge is an ever-growing garden."



# MASSAGE THERAPY IS WHAT WE DO BEST

WE'LL NOT ONLY TRAIN YOU FOR A REWARDING CAREER AS A MASSAGE THERAPIST, BUT WE WILL ALSO HELP YOU GROW AS AN INDIVIDUAL

National Holistic Institute started in a house on College Avenue in Oakland, California in 1979. After several years of informally studying massage therapy with different mentors, original NHI founder, Carol Carpenter, had a vision to build a massage therapy school dedicated to training professional massage therapists. NHI continues the tradition of offering an excellent education to become a massage therapist, by offering you comprehensive programs that give you all the tools and knowledge you will need to be successful in the ever-emerging industry of massage therapy.

By 1989, the school moved to a larger building in the neighboring city of Emeryville, California. In the 1990s, as the field of massage therapy gained popularity, Carol Carpenter, along with her team of passionate NHI instructors, played a key role in developing professional standards for massage therapists and massage therapy education. To this day NHI's curriculum and faculty remain some of the most respected in the nation.

In 2003, Mason Myers and Tim Veitzer, joined forces to continue the NHI culture of tradition, excellence and service! Their integrity and commitment to the staff and students and to our mission of Helping People Have Work They Love, is a big reason why our team at NHI continues to have work we love! As a matter of fact, during their first year of ownership, Tim enrolled in and graduated from NHI's Massage Therapy Training Program.



Tim Veitzer & Mason Myers  
NHI Owners

Today, NHI is one of the largest, most respected schools of massage therapy in the world. As leaders in the field, we are committed to supporting the integrity and positive growth of the massage therapy profession well into the future.

# SEE WHY NHI GRADS

# LOVED THEIR NHI EXPERIENCE...



EDUARDO BERNAL | NHI GRAD

"NHI is such a great atmosphere to be in. The entire staff is very helpful inside and outside of class. My goal is to apply what I've learned in the Massage Therapy Training Program and help people who are in need of therapeutic bodywork."



# WHY CHOOSE MASSAGE THERAPY?



## Great Income Potential

You can have a top-ranked career! *U.S. News and World Report* ranks massage therapy as one of the Highest Paying Jobs Without a Degree.

## Rewarding Career

A career in massage therapy allows you to help people in a meaningful way.

## Greater Independence

Be your own boss and control your schedule as a private practitioner. Or choose full-time or part-time work in a variety of holistic settings. You are in control!

## Have Clients Who Love You

By providing relaxation and pain relief, your clients will appreciate the services you offer and become loyal.

## Exciting Career Options

As a massage therapist you will find career options in a variety of exciting settings and locations:

### Athletic

- Professional Sports Teams
- Marathons & Sporting Events
- Health Clubs & Fitness Centers

### Holistic

- Wellness Center
- Natural Food & Health Stores
- Rehabilitation Centers
- Massage Clinics

### Professional

- Corporate
- Hospitals
- Medical Offices
- Chiropractic

### Luxury Lifestyle

- Spas
- Resorts
- Cruise Lines
- Upscale & Boutique Hotels

### Entrepreneurial

- Own Your Own Business as a private practitioner
- Provide Off-site Chair Massages at offices, airports, retail locations, public & private events.

# VETERANS & MILITARY SPOUSES THRIVE AT NHI...



TONY GILL | NHI GRAD

"Enrolling at NHI is like enlisting in the military again for me, and I'm inspired every day to meet or exceed the highest standards just the same."



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# WHY CHOOSE NHI FOR YOUR TRAINING?

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## Respected & Nationally Accredited

NHI is the first nationally-accredited massage therapy school in California.

## Exclusive Focus on Massage Therapy

Our massage therapy training program provides the most comprehensive massage therapy training.

## Gain Experience at the Student Clinic

At our Student Clinic you will get hands-on experience, and receive invaluable feedback from your clients.

## High Job Placement Rates

Our graduates exceed the national placement rate standard working in the field of massage therapy.

## NHI Culture

What makes us unique is our culture. We strive to foster a culture where students feel safe to express, contribute, and learn.



## Flexible School Schedules

We make it easy for you to start a new career by offering morning and evening schedules with new classes beginning year-round.

## Learning Styles That Work For You

NHI recognizes everyone learns differently. Our massage therapy programs employ multiple methods of teaching.

## Financial Plans to Meet Your Needs

NHI offers a highly competitive tuition, and awards financial aid to all eligible students.

## Qualify to Take the Massage & Bodywork Licensing Examination (MBLEx)

As an NHI graduate you will receive an education that fully prepares and qualifies you to take the national massage certification exam. The passing rate for the MBLEx amongst NHI graduates is higher than the state and national passing rate.



# SEE WHY EMPLOYERS LOVE HIRING NHI GRADS...



Mark Fadil  
Co-Founder  
Sports Medicine Institute

“My name is Mark Fadil and I am the co-founder of Sports Medicine Institute (SMI) in Palo Alto, CA. We are a non-profit, public benefit corporation, and over the last 16 years have been providing the most up-to-date and advanced orthopedic massage therapy for performance enhancement, injury prevention, and injury rehabilitation.

Over the past few years I have been working closely with the National Holistic Institute. I have overseen numerous NHI interns and have hired a number of NHI graduates for employment as massage therapists. I have been exposed to a lot of massage therapy schools since I started SMI, and NHI rises head-and-shoulders above the rest.

One of my goals at SMI has been to weave Orthopedic Massage Therapy (OMT) into the fabric of the medical community and establish OMT as part of a comprehensive treatment plan for preventing and treating the soft tissue component of orthopedic injuries and dysfunctions. As a result, my therapists have to be able to communicate proficiently with Medical Doctors, Physical

Therapists and other health care professionals. Due to the education they received at NHI, graduates can effectively do this. They have a comprehensive understanding of orthopedic pain and dysfunction and know how to apply and strategize this knowledge into effective treatment protocols. Furthermore, NHI is only getting better. They are constantly striving to improve the educational opportunities available to their students and work with the community to ensure the best possible job opportunities for their graduates.

I have a tremendous amount of respect for the work that NHI is doing in the field of massage therapy. I plan on continuing to maintain a close relationship with them, as it is beneficial for us as a business and for the profession as a whole. I hope this helps to provide a better understanding of the value of NHI as well as how NHI is perceived in the community. If you have any questions for me regarding NHI or our relationship with NHI, I would be more than happy to speak with you.”



# MASSAGE CAREER OUTLOOK

## Exciting facts about the massage industry



- Massage Therapy is ranked among the top 100 Best Jobs overall, and among the top 10 Best Jobs without a College Degree.

US NEWS & WORLD REPORT

- Employment for massage therapists is expected to increase by 18% between 2023 and 2033, much faster than average for all occupations. Employment will continue to grow as more people learn about the benefits of massage therapy.

BUREAU OF LABOR STATISTICS

- 46% of physicians recommend massage to consumers who discussed massage therapy with their healthcare provider.

AMERICAN MASSAGE THERAPY ASSOCIATION

- Massage therapists see an average of 46 clients each month.

AMERICAN MASSAGE THERAPY ASSOCIATION

- 25% of massage therapists were reimbursed by insurance companies for providing massage therapy.

AMERICAN MASSAGE THERAPY ASSOCIATION

# CORE MASSAGE THERAPY TRAINING PROGRAM



# DEFINITIONS OF BODYWORK TERMS

## ANATOMY

The study of the parts of the body, especially muscles and bones.

## AROMATHERAPY

The use of pure essential oils (from various plants) in a massage to enhance relaxation or attain other benefits such as skin quality improvement.

## ACUPRESSURE

The application of light pressure with fingers on special points on the body to enhance health or lessen problems - these are the same points as used in acupuncture.

## DEEP TISSUE

Work that focuses on the various deep layers of body tissue, often applied to long-term problem areas.

## ENERGY MASSAGE

Techniques to balance the body's energy, founded on scientific information about the body as an electro-magnetic field.

## FOOT REFLEXOLOGY

A relaxing foot massage that is said to address the whole body because areas of the foot are linked to corresponding areas in the entire body.

## HOT STONE MASSAGE

The application of warm stones to the body, either in a stationary position, or used as gliding tools along with oil.

## KINESIOLOGY

This is the study of the body's movement and of specific muscles in detail.

## LYMPHATIC MASSAGE

Extremely light massage work that reduces swelling and flushes toxins post-surgery and post-injury.

## MYOFASCIAL THERAPIES

Includes advanced techniques designed for solving problems in each major area of the body: neck, shoulders, back, etc.

## PATHOLOGY

The study of the causes and effects of disease in the body.

## PHYSIOLOGY

The study of the body's systems, such as the digestive system, the immune system, etc.

## PREGNANCY MASSAGE

Massage that takes into account the special needs, such as body positioning and cautions, of a pregnant woman.

## ROCKING & SHAKING

Keeping the body in a continuous rocking motion to release tight muscles and loosen joints.

## SHIATSU

A style of massage originating in Japan that uses finger pressure and stretches for body relaxation; done on a floor mat, fully-clothed, without the use of oil.

## SPORTS MASSAGE

Techniques particular to athletes and highly active people, used to assist them in enhanced performance and quicker recovery from injury.

## SWEDISH

A popular style of massage that uses oil or lotion and techniques such as long, gliding strokes aimed at relaxation, and increased physical well-being.

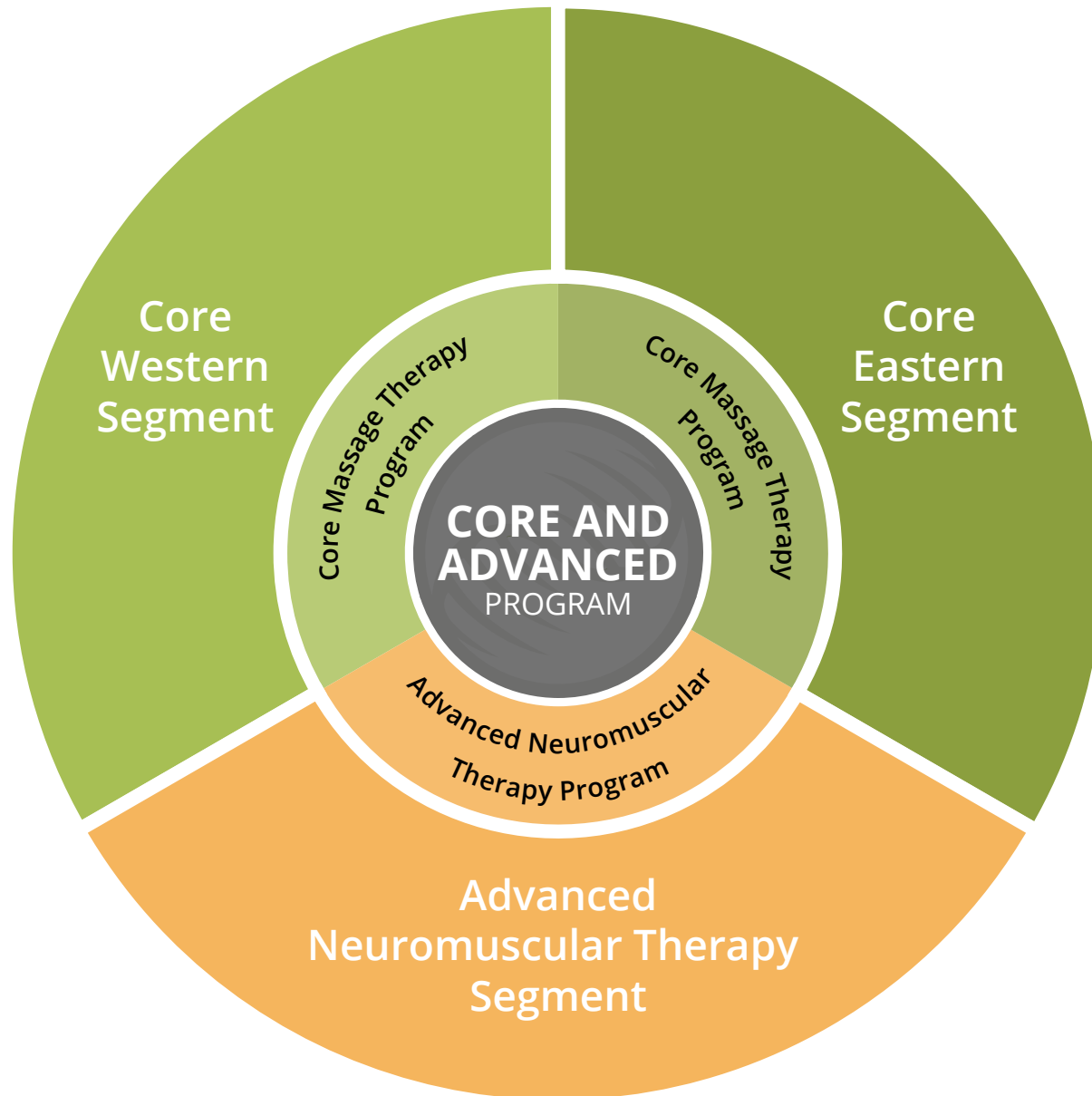
## THAI MASSAGE

The traditional massage of Thailand that focuses on yogic-like stretching combined with massage.

## TRADITIONAL CHINESE MEDICINE

The ancient system that sees the body from an energy point of view and forms the basis for acupuncture; at National Holistic Institute, TCM is the basis for our Shiatsu classes and acupressure classes.

# CORE MASSAGE & ADVANCED NEUROMUSCULAR THERAPY TRAINING PROGRAM





# SEE WHY ANMT GRADS

# LOVED THEIR NHI EXPERIENCE...



DENISE HAYS | NHI GRAD

"As an ANMT graduate, I was able to get my dream job as an Independent Contractor providing Massage and Neuromuscular Therapy to the San Francisco 49ers. I am going into my third season with the organization, and NHI and the ANMT program have changed my life. To say that I have found work that I love is an understatement. I truly feel that being a Neuromuscular Therapist is what I was meant to be, and NHI and more specifically, the ANMT program is the path that led me here. The core program provided the basis for a strong foundation in massage; the ANMT program gave me the extra knowledge and confidence that made such a difference in my work. It allowed me to grow and expand in ways that led me to discover my own techniques and passion, which if anyone knows me, is fascia! I have been blessed to assist people from the ages of 10-95, from many walks of life and professions, in their healing journeys. I would not be where I am today without the education and support I received from NHI, and I feel this is just the beginning."

# ADVANCED NEUROMUSCULAR THERAPY EDUCATION

## A NON-PHARMACOLOGICAL APPROACH TO PAIN MANAGEMENT

CHRONIC PAIN MANAGEMENT	BEHAVIORAL HEALTH TREATMENT	CARE FOR REHABILITATION/ PHYSICAL TRAINING	ACUTE MEDICAL TREATMENT
Back Pain	Anxiety and Stress	Performance Training/ Injury Treatment	Cancer Management
Neck and Shoulder Pain	Depression	Ergonomics and Job-related Injuries	Post-Operative Pain
Headache	PTSD	Cardiac Rehab	Lifestyle Diseases
Carpal Tunnel Syndrome	Substance use Disorder Recovery	Joint Replacement Surgery	Maternity and Newborn Care
Osteoarthritis		Scar Management	
Fibromyalgia			
Hospice			

### Continuing Education

- Address persistent pain and stress
- Provide an alternative to opioids and other medications
- Restore mobility and function
- Support injury rehabilitation through collaboration
- Educate clients in preventative actions
- Return clients to their desired lifestyle

The nation's **ONLY**  
Continuing Education program for  
Bodywork accredited by the  
Department of Education!

# SEE WHY EMPLOYERS LOVE HIRING ANMT GRADS...



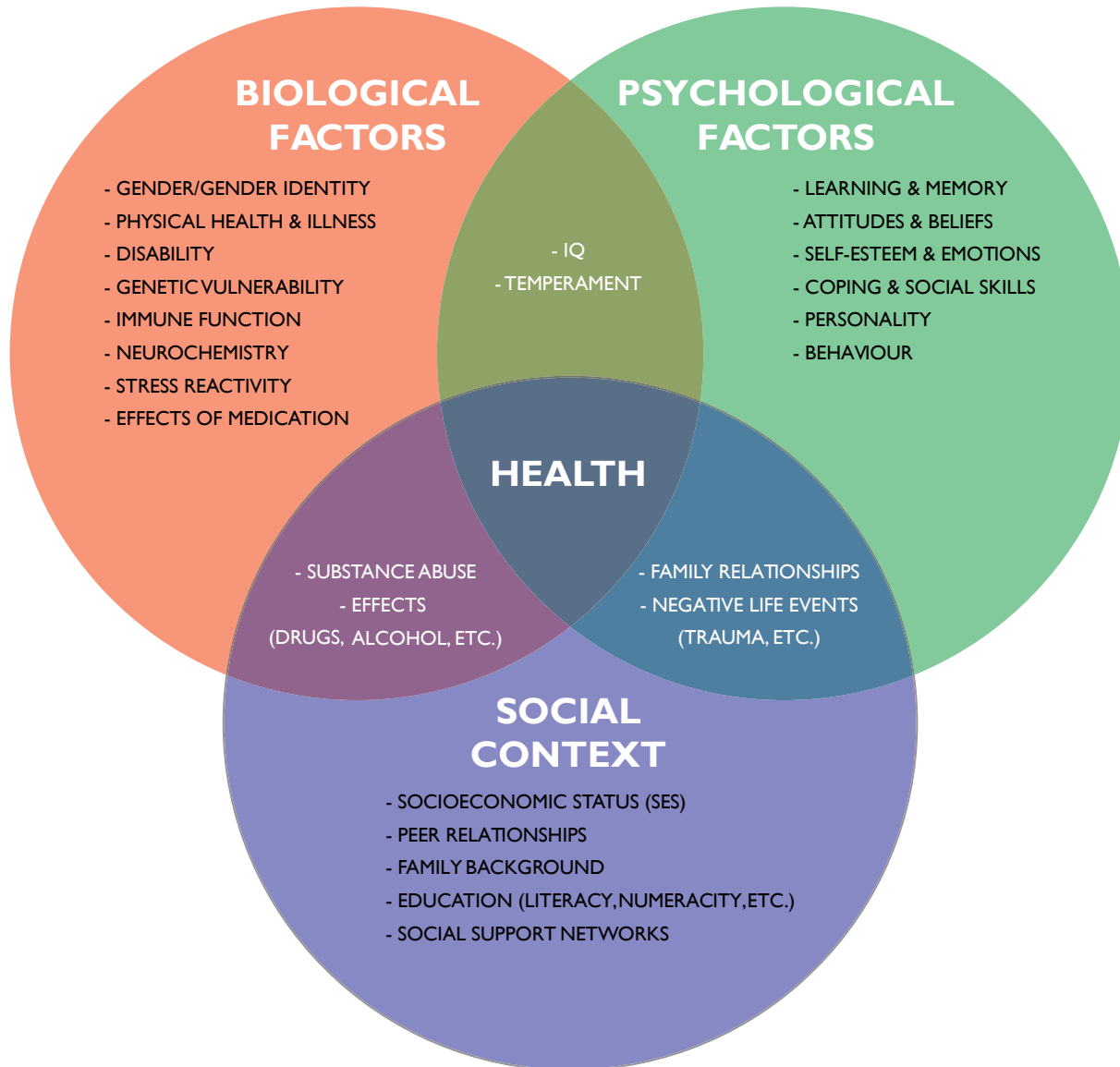
DYNAMIC TOUCH

"In a world where there are so many options, I want to be able to stand out. Advanced education that is available at NHI truly gives the graduate an option to help people in a much more specific way than most massage curriculums. Massage not only calms the mind, but knowing Advanced Techniques allows us to directly affect tissues and not only nurture, but also facilitate healing.

I have dedicated myself for the last 20 years to creating a small, family-oriented practice that gives exceptional care and I have found those abilities among the grads of NHI. I am confident that when one of my customers goes into session with an NHI Grad on my therapy team, that therapist will make me proud."

# ADVANCED NEUROMUSCULAR THERAPY EDUCATION

## A BIOPSYCHOSOCIAL APPROACH TO PAIN



- Persistent Pain is an incredibly complex and personal experience
- Current pain theory views it as a dynamic interaction among and within the biological, psychological, and social factors unique to each individual
- Through your ANMT Education, you will come to understand the Biopsychosocial approach to the assessment and management of pain
- Using these tools, you will be confident in knowing how and when to collaborate with other health care professionals to address all causes of pain
- This collaborative, team-based approach to will place you at the forefront of modern patient-centered care

# IT'S NEVER TOO LATE TO PURSUE A CAREER YOU LOVE



TONY SALAZAR | NHI GRAD

“As a 45 year veteran of Silicon Valley. I’ve worked for companies such as Apple, IBM, eBay, PayPal, and various technology consulting firms. I found NHI’s Core program to be comprehensive and practical. The program fully prepares students as a professional massage therapist. The program is comprehensive as it includes Anatomy, Kinesiology, Pathology and Physiology, all which are critical to providing safe and competent bodywork. The program should be viewed as an investment and not a cost. You’re investing in yourself, your future, and your happiness.

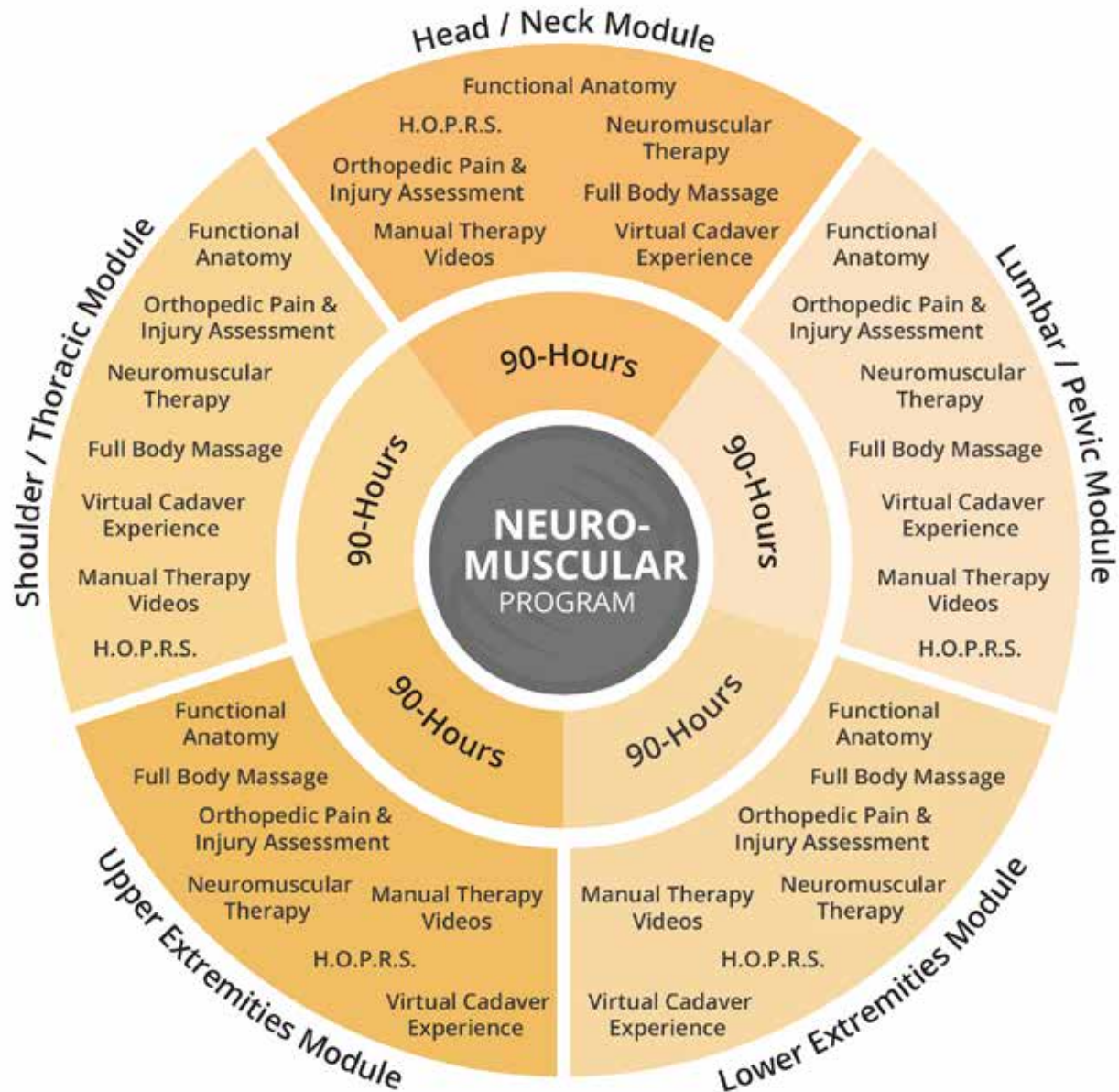
I continued with the Advanced Neuromuscular Therapy (ANMT) program, which is challenging, but extremely comprehensive. The ANMT program has been designed with extreme thoughtfulness, and instructed by industry and experienced practice leaders. The ANMT program follows the Core, where it goes into depth on hundreds of the 656 muscles and 12 body systems.

The ANMT program has five modules focused on critical regions of the human body: Shoulder/Thoracic, Head/Neck, Lumbar/Pelvic, Lower Extremities and Upper Extremities. It also includes an orthopedic orientation using advanced assessments and clinical evaluation methods.

If you want to change your life and those around you, consider this career path.”



# ADVANCED NEUROMUSCULAR THERAPY PROGRAM





The Advanced Neuromuscular Therapy (ANMT) Program is comprised of five 90-hour modules: Shoulder/Thoracic, Head/Neck, Lumbar/Pelvic, Lower Extremities and Upper Extremities.

We begin each module with classes, which focus on the **Functional Anatomy** of the designated region of the body. We initiate the conversation on a microscopic level, learning the physiology of muscle contraction and how the nervous system initiates this process. We then build the area of the body, taking into account all of the tissues effecting its functionality: bones, joints, joint capsules, ligaments, muscles, tendons, and nerves. Finally, we look at how these inert and contractile tissues work together dynamically to produce both movement and stability.

Once we understand how all the structures of a region are supposed to function together in a healthy way, we move into discussion of what can go wrong biomechanically to produce pain, dysfunction, and injury. **Orthopedic Pain and Injury Assessment** is the process by which we understand how pain and injury manifest in the body. What are the forces that can damage tissue in a certain region? When the client describes pain, what can that information tell us about what tissues might be damaged? Can an area of dysfunction now become an injury later? How might a person stand, sit, and move when particular tissues are injured, in pain, and/or in dysfunction? In what stage of healing might the body be? Using a thorough and methodical assessment process called H.O.P.R.S (History, Observation, Palpation, Range of Motion tests, and Special tests), we can best assess for the answers to these questions and more. The result is being able to create detailed short term and long term plans to support the client's healing process, both by applying our bodywork techniques and by collaborating in a client's care with other health care professionals.

Throughout each module, students learn the tools of **Neuromuscular Therapy** and how to apply them in a specific and targeted manner. For example: Trigger Point Therapy to alleviate myofascial pain throughout the body caused by muscle spasm at the neuromuscular junction; Deep Transverse Friction to decrease and re-align scar tissue; Lymphatic Massage

to decrease edema and metabolic waste in body tissues during healing; Somatics and Proprioceptive Neuromuscular Facilitation to help the nervous system communicate more effectively with the muscular system.

Additional classes appearing in various modules further enhance our graduates' ability to work with clients and collaborate with other health care professionals. Examples include: **Cadaver Labs**, which deepen knowledge regarding specific anatomy and injury learned in the classroom; **Corrective Actions and Somatics**, which give therapists powerful tools to empower clients to become active partners in their own healing processes and increase therapists' awareness of how to best collaborate with a variety of other health care professionals; **Pharmacology**, which increase therapists' awareness of a wide variety of medications clients might be on – from pain relievers, to heart medications, to anti-depressants, to insulin – and how the physiological effects of these medications on the client's body must inform and even alter a planned bodywork strategy.

The culmination of each module is a class called H.O.P.R.S. This class allows students to put into practice all of the concepts learned for the body region covered. The full History, Observation, Palpation, Range of Motion tests, and Special tests assessment protocol is followed to create a Neuromuscular bodywork strategy appropriate to their client that day. Once the bodywork has been applied, a thorough re-assessment takes place and a plan for continued care is determined. Throughout the session, therapists take notes in a S.O.A.P. (Subjective, Objective, re-Assessment, Plan) format. These comprehensive session notes are of a quality and organization that can be shared and used by other health care professionals who collaborate in client care.

# SEE WHY EMPLOYERS LOVE HIRING ANMT GRADS...



"Our office is an integrative chiropractic clinic concentrating on the body, its injuries and its dysfunctions as a whole. We require that our massage therapists have a great understanding of how the body functions and integrates. This is key in rehabilitating and retraining the body to returning balance, rather than staying in the dysfunctional state that created the injury. The therapists that come out of National Holistic Institute's advanced neuromuscular therapy program have been well taught with a better working knowledge about functional anatomy and the use of trigger point therapy.

We hired a massage therapist, Carrie, from NHI's advanced neuromuscular therapy program. The knowledge that she gained from NHI has allowed Carrie to be a fantastic asset to our patients. She has helped with the treatment of many of our patients' injuries and getting our patients back to performing to their maximum abilities."

# PROFESSIONAL ORGANIZATIONS & RESOURCES



- NHI Blog  
[www.nhimassageblog.com](http://www.nhimassageblog.com)
- American Massage Therapy Association  
[www.amtamassage.org](http://www.amtamassage.org)
- Associated Body Work & Massage Professionals  
[www.abmp.com](http://www.abmp.com)
- California Massage Therapy Council  
[www.camtc.org](http://www.camtc.org)
- National Certification Board  
[www.ncbtmb.org](http://www.ncbtmb.org)
- The Bureau of Labor Statistics  
[www.bls.gov](http://www.bls.gov)

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IN AS LITTLE AS 8 MONTHS, HAVE A CAREER YOU LOVE

AS A MASSAGE THERAPIST



Enrolling is simple!

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Check us out online at **nhi.edu**

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