

Milton • Means Business

New business takes a hands-on approach

By **FANNIE SUNSHINE**
The Champion

Seven years ago, Catherine Wilkinson developed a special massage technique for neck and shoulder injuries.

'Scapular Stretch Rotator Cuff Release' combines different massage techniques such as Swedish and Shiatsu to create the upper body treatment.

"If your shoulder is frozen and you can't lift your arm, it will bring you mobility," said Ms Wilkinson, who's worked as a registered massage therapist for 22 years.

"I started experimenting with different techniques on the shoulders about 14 years ago but didn't come up with the technique until a few years ago.

"What they taught us in school about shoulder and neck massages didn't seem to meet the need of what people needed to ease the pain. I saw my technique was really helping."

Instead of the client lying on their front for treatment, the person is placed on their back, she said.

"I work on the back while they are lying on their back and I work from under them. Somehow I found a way for this technique to work."

If the pain is muscular in nature, Ms Wilkinson guarantees the pain will disappear within three to five treatments.

"If it's a fairly new injury, within the last six months, it might only take one treatment to make the pain go away. If it's an old injury it might take longer."

Since developing her technique, she's taught her specialized massage to regis-

tered massage therapy students across Ontario.

She even ran her own massage therapy clinic just outside Ottawa for 19 years.

Six months ago, she tossed around the idea of opening her own clinic in town.

She and her husband recently opened Hands On Rehabilitation Services, which is located at 497 Laurier Ave. in the medical building.

Grand opening next week

Although the clinic has been open for several weeks, the official grand opening will take place Monday.

A part of the clinic will be a training centre for registered massage therapists who need to upgrade their skills every few years.

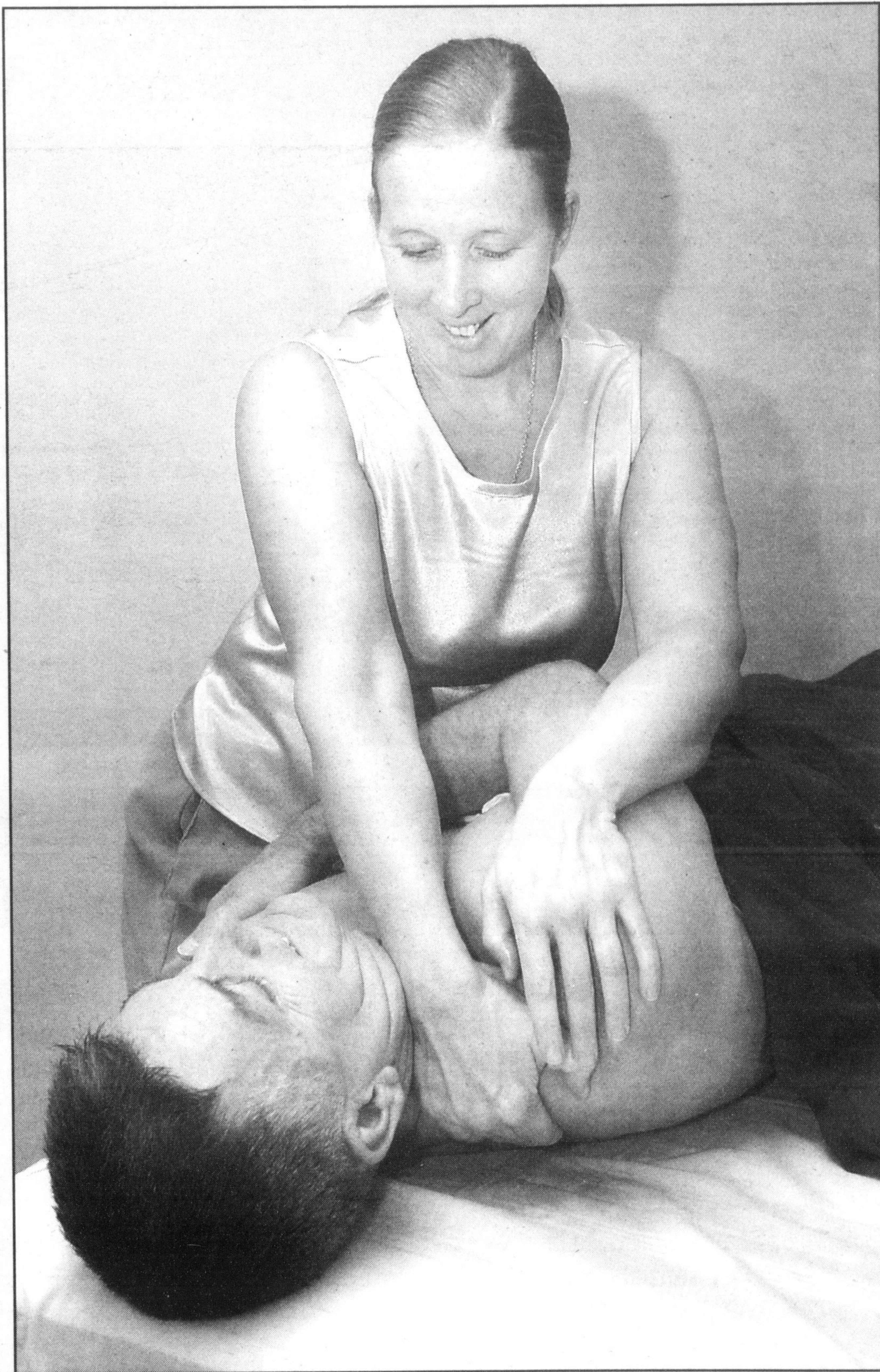
"It's like how teachers and nurses have to continue their education after they graduate through workshops," Ms Wilkinson explained.

Besides offering the Scapular Stretch Rotator Cuff Release massage, the clinic will also offer traditional back and full body massages, lymphatic and reflexology therapy.

A half-an-hour massage costs \$42. A 45-minute massage costs \$50 and an hour massage costs \$70.

Currently, Ms Wilkinson is one of two registered massage therapists working at her clinic, although she hopes to hire another by the end of the year.

"Once all three of us are working, I hope to be able to take walk-in's. But right now, you have to book an appointment in advance. I try to keep the clinic open late so people can come in to get a massage after work."



Photos by GRAHAM PAINE

Catharine Wilkinson works on a client at her Laurier Avenue Hands On Rehabilitation Services business — which began recently and will have a grand opening this coming Monday. The local entrepreneur has developed a unique massage technique to treat neck and shoulder injuries.



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