

THE ROSSITER SYSTEM:

HIDE YOUR COUCH & DOUBLE YOUR POWER AS A MASSAGE THERAPIST

Richard Rossiter, now 60, is a former helicopter pilot who, after being shot down in Vietnam, suffered excruciating pains from severe shoulder injuries for over a decade.

In 1983, he became a trained and certified advanced Rolfer. Richard then went deeper and developed his own system of workouts to relieve pain and help people enhance their mobility no matter what their age.

By combining many massage therapy systems and doubling the efforts with the two-person approach, The Rossiter System of Workouts is improving lives every day!

Only you know what it feels like to live inside your body. Only you know how much you hurt and where you hurt. If you are ready to take care of your body in a whole new way, The Rossiter System's breakthrough stretches are for you! This is a powerful new way to prevent and relieve pain, regain and build range of motion, and enhance performance. There are no drugs, no splints, no injections and no risky surgery.

"I wanted to help therapists provide quicker, more effective relief for their clients." Says Richard. His Rossiter System techniques allow therapists to do more in less time with their clients and give therapists the tools and knowledge they need to keep their own bodies pain-free and functioning optimally for the long-term, physical demands of massage therapy. "I've always looked for the best, most efficient way to do things," says Rossiter. "This is a natural extension of Ida Rolf's work, made more effective, more accessible and just plain easier on the therapist."

Rossiter hasn't used a massage couch in more than 20 years. With clients on the floor, he explains, the therapist's freedom to stand up straight provides better body mechanics and the ability to use the foot to add weight

to clients' bodies. Clients then actively stretch their own connective tissue head-to-toe to ease pain, relieve tightness and restore range of motion for a variety of problems: stiff/sore shoulders, low back pain, achy knees, carpal tunnel syndrome, elbow tendonitis, plantar fasciitis and just about any other overuse injury the body can develop.

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The foot, Rossiter says, provides a naturally smooth, flat surface that can provide direct and powerful weight and warmth to a client's connective tissue – the necessary elements that help the tissue proteins loosen and stretch so that tissue can return to its normal, fluid, state. "I've yet to find anything that's easier on a therapist's body than use of the foot," he says. "The hands, elbows, shoulders and lower back are not only less powerful, they're also more vulnerable to overuse and injury."

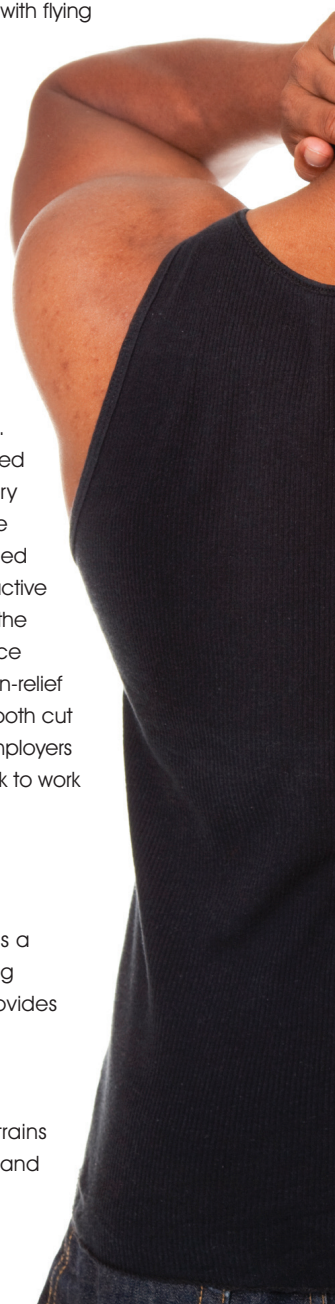
Rossiter doesn't want to turn massage on its head. He just wants therapists to think differently about how they do their work and to consider newer, easier but more powerful techniques. He remembers full well how it felt at the end of a busy day of his Rolfing practice. His clients would go home feeling loose, free and light... while he went home achy and doubting how

much longer his career could last.

Rossiter is a former pain sufferer who developed chronic shoulder pain from the stresses, physical demands and contorted positions associated with flying a helicopter, first in Vietnam in 1969-70 and for nine years on the Alaska pipeline. On a friend's recommendation, he turned to Rolfing to relieve his pain and was so impressed with the results that he joined the profession. Later, when he focused his practice on factory workers and repetitive strain injuries, he added speed, weight and active client movement to the techniques to produce the quick-acting, pain-relief solutions that could both cut medical costs for employers and get workers back to work quickly.

What Is The Rossiter System?

The Rossiter System is a two-person stretching programme that provides quick, powerful and targeted relief for common overuse problems: muscle strains and pulls, low back and



hip pain, tight calf muscles and hamstrings, elbow tendonitis, shoulder and neck pain, heel spurs and more. It encompasses more than 100 powerful stretching techniques to loosen and elongate connective tissue. The upper-body techniques are arranged in 10 levels; the higher the level, the more challenging the techniques and the quicker the results. Each Rossiter technique must be simple, teachable to anyone, easy to learn, and able to produce consistent results.

A typical session is called a "workout," and it's done with the client fully clothed on a mat on the floor (only a few techniques are done in a chair).

The therapist is the "Coach;" the client is the PIC, or "Person in Charge" of

his/her own pain and recovery. The Coach stands next to the PIC and uses his/her foot to anchor connective tissue in place on the PIC's body and then instructs the PIC on each technique: when to move, how to move, where to move, etc., constantly adding verbal encouragement and instruction to the process. Each technique requires determined, active movement, and conscious participation by the PIC. Weight and warmth from the Coach's foot and slow stretching by the PIC change the density of injured or tight tissue, freeing it of pain and tightness. Rossiter workouts can be performed in as few as five minutes and rarely take more than 30. Rossiter created the Coach/PIC system because it gives the client a greater sense of ownership and control over their own health and recovery.

Before each technique is done, the client or PIC moves into a position called "Locking," a position that engages or "locks" connective tissue in the feet, legs, opposite arm and head/neck for full integration of connective tissue and results throughout the body.

Anyone trained in massage therapy and myofascial release would recognize a Rossiter System workout as a powerful combination of massage, shiatsu and Rolfing, along with something else: client-driven, practitioner-coached bodywork that deeply and powerfully changes a large volume of connective in a very short amount of time. Clients must be ready and willing to work hard, provide feedback and find their own pain to relieve it.

Says Sharon Mountford, a massage therapist and naturopath practitioner who has taken two of Rossiter's workshops:

"I am passionate about promoting Rossiter because it has helped my own clients so much and made me even busier.

For people who are really in pain and need fast relief, there's nothing I've seen that's any better. You can do the Rossiter work anywhere, in whatever time you have, in just a short time you can fix it – and that's not the case with massage or structural integration or anything else, because you have to work at different spots and chase

things around. The Rossiter techniques just fix it quickly, and it's a lot easier on my body. I now refer less clients to the Osteopath. Any therapist should seriously consider adding Rossiter to their tool bag - it will save their bodies and their clients!"

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"No one knows your own body, including where it hurts, more than you do," says Rossiter. "If you're in charge of your own pain-relief workout, you know exactly how hard and how deeply you have to stretch to get results, because you can feel the results almost immediately. In a day and age when so many people turn responsibility for their bodies to trainers or doctors, this is an approach that keeps you in charge and gives you the power to take care of your own body safely and without risks or side effects."

"What's exciting about these techniques is that clients very quickly understand that pain is not permanent," adds Rossiter, of Cincinnati. "If we can get even five minutes of relief or looseness after the first workout, then five minutes soon turns into five days, and after that, it's only a matter of time before pain, stiffness and tightness are gone for good."

Getting clients onto the floor is quickly catching on in the UK and working with The Rossiter System® uses minimal equipment. You can take Rossiter to running and sports clubs, into businesses, factories as anyone of any age/profession can benefit from a Rossiter Workout and it is extremely effective at preventing and relieving repetitive strain injuries.

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A few testimonials...

"My back went into spasm with sciatic pain and I was in agony from a slipped disk which usually meant lying on my back being incapacitated for up to 3 weeks. After just one Rossiter Treatment, my pain was gone and I was able to go straight back to work – it's amazing and thank you!"

Mr I Davies, Retail Manager, Staffordshire

"I was in pain, suffering from gout in the top of my foot, making it difficult and very painful to walk. After a Rossiter Workout, my pain was gone and hasn't come back – I would recommend it to anyone who wants to be free of pain"

Sarah Ashe, Beauty Therapist

"I would sincerely recommend the Rossiter workout to other runners as a great maintenance therapy, as well as for injuries. When I have a Rossiter workout before a race my legs just feel so light and I just fly through the miles. Big thanks to Sharon for introducing this to me and making such a difference to my life. As I'm sure other runners will appreciate – An injury free runner makes for a much happier person in general".

Jo Donnelly – Middle Distance Runner

"I speak passionately about Rossiter because I now have a thriving practice in Stoke on Trent with a regular overspill of people waiting on a cancellation"

Pain caused by repetitive strains, bad habits, poor footwear, heavy work and poor posture will always be around. Instead of slogging it out over a treatment couch, which can take several massage sessions before your clients get relief, why not build a reputation that gets results first time and fast without causing you injury? Get your clients off the couch and onto the floor with a Rossiter Workout that delivers fast pain relief!

"I speak passionately about Rossiter because I now have a thriving practice in Stoke on Trent with a regular overspill of people waiting on a cancellation. A Rossiter Workout is no more than a 30 minute session

and you can aim to charge £25 to £35 per session and you remain energised and your whole body remains protected throughout the session. No more weak wrists, tired hands or achy backs and the end of a busy day" says Sharon.

The public and fellow practitioners need Rossiter Therapists here in the UK, so please come and join the revolution and change your practice for the better. Be at the forefront of your profession because you and your clients deserve it.

"Two and three-day Rossiter workshops, offered throughout the UK, have attracted sports massage therapists, physiotherapists, personal trainers, Yoga/Pilates instructors, distance runners, and other body workers, nurses, physical rehab specialists, members of the public and more in fact anyone," Rossiter says, "intent on getting out pain and back in the game." ■

Rossiter Courses and Seminars are taking place in September/October throughout the UK in 2010. Richard is available for interview and talks during September. To find out more, please visit www.essentialbodyworks.co.uk or call Sharon on 07732 487520.