



Scandinave Les Bains Vieux-Montréal to offer Lomi-atsu **New prevention-oriented massage fostering deep,** **lasting wellness based on organ health**

Montreal, August 24, 2011 – Starting September 6, Scandinave Les Bains Vieux-Montréal will be offering clients **Lomi-atsu**, a brand new form of massage that combines the best of the East (Shiatsu) with the best of the West (the relaxing effects of Lomi-Lomi, a traditional Hawaiian massage) to rebalance energy levels and detoxify internal organs.

“This approach, which departs from the conventional massage structure, is perfectly in tune with our philosophy at Scandinave Les Bains,” says Caroline Anton, Supervisor of Massage Therapy at the spa. “It suits to a tee those of our clients looking for the best ways to achieve both a physical and psychic balance. We are convinced that Lomi-atsu will offer them new perspectives on their health and well-being, and that they’ll want to make this a part of their routine.”

Lomi-atsu 101

Designed by Noémie Gélinas, renowned massage therapist and professor at the Kiné-Concept Institute, one of the largest massage therapy schools in North America, Lomi-atsu is administered on a table with oil. Its ample and fluid movements, applied via forearm, elbow and palm, produce a relaxing effect on muscles. Pressure points characteristic of Shiatsu help release tension in a more targeted approach and stimulate the free flow of the body’s vital energy. Last but not least, an abdominal massage – which stimulates the functions of the various internal organs – produces a detoxifying effect and reduces emotional stress.

“What makes Lomi-atsu original,” explains Professor Gélinas, “is that it acts at once on the physical, energy and emotional planes. In practising my trade, I’ve observed that more and more people are affected by health problems relating to an emotional imbalance and the disruptions that go with it. Well, Lomi-atsu – with its holistic approach – helps clients restore this balance and attain a profound and lasting sense of well-being when practised regularly. What’s more, it can stimulate energy levels to help us get through the long work day.”

Internal strength

Abdominal massage is an intriguing aspect of Lomi-atsu. Little known in the Western world, this technique is an integral part of traditional Eastern medicine, which considers that our organs and emotions interact closely. By detoxifying the stomach, liver, gallbladder and intestines, Lomi-atsu stimulates their workings and has a beneficial effect on our emotional health, and thus on our quality of life in general.

Scandinave Les Bains Vieux-Montréal has made sure that the care dispensed by its certified massage therapists is of the highest quality. Each therapist has completed sixty hours of training in Lomi-atsu at the Kiné-Concept Institute.

About Scandinave Les Bains Vieux-Montréal

Nestled in a converted marine warehouse opposite the Quays of the Old Port, Scandinave Les Bains Vieux-Montréal is a place where people can enjoy the age-old experience of Scandinavian baths on Montreal Island. The contemporary structure marries new technologies and cutting-edge design with sustainable architectural practices. A veritable Eden in the heart of the city, the spa offers an authentic multi-sensorial experience in an environment where natural materials and elements combine to foster healing and well-being.

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