

Solace Naturals Presents

The Complete Guide to **CBD Massage**



Join us on an exploration on the many attributes of the Hemp plant, from which CBD is derived, and how we will formulate and incorporate this centuries old medicinal plant into our practices to benefit and enhance the established and well know benefits of hands on healing.

CBD + Massage The Complete Guide

The news has been buzzing with CBD related articles and no doubt many of your clients have been asking about it.

So, can CBD enhance our work and what benefits can we then offer our clients? The answer it turns out is a lot!

Let's explore together. Our Goals for this Guide:

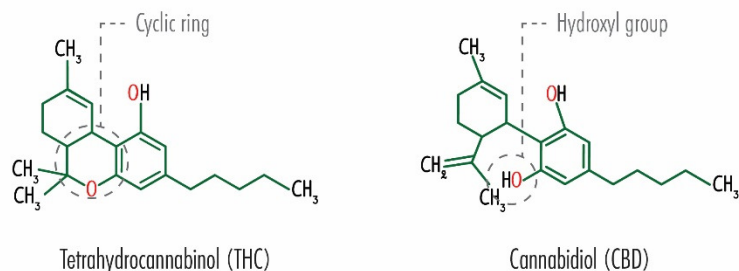
Define what CBD is

Explain how CBD works

Reveal the best formulation and variety of CBD to dovetail into to your treatment enhancing every aspect of your massage session

Answer some common questions

Put in all together into some step by step guide to perform a CBD + Massage session



Definition: What is CBD?

Cannabidiol (**CBD**) is one of over 113 naturally occurring cannabinoids found in cannabis plants. Hemp and Marijuana are varieties of the genus *Cannabis* – just like a Labrador and a Pitbull are varieties of the genus *canine*(dog). A simple way to understand this is: Hemp is high in CBD and Marijuana is high in THC. THC is the compound that produces the “high”. Hemp, by definition and legal status contains less than 0.3% THC. The Hemp variety of *Cannabis* and its medicinal attributes is the subject of our guide.

How Does CBD Work?

The endocannabinoid system is a biological system composed of endocannabinoids, which are endogenous lipid-based retrograde neurotransmitters that bind to cannabinoid receptors, and cannabinoid receptor proteins that are expressed throughout the vertebrate central nervous system and peripheral nervous system. (If this sounds like a bunch of technical mumbo jumbo, read on, we will break it down!)

Here is what UCLA Health has to say on the endocannabinoid system (ECS).

“For most of history, the effects of cannabis on the human body were little understood. Then, in the 1990’s, scientists discovered endocannabinoids, the natural cannabis-like molecules produced by the human body. Scientists began to realize cannabis exerted its effects, in part, by mimicking our endocannabinoids. It appears the main function of the endocannabinoid system is to maintain bodily homeostasis—biological harmony in response to changes in the environment.⁹ Taxonomic investigation revealed that the endocannabinoid system is incredibly old, having evolved over 500 million years ago. Moreover, it is present in all vertebrates—mammals, bird, reptiles, amphibians, fish, etc, all produce endocannabinoids!¹⁰

Research initially suggested endocannabinoid receptors were only present in the brain and nerves, but scientists later found that the receptors are present throughout the body, including our skin, immune cells, bone, fat tissue, liver, pancreas, skeletal muscle, heart, blood vessels, kidney, and gastrointestinal tract.¹¹ We now know the endocannabinoid system is involved in a wide variety of processes, including pain, memory, mood, appetite, stress, sleep, metabolism, immune function, and reproductive function.^{12,13} Endocannabinoids are arguably one of the most widespread and versatile signaling molecules known to man.”

Here is a view from CBD Distillery (Balanced Health Products), one of the premiere sources for CBD for many of the top brands: “Much like a daily vitamin, CBD, one of the many cannabinoids found in industrial hemp plants, supplements the Endocannabinoid System, which plays a vital role in optimal human performance. Thus, daily supplementation of hemp-derived CBD can increase the long-term functionality of the Endocannabinoid System.”

Here is the takeaway for bodyworkers: CBD, interacting via the Endocannabinoid System, dovetails and works synergistically, sharing the same philosophy, with massage and hands on healers in that our work supports and encourages the body’s natural healing abilities and mechanisms.

On the other hand, aspirin, many medications, ice, menthol, camphor, analgesics, all work symptomatically, not necessarily treating underlying causes.... Not to say that there is not a place for this, but I think most would agree, clients are not coming to you for just symptomatic relief.

Now that we have some understanding of CBD, the mechanism of how it works and the understanding that Massage+CBD work on similar goals, our focus turn now on how to formulate a CBD infused product for maximum results and describe the best practices for performing a CBD Massage.

Recent studies have shown that CBD receptors are plentiful in both the central nervous system and peripheral tissues, as well as the skin. This allows us methods to affect CBD levels in the body via absorption as well as hit the superficial CBD receptors in the skin.

The skin is the largest organ of the body – let’s use it! We simply cannot force an effective dose of CBD through a limited surface area, but with a whole body surface area, we can.

Rule #1 **Perform a Full Body CBD Massage**

With a CBD Massage, as well as any massage, the lubricant you use will penetrate the skin and find its way into the bloodstream. Now is a good time to review all your ingredient lists and decide your own comfort level allowable ingredients. Our philosophy and recommendation at Solace Naturals is to only use pure and fresh ingredients free of any unnecessary fillers or preservatives. For CBD+Massage, this especially applies. Along with purity of ingredients, we have found that using the whole array of beneficial products of the Hemp plant is far preferable to using a CBD isolate. What is known as “full spectrum” CBD contains CBD (and CBD-A, its non-decarboxylated form) as well as terpenes, flavonoids, and antioxidants. These all work synergistically, known as the entourage effect.

Rule #2 **Use Full Spectrum CBD in a Pure Base**

We talked about the way CBD works holistically in the body, supporting and regulating important processes to achieve homeostasis, as opposed to symptomatic treatment. In the full body massage, avoid the use of menthol, camphor, and analgesics. These interfere with the feedback mechanisms necessary for the hands on practitioner to access and alleviate tension, blockages and pain. The use of analgesics can be applied as a spot or home care routine.

Rule #3 **Avoid Menthol, Camphor and Analgesics during full body CBD Massage**

Our recommended and starting dose is 25mg full spectrum CBD. We recommend sticking to this.....if using just the isolate CBD, you will need a higher dose. Smaller doses cumulatively applied is far more effective than one big dose. 25mg applied topically is very safe, probably as safe as applying an herbal compress or arnica.

Rule #4 **Use small doses cumulatively rather than single big doses**

The beauty of CBD and Massage is that they work so synergistically. Thanks to the abundance of CBD receptors in the skin combined with the full body CBD Massage we can contribute to the supplementation of the endocannabinoid system AND directly target the CBD receptors in the skin. Practitioners are reporting the following benefits of CBD+Massage: skin conditioning, tissue softening, alleviation of muscular skeletal pain, faster recover in athletes, and assistance in dealing with difficult chronic conditions. As a bonus, practitioners are reporting alleviation of pain and tension in their hands, and clearing up of skin conditions. When you are applying CBD Massages, take note of skin and tissue conditions, sports massage recovery, reported pain and other muscular skeletal or chronic conditions from your clients and assess how CBD might be helping. This will help you decide how and when to incorporate CBD into your practice.

Rule #5 **Note the effects of your CBD Treatments**

FAQ

How much should I charge for a CBD Massage? This will be a personal decision based on your own practice. Some practitioners have relatively high standard prices and offer this as part of their regular treatments and others charge upwards of \$50. The average is \$20-\$30.

Can I get high from CBD? No, legally grown CBD from the hemp plant is less than 0.3% THC.

Will I fail a drug test from a CBD Massage? If you follow our protocol and keep the dose at 25mg topical the chances are extremely small, however not zero. If this is an issue with certain clients, you can use an isolate. Contact us for details

Should I use a waiver or client education for CBD Massage? Again, every practice is different and at the end of the day you will decide what is right for you. When performing any add on service or modality, like cupping, using herbal remedies, or CBD Massage, some sort of introduction, whether an informal client education, or a formal waiver, should be performed. See a sample waiver [here](#).

What is the best aftercare CBD formula? While regular massage treatments are best!.....for those that benefit from CBD and want something for home care there are 2 good choices – tinctures to take internally and balms to apply topically. Tinctures will provide better full body absorptions and topicals will keep the skin healthy and tackle problem areas of joint and muscle pain.

Is CBD Legal? There is a lot of confusion over this especially in past years, but outside of some arcane local ordinances, CBD, derived from Hemp, defined as containing less than 0.3% THC is legal on a federal level as a result of the passage of the 2018 Farm Bill. You can purchase it in all 50 states both online and locally. A national massage and spa chain now offers CBD massage. Countless other massage practices and clinics across the nation offer it. How about professional state board associations?

CBD Formulation Options

As noted above, we believe purity of product and ingredients leads to better outcomes for both client and practitioner. With the actual CBD infusion you want to apply the same scrutiny. The best way to do this is via 3rd party testing of the CBD. This gives you confidence that the potency stated is valid and that no unwanted residuals are present. All of this can be viewed on the 3rd party lab report. Solace Naturals sources it's CBD from CBD distillery, one of the top producers and supplier to the best brands. CBD distillery has solid and transparent 3rd party testing.

When performing a CBD full body treatment, these are your options.

You can use pre dosed oils or creams. These will contain 25mg of full spectrum CBD in a pure oil or cream base. One dose is applied for one full body treatment.

You may also use Solace Naturals CBD concentrate. Here you can add drops of the concentrate to your normal lubricant. You can also use the drops to customize and tailor specific treatment dosages according to your needs.

Solace Naturals is available to create a custom CBD program for your practice, clinic or spa. Contact us at 610 834 3992 or info@gotyourback.com.