

# The Complete Guide to CBD+Massage



Explore the many attributes of Hemp, from which CBD is derived, and how you can incorporate this medicinal plant into your practices to enhance the established and well-known benefits of hands-on healing.



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## 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 quite a lot!

Let's explore together the many attributes of Hemp, from which CBD is derived, and how you can incorporate this medicinal plant into your practices to enhance the established and well-known benefits of hands-on healing.

We have put it all together into this step by step guide.



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## 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.<sup>9</sup> 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!<sup>10</sup>

*“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.”*

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.<sup>11</sup> 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.<sup>12,13</sup> Endocannabinoids are arguably one of the most widespread and versatile signaling molecules known to man.” Here is a view from CBDistillery (Balanced Health Products), one of the premier sources of CBD for many of the top brands (including ours!):

## 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. With CBD receptors plentiful deep in the body (central nervous system), and peripherally in the skin, hands-on practitioners can access both through skin absorption of the lubricant, and the mechanical action of massage on the body.

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

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

# 1 Perform a Full Body CBD+Massage

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.

# 2 Use Full Spectrum CBD in a Pure Base

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 of 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.

# 3 Avoid menthol, camphor and analgesics during Full Body CBD+Massage

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.

# 4 Use small doses cumulatively rather than single big doses

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

# 5 Note the effects of your CBD Treatments

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 support 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 recovery 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.

*“The skin is the largest organ of the body, let’s use it.”*

### *CBD Formulation Options*

When performing a CBD full body treatment, these are your options: You can use Solace Naturals 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.

Spot or Take-Home CBD Formulations. Tinctures for internal use and balms for topical use are the choices here. For the balm spot-treatments the CBD percentage will need to be higher and you may supplement with herbs, essential oils and even analgesics if desired.

Solace Naturals offers all you need for CBD+Massage and CBD spot treatments, take-home, and retail resale formulations. We will custom design a program to the needs of your practice, spa or clinic. Contact us for details.

## Solace Naturals Guide to Performing a CBD+Massage



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## Purity of Product

CBD, along with vitamins, body lotions and many other products you use, are not formally regulated by the FDA like medicine. Therefore, you must rely on your own judgement, due diligence and the reputation of the company. Many players in the CBD field have addressed this issue by offering their own lab results for potency and accuracy, as well as independent 3rd party testing. This is a good effort by the industry to instill confidence in consumers. The other test a consumer can make is to actual use the product and see the results for yourself!

Solace Naturals' mission is always pure, always fresh

We believe pure ingredients made fresh retain the potency of the formulation better than industrial products that sit on shelves for months or years.

Our CBD comes direct from USA Hemp grown by CBDistillery, one of the top producers of Hemp. The plants are grown in the western states using natural farming practices, non-GMO and gluten-free. The extracted full spectrum hemp is lab certified and further 3rd party testing is done to ensure the accuracy and potency of the CBD and other botanicals. The testing goes further to determine and ensure that there are no pesticide residues or other unwanted material. Solace Naturals then combines the fresh CBD with our pure bases of wholesome ingredients. This is done fresh, like a bakery, every week. We believe that this process retains and unlocks the full potency and effectiveness of the formulation, giving the user maximum results.

## Our Products



### Solace Naturals CBD Single Dose Oil

Single Dose Oil, 1oz, one full body treatment. 25mg Full Spectrum CBD. Includes 1 free client information card



### Solace CBD Counter Top Display and Starter Kit



### Solace CBD Counter Top Display



# 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 contains 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.

## What is the best aftercare CBD formula?

While regular massage treatments are best, for those who benefit from CBD and want something for home care there are two good choices: tinctures to take internally and balms to apply topically. Tinctures will provide better full body absorption 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 as well.



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**Solace Naturals** CBD infused formulations are designed for maximize absorption of CBD in the body as well as receptors the skin. This assists in maintaining general wellness and enhancing all aspects of your massage treatment.



Let Solace Naturals create a custom CBD program for your practice, clinic or spa.

Contact us at  
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