



A Massage TREASURE

Ellen Bendin, owner and manager of JOYA-Australia speaks to *Professional Beauty* about a massage treat she discovered in Germany.

In 2004 the Joya Massage-Roller was created and welcomed worldwide. Many professional users in massage and physiotherapeutic practices, alternative practitioners and beauty therapists have incorporated Joya into their everyday work. Joya works on the concept of freely rotating crystal spheres in handy holders for different massage purposes. This concept combines three aspects from the fields of Eastern medicine and modern wellness: relaxation through pure massage power, release of blockages through acupressure and transfer of positive vibrations of semi-precious stones. All crystals are interchangeable

and the range includes amethyst, rose quartz and jade.

Ellen Bendin is from Germany and has always wanted to be self-employed. She has had a keen interest in massage and wellbeing and was introduced to Joya while visiting her Shiatsu therapist. Shiatsu is a Japanese form of bodywork, sometimes described as a finger pressure massage. It was through her personal experience of Joya she decided to bring it to Australia.

Ellen believes Joya's point of difference lies in the ergonomic design. "The Joya Classic hand-piece fits nicely in the hands and does not have to be held onto. Therefore the hands are completely relaxed and the fingers always in contact with the body to feel the muscles," Ellen explains. She believes there are three aspects to Joya, "Crystal massage is a powerful modality and the Joya massage is a unique treatment that enhances the treatment menu and brings customers back. Secondly, Joya helps to protect massage and beauty therapists against pain in their hands from repetitive movements and strain which could stop them doing the work they are passionate about. Last but not the least, Joya is a great product for your clients to take home."

Ellen was amazed by the response when she exhibited at the International Spa and Beauty Expo in 2008. She believes we need to be more conscious about what we put on skin and there should be more organic and natural products. For Ellen, it is important to be open-minded and to listen carefully to customers' needs, questions and feedback. "I find personal contact with clients can make a huge difference; it is worth making a call instead of sending emails," she advises.

Ellen has begun training in Joya massages and would like to expand this area as well as developing a new web page. "I'd like to see Joya massages become as popular as hot stone massages," she says. ■

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Joya is a range of hand-held massage rollers made in Germany for personal and professional use in spas, beauty salons, wellness centres and massage practices. The name, 'Joya' comes from the Spanish and means 'treasure.'

Joya was born out of a personal need with its inventor, Ulrich Metz, having suffered from strong pain in his musculoskeletal system which only responded well to firm massage. Unfortunately, these massages were extremely strenuous for the masseuse. Ulrich Metz went in search of a massage tool that could be handled and guided with ease by the masseuse. The tool would also allow effective self-massage anytime and anywhere. When he couldn't find anything suitable, Ulrich decided he would design a massage roller that would increase the amount of pressure while simultaneously decreasing the physical effort to the hands and body. The tool needed to be an optimal fit for the masseuses' hands so it could be controlled comfortably, easily and close to the body. At the same time, it needed to also fit perfectly to the muscles and bones to allow firm, targeted massages without physical exertion.