

Clinical Canine Massage Practitioners Programme



Canine Massage Therapy Centre

www.k9-massage.co.uk



"It's not every course you do that will change your life but the Practitioner Programme altered mine in so many wonderful ways..."

Sam Axtell • Wolfrun Canine Massage



10 Reasons to Train With Us	3
Entry Requirements	4
About Clinical Canine Massage	4
How the Programme Works	
• Part I	5
• Part II	6
• Part III	7
How to Apply	7
Life in Practice	8
Frequently Asked Questions	10
Career Opportunities	11
Testimonials About the Course	12
The Principles of the Programme	16



We understand that as an adult things have probably changed from when you set out on your first career path. Maybe you want a complete career change, to have a career that is rewarding and stimulates your passion for working with, and positively changing the lives of dogs. Maybe you are a current canine professional who is looking to laterally integrate Clinical Canine Massage as part of your existing canine business. Whatever the reason the Clinical Canine Massage Practitioner Programme has been developed to help you achieve your dreams and importantly make real and often life changing results to the dogs we work with.

I developed this programme in 2010 for people like you. I wanted to give others the opportunity I never had by providing a unique, supportive, fun learning environment, stacked with knowledge, a vast range of techniques and applied anatomy which most importantly gives you the real tools you need to make a difference to your canine clients and have a successful business. My method works and I coach my students to succeed. With 10 years of industry experience in Canine Massage Therapy and a successful career in human massage working with sports professionals, I painstakingly developed this course to ensure it was the best canine massage course in the industry hands down.

I love teaching the Practitioner Programme because I see students grow, evolve and develop; applying their knowledge, their passion and starting up their own businesses. But most of all I love it because I know that successful students will go on to become successful practitioners; helping improve the lives of dogs all over the world. And for me, that's what's it's all about; the dogs always come first so I ensure the therapists I train will always be at the top of their game so they can provide the level of care and support that each and every dog deserves.

Very best of wishes

Natalie Lenton
Director

Canine Massage Therapy Centre



1 Our unique programme is exclusive to us
You won't find our programme anywhere else or anything that comes close to it. Written and delivered by our Director who has over 10 years in industry. Learn from the best.

2 A proven track record in training therapists
Just google 'Canine Massage therapist' and you will see we train the highest percentage of real, working therapists.

3 4 Disciplines of Massage
Swedish massage is the basics as far as we are concerned. For real clinical massage we give you remedial sports massage, deep tissue and the crème de la crème of bodyworks; Myofascial release both the direct and indirect approach so you can achieve the results your clients deserve. The Lenton Method has a proven track record of results and is what makes the programme so unique.

4 In the heart of the country for easy access
Based in Bromsgrove, Worcestershire. Easy access from M42 / J1, M5 / J4 and 45 minutes away from Birmingham Airport. How handy is that?

5 Home Study and Practical Days
We blend home study with on site and off site practical days ensuring you understand theory and importantly how to apply it for the safety of the practice.

6 External Accreditation
LANTRA have checked out all our course material and provide us with the backing and support to ensure that we meet high standards of content and delivery.

7 High level of tutor support
1 tutor to 3 or 4 students. Yes that's right. In a class of 10 you will have a minimum of 3 tutors ensuring you get plenty of hands on help.

8 A truly supportive and dynamic learning environment
Death by PowerPoint? Not on the Clinical Canine Massage Practitioner Programme. Your time in the classroom sees you dealing with real dogs, real visiting clients with real diseases and mobility issues.

9 Support after you have finished
The successful student will have the opportunity to join the Canine Massage Guild, an established network of therapists as well as Continuing Professional Development training.

10 Ethical & Professional
Our contribution to the veterinary community means that we always work with Veterinary Consent to respect the Veterinary Act 1966 and Exemptions Order 2015 (previously 1962). We adhere to National Occupational Standards in the rehabilitation of an animal so you will be taught how to work professionally and safely. Importantly we are also a member of the Review of Minor Procedures Regime feeding into the RCVS and DEFRA to set standards of training in this rewarding yet underrepresented field. Responsibility is at our very core.



Entry Requirements

A Degree or qualification in a relevant field eg: medical / bodywork

Or

You are an established Myofascial Release therapist for humans or Massage Therapist with training above Level 3

Or

A high level of relevant experience

Or

You have attended a 1 day workshop / and or watched the DVD

+

Have completed the written formal qualifying questions with evidence based research

+

8 GCSE's or equivalent
3 A Levels or equivalent

We recommend at the very minimum watching our DVD 'Canine Massage in 3 Easy Steps' and attending a 1-day workshop with us. By attending a workshop you demonstrate a degree of commitment and actual, in person, research. Is the course for you? Are you physically capable of working with dogs on the floor for prolonged periods? It's a great way to meet your tutor and other students currently doing the course so you can ask them lots of questions and ascertain whether it's the right course for you.

A high degree of written competency and manual dexterity is required for the course. The course is written to 3rd year degree level standard and will include Latin and medical terminology.

Access onto the Programme depends upon:

- ✓ One of the above entry requirement
- ✓ Submission of self assessment form
- ✓ A written paper
- ✓ A telephone interview
- ✓ You have watched the DVD
- ✓ Preferably you attended a one day workshop with us or plan to book one in the future



About Clinical Canine Massage Therapy

Clinical Canine Massage Therapy is a pioneering therapy used to rehabilitate soft tissue injury and provide pain management for the support of orthopaedic conditions like arthritis and hip dysplasia.

Dysfunctional muscle, fascia, tendons and ligaments are manipulated to return the body to a functional state. With the Lenton Method, typically results will be seen within 1-3 sessions making it the premium therapy for muscular issues and pain management.

Common issues in dogs that a therapist works with includes:

- Postural and gait changes and irregularities
- Lameness
- Stiffness and slowing down
- Senior dog issues eg: struggling to walk/get up or down
- Changes in Activities of Daily Living: the dog is unable or unwilling to jump in / out of car or go up / down stairs
- Behavioural changes caused by pain: self mutilation, unsociable, a dog who isolates themselves to protect from further injury
- Performance Issues: Agility dogs; pole knocking, weave issues etc. Obedience/ Working Trials etc.
- Pain management for orthopaedic issues: HD / ED
- Proprioceptive deficits, pain and secondary issues in neurological cases eg: CDRM / IVDD / SM
- Post surgical support
- Anxiety and stress patterns



Empowering the owner achieve even greater results...

It's not just about the time the dog is undergoing the actual massage. Owner education is key too.

Care Plans are provided to each owner to make them aware of simple measures they can put in place at home or in the field to ensure you get the very best results for the dog you are working with. We coach you in evaluating objective information from the vet and subjective information from the owner to incorporate into your bespoke care plan ensuring your client gets the very most from their massage session with ideally long standing results.



"Running my own business is rewarding, tiring and exciting! No day is the same and the feeling you get when you are massaging a dog who has been in pain, and they sigh, relax and put their trust in you is priceless."

PENNY WARREN • Bristol K9 Massage



How the Clinical Canine Massage Practitioner Programme Works Part I

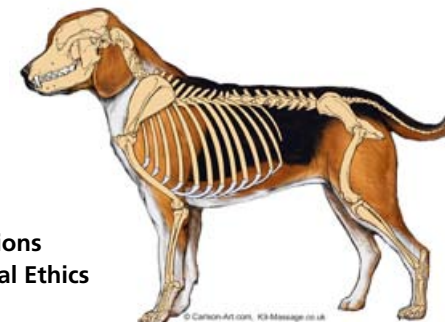
A blend of home study, part time, distance learning, on site practicals, off site guided study days and an assessed externship totaling approximately 800 hours over 2 years. Not for the faint hearted, the programme only trains those who are looking to deliver the therapy professionally.

Home Study Modules

11 Core Modules. Home Study Modules give the student in-depth knowledge of the dogs Anatomy and Physiology as well as Orthopaedic, Muscular and Neurological Pathologies. Gait Analysis, Massage Theory, Business Awareness and Clinician Skill Modules help begin mentoring the student into setting up their own successful Canine Massage Practice.

The student will complete 9 written modules on Anatomy & Physiology before hands on training commences. The student typically has up to 14 months to complete the following Modules. (NB: the final 2 modules are not completed until practical training has commenced.)

1. Skeletal System
2. Muscular System
3. Lymphatic System
4. Massage Theory & the Law
5. The Skin
6. The Nervous System
7. The Vascular System
8. Gait Analysis Theory
9. Common Orthopaedic Conditions
10. Clinician Skills and Professional Ethics
11. Business Awareness



Each module is written to 3rd year Degree standard and word counts are on average between 5,000 and 10,000 words per module.

The student is emailed workpacks and answers are submitted via hardcopy in the post. Each module is internally assessed to meet a set of established and measured learning outcomes. External verification is with our accreditation body LANTRA. The student is provided with individualised feedback for each module and may submit a module up to a maximum of 3 times. A full reading list is provided.

Typically we recommend an average of 8-10 hours study per week during modules. This will increase as practical sessions and the Externship commence.

Our private online student forum also ensures you are able to ask questions to tutors, share knowledge and 'meet' other students so you are supported. Phone support and email support is also provided.



"I now have the best job in world and it is written all over my face! Working so closely dogs is a real privilege and one I get to enjoy each and every day."

CATRIONA DICKSON • K9 Massage Clinic



Practical Days

Get ready for one of the most challenging and rewarding parts of the Programme...

The **Clinical Canine Massage Practitioner Programme** is a unique and innovative course which trains the student in Integrated Massage for dogs, and is taught by Natalie Lenton, Director of the Canine Massage Therapy Centre as well as a massively high level of support from other Tutors. The scientific nature of the course integrates Advanced Live Canine Anatomy with Massage. You will be working on real visiting clients after you have been deemed safe to work with members of the public's dogs. A total of 12 very intense practical days throughout the year encompass the on site practical element of the course.



The Lenton Method®

This is what really sets the course apart from just standard canine massage. Developed by our course director with 10 years in practice the Method is a 3-prong approach that teaches the student:

1 The Method - Advanced Palpation Routine
Learn how to systematically and scientifically assess the canine body to detect Muscular Injury And Myofascial Dysfunction as you learn a structured way of reading the body with the Art of Informed Touch. Reading Skeletal Landmarks, Veins, Arteries, Fascia both Deep and Superficial and Muscle with the fingertips is an Advanced Skill that requires many months of practice to become competent. The Practitioner Programme focuses heavily on developing this skill with Palpation Practice and Palpation Drills regularly in place as well as Tutor Assessment and one on one help and guidance to enable the student to develop this most enviable skill.

2 The Method - Body Mapping
Developed by Natalie Lenton the student will leave with a comprehensive Body Map which determines clear anatomical locations of fascial dysfunction and muscular injuries and issues such as Strains, Trigger Points and Hypertonicity. The BodyMap took Natalie years to develop and Students benefit by being able to enter the field at an incredibly high level by being able to hone in on patterns of injury and issue to provide a more targeted therapy.

3 The Method - The 7 Protocols
Once a muscular or myofascial issue has been identified the therapist needs to address it effectively. The 7 Protocols are a unique set of Myofascial Release Techniques developed by your tutor that get often phenomenal results that are fast and long lasting. The 7 Protocols address deep, embedded patterns of Myofascial Restrictions which are often the cause of reduced or impaired mobility and pain. The student is taught the 7 Protocols throughout the Practical Days and is coached to develop an understanding of the theory of the Protocols, clinical justification of the techniques and mastery of their use.
NB: A further 45 of other massage techniques that span the 4 disciplines are also taught.

The student will also learn a further 45 techniques:

Myofascial Release – The Direct and Indirect Approach to address areas of Myofascial Pain and Trigger Points, use of the Thixotropic Response and Direct Engagement

Remedial Sports Massage – Injury Identification, Muscle Isolation, the Use of Origins / Insertions / Actions, Injury Rehabilitation, Scar Tissue Remodeling from the Strain, Advanced Soft Tissue Palpation Skills

Deep Tissue Massage – Specific access points to work on the deeper layers of musculature and their associated restrictions, especially useful for chronic pain with a slower, deeper pressure over concentrated areas of muscular and Myofascial issue

Swedish Massage – The classic Series of 5 Groups of Techniques designed to soften tissue, relax the body and enhance the circulation of blood via venous return

Real Visiting Clients – The student will see a range of dogs on practical days from those with soft tissue injury, orthopaedic conditions, sporting dogs and maintenance cases. We respect the dog by ensuring that it is only ever one student to one dog so each party can get the most benefit

Live Applied Anatomy – Theory is brought to practice as the student integrates anatomy with massage with real canine clients

Guided Study Days Off Site – So you can experience what it's like to work in industry as a Canine Massage Therapist we take you off site and guide you through information and technique packed days to enhance your handling skills, improve your massage skills, and meet other canine professionals

Ethical & Professional – Our core belief and passion is the wellbeing and good health of our canine patients. Students learn the importance of Best Practice, working ethically, with veterinary consent and respecting the Veterinary Act 1966 & Exemptions Order 2015. Students are encouraged to work empathetically with dogs in pain and study the management of soft tissue injury and orthopaedic conditions. Students are eligible to join a professional body for Canine Massage Therapists, the Canine Massage Guild, upon successful completion of the course. Students will work with National Occupational Standards to ensure they are able to risk assess a dog. The student will be coached in communicating with other professionals and be mentored in how to write veterinary reports



The Externship

The externship provides the transition from student through to working therapist. During the externship the student will find their own case studies (we give you lots of help and advice on this) and provide 3 massages on each dog along with a separate portfolio of evidence and reflection. Typically the student will have 10 case study dogs; 3 massages on each dog to be completed outside classroom hours.

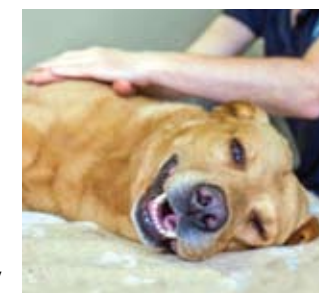
How is the student assessed?

- Via written module submission
- Competency based practice
- Evaluation and examination on live dog
- Clinical justification for the therapy
- Owner feedback
- 1 Practical Exam along with verbal viva
- 1 Written Exam on Anatomy/Physiology and Origins and Insertions
- Externship Portfolio

The student is consistently assessed for competency right from the first session. We are there to train you. Not trick you. Mistakes are corrected on the spot so the student can develop. The student is continually assessed on Anatomy & Physiology, Massage Techniques, Application, Clinical Justification, Communication and Palpation. Handling skills, risk assessment and professional ethics.

“My life and my work now revolves around dogs and seeing the results from my work as a professional canine massage therapist; it's so rewarding and worthwhile to know you are making a difference. I would recommend anyone who loves dogs and who is contemplating a change in career to think about the Practitioner Programme; I've never looked back.”

HELEN CHETWYND •
Positive Paws Canine Massage



How To Apply

Applications are exclusively via Canine Massage Therapy Centre

Please note you can choose whether you want Weekend practicals – 6 blocks of 2 days spread throughout the year OR Weekdays in school holidays, the applicant for weekdays should be a self motivated student as you will cover the practicals in 4 blocks of 3 days. The same syllabus is covered regardless of your preferred option.

Complete the online self assessment and email to: admin@k9-massage.co.uk

- ✓ Your application will be acknowledged via email.
- ✓ In the Autumn you will sent an Interview Qualifier – a small amount of written work on massage therapy.
- ✓ A telephone interview will be arranged for Autumn of the year you applied.
- ✓ If successful you will begin your first module in January with your practicals taking place the following year.

Any questions? Drop us an email at
admin@k9-massage.co.uk



After 25 years as a Registered General Nurse I knew it was time for a career change. The 2 Year Practitioner Programme is in depth and written from a medical perspective; its tough going at times but boy was it worth it. I can honestly say that as a Therapist I look forward to every single work day; I've met some amazing dogs and made some incredible friends and I hope I've been able to make a real difference to both dogs and people's lives along the way. It's been a massive change in my life, and one I wouldn't change for the world!!

HELEN CLARKE • 3 Counties Canine Massage Therapy



As a Registered Veterinary Nurse with 20 years in practice I began to feel that there was more to offer clients and their dogs especially those with debilitating problems such as Arthritis and soft tissue injuries. This is where Natalie's course stepped in and changed me... I now run my own canine massage business alongside veterinary nursing which fits in perfectly and allows me to blend traditional nursing with life changing rehabilitation and management programmes for the dogs I work with.

KIM RUFUS • Macoby Canine Massage



One of my dogs has an orthopaedic condition so I attended a beginner's massage workshop with Natalie. I loved it and I saw a real difference in my dog. My work life balance at the time was seriously out of kilter, as a teacher increasing work load and pressure was sucking all the fun out of the job and I needed to get out. I started studying with Natalie at the Canine Massage Therapy Centre and I loved the challenge and opportunity to learn for myself again. Most importantly I loved the difference I see in the dogs I work with, the results are nothing less than outstanding; its amazing. I now work full time as a Canine Massage Therapist and I wake up each morning looking forward to the dogs that I've got booked in for that day. What a great feeling to start the day with!

JENNY COATES • Dog Star Canine Massage Therapy



After completing a Degree in Animal Behaviour & Welfare after my career change from PR, I went on to work with dogs for a rehoming charity, where I took a particular interest in dog behaviour and its relationship with injury and disease.. Running my own business as a canine massage therapist is deeply rewarding. I feel very privileged to have the opportunity to interact with so many wonderful dogs and their caring owners. It is a joy helping dogs to live healthier, happier lives, and as always they continue to teach me more and give so much back. I have found my calling!"

SARA ALAN SMITH • Complete Canine Massage Therapy



Making the decision to look for something different when you are bored with the same old 9 – 5 is not easy. It is even harder finding that ideal course to enable you to follow something that you feel passionate about but are not sure how to make your dream come true. The Practitioner Programme is the best thing I ever did and working with dogs professionally as the first canine massage therapist in Jersey is quite simply amazing!!

BABS MOFFAT • Canine Massage Jersey



I have always wanted to have a career involving dogs, whilst completing my Swedish massage course I read on Internet about massaging dogs and the benefits dogs can gain from it. I found Canine Massage Therapy Centre website and attended a 1 day workshop "A Beginners Guide to Canine Massage" and this is how it started. I was completely hooked by the dog massage and I decided to change my career path.

The Practitioner Programme was the the beginning of an incredible journey which has led me to my dream of working with dogs professionally and having ssful business.

EWA BRANICKA • Dogs Health Canine Massage Therapy



After working for a large banking organisation for 20 years I had been unhappy for a few years with the way my job was going and it was affecting all aspects of my life. I had a human sports massage qualification and wanted to work with dogs and so looked into canine massage and came across this course and can honestly say I have never looked back!

I had a new vigour for life and my job and just knowing that I was going to make a difference, spurred me on. I left my job at the bank in February 2011 without any hesitation as I was committed to changing my life.

I had my garage converted into my clinic, went out to as many dog related shows as possible to promote my business and told everyone I met what I did. 4 years on and I have a thriving business which I am very very proud of. Most of my clients are now recommendations and a local vet also refers clients to me.

I never doubted that I wouldn't make it work as I was so determined. You have to be prepared to be proactive and work unsociable hours and a lot of weekends initially. Most of my work came from attending shows in the early years. You have to be passionate about what you are doing too as a lot of my clients have since told me that is how I always come across to them. Hard work does pay off if you want it enough. I love what I do which means life is great!

CATH NICOLL • Dogs Body Canine Massage



This Practitioner Programme is the ticket to an amazing career and providing you are not afraid of hard work, dedication and meeting some incredible people then this is the right course for you. The results you can achieve with your clients is mind blowing and shows time and time again how powerful Natalies method is; especially the 7 Protocols

The Therapeutic Canine Massage Practitioner programme changed my life. I love my job and am proud to be part of the Canine Massage Guild, educating people about massage and what it can do for their dog.

CLARE RANDS • Horse and Hound Holistic Massage





Frequently Asked Questions



We give you the skills you need to become a successful Clinical Canine Massage Practitioner working with owners, dogs and vets to produce actual tangible results.

This isn't a 'strokey strokey' massage course. We teach you remedial bodywork that addresses real issues such as soft tissue injury and orthopaedic issue management that requires a vast knowledge of anatomy and physiology. Are you ready to make a difference?

Notional Learning Hours Breakdown

- Home Study Modules – 550 hours
- Practical Training – 12 Days (6 Weekends): 102 hours (start time 8.30am – finish 5.30pm)
- Externship – 100 hours
- Total: **752 hours** – Over a period of 2 years

Tuition Fees

Please refer to website for tuition fees

Includes: workpacks, home study modules, tuitions, practical days, guided study days, internal and external verification



What other expenses will I have?

- Books – we provide you with a reading list
- Massage couch, vet bed, full set of muzzles to comply with National Occupational Standards (NOS)
- Student t-shirt
- Accommodation
- Food

Where are the Practical Sessions held?

Bromsgrove, Worcestershire J1 / M42 or J4 / M5.
45 minutes from Birmingham International Airport.

Do I bring my own dog?

You are welcome to bring your own dog on the first weekend. After that we provide all of the great dogs you will be working with!

Can I swap and change years?

No. As with standard tuition fees they stand only for the year/s you are enrolled. This is not a roll on roll off course. Fees are non transferrable.

I don't like anatomy and physiology do I have to do this part?

A&P is the underpinning of all massage. You cannot massage professionally without this. If you don't like learning, reading and researching, or are uninterested in the dogs Anatomy and Physiology, don't like written work or studying that is going to seriously challenge you then we are sorry, this is not the course for you.

I'm a Groomer / Behaviourist / Kennel Hand / Vet Nurse and already work with dogs and just want to offer a bit of massage alongside what I do, what are my options?

You need to study for the full 2 years alongside your fellow students. This type of massage deals with real orthopaedic and soft tissue pathologies as well as neurological conditions. We have a weight of responsibility to the dog, to the human client and to the consenting vet. We take our job seriously. If you don't know what you are feeling, understand the anatomy and construction of a dog, and also understand the physiology of injury you could potentially not only cause harm to the dog but also be in danger yourself. We train you to the highest standard to work professionally.

How many hours a week do you recommend?

Typically we recommend an average of 8-10 hours study per week during modules. This will increase as practical sessions and the Externship commences.

Why does it take so long? Can't I do it faster?

Learner reflection and development is key. We don't compromise our training. If you are looking to "get it done" in as little time as possible with minimum training this course is not for you. We only train to professional standard.

You will be gaining a working knowledge of Anatomy & Physiology and Biomechanics as well as learning how to use the correct veterinary and anatomical terminology.

You will also study Orthopaedic, Neurological and Vascular Conditions and learn the importance of referring back to the vet. This knowledge takes time to assimilate.

You will be taught how to assess for muscular issues via palpation. Your neural pathways and sensory neurons in your hands need time to develop adequately to pick up on the information the body presents. It typically takes us around 1 Year in practicals to teach the art of palpation and you continue to develop in practice.

You will be learning the intricacies of the muscular system including Origins, Insertions, Actions and Fibre Directions alongside Canine Kinesiology (Gait Analysis).

Massage is not as easy as it looks and as with other modalities of physical therapy it is not innocuous, you can do serious harm to a dog if massage is done incorrectly. Quite simply you will be learning to be the best for your new career, and that takes time, appreciation and understanding.

Your personal and professional development is taken very seriously so the course is structured to ensure you leave with the highest professional standards possible.

NB: Any course that claims to teach you massage to practice with other peoples dogs professionally in a day or a weekend should be ignored. This profession takes time and knowledge; after all its a big responsibility to have someone elses dogs in your hands. Some people ask us if they can just do a course that is a weekend or a day long. We always ask this "Would you be confident putting your dog into the hands of someone who had done a day or a weekend course?" We encourage people to honestly answer for themselves.



Career Opportunities

The majority of Programme graduates work as self-employed private practitioners. Some therapists work from home in a designated space, others rent space in premises and most therapists offer a home visit service (ambulatory). Some therapists establish long standing relationships with their local veterinary practice. It is the choice of the individual therapist as to which route they take.



Professional Representation

Upon a successful pass the new therapist is given the opportunity to join the professional association the Canine Massage Guild. The Guild provides a national referral network, is a platform for the dissemination of industry changes, and represents the therapist at industry level in groups such as the Review of Minor Procedures Regime and other industry organisations.

Continuing Professional Development (CPD) are run throughout the year and the Guild Member commits to a nominated 25 hours of CPD. CPD Advanced Canine Massage Courses are run exclusively for members of the Canine Massage Guild.

The Guild is an ethical, caring community of professional therapists who have established their own online community where members can ask questions, establish contacts and share success.

"Taking the plunge seems daunting, but I am happier now than I have ever been in my career."



I can't believe I used to spend my days in a suit and heels, stressed and pressured to meet continually higher targets. Now I spend my days covered in dog hair and I couldn't be happier! Life is what you make it - make it a life you want!"

JUDITH TYRELL •
Corinium Canine Massage



"I was lucky enough to see Natalie assessing a dog at a seminar... At last I could find someone who I could really learn from"

For the past 15yrs I have worked as a McTimoney practitioner and Equine and Canine Touch practitioner and Instructor specialising in the treatment and rehabilitation of musculoskeletal injury in horses. I have treated dogs over the years with McTimoney with some success but always felt I was unable to resolve more serious muscle issues. I was looking for a course that would provide me with a technique that could address serious muscular issues in the dog. I wanted a high level of anatomy and physiology and I wanted to be taught how to locate, identify, understand and manage different muscular issues that were affecting the spine.

I was lucky enough to see Natalie assessing a dog at a seminar I was attending. I was immediately drawn to her enthusiasm, professionalism and above all her incredibly vast knowledge of anatomy, physiology and muscular injuries in the dog. At last I had found someone who I could really learn from and after a very friendly but detailed phone interview with Natalie I was accepted onto her course.

This is truly a unique course, and not one you should take on lightly, it really is tough going at times. There is a lot to learn but you are never alone. You will learn in-depth anatomy and physiology which is the key to understanding how the canine body works and to be able

to identify dysfunction. Very advanced palpation techniques are taught (this is totally unique to this course) and this takes some real concentration but we all had our 'eureka' moments during the course when we could actually identify those trigger points, strains, adhesions, scar tissue, areas of fascial pain etc. I could not believe what is taught, we learned so much; Swedish, Sports, Myofascial Release (MFR), Deep Tissue and the amazing 7 Protocols, neuromuscular refacilitation techniques Natalie has developed herself. We had a huge variety of interesting dogs to work with and we were really lucky to be able to feel all the soft tissue issues we had learned about over and over again on many dogs. We also went out to a racing greyhound rescue centre quite a few times and got hands-on with the dogs their which was brilliant experience. We had clients with dogs with real issues and gradually gained confidence.

The course is designed to build your techniques experience and confidence over time and when you look back over the months its incredible just how much you have learned.

Natalie is an engaging, fun, professional and approachable teacher with a vast amount of knowledge, a true leader in the field of Canine Massage, and we also

Working as a small animal hydrotherapist and studying to be an animal physiotherapist I am constantly looking to maximise my ability to achieve positive results for the patients I treat. Having researched massage courses I came across the Practitioner Programme and met Natalie in person, I really liked her passion for making a difference. I knew this was the course for me.

"I highly recommend this course to anyone looking to become a really adept animal bodyworker"

The theory side of the course is incredibly in-depth and thorough, at times challenging, but the network of support is great to coach you through. The practical side as well as teaching excellent techniques and palpation skills, provides you with the skill and confidence to explore the contours of the patient, identify problem areas and how to treat what you find. Importantly she also teaches you that you can't always help. On top of all this I really like the ethos of Natalie and the Canine Massage Guild working Best Practice, a maximum of three sessions to see a difference – the results speak for themselves.

HANNAH MEEKER • Brookbarn Canine Rehabilitation



had the wonderful Helen Clarke as our Senior tutor with amazing knowledge and experience who could not have done more to help us all through. I have made friends for life and I feel confident and competent as a Canine Massage Practitioner and I am lucky enough to have a very successful and thriving business thanks to my training.

This is by far the most comprehensive, professional well-structured and delivered course I have ever attended, leaving students confident and competent with a supportive professional association giving you the backing you need after you qualify.

Don't look any further, if you want to be the best in your field then this is the course for you

EMMA OVEREND •
Canine Conditioning Academy



"As a Professional Human Sports Therapist working with Elite Athletes I was looking for a course that could match what I had learned with Human Rehabilitation and I was not disappointed; the Canine Massage Therapy Centre is the only place you should bother looking if you want to train professionally to a high standard and have an actual business working professionally as a Professional Canine Massage Therapist."

As the owner of DKW Sports Therapy in Fareham Hampshire, I treat and rehabilitate musculoskeletal injuries on a day to day basis and work with clients of all ages and abilities, including world class performers. I felt it was time for a challenge so why not combine my passion for Professional Massage with my passion for Dogs?

I initially thought about Canine Massage Therapy after attending a local agility show with my two rescue dogs. After searching for local Canine Massage Therapists, and speaking to local vets and dog clubs it was clear there wasn't anyone in my local area offering this service which I knew was in demand. I researched various courses and it was a no brainer that the Canine Massage Therapy Centre offered THE most comprehensive course hands down. Around the same time I then happened to see Natalie Lenton's TV interview with Claire Balding on Cruft's, which prompted me to make contact. After talking with Natalie and attending a one day workshop, I was delighted to be offered a place on her Practitioner Training Course.

Thankfully I found the Canine Massage Therapy Centre and I can honestly say it was the best thing I did.



Natalie presents an incredibly well-structured course that is fully supported throughout. The course is very very in depth covering 50 different techniques of massage across 4 Disciplines which really impressed me not to mention learning live anatomy and gait analysis (analysis of the dogs dynamic movement). We got the opportunity to work on lots of different visiting dogs with real issues throughout the practical sessions and we never ever had to 'share' a dog for learning. A guided study day at a retired greyhound kennels was a valuable experience. You are placed in a friendly, approachable, motivational learning environment which is also good fun and you are encouraged to work hard and be the best you can; Natalie has a way of teaching that makes learning addictive!

DARREN WORSFOLD BSC (Hons) ITEC MSST DKW Sports Therapy and Hampshire K9-Massage Therapy BSc (hons) degree in Applied Sports Therapy, High Performance Tumbling Coach (British Gymnastics), Senior Club Coach Sports Acrobatics (British Gymnastics), Club Coach Double Mini Tramp (British Gymnastics), Sports Therapy Diploma, Sports Massage Diploma (ITEC), Holistic and Remedial Massage Diploma (ITEC), Core Stability, K-Taping, Hydrotherapy qualification, Taping and Strapping workshop, First Aid Certificate, Child Awareness Certificate, CRB Checked

I am now having a wonderful time building my business as a canine massage therapist in Wolverhampton.

Like all things worth doing, I found the course really challenging. At times it pushed me to my limits intellectually and emotionally but it was absolutely one of the best things I have ever done.

Natalie and her team will push you to be the best therapist that you can be and will be behind you every step of the way if you're prepared to put the work in. Which you need to. You will be taught in a way that you have never been taught before and supported throughout.

SAM AXTELL • Wolf Run Canine Massage Therapy Centre



"It's not every course you do that will change your life, but doing the Practitioner Programme has altered mine in all sorts of wonderful ways."





Testimonials about the course

As an Advanced Clinical Massage Therapist for humans with over 11 years clinical experience - encountering numerous conditions from simple strains and sprains to the more complex musculoskeletal injuries - and also being a teacher of Clinical Massage and Myofascial release with the Jing Institute, I know only too well how beneficial massage and soft tissue work can be for our health and wellbeing. There is nothing better than seeing someone who has been suffering with pain for months or even years get a new lease of life when they become pain free with restored or improved range of movement. The ability of soft tissue therapy to support the rehabilitation of musculoskeletal injuries is now widely recognised and it is why I love what I do.



“Being a teacher of Clinical Massage and Myofascial release with the Jing Institute, I know only too well how beneficial massage and soft tissue work can be for our health and wellbeing.”

I have also been an animal lover all my life owing cats and dogs along the way so when my 11 year old German Shepherd sadly passed away in 2012 having suffered with suspected CDRM I started researching the web for canine therapies that could support this and other conditions as I didn't again want to feel utterly helpless in not being able to support any future dogs I may own. And this is when I came across the Canine Massage Therapy Centre website and was excited to read about their 2 year Practitioner Programme. I was impressed at the listed content of this course which not only covered anatomy and physiology of the dog - in what appeared to be great depth - but also clinician skills, the law - in terms of canine work - and business awareness.

At this time I had just completed a degree level course in Advanced Clinical and Sports Massage Therapy with the Jing Institute of Advanced Massage Training and I could see the course was certainly going to be on a par with the amount of study and application required. Comfortable with committing to this study and research and motivated by the opportunity of being able to support the muscular health of dogs, as I already did with humans, I decided to apply for the course.

In a detailed phone interview Natalie took time to explain fully what was entailed

in this comprehensive course programme and immediately I could see my first impressions were correct - this wasn't some generalised massage course that taught basic or even good theory and a practical routine but an extremely thorough, well thought out, and researched training programme that delivers an advanced level of canine massage application in terms of both theoretical and practical anatomy and physiology learning.

As I have said I wasn't adverse to hard work and study but I have to be honest this was tough with the amount of research and study time needed to complete each theory module whilst running a busy practice as well as teaching. But strangely enough the more engrossed I became with the study the more I loved and respected it! And this theory element - that builds up your understanding of the dog's body systems and the types of musculoskeletal injuries that can occur - is essential preparation for the hands on work as without the knowledge gained over the first year the practical application would be extremely challenging. Throughout the theory element Natalie was on hand to help, guide and support where needed and the feedback provided for each module was extremely thorough and constructive.

The combination of massage disciplines of Swedish, Sports, Deep Tissue and Myofascial Release make for an extremely affective protocol for a complete clinical massage offering support for muscular injuries and orthopaedic conditions. The practical days give you the opportunity to work on all kinds of dogs and visits to a Greyhound Sanctuary to work on their dogs was especially rewarding.

I found Natalie's teaching style particularly agreeable! She has a relaxed yet focused and purposeful approach ensuring students have fun (the best way of learning) and are not too overwhelmed yet able to really get to grips with anatomical language and dialogue always making sure the correct terminology is used from the start which brings confidence as well as competence and of course is essential when communicating with



I thoroughly researched all the canine massage training courses available, including those in the US, before deciding this course what I was looking for. I felt it had far better structure, content and professionalism and covered advanced techniques all others lacked. I wanted something that was truly scientific but with a caring approach.

With the theory part of the course work Natalie and the team guide you through the dog from the inside outwards, anatomy, physiology, orthopaedic conditions, neurology, common pathologies, everything that is essential before you even get your hands on a dog. She is always available if you need anything explained or expanded on, to make sure you pass your modules as you work through them.

Once the practical weekends begin you realise just why the theory has been so thorough and it all starts to become clear. Natalie is an excellent teacher really bringing her passion for her student's success to every session. She has the ability to make you feel at

ease as you learn, grows your confidence with the way she teaches palpation and massage techniques. Each student gets individual attention, ensuring they understand what they are feeling, placing their hands in the correct places, showing the correct pressure to use and going over anything as many times as needed, encouraging you to master each technique.

But it doesn't stop there, some of the theory modules are about clinician skills and starting up your own business so will give you a grounding to be able to start your own practice.

This practitioner programme is not for the faint hearted, only for those who are serious in making Canine Massage a career should consider the journey, it is life changing. Natalie puts her heart and soul into passing on her knowledge and skills, students need to reciprocate that. There is an overwhelming sense of pride and achievement knowing you have gained this training, reached the high standards envied by the canine massage world, and are able to make a real difference to the lives of dogs everywhere.

I now have a massively successful business in Florida, USA, and I've never looked back

VRELI MIDDLETON • K9 Bodyworks
St Petersburg, Florida USA

other professionals. From personal experience I know that teaching can be exhausting and at times stressful and yet Natalie always finds the time to answer the needs of her students and her passion for her profession remains clearly evident at all times and her generosity of sharing her vast amount of knowledge is second to none.

Another aspect of the practical element is the case studies and these really help to further the understanding of application especially around injury support. I found these particularly enjoyable whilst often challenging and again Natalie was there to support with help and guidance around any questions that may arise.

As I have said the course is tough but all the sweat and tears were absolutely, 100%, beyond all shadow of a doubt, worth it knowing that having successfully qualified I am now able to make a huge difference to the lives of many of the dogs I meet, including my own who now receives regular massage. And throughout this whole programme you are never alone as Natalie is always ready to offer support and guidance with your course work and she and her fantastic team of assistants and helpers are there for you every step of the way supporting and guiding you through the practical applications. And the support doesn't stop there because after successful completion you have the opportunity to join the Canine Massage Guild a network of highly skilled therapists who continue to learn and share best practice.

If you are serious about wanting to have a career in canine massage that sees results then you need look no further than Natalie's teaching through the Canine Massage Therapy Centre.

SARAH E SYMONDS LLSA, MIFA, ACMT, Prof Dip ACSM, BTEC 6, Natures Assistance Advanced Clinical Massage and Sports Therapist Teacher with the Jing Institute of Advanced Massage Training Therapeutic Canine Massage Practitioner



The Principles of the Clinical Canine Massage Practitioner Programme

- Everything in the dogs body is related, the therapy is always applied to the whole body
- Clinical Canine Massage integrates anatomy with massage and is a results driven therapy
- A working knowledge of live anatomy and structural identification is essential to practice
- The Lenton Method is unique to the course and teaches Advanced Palpation, Bodymapping and the 7 Protocols; a set of Direct Myofascial Techniques developed by your tutor which get outstanding and often long lasting results
- The ability to systematically and scientifically assess the dogs musculature and myofascial system is key to the appropriation of correct technique.
- Clinical Canine Massage is a remedial, effective form of Pain Management making it the ideal therapy for senior dogs and those with orthopaedic conditions like Arthritis and HD.
- A toolbox of 50 Massage Techniques which span across Myofascial Release; both the Direct and Indirect Approach, Remedial Sports Massage, Deep Tissue Massage and Swedish Massage give the therapist the ability to select the right technique for the presenting issue.
- Muscular Conditions are responsible for 'unidentified pain' that is not detected by X-Ray and does not as a matter of course show on MRI scans, the art of palpation identifies primary and secondary muscular issues that may be the cause of pain and mobility issue.
- The best thing that works on soft tissue is somebody else's soft tissue eg: Muscle for Muscle and the biofeedback between the therapists hands and the body of the dog.
- Our contribution to the Veterinary community means that we specialise in muscular and myofascial issues with the aim of achieving tangible results in 1-3 sessions and always work with veterinary consent.



When a dog is able to experience true freedom of movement they are able to experience true freedom in life"

Natalie Lenton
Canine Massage Therapy Centre



Any questions?
We'll be happy to hear from you.
Drop us an email at
info@k9-massage.co.uk

www.k9-massage.co.uk

