

LETTER FROM YAMUNA

Big news!

I want first to wish every one of you a great year in 2006. And as it happens, this is a truly momentous year for YBR: it brings a major new development that will be a fabulous asset for all of us.

We've just signed a 3-year contract with Canyon Ranch, which plans to introduce YBR at their current spa sites in Tucson, Lenox, MA, and Las Vegas. They'll be incorporating the YBR philosophy and products into their entire program, co-branding our products, and launching a website that will carry the products. Every single person who visits CR will be introduced to YBR, which will be included in the fitness, movement, and massage programs—even as part of manicures and pedicures. This means that many tens of thousands of people will discover us!

CR is being developed as a brand dedicated to bringing healthy lifestyles to environments outside their spas. They want a body of products and education promoting wellness modalities that people can take home and use in their daily lives. CR came to us because our products really work to make people feel better in their bodies. In fact, when they brought in a consultant to develop this new approach, YBR was the first work the consultant suggested. What's more, the CR staff had to approve any new work being introduced, and the work the staff was most enthusiastic about was YBR.

This contract will bring you great benefits. First, CR reaches thousands of people a year, who will all be introduced to YBR. CR staff who work on guests will encourage the guests to go to our website and find the nearest local YBR practitioner to go to at home. This should really boost your business. The full initiative will launch next September, so you should begin feeling its effects late this year or starting in 2007.

Second, our CR partnership will give YBR an extra measure of credibility that will help you promote the work. And third, CR will be doing co-PR to get press coverage of this new, noteworthy offering, so we'll all get more publicity.

Please note that we've given CR a 3-year exclusive. For that period, they will be the only destination spa/resort with YBR integrated into their program and with me and my staff training their staff. They're also the only spa authorized to sell YBR products. No other destination spa can sell YBR products to their guests.

This means that *no YBR practitioner who teaches at a destination spa/resort can sell any products to the resort for the resort to sell to guests*. So if you teach classes at

such a facility and people want to buy balls and other products, you can bring products from your studio and sell them yourself, or you can send people to our website.

It's important to me that nobody feels as though this agreement seriously limits them. I believe that the partnership is really super positive for every practitioner. We'll all get so much out of it in terms of nationwide exposure and credibility that I felt it was worth the relatively minor limitations that the deal might place on some of you.

One of my dreams has always been for a facility to embrace our philosophy and body of work and integrate it into all their programs. Now this is about to happen: even someone who's just getting a pedicure at CR will learn something about their feet and be encouraged to experience YBR in other modalities as well. What really excites me is that once CR and its practitioners fully embrace the work, YBR will reveal its fullest potential.



MARKETING HOW-TO'S

Creating your niche

We've found that people who are already going to the gym often don't understand why they also need YBR. The term "Body Rolling" itself doesn't mean anything to them. But associating YBR with something they feel they need gives them a reason to come and take a class. So we decided to present structural disorders in a way that everyone can understand and show how anyone can prevent and heal them. We began to offer special-focus classes for specific problems.

The first was a 2-hour foot class, which our regular clients signed up for. Some were a bit apprehensive about working their feet for 2 hours, but we made the class very informative and practical to provide a clear, immediate benefit. Yamuna showed the students some simple anatomy, using a skeleton of the foot. She explained bunions, plantar fasciitis, hammertoe, and neuroma in lay terms and demonstrated what type of release is needed to relieve each of these conditions. Then she showed correct heel alignment and how the calf muscles pass through the heels and feet to the toes. By the end of the class, everyone had systematically worked the entire foot.

The outcome: people were tremendously excited. They felt they'd learned a great deal of important information and

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THE NEWEST MOVE

Front-of-torso stretch

This routine creates tremendous length in the front of the body and also develops core strength. It begins with a preparatory sequence that uses 2 red balls and a yellow ball to separate the thighs from the pelvis.

1. Lie face down. Place a red ball under the top of each thigh and a yellow ball in the middle of the sternum. Your palms are on the floor at shoulder level, in push-up position. Let your sternum sink into the yellow ball and your thighs into the red balls. Then move your body forward to the next point. The red balls roll down the legs as you move, but you need to adjust the yellow ball at each point to keep it at the center of the sternum.

2. Continue moving forward until the red balls reach the tops of the knees. At each point, sink equally into the red and yellow balls.

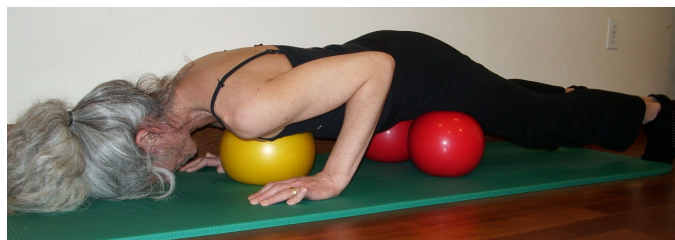
3. Next, begin the main part of the routine, which uses just the yellow ball (you can also use the green ball). Still lying face down, place the yellow ball just above your pubic bone. Do the regular preparation for the abdominal routine: breathing and sinking into the lower abdomen and dropping the pubic bone down and around the ball. You should be up on your toes, with your knees off the floor, actively pulling your legs away from your pelvis as you take the pubic bone around the ball.

4. Now bring your forehead to the floor, chin tucked in. Bring your arms alongside your body, palms facing down. Inhale and start to slowly unwind your head upward, then your chest. Inhale as you lift, and on the exhale press your abdomen down, grounding it into the ball. This action helps you really lift on the inhale. Remaining in the lifted position, take 2-3 more breaths, feeling the lift and contraction of the abdominals. On each breath, as you contract the abdominals, press a bit more into the ball, and then, on the next inhale, lift a bit more.

5. Exhale very slowly as you unwind back down to the floor, using the strength and control of the abdominal muscles to lower yourself slowly.

6. Repeat steps 4 and 5 at this same point 2 or 3 times.

7. Move the ball up your abdomen in small increments, repeating steps 3–6 at each point, until you reach navel level.



Step 1, yellow ball at sternum, red balls under tops of thighs



Step 4, lifting on the inhale



Step 9, bringing forehead down toward floor

8. Now move the ball to a point 1½ inches above the bottom of the sternum. Again, place your arms alongside your body, palms down. As you inhale, lift your head and chest slowly, as before. On the exhale, consciously press your sternum down, grounding it into the ball. Inhale again and lift your head and chest off the ball. Then exhale and keep your head lifted, but press your sternum down into the ball.

9. Next, begin to come down. As you do so, consciously place each separate part of the sternum down and around the ball. This pressure creates length in the sternum. Finally, bring your forehead down toward the floor.

10. Repeat steps 7–9 all the way to the top of the sternum, until the ball is in line with the clavicles. As the ball moves up the sternum, you'll reach a point where you can't bring the forehead all the way to the floor, so lower it as far as you can. What's important is pressing the sternum down into the ball and lifting up off the ball.

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PRACTITIONER CONTRIBUTION

Creative juices flowing

I'm a Pilates instructor of 8 years, a Guild Certified Feldenkrais Practitioner, and part owner of a yoga and Pilates studio. I've been teaching YBR for about a year and a half. I love the work for myself, and it was also the tool I was missing, especially with my private clients. But since I'm not around any other practitioners, sometimes I feel isolated and my teaching gets stale. So I took advantage of the one-week internship at the YAMUNA studio.

I learned something new from each of the five teachers whose classes I took. Scott taught me to be patient, wait to sink in, and feel my skeleton. What a difference it made when I slowly wrapped my foot around the Waker or rotated my body and let my leg follow as I separated my hamstrings. I especially loved Yamuna's yoga classes. Her creative juices really seemed to be flowing, and I felt I was watching her create new work in front of my very eyes.

After 10 YBR classes and 2 YBL sessions, I felt amazing changes in my body. The YBL sessions gave me a deeper understanding of what I was trying to do with the balls by experiencing it as Yamuna worked on me.

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TIPS FOR FRONT-OF-TORSO STRETCH

- ▶ You may find it easier to balance in step 1 with your forearms on the floor. If you find less weight going into your legs in that position, accentuate leaning your chest into the yellow ball. Use whichever position best enables you to ground the balls into your thighs.
- ▶ Raising the upper body sends more weight into the red balls, unwinding both legs downward at the same time and easing the femur out of the joint. If you stand up after doing step 2, you should feel this separation of the legs from the pelvis.
- ▶ The image for this routine is: can you get the front of your torso as long as possible?

ASK YAMUNA

Working with hip replacements: before and after

Q: *My client is scheduled for a hip replacement. How do I get her ready for it, then help with rehab afterward?*

A: In helping a client prepare for a hip replacement, it's essential to keep all the muscles of the femur toned, elongated, and freed from their attachments to each other and to bone. Work the hamstrings, quads, adductors, and lateral line. If possible, have the client get on the floor and work those lines herself. Otherwise, do hands-on work using extra traction, working to peel those muscles away from the bone and separate them from each other. The client can also work the hamstrings and quads while sitting in a chair or lying in bed in the morning.

Also, work directly into the hip joint, from the ischium around to the top of the greater trochanter. If the client is hiking the whole leg up into the hip, it's also essential to work the lateral line to get some space in the joint.

Release all the attachments from the abdomen into the leg by working from the ASIS into the iliacus. The client can also work these attachments herself by lying on the floor with the leg on the affected side bent out, placing one ball in the side of the lower abdomen to affect the iliacus, and another ball in the groin to affect the adductors.

Equally important are the side and back routines. Roll up the spine to create as much length there as possible. This takes pressure out of the lumbar area. After surgery, the lower back takes a lot of abuse, since the client will be walking more on the nonoperated leg. Working the side, your

goal is to create as much length as possible, to give the muscles strength and integrity to hold that side up after surgery.

Other presurgical work depends on where the client has pain and restrictions. Some have more pain in the inner groin, so they need to work the adductor line. In that case, have the client lie with the ball at the attachments of the adductors along the pubic ramus and pubic bone. The body weight resting on the ball will relieve inner groin pain.

Important: whatever work you do on the affected leg, do it also on the other leg. The client is bearing more weight on that leg, setting up a strong possibility for that leg to break down as well. So you must keep that leg toned and long, with as much range of motion in the hip and knee as possible.

Finally, foot work is crucial, since whatever happens to the hip gets transferred down through the knee and ankle into the foot. Keeping the muscles of the foot, ankle, and knee connected, toned, and properly aligned will help in rehabilitating the whole leg and also help maintain the life of the prosthesis. Remember to work the other foot as well.

Post-surgery. These days, people are up and walking within 24 hours after a hip replacement. Because of the trauma the body has undergone, all the weight goes into the nonoperated leg. This imbalance persists for the first 6 months. So the areas to focus on right after surgery are the other leg and the spine. Do not work on the operated leg in the area around the prosthesis and incision for 3 months, to give all the muscles time to heal and to attach fully.

After 1 month, however, you can work the foot of the operated leg using the Waker. Most likely the client is not walking on that leg with proper alignment; often the foot and knee turn out. Working the foot enables you to correct the alignment and maintain equal length in both legs.

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UPCOMING EVENTS

Check our website for special focus classes that Yamuna will teach in the New York studio, as well as for other special events and recertifications.

ASK YAMUNA *continued from page 3*

Before doing any postoperative work, however, you must find out what the mechanics of the surgery are. Usually patients are told to start rehabilitation right away—but they're not told what *not* to do. So it's critical that you get the doctor's phone number, call, and find out exactly what you can and can't do. Ask these questions:

- What is the range of motion? What movements can the leg do, and what can't it do? For example, ask, "Can I bend this person's knee up into her chest?" Doctors don't assume that someone will bend her knee that way, so they won't tell her not to do it.
- Which muscles are cut, which are reattached, and which are not reattached? Some of the deep lateral rotators are often not reattached. You need to know which muscles are actually working to stabilize the leg.
- New prostheses and protocols for rehabbing come out every year, so you must ask about the specific procedure and prosthesis that your client has had.

After 6 months, you can do all the basic YBR lines: hamstrings, sideline, quads, adductors, spine, and abdomen. You can also work around the hip joint. All this work is very helpful at this time, since it will break up scar tissue and adhesions. Thus as soon as the client can bend the knee above hip level (as in doing the back routine), start working the back and abdomen.

If you're working one on one, you can start rolling up the spine even before she can bend her knee, by using your hands to keep her balanced. This allows her to keep the operated leg straight out on the floor. Also if working one on one, you can begin abdominal work right away, supporting the hip by tractioning the femur gently out from the joint as you work the iliacus. Work above the pubic bone and into the ASIS to create length and keep pressure out of the hips.

PRACTITIONER CONTRIBUTION *continued from page 3*

At the end of the week, I discussed with Yamuna how my other work relates to YBR—something I've been dying to do. One of my clients teased before I left that I was acting like I was getting to meet the Dalai Lama. It's a great opportunity to get to work with the creator of a discipline instead of just reading about them after they're dead.

I get more professional support for my dues from the YBR organization than from any other organization I'm involved with. When I email a question about a client or a situation I'm unsure how to work with, I always get an answer. The website does a great job of explaining YBR to potential clients; the newsletter and trainings keep me abreast of new work; I've had clients referred from the website and the staff. Their marketing gets the word out—clients have brought in articles from *Dance Magazine* and *Vogue*. And the new venture with Canyon Ranch is sure to generate more interest and people looking for a practitioner when they get home.

I taught a workshop to 17 people my first day back home. I had so much energy and excitement, and so much to share, I felt I was flying. The week was exactly what I needed to get my own creative juices flowing.

MELISSA WIRSIG, DECATUR, GA

MARKETING *continued from page 1*

wanted to sign up for all the other special-focus classes. They left feeling really empowered, then went home and told their friends to come to the studio and take a class too.

Our next special-focus class will be on the back. We're also doing a 6-week series of classes on how to work the back safely and how to take care of specific problems. People are already signing up for these, because so many have back problems. We're also planning a special-focus class on core strength, helping people really understand what it is and how to develop it.

If you've been wondering about how to create your niche—how to identify YBR in people's minds with something they need—we suggest you consider offering classes for specific problems.



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