

# JSM COURSE OUTLINE

UNLOCK THE SECRETS OF  
HOLISTIC SCALP HEALTH WITH OUR  
COMPREHENSIVE JAPANESE SCALP  
MASSAGE CERTIFICATION COURSE.

THIS COURSE WILL EQUIP YOU  
WITH THE TECHNIQUES,  
KNOWLEDGE, AND CONFIDENCE  
TO OFFER A PREMIUM SERVICE  
THAT ENHANCES SCALP AND HAIR  
HEALTH.

# JSM

## WHAT YOU'LL LEARN:

- TRADITIONAL JAPANESE SCALP MASSAGE TECHNIQUES THAT STIMULATE SCALP REJUVENATION
- CREATING A SPA-LIKE ENVIRONMENT THAT RELAXES AND REVITALIZES YOUR CLIENTS
- EFFECTIVE MARKETING STRATEGIES TO GROW YOUR BUSINESS AND ATTRACT LOYAL CLIENTS

# JSM

## WHY THIS COURSE?

- WITH OVER 10,000 CLIENTS TREATED AND AS CALGARY'S FIRST PRACTITIONER TO INTRODUCE THIS AUTHENTIC SERVICE, FIGGY BRINGS UNMATCHED EXPERTISE TO THE TABLE. GLOBALLY CERTIFIED AND TRAINED ACROSS JAPAN, NEW YORK, AND CANADA, FIGGY INTEGRATES PROVEN TECHNIQUES WITH MODERN SCALP CARE, DELIVERING RESULTS THAT ENHANCE BOTH HAIR AND SCALP HEALTH.
- YOU'LL LEARN HANDS-ON TECHNIQUES AND BUSINESS GROWTH STRATEGIES FROM AN INDUSTRY PIONEER.



# COURSE OUTLINE: MASTERING AUTHENTIC JAPANESE SCALP MASSAGE

## MODULE 1: INTRODUCTION TO JAPANESE SCALP MASSAGE

- LESSON 1.1: WHAT IS JAPANESE SCALP MASSAGE?
  - HISTORY AND ORIGIN OF THE TECHNIQUE
  - BENEFITS FOR SCALP AND HAIR HEALTH
  - OVERVIEW OF HOLISTIC PRACTICES
- LESSON 1.2: THE SCIENCE BEHIND SCALP HEALTH
  - ANATOMY OF THE SCALP
  - COMMON SCALP ISSUES AND HOW JAPANESE SCALP MASSAGE CAN HELP
  - HOW TRADITIONAL METHODS ALIGN WITH MODERN SCALP CARE



# COURSE OUTLINE: MASTERING AUTHENTIC JAPANESE SCALP MASSAGE

## MODULE 2: ESSENTIAL TECHNIQUES AND TOOLS

- LESSON 2.1: SOOTHING SCALP MASSAGE
- PROPER MASSAGE TECHNIQUES TO STIMULATE CIRCULATION
- PRESSURE POINTS FOR OPTIMAL RELAXATION AND REJUVENATION
- TOOLS OF THE TRADE: MEDICAL-GRADE SCALP BRUSHES, OILS, ETC.

## MODULE 3: ADVANCED SCALP TREATMENTS AND ADD-ONS



# COURSE OUTLINE: MASTERING AUTHENTIC JAPANESE SCALP MASSAGE

## MODULE 4: CREATING A SPA-LIKE EXPERIENCE

- LESSON 4.1: SETTING UP A RELAXING ENVIRONMENT
- IMPORTANCE OF AMBIANCE IN SCALP THERAPY
- MUSIC, LIGHTING, AND AROMATHERAPY OPTIONS FOR A HOLISTIC ATMOSPHERE
  
- LESSON 4.2: CLIENT COMMUNICATION AND COMFORT
- CONSULTING WITH CLIENTS ON THEIR SCALP HEALTH NEEDS
- HOW TO OFFER A SEAMLESS EXPERIENCE FROM START TO FINISH

## MODULE 3: ADVANCED SCALP TREATMENTS



# COURSE OUTLINE: MASTERING AUTHENTIC JAPANESE SCALP MASSAGE

## MODULE 5: BUSINESS GROWTH WITH JAPANESE SCALP MASSAGE

- LESSON 5.1: MARKETING YOUR SERVICES
- HOW TO POSITION JAPANESE SCALP MASSAGE AS A PREMIUM OFFERING
- DIGITAL MARKETING STRATEGIES: SOCIAL MEDIA, SEO, LOCAL ADVERTISING

JOIN US TODAY!

BE AMONG THE FIRST TO EXPERIENCE  
THE FUTURE OF SCALP CARE. LET'S TAKE  
YOUR SCALP MASSAGE SKILLS TO THE  
NEXT LEVEL!