SOOTHE CONTINUING EDUCATION

# The Art of Therapeutic Scalp Care: Therapeutic Head, Neck & Scalp Massage and Scalp Hydrotherapy

**16 Continuing Education Hours**

**TWO FULL DAYS**

Practical instruction, demonstration and applicable technique practice

**HANDS-ON + BUSINESS READY**

Technique, workflow and service implementation

A practical, immersive course for licensed professionals who want to confidently deliver restorative scalp-focused services in a real-world practice setting. Learn complete service protocols, sink-based hydrotherapy workflow, sanitation, sourcing, pricing and client-experience strategy — not just isolated techniques.

**Designed for massage therapists, estheticians and cosmetologists.**

Instruction includes guidance on adapting the class and its service protocols to each participant's state regulations and professional license.

**Instructor: Alicia Bogard, LMT**

NCBTMB Approved Continuing Education Provider #100361

# What You Will Learn

This course is built around services you can realistically take back to your own practice. By the end of the two-day training, participants will have been introduced to complete protocols, practical workflows and implementation considerations for both dry scalp-focused bodywork and scalp hydrotherapy.

## Therapeutic Head, Neck & Scalp Massage

- Build and sequence a focused 30-minute therapeutic head, neck and scalp service.
- Expand the work into a 60-minute stand-alone service with intentional pacing and flow.
- Apply positioning, draping and client-comfort strategies for face-up treatment.
- Use scalp, occipital, cervical, shoulder and upper-body techniques within appropriate professional scope.
- Adapt pressure, pacing and service design for a restorative client experience.

## Scalp Hydrotherapy

- Understand the structure of a 60-minute scalp hydrotherapy service from table work through sink-based treatment.
- Learn how to extend the experience into a 90-minute service using additional therapeutic and relaxation elements.
- Review scalp exfoliation, cleansing, shampooing, water-based treatment flow and use of appropriate scalp tools, with activities adapted to permitted scope.
- Discuss equipment setup, sink workflow, drainage, sanitation and turnover between clients.
- See how longer services may incorporate additional features such as steam, when appropriate for the service design and equipment used.

## Practice Implementation

- Equipment and product sourcing considerations, including what is essential versus optional.
- Sanitation, reset and workflow systems for delivering the service efficiently.
- Pricing, packaging and timing strategies for adding scalp-focused services to an existing menu.
- Client-experience details that help the service feel intentional, polished and premium.
- Marketing ideas for introducing the service to an existing client base.

Scope-of-practice guidance: Alicia will help students understand the requirements relevant to their state and license type and adapt techniques, products and service design accordingly. For example, where shampooing or other cosmetology services are outside a participant’s scope, appropriate hydrotherapy alternatives will be discussed. This training does not expand any participant’s legal scope of practice; each attendee remains responsible for verifying and following applicable laws, board rules and sanitation requirements.

# Course Format & Experience

The two-day format allows time to move beyond a quick demonstration. Participants will see complete service flow, discuss the operational details behind the treatment, practice applicable techniques and leave with a clearer plan for adapting the concepts to their own setting.



### Therapeutic Head, Neck & Scalp Massage

- Foundations, positioning, draping and treatment flow
- 30-minute protocol
- 60-minute protocol
- Technique practice and pacing
- Service design, client comfort and implementation discussion



### Scalp Hydrotherapy

- Service setup, sink workflow and sanitation
- 60-minute scalp hydrotherapy structure
- 90-minute scalp hydrotherapy structure
- Live equipment/sink demonstration and practical adaptations
- Products, sourcing, pricing, packaging and marketing

## About the scalp sink component

A professional scalp-treatment sink will be used for demonstration. Because these systems are large, specialized and costly, the course is not structured around every attendee having an individual sink station. The focus is on understanding the hydrotherapy sequence, equipment workflow, sanitation and how to reproduce the service responsibly in your own practice. Creative hands-on learning will be incorporated where practical without requiring a room full of sink units.

## What to bring

- Comfortable clothing suitable for hands-on practice.
- Any class-specific supplies listed in your registration confirmation.
- A notebook or device for notes, questions and implementation ideas.
- Questions about your own license, state regulations or service adaptations.

# Registration & Course Details

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| **Course** | The Art of Therapeutic Scalp Care: Therapeutic Head, Neck & Scalp Massage and Scalp Hydrotherapy |
| **CE Hours** | 16 continuing education hours |
| **Schedule & Location** | Dates, venue and registration details are announced for each class offering. |
| **Tuition** | Tuition and any registration offers are listed with each scheduled class. |

## About the Instructor

Alicia Bogard, LMT, is the owner of Soothe and an NCBTMB Approved Continuing Education Provider (#100361). Her teaching is rooted in practical service development: how a treatment feels to the client, how it functions operationally in a real practice, and how a provider can price, package and market it sustainably. This course brings together scalp-focused bodywork, hydrotherapy workflow and the business systems needed to turn a concept into a deliverable service.

## Before You Register

- Confirm that the course is appropriate for your professional license and that CE hours will be accepted by the board or organization to which you plan to submit them.
- Registration is non-refundable. If you are unable to attend, you may transfer your seat to another eligible participant at no additional charge. Notify the instructor before the course begins.
- If the course is canceled by the provider, tuition paid will be refunded. Travel, lodging and other attendee expenses are not reimbursable.
- Travel and lodging are not included unless specifically stated in the registration listing.
- A certificate of completion is issued to participants who meet course attendance and completion requirements.

**READY TO LEARN MORE OR REGISTER?**

SootheIA.com | 319-535-3137

Course information is subject to reasonable logistical updates. The approved course title above should be used exactly on CE-related registration and completion materials.