

TURNING PAIN INTO POWER

GENE METCALF'S ADVANCED REHABILITATION MASSAGE THERAPY WORKS WONDERS

For more than 15 years, massage therapist Gene Metcalf has become a nurturer to hundreds of clients desperately seeking pain-relieving results. Yet he's far from your average massage therapist. He specializes in a unique style of deep tissue sports massage — or St. John Neuromuscular Therapy (N.M.T) — that is extremely advanced, providing a detailed blend of modalities that takes clients to a new level of relief beyond only treating their symptoms.

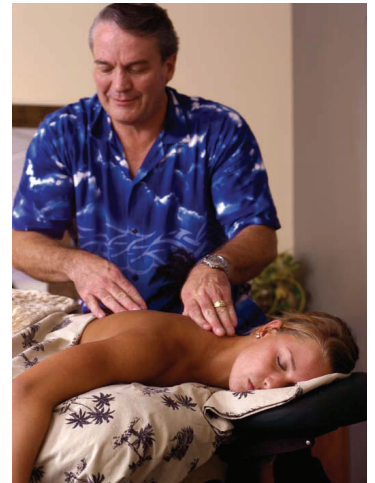
“As a result of God working through my hands, miracles are a daily perk of my work,” he says. Metcalf has been able to take the seemingly impossible injury cases and convert them into success stories. One such story, Metcalf says, involves a former pro baseball athlete. “He was enduring muscle meltdown,” says Metcalf. “He couldn’t swing a bat or throw a baseball.” The athlete had been going to daily custom exercise sessions to no lasting results. Metcalf utilized his Root-Cause Rejuvenation Program to treat joints and injured and fatigued muscles. Nerves going to joints and primary and smaller muscles were strengthened by being “turned back on.” He was back at full performance in a short time. “Exercise is extremely important until there is a muscle meltdown and the tissues and joints can’t move.” Metcalf graduated from both the California College of Holistic Health and the St. John Neuromuscular Therapy Institute to become one of the few neuromuscular massage therapists in the San Diego area. He enjoyed a two-year internship with a private tutor, a sports medical doctor and a neuromuscular therapy instructor who transformed his work and elevated him from a general practitioner to a “specialist.” Professional athletes from seven teams — such as former San Diego Charger Donnie Edwards and Mike Ricks of the New York Jets — have raved about the amazing results experienced after being treated by Metcalf’s healing hands and his Advanced Deep Tissue Sports Therapy Program, which he claims has helped athletes recover up to 50 percent faster.

Whether his clients are one of his three grandsons or professional athletes, Metcalf has become a master of transforming strain into strength and pain into power. Metcalf’s youngest



The article below was published in gratitude by the Publisher and owner of 944 Magazine San Diego. This is an upscale magazine featuring fine dining, night clubs, celebrity news and fashion.

Gene got lasting results for the owner suffering from double Sciatica pain shooting from the low back down both legs. Marc had 10 massages in 5 days with very little pain relief.



client, a 19-year-old water polo athlete, had her muscles revolt. “She woke up one morning and couldn’t move her upper body,” he says. He focuses on reducing one’s symptoms by rejuvenating strength from the root cause, not just by treating the symptoms.

Injuries as describe take place from muscle exhaustion. Primary muscles shut down from fatigue, and smaller muscles that are injured from trying to pick up the slack. During the N.M.T. Massage Program, he also focuses on reducing postural imbalances or scoliosis. Reducing scoliosis or subluxations results in reducing pain. This therapy rejuvenates his clients’ range of motion, increased joint flexibility and muscle mobility. **Therefore there are lasting relief from the root cause issue is totally resolved, just by treating the symptoms.** Injuries build up from child hood. The older we get the more the joints and muscles rebel. This is not a one time quick fix and a series of sessions are needed.

Although results can vary on pre-existing injuries, the results of Metcalf’s Advanced Deep Tissue Sports Massage Therapy work are reflected in the hundreds of clients that are back doing what they love to do.

“Everyday I am driven with a God-given purpose, passion and calling to make a difference in the world and to reach out to mankind,” he says. It is evident that he loves helping as many people as possible, proving that pain and injuries do not always have to be treated solely with medication and/or surgery. **For details about Gene Metcalf’s Deep Tissue Sports Massage Therapy, call 760-715-9704 or visit www.goldentouchtherapy.com.**