

# *Treat your dog to the* MAGIC TOUCH OF EMMETT

**T**here are times when those of us who have the privilege of owning a dog, wish that we could understand what our beloved canine friend is trying to tell us – and no more so when they are clearly in some kind of pain or discomfort.

While dogs possess great intuition and often seem to sense when their human is unwell this same skill is not always a reciprocal arrangement! Research has even suggested that dogs are capable of detecting many types of cancers in humans because of their heightened sense of smell giving rise to the existence of medical detection dogs whose role is to detect various cancers including colon, prostate and breast cancer.

As an owner, the best that we can do for our dogs is to closely observe their behaviour and to take action when we see a sign that indicates that all is not well. Whilst traditionally this may have resulted in a trip to the vet, there are now many complementary therapies available to deal with various animal health issues and one which has met with considerable success is The Emmett Technique.

## **What is Emmett?**

Originally founded by Australian Ross Emmett, The Emmett Technique is a form of non-invasive body therapy

that can be used to effectively release muscle tension, resulting in the alleviation of discomfort. Emmett works by applying light finger pressure at specific points of the body (these are different to traditional trigger or acupuncture points and are known as Emmett points), which connect with the nervous system. Stimulation of a particular Emmett point enables the brain to react by sending new instructions back to alter the physical state of the localized area that is being treated. By using this specific touch, the body responds by communicating with the muscle memory and this causes a change in muscle tension and action resulting in a fast relief of muscular discomfort. The Emmett Technique is used to treat people and animals, including of course man's best friend!

## **Benefits of Emmett**

An Emmett therapist is able to treat dogs who may be experiencing movement issues (which can also lead to emotional problems) such as stiffness, lameness or maybe just a change in their normal active performance - and the benefits are significant. Tony Sherry aka Mr Magic Fingers - founder of ECH Therapies and a leading Emmett practitioner who also teaches courses for those interested in accessing this therapy (for both people and animals) - says,







“I treat dogs on a weekly basis and never cease to be amazed by the fantastic results that can be achieved, in such a short time! The beauty of this therapy is that it is totally non-invasive and pain-free, so dogs don’t associate it with anything negative and once they have had a chance to get to know you, they are quite content to be treated. Also, because it doesn’t involve any additional strange equipment, nor a trip in the car to the vets, the dogs are not stressed in any way and feel completely settled whilst they receive the therapy in the comfort of their own home. Dogs are super intelligent so while sometimes they can initially be a little distrustful of what I’m doing in their house or garden, very quickly they realise that the gentle light finger pressure movements are helping them feel better so they repeatedly come back to me, licking and asking for more, or even demanding to be treated!”

## Tony ‘Magic Fingers’ Sherry’s story

Tony is no stranger to dealing with ill health. An NHS acute care nurse for 28 years working in a busy Intensive Care unit, he has a wealth of experience of caring for patients in a clinical setting and therefore, was something of a cynic when it came to considering complementary versus traditional therapies. All that changed when a serious riding injury left him with a broken back, which meant that he was battling on a daily basis with a deep-rooted residual pain that conventional treatment seemed to be incapable of fixing.

Frustrated and in considerable discomfort, Tony began to research alternative approaches to resolving the pain that he was experiencing. He spent many hours researching various treatments online and during one of his many internet searches, a review of The Emmett Technique appeared on the screen. Tony’s first response, as a classically trained clinician, was to rubbish the claims that were being made.

Sometime later, he decided to attend a one-day taster course, purely to validate his cynical view of the therapy. To his utter amazement, after treatment, Tony experienced an immediate improvement in his pain levels and it soon became clear, that he was not the only one on the course who had enjoyed the same positive response. Keen to find out more and also to rule out the potential power of the ‘placebo’ effect, Tony decided to attend a further course specifically designed for horses, on the basis that horses (nor other animals) can’t be heavily influenced by an expectation that the treatment is going to work. Watching the way in which the horses responded to Ross’s light touch provided Tony with all the evidence he needed. Aggression transformed into gentle licking, tense movement morphed into a naturally soft and relaxed body outline and from that point, Tony became an enthusiastic advocate for the outcomes that can be achieved using this unique muscle release treatment. Fast forward to today and Tony now runs a busy practice treating people and animals on a full-time basis, along with his business partner John Rea.

## Emmett success stories

Since he started practicing Emmett therapy on dogs back in 2015, Tony has witnessed a number of transformations which provide clear proof of the efficacy of this muscle release treatment.

“I’ve treated dogs with a wide range of issues - from neurological conditions where dogs post treatment are able to balance, walk and trot - to dogs with acute injuries who were visibly more comfortable and moving much more freely within minutes. It’s also wonderful to see an elder dog playing like a puppy after a treatment and the owner/caregiver looking at me in astonishment. Typical feedback from the dogs’ owner/caregiver is that the dogs are much happier and some even report a personality change.”

## A true complementary therapy

The Emmett Technique is now also being adopted by other therapy professionals as well as conventional medical practitioners such as vets and GPs, who have all come to appreciate the value of this fast acting, non-invasive and pain-free approach to unlocking the discomfort associated with muscular tension. And as pet owners witness the remarkable results in their dogs and horses, many of them are committing to undertaking the training, so that they can learn how to trigger the essential Emmett points themselves and so help maintain their animal’s well-being. ↙



## CONTACT

- To find out more about how Emmett might be able to help your dog, Tony Sherry can be contacted on 07748187458 or visit the website [www.echtherapies.co.uk](http://www.echtherapies.co.uk).
- You can also meet the team from Emmett Techniques at Edition Dog Live

