

## The massage therapist and the adult dimension

The internet is just like the rest of the world - there are good and bad, normal and perverted people. Like any other advertising medium, you can't control who sees your ad, although you can make some assumptions about who will.

Most internet users have higher levels of education and income, which are exactly the type of customers you want to target for your business. Screen them as you would any potential client, but don't make the wrong generalizations because of a few bad apples.

In South Africa the internet is also in its infancy and with bandwidth prices dropping it will in time to come be the main avenue to source business.

Massage.co.za caters for all massage therapists who are able to do a proper massage, which might, or might not, include a genital massage; the so called "happy ending". I can go through a lengthy discussion around values, but it is a fact that a very large part of the South African market (about 60%) is interested in a more open minded approach to their own sexuality.

Massage.co.za has carried out an extreme number of measures to ensure that only that part of the user community who prefer to receive information about adult therapists will receive same. The users who do not tick the option for adult content on massage.co.za will not be aware of the existence of such content.

To protect the therapists who prefer not to do a genital massage and would like that aspect of their business choice respected, we have implemented the following measures:

1. You decide which areas of the body you massage during a full body massage. This is clearly displayed on the first tab of your profile
2. Users who have selected "Adult content" will very clearly (in red) see that you **do not** massage the pelvic area.
3. As a further measure, I recommend that you activate the following content to display in red in the same block which shows your contact details:
  - *"Do not contact me for adult massages"*
  - *"Any sexual remarks or requests will result in immediate termination of treatment"*

I recommend that, if applicable, you activated the above warnings on "your account" by ticking the boxes next to these options. Although I cannot guarantee compliance to this, it should help prevent those clients who are interested in an adult or pelvic massage from wasting your time. See previous email for more about customizing your profile.

If there are individuals who do not respect your boundaries and whom you feel have offended you, you are welcome to email their name and contact numbers to us.

When we determine that the offender has contacted more than one inappropriate therapist with these requests, we contact them telephonically, and without identifying the therapists involved request that they please respect our therapists and their boundaries.

I cannot control the actions of the web sites users and am already doing my level best to ensure that the therapists receive the kind of clients that they are looking for. If you have any other proposals I would gladly consider your input.

There is a viewpoint that it is preferable not to be listed on a site that does not cater for adult massage therapists. We need to recognize the demand for a massage which includes a genital massage is real and substantial. Any massage portal that does not offer therapists to channel this demand through , will experience the normal therapists feeling harrassed by requests of this nature. I have observed this to be the case in those regions where I do not have adult therapists to channel these clients to.

I do realize that sexuality is a complex part of human nature, something that is close to our hearts and differs substantially between individuals. We do our utmost to allow each person using our site the flexibility to choose the space they live in and at the same time to respect the space other people are in.

Should you require any clarification or assistance, please email us and we will do our best to assist you as soon as possible.