



IPSB
School Of
Integrative Psycho-Structural
Bodywork

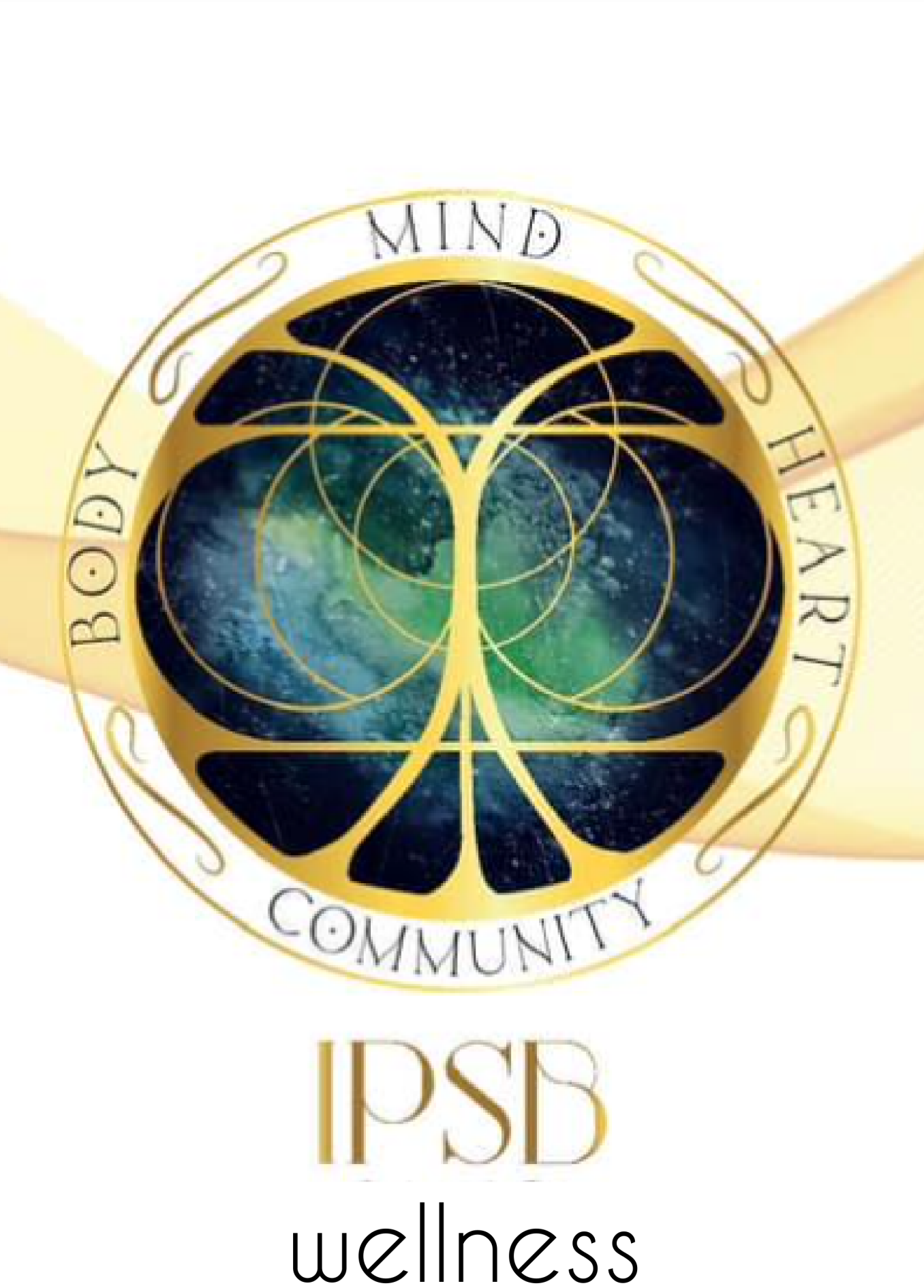
WE BELIEVE

access to inclusive wellness care cultivates
a healthy, resourced community.



Established in 1979,
IPSB has the distinction of being one of the longest running
massage & bodywork schools in California.

We are currently operating in Santa Monica, but soon we'll be moving
into our dream location to build our new wellness center!



VISION

Our vision is to expand IPSB's unique approach to bodywork, self-care, and wellness into an integrative Wellness Center that not only trains some of the best practitioners in our field, but will function as an access point for wellness care to support our students, alumni, their loved ones and the surrounding community.

MISSION

Our mission is to foster career longevity in our bodywork practitioners through health-building, self-care habits, and community support, thus creating a community hub for like-minded people seeking resources and wellness care.

WHO ARE WE?

IPSB is the longest running massage therapy and bodywork school in Los Angeles.

The school has a long tradition of promoting career longevity through proper body mechanics, self-care, and a vibrant and eclectic community. With its dedicated faculty composed of industry leaders and innovative thinkers, IPSB consistently produces graduates who are highly sought after in their varying and unique specialties.

At its helm are owners Cyndi & Sabrina Ortolano, who have been involved with IPSB for decades (30 and 20 years, respectively). They are bodyworkers, educators, and caregivers, and Cyndi is also a cancer survivor.

Through their individual and shared experiences, they have an understanding of the profound need and benefit of community and resource, and their commitment to ensuring the school's continued offerings to the students and growth for community care has deeply enriched both their lives.



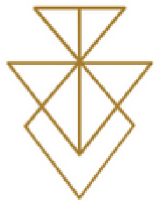
WHAT IS PSYCHO- STRUCTURAL BODYWORK?

IPSB's revolutionary approach to bodywork is founded in a few core concepts.

WE BELIEVE :

- 1. The need for healthy, consent informed, non-sexual touch is as primal and necessary for human survival as food.** We view this work as a cornerstone of wellness, healthy touch lowers stress levels, improves sleep and healing capacity. Skin hunger and failure to thrive are human challenges that profoundly effect mental health at every stage of our lives.
- 2. The body (structure) is a physical expression of our emotional and mental (psychological) state.** This means that some physical pain in the body is an expression of emotional pain. When connecting intentionally with the physical body, we can support all healing aspects with and for our clients.
- 3. Releasing trauma should not create new trauma in the body.** Our approach to bodywork is to treat it as a conversation with our clients' tissue in which the goal is "delicious discomfort" even in its deepest experience. The result is freedom of movement, not pain.
- 4. Healing is something we, as practitioners, witness and support but are not the source of.** We are honored to support our clients life long journey in all stages and states of health. We hold space for our clients being empowered in their journeys with their bodies and we are honored to bear witness to help facilitate their process with them.

THE FOUR TENETS OF IPSB PHILOSOPHY



BODY

All bodies are good bodies and this work is meant for everyone.

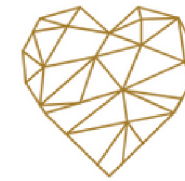
We do not believe in healing trauma by creating more trauma in the body. This means our approach is consent-focused, and a substantial part of what IPSB emphasizes in its training is how to approach collaborative bodywork with healthy boundaries and respect.



MIND

We know that learning is most robust when integrating as many senses as possible.

Because of this, we incorporate movement, laughter, play, and sensory experiences as often as possible. We revisit and layer information over the course of the program, giving people with different learning styles ample opportunity to master anything they may find challenging.



HEART

For us, touching the body touches the soul.

A heart-centered practice is focused on being present first with ourselves and where we are in the moment. This means that we need to learn about healthy boundaries, how to communicate from a place of neutrality, how to mirror back what we are hearing in order to ensure we understand what is being shared, and how to care for ourselves, so that we are resourced enough to show up for others.



COMMUNITY

Shared resources and connection, in a diverse and inclusive space, are why so many wonderful people have been drawn to IPSB over the years.

Mentorship, volunteer events, and community gatherings at IPSB help support the health of our community by supporting practitioners throughout their lives. Tutoring, professional development, personal enrichment, and community events are among the many resources we offer to all alumni and their families.

BUILDING COMMUNITY



IPSB has a long history of volunteering in our communities. Bringing bodywork to assist with fundraising events and caring for people who need support, including LA Fire Fighters, families experiencing housing instability, chronic illness survivors, and more. Our students and alumni are living examples of mutual aid, paying it forward and giving back.

Since many of our students stay friends with their fellow classmates after graduation, there has always been consistent attendance at community events like DIY workshops, family movie nights, clothing swaps, art shows, and holiday parties. We are thrilled to have a centralized space to bring everyone together so they can stay connected and cultivate meaningful relationships in this beautiful community.

If you would like to hear more, directly from our community, email us at sabrina@ipsb.com and we will send you a link to our more than 100 letters of endorsement that were submitted by our community members.

BUILDING OUR WELLNESS CENTER



This Wellness Center has been the dream of so many people who have been a part of our community for many years, and we are thrilled to see it realized.

We are so excited to be able to create and cultivate a space in which the focus is on care for ourselves first and then others, where our employee community members are fairly paid, and well-resourced. This is an honor and a comprehensive application of our core philosophies.

It will take roughly 3 months to complete the first 3 phases of construction:

- Phase 1: Retail store
- Phase 2: Yoga studio & assisted stretch session room
- Phase 3: Treatment rooms for massage & bodywork clinic

Phases 4 & 5 will be completed after opening:

- Phase 4: Cold plunge, sauna, halotherapy room
- Phase 5: Additional bathrooms + showers installed

Weekly updates will be posted on the center's dedicated social media accounts.

11 TREATMENT ROOMS

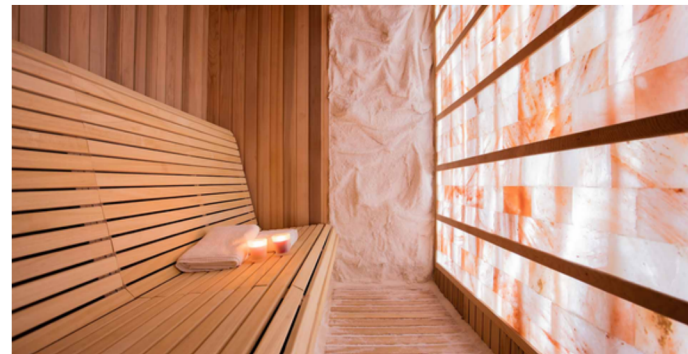
IPSB Bodywork
Craniosacral Unwinding

YOGA STUDIO

Yoga Classes
Tai Chi
Mat Pilates



Assisted Stretch
Strength Training
Reformer Pilates



Cold Plunge
Halotherapy
(Salt Sauna)
Infrared Sauna
Red Light Therapy



IPSB Wellness Center

4201 Redwood, Marina del Rey, CA

IPSB WELLNESS CLINIC MEMBERSHIP



INCLUDED IN MEMBERSHIPS

- | | |
|---|-------|
| • 1 - 50 Min Massage a Month | \$85 |
| • 4x In-PersonYoga Class a Month
<i>60m 1x A Week \$30/Class Walk-In Price</i> | \$120 |
| • 2 Assisted Stretch Sessions a Month
<i>30m \$30 Walk-In Price</i> | \$60 |
| • IPSB Wellness Education App Access | \$10 |

Walk-In/Retail Price: \$275/Month
\$3300/Annually

Public Membership Fee:
~~\$2,400~~ \$1,500/Promo Deal

Alumni Membership Fee:
~~\$1,800~~ \$1,500/Promo Deal

ALSO INCLUDED:

- \$20 Off Additional Massage Sessions
- \$10 Off Additional Yoga Classes
- \$5 Off Additional Stretch Sessions
- 10% Off in Store (Massage Tables Excluded)
- Discounts on Cold Plunge/Sauna/Halotherapy when they're installed



FOUNDING MEMBER ENROLLMENT OFFERING



We are offering a limited time opportunity
to pre-enroll and purchase
discounted Founding Memberships for the first year!

Public Membership Fee:
~~\$2,400~~ \$1,500/Promo Deal

Alumni Membership Fee:
~~\$1,800~~ \$1,500/Promo Deal

200 PRE-OPENING
ANNUAL VIP MEMBERSHIP ENROLLMENTS
AVAILABLE FOR \$1500 STARTING MAY 1st, 2024

ADDED BENEFITS FOR VIP ANNUAL MEMBERSHIPS

- ☀️ 5 Massage Gift Certificates on the 6 month anniversary of opening to share the magic of an IPSB massage
- ☀️ Invitation for you and a guest to our soft opening and our Grand Opening Party!
- ☀️ Early access to witness our Wellness Center's transformations. We want your feedback, be a part of our development!

FOUNDING MEMBER ENROLLMENT OFFERING



TO PARTICIPATE IN THE FOUNDING MEMBER OFFERING STARTING MAY 1st, 2024

Public Membership Fee:
~~\$2,400~~ \$1,500/Promo Deal

Alumni Membership Fee:
~~\$1,800~~ \$1,500/Promo

- 1. PLACE A \$150 DEPOSIT AT [IPSB.COM/MEMBERSHIPS](https://ipsb.com/memberships)**
The first 100 people to place the deposit are guaranteed this discounted price! This \$150 will be applied to your annual membership of \$1500. Please note this deposit is non-refundable.
- 2. SIGN A PRE-OPENING ANNUAL MEMBERSHIP ENROLMENT AGREEMENT**
The balance of \$1350 will be collected in full 90 days prior to the Wellness Center opening (Date TBD). This annual membership will be in effect one year from the Grand Opening Date.

PRE-OPENING MONTHLY MEMBERSHIP ENROLLMENT OFFERING



For those who prefer to pay month-to-month,
we are offering a limited time opportunity to pre-enroll and
purchase discounted monthly memberships for the first year!

**LOCK IN NOW AND KEEP YOUR
\$150/MONTH RATE FOR 18 MONTHS!**

- 1. PLACE A \$150 DEPOSIT AT [IPSB.COM/MEMBERSHIPS](https://ipsb.com/memberships)**
The first 100 people to place the deposit are guaranteed this discounted price! This \$150 will be applied to your first month of membership. Please note this deposit is non-refundable.
- 2. SIGN A PRE-OPENING MONTHLY MEMBERSHIP ENROLMENT AGREEMENT**
\$150 will be billed monthly on the 5th day of every month, beginning two months from the Grand Opening Date (TBD), and lasting for 18 months.

**Monthly Membership Fee:
\$150/Month**

**Regular Rate Public \$225/Month
Regular Rate Alumni \$180/Month**

☀ Includes invitation for you and a guest to the Grand Opening Party!

Body - Mind - Heart - Community

CONTACT US

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IPSB School of Integrative Psycho-
Structural Bodywork

www.IPSB.com

IPSB Wellness, Education & Media

www.IPSBwellness.com



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