

# PRESS BOOK

nusta  spa

1129 20th Street, NW Washington, DC 20036 phone 202.530.5700 [www.nustaspa.com](http://www.nustaspa.com)

## B. DRUMMER MESSAGES IN THE NEWS INTERPRETIVE TOUCH

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2004–2010



March 5, 2005

### *“Nusta Spa Marries Modern Aesthetics with High Standards of Sustainability”*

The look - and the comforts - of Nusta Spa, off D.C.'s Dupont Circle, quickly corrects the assumption that “going green” is incompatible with a great sense of style. Open since May 2004, the spa adheres to the sustainable architecture creed: Leave a light footprint by using renewable products in construction, make a minimal (or even positive) impact on the surroundings in operation, and provide a healthy environment for employees and clients. Thus an accent wall is made of wood repurposed from a barn, and the minimalist light fixtures hold heat-free LED bulbs. Treatment menus are printed in soy ink on recycled paper, and the Mies van der Rohe Barcelona chairs in the relaxation room are covered in real, not synthetic leather.

Nusta is the brainchild of D.C. native Elizabeth Snowdon and Envision Design, which has done dozens of green projects, among them the D.C. offices of Environmental Defense and the World Wildlife Fund, but had never built a spa. For Nusta, the team created three treatment rooms with natural light (and four without), eco-friendly paint, and carpet made from 50 percent recycled materials. Snowdon ordered high-quality filtering heat and air-conditioning systems, which cost considerably more than standard ones. “I know over time, the money we save on the energy-efficient lights alone will balance out the cost,” she says. “And after all, shouldn't a spa be a healthy environment?”

Nusta is currently the only day spa in the LEED (Leadership in Energy and Environmental Design) Pilot Program for commercial interiors, a voluntary program created by the U.S. Green Building Council. The council asks each member to rate itself on green-building criteria, such as choosing a sustainable location and conserving resources. Nusta expects a score of 33 out of a possible 57, a gold rating.

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Adhering to green guidelines, says Snowdon, helped her to “think outside the Zen-spa blueprint.” Witness the modern Barcelona chairs and freestanding foot basins instead of clunky pedicure thrones. And the fact that despite the name - nusta - means “royalty” in Quechua, a Peruvian Indian language - the spa dispenses with indigenous décor: “We are not in Peru, we are in D.C.,” says Snowdon. “And we can transport guests without the gimmick and with great spa services.”

And there Nusta delivers. I tried the Interpretive Touch Massage, given by the treatment’s creator, Brad Drummer. Rather than “break through the shell” of your regular posture and tension, Drummer uses a variety of flanking moves to make you let go. He may dangle your arms off the table to make them go floppy or hold your outstretched leg until you stop supporting your weight, and only then will he start to work on stretching you out and kneading your knots. It’s a process that depends on trust, and it’s harder than it sounds. (My only caveat: Given all the stretching, I wish I’d been advised to wear undergarments.) But it’s a very invigorating treatment, one that delivers early on the relaxation that in a standard Swedish massage emerges only in the homestretch.

—MELISSE GELULA



Aspen Back Institute  
315 E Dean street | Aspen, CO 81611  
Phone: 970 920 7772

June 2, 2008

To whom it may concern,

I am writing this letter as a professional endorsement for the therapeutic effectiveness of Brad Drummer's Interpretive Touch massage, and his impressive ability as an instructor in this new technique. My partner and I each received a session and collectively agreed that this was something special with many useful applications.

As founder of the Aspen Back Institute, I work with physical therapists, massage therapists, chiropractors and many non-traditional practitioners. I retired as a Doctor of Chiropractic in 2005 and have been certified in massage and personal training. I have worked in high-class spas and am now fortunate to run a wellness center like the Aspen Back Institute where we are always on the lookout to offer superior ways to help our clients recover, relax and heal.

We had two of highly trained physical therapists observe the therapy. Besides enjoying seeing such a unique experience, they asked many questions. Brad was able to answer each question in a simple and easy to understand approach showing his ability, experience in teaching and knowledge of the human body.

We feel like Interpretive Touch is the future of quality therapy as it incorporates flowing body movements that not only relaxes your muscles quickly but helps with much needed joint mobility which is often overlooked in more traditional massage techniques.

I highly recommend Brad Drummer, the Interpretive Touch Technique and hope to see it practiced one day all over the world.

Sincerely,

Clint Phillips  
Founder of the Aspen Back Institute



September/October 2007

### *I tried it: Intuitive Massage*

I recently visited one of DC's top eco-spas, Nusta Spa, where I experienced an Interpretive Touch Massage by the therapist who designed the treatment, Brad Drummer. The therapy is designed to be personal, highlighting the talents of the therapist while addressing the needs of the client.

Interpretive Touch Massage utilizes wave motion techniques as well as long, slow strokes and "floating" (or cradling) of your limbs. In addition, says Drummer, "I have inserted what I call 'interpretive spaces'—periods during the massage when the therapist can bring his/her strengths and insight into the session." These moments of freestyle are based upon what the client needs and do not go against the overall philosophy and flow of Interpretive Touch. This allows other spas (including Exhale Spas) to have Drummer customize these interpretive spaces into unique massages that are still recognizable as part of the Interpretive Touch revolution (Exhale calls it Deep Flow).

By warming up my tissue with his long, pulsing, luxuriously slow strokes, he gradually went deeper and deeper without going beyond that delicious good pain. By cradling my limbs, Drummer helped me to feel where I was holding my tension, enabling me to let go. And through his touch, he was able to tell where I carry most of my tension (neck and shoulders), and gently created space in previously tight muscles. The wave-like strokes, combined with the floating sensation of weightlessness, transported me to a sea of tranquility that I was sorry to leave when Drummer gently informed me that the massage had ended.

The Interpretive Touch philosophy can be found at several spas nationwide. For more information on Interpretive Touch visit [www.interpretivetouch.com](http://www.interpretivetouch.com); Nusta Spa, [www.nustaspa.com](http://www.nustaspa.com); Exhale Spas, [www.exhalespa.com](http://www.exhalespa.com)

—Shanon Hoffman



November 2, 2005

### *The Interpreter*

Out-of-work actors will do anything for a buck and a captive audience.

There's the chatty, overbearing waitress who won't let you start your soup. The dinnertime telemarketer who won't let you finish your soup. And, of course, there's the landscaper who just wants to dance. But there are some performers who have your best interests in mind.

Like Brad Drummer. When not off touring the country with Broadway productions, Drummer, a licensed massage therapist, practices interpretive touch massage. Sound like touchy-feely performance art mumbo jumbo, the kind where he massages the air and you watch? It's anything but.

The hands-on session is intermission-free (no starts and stops) thanks to a wave-like motion that encourages Drummer's continuous movement up and down your body. Not only does this put you in an impossibly blissful state, but it also helps your muscles relax at a slow leisurely pace, so you can enjoy every minute from the overture (his first touch) to the curtain call (his final movement).

As you stand up, feel free to give a little ovation.

Available at Nusta Spa, 1129 20th Street NW, between L and M Streets (202-530-5700).



December 1, 2004

### *Mobile Massage Therapy...We Bring the Spa to You!*

To Whom It May Concern:

I am writing this letter in support of Mr. Brad Drummer LMT and his massage technique called Interpretive Touch. I received a massage from Mr. Drummer and found his massage to be unique and therapeutic; he incorporated stretches, range-of-motion for joints, and some subtle but effective deep tissue techniques. As a seasoned licensed massage therapist with continuing education in Neuromuscular Therapy, Shiatsu, Cranio-Sacral Therapy, Reiki, etc., I found his massage deeply relaxing and meditative as well as physically therapeutic. Mr. Drummer used his knowledge of anatomy to precisely approach certain muscle restrictions.

Being an experienced licensed massage therapist, the recent passed President of the American Massage Therapy Association chapter for Washington, D.C. , the current Board Chair for the Massage Therapy Board for Washington, D.C., and the owner of an upscale massage company, I have experienced hundreds of licensed therapeutic massages and encountered many licensed massage therapists. I can speak personally that I found Mr. Drummer's massage technique, Interpretive Touch, to be different from other styles of massage I have experienced. I believe he is a talented and educated massage therapist with a desire to contribute to the field and approach physical restrictions in a non-invasive manner.

Although I am not an expert on every type and style of massage therapy in the world, I do feel confident that his approach is different from traditional deep tissue techniques and mainstream massage styles and may appeal to individuals seeking a more gentle and precise approach to therapeutic massage. The Board of Massage Therapy for the District of Columbia has formally recognized his work to be appropriate and to uphold all legal and ethical guidelines for a licensed massage in the District of Columbia. As an individual practitioner, I wish him luck in his pursuit to trademark his approach, Interpretive Touch.

Sincerely,

Angelique Champena Bella LMT  
Washington, D.C.





September 2004

*Nusta Spa in Washington DC  
Julie Register visited this “green” downtown day spa in September 2004*

Bundled in my robe, I walked past the wall of floor-to-ceiling white curtains and sat down on a modern white chair in Nusta Spa’s lounge. It was surprisingly comfortable. The receptionist offered to get me a glass of water from the nearby refreshment area. Yes, please. Plain or with cucumber? Cucumber, please. Ice? No, thank you. Glass in hand, I took a sip, sunk deeper into the chair, closed my eyes and took three deep breaths.

I had arrived at Nusta Spa just 5 minutes before my first appointment was scheduled to start. Taking the Metro took a bit longer than I thought it would, and I was directionally challenged when I emerged from the Farragut North station. Once I headed the right way, it was a quick walk to Nusta Spa. I checked in at the reception desk and was taken to the Women’s changing area where I took a quick shower (the Nusta brand of shower gels has a wonderful aroma!) and exchanged my clothes for a comfortable robe and spa sandals. As a general rule, I try to arrive at a spa about a half hour before my appointment, so I can start relaxing before treatments begin.

Back in the comfortable white chair in Nusta’s lounge, I had started to relax. I looked around the room and wondered what made this spa “green.” The answer would have to wait. Carmen, the esthetician who would be giving me a (long overdue) Pure Facial, came into the lounge and introduced herself. She escorted me through a glass door and down a hall lined with the spa’s six multi-purpose treatment rooms and ending with a large hydrotherapy suite.

We entered one, and Carmen showed me where to hang my robe. She had laid out a spa wrap on the treatment table and said I could put it on or not wear anything - my choice. She left the room and I slipped between the sheets. The treatment table was quite comfortable. I looked up at the ceiling and watched the mesmerizing light show of rainbow colors slowly weaving in and out - (Nice Touch!). I relaxed a little more. Carmen returned and began the Pure Facial. This facial is recommended for first-time clients. Carmen analyzed my skin (dry) and selected products accordingly to best meet my skin’s needs. She would be using B. Kamins products for everything but the exfoliation where she chose a Skinceuticals enzyme exfoliant. Steamer on, she cleansed my face, massaging it as she went along. The exfoliation came next, then extractions. I zoned out during the

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## B. DRUMMER MESSAGES IN THE NEWS, INTERPRETIVE TOUCH

facial massage and mask. When it was over, Carmen told me she would meet me out in the hallway and would leave some samples for me at the reception desk. I put my robe on and noticed another of the spa's nice touches - a good-sized mirror on the back of the door. I definitely had a case of spa head - much like the hairstyle of the Bride of Frankenstein - but I didn't care. I was going to have an Interpretive Touch Massage next, and I knew I would emerge from that in the same condition.

In the hallway, Brad was waiting with Carmen. He escorted me into another treatment room, instructed me to get on the treatment table face down and left the room. I got on the table and Brad returned. What followed was a truly extraordinary massage. It started with a fabulous back massage and ended with every tight muscle in my body being loosened and released. I could recognize shiatsu and Swedish techniques. There were a lot of range of motion movements with my shoulders and hips. Brad said he draws on a range of techniques in the massage to address the client's needs. In my case, he used Trager and myofascial release techniques as well as those I recognized. Aside from physically feeling terrific afterwards, Interpretive Touch massage increases your overall sense of peace and well-being. Honestly, if I lived closer, I would have this done every week.

I returned to the lounge where I was met by Alexis who would be winding up my spa day with a Pure Pedicure. She escorted me to a large, light-filled room with two pedicure and two manicure stations. This room is completely separate from the other treatment rooms (no noise or nail polish odors spill into the quiet areas). I was glad I had used the mirror in the massage room to attempt to restrain my spa head hair since the windows of the pedicure room were at street level and passersby could look in. Once Alexis had me seated in the pedicure chair, she drew the curtains closed. I enjoyed watching yet another nice touch of the spa - a wall-mounted flat-screen TV displaying a video of an aquarium filled with very life-like, colorful fish. In colder months, it will display a fireplace with a crackling fire. Alexis clipped, buffed and massaged my feet and I emerged with smooth, relaxed feet with shiny red toenails.

I had a chance to talk to Nusta Spa's owner, Elizabeth Snowdon, after my treatments. She told me about a trip she had taken to Machu Picchu in Peru where she heard a tour guide describe a set of stones that served as the baths of the Aztec royalty, or "Nusta" in the Quecha language. It stuck with her, and a couple of years later when she embarked on her spa adventure, she decided on it for her spa's name and intention - to treat her clients like royalty. The spa opened on May 27, 2004. Its treatments are customized, and clients have the ability to choose the music, temperature, and color of the lighting in each of the spa's seven treatment rooms.

She is particularly proud of Nusta Spa for being the first day spa in the United States to apply for and be accepted into the LEED for Commercial Interiors Pilot Program. LEED ("Leadership in Energy and Environmental Design"), created by the U.S. Green Building Council, is a consensus-based, voluntary rating system designed to define and measure the standard for green building. The eco-friendly features are subtle, and unless you knew about them, you wouldn't know they make the spa "green." Here are some of the eco-friendly elements of the spa:

## B. DRUMMER MESSAGES IN THE NEWS

### DEEP FLOW

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2004–2010

### The Origins of Deep Flow

*Exhale asked **Brad Drummer LMT**, the creator of the Interpretive Touch massage technique, to redesign his signature massage so that it held true to the core strokes and to the heart of its ideas, while blending the feeling of flow throughout. He created **Deep Flow**—a therapy reflecting the original concept of what a “best massage” might be for the guest in its purest form.*

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# Town&Country

townandcountrymag.com

By Janet Carlson Freed  
July 2007

## *Diary of a beauty editor*

T&C's cosmetics queen tells all about her beat.

Most of the time, I think of my occupation as being like any other. I get up, go to the office, have a few appointments and meetings, go home. But then, some days, I'm obliged to recognize that I have a rather special job, one that occasionally makes me feel a bit like Eloise at the former Plaza. My work as *Town & Country's* beauty and health director is variously glamorous, fun and interesting, at times even zany. It can also be difficult and pressured, fraught with deadlines as it is. But, really, who could complain about having to test, sniff, slather, lather, dab, swipe and evaluate thousands of cosmetics each year?

The following are selections from my notebook that give a more complete picture of what, exactly, a beauty and health editor does—besides her nails.

1/18/06; **There I go again, trusting strangers.** But I guess I'd call that one of the requirements of my job. The stranger in this case is Brad Drummer, a massage therapist, and he has my left thigh in his hands here at Exhale Spa on 59th Street in New York City. Brad is six foot two and gorgeous, naturally. He has asked me to be floppy, just let my muscles go, do nothing, let him do all the work. I'm doing my best. And it occurs to me that I have to really concentrate not to control my leg and, instead, let a stranger take charge of it. Brad tells me I stand to get more benefit from the massage if he doesn't have to bust through my defenses: tensed muscles. Which are, by the way, relaxing now. Before I know it, time's up. I'm clearly relaxed, disarmed or flustered, because after I thank him, I walk into the ladies' locker room to dress, and I pick up what I presume to be hair spray and spray my hair with—oh, no!—deodorant! I hope nobody saw.

# divine caroline™ *Life in your words.*

By Rebecca Weeks  
July 2007

Helpfulness: 5 stars (out of five)  
Brand: Exhale Spa  
Product: Deep Flow Massage

## *No Pain, Lots of Gain*

Near the Third Street Promenade in Santa Monica, California, sits an urban oasis that offers services to integrate the mind and body. I chose a 60 minute session of a new type of massage, called the Deep Flow Massage, because it was designed to free knots and energy blocks instead of breaking them apart. The therapist's deep flow strokes didn't feel forceful or painful like most of the regular deep tissue massages I've received. She rotated and stretched my arms, legs and hips until the range of motion was fully open and relaxed. Then she jiggled my thighs with an immediate therapeutic sensation that was blissful and, surprisingly, not at all embarrassing. In the end, every muscle felt interconnected and my mind was calm (except when I returned to the locker room dressing area to discover dirty towels lying everywhere and dozens of women bumping past me to get to the yoga class).

Since I have bad posture from frequent sitting and computer usage, I was hoping to have time to take a Core Fusion® class, a Pilates-infused fitness experience that supposedly gives you washboard abs and a tighter butt.

I walked out of the Spa asking myself – how had I lived in Santa Monica for so long and not heard of Exhale Spa?

First published July 2007

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# Glamourite

November 2, 2005

## *Inhale Exhale*

I ran as fast as I could to the 23rd C,E station off 8th Avenue and got there just in time to miss the train. I stood there looking at my watch leaning over the tracks to see if I could make out headlights approaching. Sound familiar? I was late. Like had been all week. I needed a break.

Exhale Spa was my destination. Exhale carries some of the best skin and facial products around. It's set up like a small boutique, keeping Central Park South and Upper East Side women in shape. I, for one, took a core fusion class that gave me a new outlook on life. But today the business at hand was soothin' not fusion.

As soon as I walked through the door, I got the first release I'd had all month. The lighting was soft, the scent in the air was relaxing, and the people at the front desk weren't rushing me (even if I was late-late-late). They told me softly who would be taking care of me and showed me to the locker room. Clothes off, robe on, I tiptoed to the waiting room to find Mary, my smiling masseuse.

I have had professional massages before, each one very different and each one very necessary. As I slipped off my robe and buried myself under a heavy blanket and between silky sheets, I thought to myself, "This is it." Mary didn't even have to come in. I was content just getting some sleep, listening to Enya, and dreaming. When she did come in, she began the massage with a little lesson on oils and the type of massage she would be performing.

Exhale's signature massage, the Deep Flow Massage, was the perfect medium - pleasurable, not painful. I've had deep tissue massages that were hard enough for me to scream uncle, and I've had massages that didn't seem to actually take place. It's all about the pressure, right? My only complaint could be that it was too short, but you're talking to the most hedonistic person alive.

When Mary says "thank you," it feels like a break-up. They say that chemicals release during sex that make women feel attached to their lovers. I think the same rule may apply when someone brushes my hair or gives me a Deep Flow Massage. Mary left me in a relaxation room to listen to music, read magazines under dim lighting and coax myself into walking out those front doors and into the city once again.



2005

### *Exhale*

Exhale, located on 59th and Central Park South, is a yoga studio and a full service spa in one beauty sanctuary. Upon entering this peaceful retreat, I was struck with a vibration that resonated throughout my body. Whatever it was, it felt intriguing and exciting.

Exhale is more than the average "melt as you walk in the door" kind of place. There is movement. There is life. There was a steady hum of low, happy chatter. The chatter wasn't heard for long. After filling out a short form, I was ushered to the ladies lounge. This is where the unwinding begins. There are four shower stalls, hair dryers, and an array of bath amenities.

After donning a robe and slippers, I helped myself to a cup of herbal tea while I waited for my masseuse. I reflected quietly in the small dimly lit room. I was able to relax and notice finer details, such as the glass etchings of bamboo leaves and the soothing aromas that lingered in the air.

My treatment was the 60-minute Deep Flow Massage. I chose the sandalwood detoxifying oil to relieve the stress in both my mind and body.

The massage was like a dance. Often times during a massage, my head becomes caught up in the motions of the masseuse as I try to mentally prepare for the next move. There was no guessing during this unique Exhale massage. I forgot to even try. As the masseuse lightly removed tension from my body, I was in a state of pure bliss. During the treatment, my legs and arms were kept in constant motion to keep the body drifting into a deeper relaxation. The gentle rocking of this therapeutic massage rejuvenated me entirely.

Although I wanted to continue this divine treatment forever, I was satisfied when it ended. That night, I drifted off to a full night's sleep for the first time in ages.



2005

## *Exhale deep flow massage*

### **Finally—a deep, therapeutic massage that is pleasurable, not painful**

Exhale's signature massage utilizes flowing techniques to open locked muscles and free energy blockages—for a tension-relieving experience unlike any other.

### **What are the therapeutic benefits of deep flow?**

- Exhale, located on 59th and Central Park South, is a yoga studio and a full service spa in one beauty sanctuary. Upon entering this peaceful retreat, I was struck with a vibration that resonated throughout my body. Whatever it was, it felt intriguing and exciting.
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- The massage was like a dance. Often times during a massage, my head becomes caught up in the motions of the masseuse as I try to mentally prepare for the next move. There was no guessing during this unique Exhale massage. I forgot to even try. As the masseuse lightly removed tension from my body, I was in a state of pure bliss. During the treatment, my legs and arms were kept in constant motion to keep the body drifting into a deeper relaxation. The gentle rocking of this therapeutic massage rejuvenated me entirely.



### The origins of deep flow

Exhale asked **Brad Drummer LMT**, the creator of the Interpretive Touch massage technique, to redesign his signature massage so that it held true to the core strokes and to the heart of its ideas, while blending the feeling of flow throughout. He created **Deep Flow**—a therapy reflecting the original concept of what a “best massage” might be for the guest in its purest form.

In trying to decide how he would design his original therapy, he realized that no one technique delivered what he felt was ultimately achievable with massage. He took what he considered to be the most beneficial aspects of the many techniques he discovered and combined them to give the best possible massage to his guests. The result established the core of what would become Deep Flow.

The positive response to his new technique soon drew the attention of several spas, who expressed an interest in training their therapists to practice the massage. An early version of the technique eventually found its first home at Nusta Spa in Washington, DC. This version, called Interpretive Touch, contained the basic structure and theories that lie at the heart of exhale’s deep flow. While promoting his technique in Los Angeles, he was introduced to exhale, and began to develop the final version of Deep Flow massage.

Deep Flow makes its exhale debut in New York City, and will be available in the future at all exhale locations across the country.

### What makes deep flow different from other deep tissue techniques?

Deep flow strokes were designed to allow incredibly deep work without bruising, tearing, or the pain often associated with deep pressure techniques—and because the body is mainly made of water, many of the strokes incorporate wave and pulse motion.

The use of body-enveloping strokes blankets the entire session with a sense of being cradled and cared for, while helping the guest feel the interconnection of every cell from head to toe, rather than the disjointed feeling of isolated limbs and muscles. Deep Flow’s philosophy is more about freeing knots and tsubos (energy blocks) rather than breaking them apart; it believes that causing intense pain brings more tension/stress related problems than it solves; it calls upon the therapist to try working with the guest’s tissue instead of forcing the tissue to behave the way the therapist wants.

Deep Flow combines the most beneficial aspects of established techniques with discoveries Brad Drummer made “outside of the system” (such as negative energy buffering, tsubos unraveling, wave/pulse motion, and floating) in a way that enhances the effectiveness of every stroke, while preparing the way for each subsequent stroke. The resulting session is a flowing, tension relieving, deeply therapeutic immersion in touch.