




AXO

method

REGENERATING HEALTH

A method to help you be and stay
at an optimal level of functional, physical and psychological well-being.

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The AXO Method is a unique and innovative approach that combines the principles of osteopathic scooping, lymphatic drainage, and passive stretching. By integrating these three disciplines, the method targets specific areas of the body to effectively address common issues such as cellulite, adipose tissue, and muscle tension.

Beyond its physical benefits, the AXO Method also aims to enhance overall well-being by reducing stress, anxiety, and improving sleep quality. Guillaume Guibordeau, the founder of the AXO Method, is driven by the desire for every individual to reach their full physical potential. The mission of the AXO Method is to improve physical abilities, vitality, and overall health through a constantly evolving scientific approach. Indeed, the AXO Method is committed to continuously updating its anatomical and physiological knowledge to offer the most advanced and effective treatment possible.

One of the main strengths of the AXO Method lies in the collaborative and supportive nature of its therapists. All members of the AXO family work hand in hand, driven by the desire to promote health and well-being. Regularly, they share their knowledge, expertise, and experiences, thus ensuring optimal care for their clients.

“The massages have really helped me eliminate water retention and improve blood circulation. I no longer have problems with heavy legs or pain. I have slimmed down and reduced my orange peel skin. I also noticed a difference on my face, my skin is thinner, my complexion is clearer and I have fewer pimples and fewer fine lines.

The massages give me a real sense of well-being and I have kept regular sessions for maintenance.”

AURÉLIE ROLLAND
Actress

“The AXO Method, a scientifically grounded therapy that prioritises the harmonisation of the body’s hormonal systems, is an exclusive technique in constant evolution.”

Wellbeing

"The AXO Method - a hands-on treatment devised by Guibordeau, a blood-circulation therapist and exercise physiologist - focuses on optimum flow of the body's key circulatory system. This enhances the body's ability to efficiently distribute collagen while also purifying the skin."

VOGUE

"All I can say is by the time I arrive at Argentum, I've already cycled 12 miles. When I head back to the office (another 40 minutes pedal), it's like I've been given a brand new bike. I'm loose, energised and clear-headed. My aches have gone. That weekend, I head for a long run and find that a long-term injury is far less painful than usual."

STYLIST

"It's hard to envision experiencing complete renewal in just 90 minutes, yet The AXO Method surpasses expectations, delivering thorough rejuvenation from head to toe."

HIPANDHEALTHY

“On paper, this might seem too good to be true. However, the effects are very real, and this is evident from the very first session.”

LE FIGARO

"L'accent est mis sur la revitalisation des systèmes circulatoire et d'élimination, notamment avec la Méthode AXO, un traitement complet combinant drainage lymphatique, massage et ostéopathie."

femina

“In addition to being an excellent anti-cellulite and draining treatment that helps redefine your silhouette and sculpt your body, the AXO method and Guillaume's follow-ups are also treatments that prevent from the pain associated with physical exercise. I no longer have the recurrent back pain I used to have after my sports sessions.”

JESSICA LEMARIE PIRES
Model and podcatser

"This is not your typical soothing, gentle massage; it's about therapeutic pain for serious gain (...) an intense but highly effective massage technique for recovery and detoxification."

CITYA.M.

“This might just be the best treatment I have ever had."

loti

"Out of all the treatments I've had, I can hand on heart say that I'll be going back for more treatments with Guillaume or one of his team of therapists. The bespoke, holistic approach means the treatment is completely unique and can encompass all sorts of issues from hormonal to skeletal, and anything in between."

LUXURY LONDON LIVING
FABRIC



THE BODY TREATMENT

Meticulously designed to offer a comprehensive and transformative experience, the AXO Method is at the heart of an innovative approach to osteopathic scooping, revived by Guillaume Guibordeau himself. Inspired by osteopathic scooping and traditional sports massage, this specific technique sets the AXO Method apart.

The osteopathic scooping component of the AXO Method integrates unique movements that specifically target areas of tension, muscle fatigue, and body imbalances. These targeted techniques stimulate blood circulation, relieve muscle tension, and improve flexibility, thereby promoting optimal physical performance.

In addition to osteopathic scooping, the AXO Method incorporates stretching movements inspired by osteopathy. These gentle yet precise maneuvers work in synergy with the scooping motion, promoting optimal alignment, releasing restrictions, and fostering a sense of balance and harmony in the body. Furthermore, lymphatic drainage is skillfully integrated into the treatment, triggering the body's natural detoxification process. This specialized technique encourages the elimination of toxins, reduces water retention, and improves lymphatic flow, thereby promoting a healthier and more dynamic physical state.

By combining these distinct techniques, the AXO Method offers a complete body treatment. The fusion of manual scooping, osteopathy-inspired movements, and lymphatic drainage creates a harmonious synergy that not only addresses muscular and fascial issues but also nurtures the body's innate ability to heal and regenerate.

THE FACE TREATMENT

Based on the same principles as our body treatment, this unique facial treatment targets the facial fascia, effectively relieving muscle tension in the jaw and maxillary region. It not only reduces swelling and expression lines but also visibly diminishes the appearance of wrinkles.

Beyond these notable benefits, the facial treatment deeply re-oxygenates the underlying tissues and revitalizes the circulatory systems. This process improves collagen circulation, offering a rejuvenating effect, plumper skin, and a radiant complexion. Experience the relaxation and revitalization brought by this specialized treatment, which reveals a natural lifting effect observable from the first session.

Experience the AXO Method facial treatment and see the visible results of revitalized, rejuvenated, and beautifully enhanced skin. Let the power of this technique highlight your natural beauty and restore a youthful glow to your face.





GUILLAUME GUIBORDEAU, FOUNDER OF THE METHOD

Guillaume Guibordeau, the esteemed founder of the AXO Method, is a highly experienced therapist who has made a significant impact on the well-being of diverse individuals. He commenced his career by assisting brain injury victims, aiding them in their journey towards regaining independence. With a strong foundation in hospitals and a deep understanding of the aging process's impact on the human body, Guillaume embarked on a remarkable path of exploration.

In 2016, he established his own business in London, drawing inspiration from esteemed mentors specializing in wellness. Leveraging his profound knowledge of physiology and anatomy, Guillaume meticulously developed his unique method, which he now extends to clients across Europe. Recognizing the importance of collaboration and continuous growth, he has chosen to collaborate with esteemed healthcare professionals throughout Europe. Through this collaboration, Guillaume shares his method, providing comprehensive training, an extensive network, and continual updates and support.

Guillaume Guibordeau's expertise in sports engineering, coupled with his relentless dedication to studying the impact of physical activity on aging, underscores the scientific foundation upon which the AXO Method is built. Collaborating with hospitals and healthcare professionals further bolsters the credibility and extensive research that underpins this transformative technique.



OUR NETWORK OF COLLABORATING THERAPISTS

The AXO Method takes pride in its collaborative network of over 30 therapists who support each other both individually and collectively. Within this community, therapists are free to exchange their knowledge, feedback, questions, and ideas for improvement. This all contributes to the continuous enhancement of the treatment. The AXO Method aims to be collaborative and evolving: therapists work together to provide the highest level of care and stay at the forefront of anatomical and physiological advances.

This collective effort ensures that our clients receive optimal care delivered by a team of passionate professionals who continuously strive for excellence.





The AXO Method offers a comprehensive and structured training program for therapists, designed to provide them with all the skills and knowledge needed to become certified AXO therapists.

The training is divided into three parts:

FIRST PART: Two online theoretical courses, each 90 minutes long. These courses allow future therapists to gain an in-depth understanding of the AXO Method and assimilate the theoretical concepts at their own pace.

SECOND PART: A week of hands-on practice and in-person training. Under the guidance of experienced AXO Method trainers, future therapists learn precise movements, massage techniques, specific adaptations according to their clients, potential contraindications, ergonomic recommendations, etc. After this week of training, therapists receive certification.

THIRD PART: This involves real-world practice. Over a continuous period of 12 months, therapists are encouraged to massage a large number of people to gain experience and perfect their skills. This includes gradually building their client base and promoting the visibility of the AXO Method (free massages for journalists, influencers, prospects, etc.). AXO supports you in your marketing efforts and encourages you to enhance your professional project.

A senior therapist conducts an evaluation after six months to ensure that AXO Method standards are being met and to review certain techniques with you if necessary. In addition to this comprehensive training, AXO Method therapists benefit from continuous support from the AXO family:

- **Monthly calls** for the latest updates on the method, based on availability.
- **Ongoing assistance** with the ability to contact the founder and the marketing department for any questions.
- **Marketing support**, including a dedicated Instagram page with free posts and visuals, reduced printing costs for promotional materials, and a photo session during training to create content for social media.

In summary, the AXO Method's training and support program is designed to equip therapists with the knowledge, skills, and confidence needed to provide high-quality care in the long term.

THE ONLINE THEORY COURSE

The AXO method offers an online theoretical course lasting 3 hours, divided into 2 sessions of 90 minutes each. Participants will receive an AXO training manual by email at the end of the theoretical course, to prepare for the practical course.

During this theoretical course, you will meet the other therapists in your training session and get a first glimpse of what the AXO method entails. This course is essential as it will enable you to explain the theory of the method, as well as its operation and principles, to your future clients.

The online theoretical course will take place via Zoom with a maximum of 10 participants per session. We strongly recommend attending these sessions to ask your questions directly and discuss the method with our founder.



THE THEORY COURSE

The practical training is a high-end course that must be attended in person. It typically involves small groups of 6 to 10 people, supervised by two trainers.

The week runs from Monday to Friday, from 8:30 am to 5 pm. Lunch is included during the 5 days of training, and dinner will be organized for all participants on Thursday evening.

This practical training week will focus on acquiring all the necessary skills to start practicing your treatments with clients. Follow-up sessions will be organized to ensure you maintain your confidence and competence in delivering our premium face and body massages.

NEXT PRACTICAL COURSE SESSION:
Week of October 7 to 11, 2024, in London - conducted in English



THE 6-MONTH CHECK-UP

We take your training seriously and want to ensure that you are able to successfully apply the skills you have acquired during the practical training.

For this reason, approximately 6 months after the end of the training, we will organize a visit from a senior therapist to your area to conduct an assessment. The senior therapist will observe you while you perform the massage, provide feedback on your technique, and answer any questions you may have. This assessment is included in the training cost, providing you with an opportunity to receive personalised advice and additional support.

Our goal is for you to feel confident and prepared for your new career as an Axo method therapist.



THE AXO FAMILY

We understand that getting started can be challenging, and we don't want you to feel isolated in your journey. That's why we include in our fee one year of support and marketing to help you grow your business.

SUPPORT

Receive ongoing support through mentoring from a senior therapist available to answer your questions.

Join a dynamic community of therapists who stay connected through monthly discussions.

Attend an annual meeting to meet your colleagues in person in a warm setting.

IMPLEMENT

Access valuable tools to enhance your practice:
Professionally written articles to enrich your knowledge and share with your clients as a mark of professionalism.
Content: high-quality photos, designs for social media, stories ready to be shared directly.
Special rates on custom design services (business cards, brochures, flyers, gift vouchers...) through our partnership with CharlotteGMarketing.

These resources will help you maintain a polished online presence and grow your business.

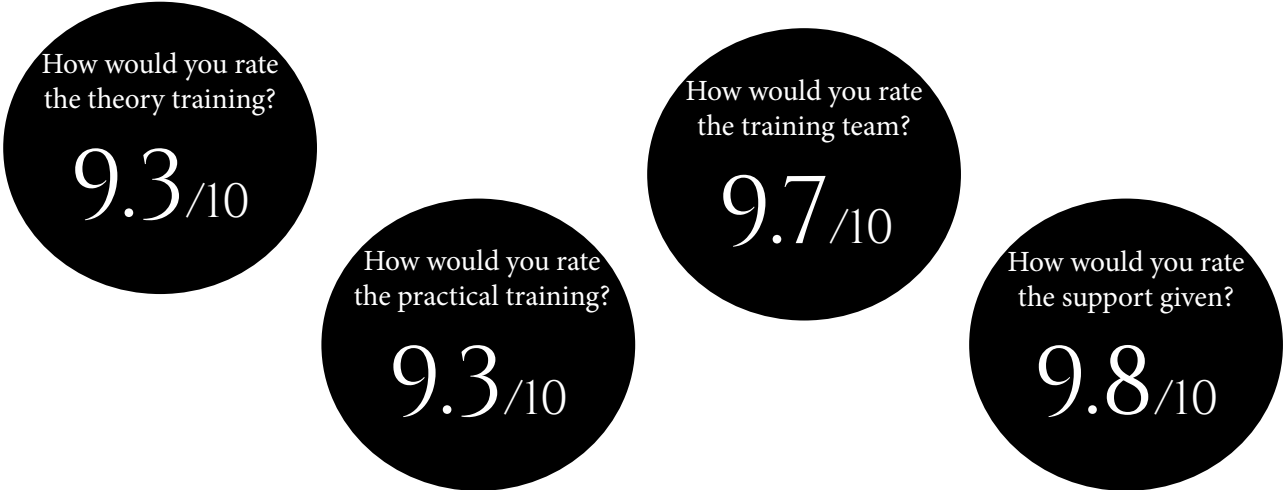
GROW

Access growth opportunities through our ongoing training and updates, allowing you to stay at the forefront of your field.

Become a mentor or trainer for the AXO method and earn additional income by supporting new therapists in turn.

Included in the cost of your training for one year, then 60 euros per month, without commitment, to continue evolving and subsequently achieve the status of senior therapist.

WHAT OUR THERAPISTS THINK



OUR PARTNERS

We collaborate with several partners for whom we offer a diverse range of services:



Similar to our partnership with Six Senses, we provide the option to incorporate the AXO method through skilled, independent therapists. This enables you to include the AXO method in your service offerings and engage therapists based on demand. We will collaborate to establish a pricing structure for this service and determine how revenue will be shared.



Just as we do for the Thalazur group, we can provide comprehensive training in the AXO method for your internal teams. This training includes a six-month check-up and an annual update to ensure your teams stay current with the latest advancements. The AXO method stands out for its adaptability to new scientific discoveries, which is a priority for us.



We also offer the creation of a custom and permanent treatment, similar to the Detox & Balance treatment developed specifically for the Argentum brand, incorporating their brushes and oils. This massage aims to enhance the benefits of Argentum oils, demonstrating to clients the effectiveness and advantages of the products used.





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