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Business of relaxation

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By: **Maria Lockwood**, Superior Telegram



Joseph DiPuma massages Dr. Louise Beyea at Royal Treatment Therapeutic Massage at the Courtney & Leigh building on North 21st Street in Superior. (Jed Carlson/jcarlson@superiortelegam.com)

Joseph DiPuma's goal is to turn his clients into noodles. With sweeps from his arms, pinpoint pressure from fingers and the kneading of knuckles and hands, the owner of Royal Treatment Therapeutic Massage does just that.

Dr. Louise Beyea, a local veterinarian, found DiPuma six months ago when she moved to Superior and started searching for a massage therapist in town. The first session, she said, was wonderful.

"I thought it was the best massage I ever had," Beyea said. "Joseph has the ability to finely dissect into muscles and find things you don't even know are there."

His massage technique was very deep and precise, Beyea said, and she had no residual soreness the next day.

DiPuma, nationally certified in therapeutic massage and bodywork, described his style as Tai Chi slow — slow, methodical and firm.

"People love that kind of approach," he said. And, Beyea said, he is very respectful of his clients.

The Superior man discovered the art of massage 12 years ago when his son fell 30 feet from a tree, breaking his back in three places.

“He was not paralyzed, miracle of miracles,” DiPuma said. But chiropractic work wasn’t helping. Looking for an alternative to drugs, DiPuma, who ran a small hobby farm in Poplar at the time, turned to massage.

That led him on the path to a new career, working for other businesses and eventually launching his own.

“I love helping people,” DiPuma said.

After spending the last five years working out of the Superior-Douglas County YMCA, DiPuma moved his Royal Treatment to the Courtney & Leigh building, 10 N. 21st St., on July 1. It was a good site for the business, the massage therapist said. Courtney & Leigh are dedicated to high quality in interior design; DiPuma’s vision is to provide high quality massage.

“I really try to be the best in my field,” he said.

The new massage space is small and intimate, with warm brown walls studded with nature prints, water flowing in fountains and the sound of bird calls interspersed with strings.

“All the ambiance as well as the old art of bodywork,” he said of his blend of medical and spa massage. A Royal Treatment massage provides more than relaxation. DiPuma gets into the deep tissue to help clients. He doesn’t just rub over the muscles, Beyea said, he dissects and feels all the different points, isolating and working on distinct muscles. Massage can dilate blood vessels, which can lower blood pressure. And it can increase blood supply to muscles.

“Tight muscles equals poor circulation,” the massage therapist said, which is why stretching and sports massage is so important.

This is not a one-size-fits all business. DiPuma said he focuses on craftsmanship, fine details and reading the client’s body signals. “Discover the art of intuitive touch” is one of his taglines. So he sits down with clients to find what their goal is, then customizes the session for each person. While most people expect a massage to last 30 to 60 minutes, the Superior man is known for his 90-minute sessions. Beyea schedules two-hour sessions with Royal Treatment.

Services available include relaxation, deep tissue, sports, chair, medical and on-site massage as well as raindrop therapy with essential oils.

DiPuma is also able to bring a massage right to the client with his mobile services. He has been tapped by local hotels and lodges to provide massage services, and even trekked to visit clients in the Twin Cities. But his home base is now in the lower level of the Courtney & Leigh building. Royal Treatment Therapeutic Massage is open 8:30 a.m. to 5:30 p.m. Monday-Friday, 9 a.m. to noon on

Saturday, and some evenings by appointment. To schedule an appointment, call (218) 591-1326 or (715) 395-2288.

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