<table>
<thead>
<tr>
<th>Measure</th>
<th>Swedish massage - baseline (order: Swedish massage first)</th>
<th>Thai massage - baseline (all data)</th>
<th>(Thai massage - baseline) - (Swedish massage - baseline) (order: Swedish massage first)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Desirable arousal</td>
<td>3.6/42.6/53.9; possibly positive</td>
<td>0.05/0.05/99.9; most likely positive</td>
<td>0.8/3.9/55.9; very likely positive</td>
</tr>
<tr>
<td>2. Active arousal</td>
<td>11.7/31.5/73; unclear; get more data</td>
<td>0.1/0.0/99.9; most likely positive</td>
<td>0.7/6.4/92.9; likely positive</td>
</tr>
<tr>
<td>3. Energy</td>
<td>24.3/56.7/18.9; unclear; get more data</td>
<td>0.1/0.1/99.9; most likely positive</td>
<td>0.3/1.5/98; very likely positive</td>
</tr>
<tr>
<td>4. Tiredness</td>
<td>94.8/5.1/0.3; likely negative</td>
<td>100/0/0; most likely negative</td>
<td>86/1/6/83;1.1; likely negative</td>
</tr>
<tr>
<td>5. Tension</td>
<td>56.5/55.7/7.9; unclear; get more data</td>
<td>91.7/7/0.4; likely negative</td>
<td>35.8/29.7/20.5; unclear; get more data</td>
</tr>
<tr>
<td>6. Calmness</td>
<td>59/31.3/9.7; unclear; get more data</td>
<td>26.2/58.4/15.4; unclear; get more data</td>
<td>4.6/37.7/57.7; possibly positive</td>
</tr>
<tr>
<td>7. Pain (single-item scale)</td>
<td>0.9/22.9/76.3; likely positive</td>
<td>11.4/46.1/42.5; unclear; get more data</td>
<td>51.8/31.4/16.9; unclear; get more data</td>
</tr>
<tr>
<td>8. Tiredness (single-item scale)</td>
<td>93.3/5.4/1.3; likely negative</td>
<td>99.9/90.2/0; most likely negative</td>
<td>17.4/27.5/55.6; unclear; get more data</td>
</tr>
</tbody>
</table>

*Figure SM1.* Magnitude-based inference on outcome measures. 1 Desirable arousal. 2 Active arousal. 3 Energy. 4 Tiredness. 5 Tension. 6 Calmness. 7 Pain (single-item scale). 8 Tiredness (single-item scale). Black: negative. Light grey: negligible. Grey: positive.
Figure SM2. Magnitude-based inference on outcome measures. 1 Desirable arousal. 2 Active arousal. 3 Energy. 4 Tiredness. 5 Tension. 6 Calmness. 7 Pain (single-item scale). 8 Tiredness (single-item scale). Black: negative. Red: negligible. Green: positive.
**1608 Diary Codes and Themes**  
*(taken from 16 diaries)*  
(t) = thai first  (s) = Swedish first

**SWEDISH**

**Theme 1: Improved energy**

<table>
<thead>
<tr>
<th>No</th>
<th>Time</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>128</td>
<td>4: 16, 19</td>
<td>More focus and energy (due to release of stress?) (s)</td>
</tr>
<tr>
<td>91</td>
<td>14: 50, 54, 55</td>
<td>Some effect on maintaining energy levels (t)</td>
</tr>
<tr>
<td>162</td>
<td>10: 17</td>
<td>Relaxed and energised at the same time (s)</td>
</tr>
<tr>
<td>196</td>
<td>16: 6, 9</td>
<td>Energised day after massage, promoted engagement in Physical activity (s)</td>
</tr>
<tr>
<td>186</td>
<td>13:4</td>
<td>Improved energy (s)</td>
</tr>
<tr>
<td>103</td>
<td>15:5</td>
<td>Rejuvenating (t)</td>
</tr>
</tbody>
</table>

**6 participants (2 thai first, 4 swedish first)**

- **2 participants = no effect on lethargy**

<table>
<thead>
<tr>
<th>No</th>
<th>Time</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>5: 59 60</td>
<td>Lethargy, sleep inducing, lack of focus (t)</td>
</tr>
<tr>
<td>53</td>
<td>5: 76, 57</td>
<td>Swedish didn't address lethargy, relaxing, sleep inducing (t)</td>
</tr>
<tr>
<td>49</td>
<td>5: 57</td>
<td>not invigorating (t)</td>
</tr>
<tr>
<td>192</td>
<td>16: 3, 8, 17</td>
<td>Sleep inducing/lethargy (s)</td>
</tr>
</tbody>
</table>

**2 participants (evens thai/swedish first)**
Theme 2: Sleep inducing/improved sleep

<table>
<thead>
<tr>
<th>Number</th>
<th>Time(s)</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>169</td>
<td>12: 3-4</td>
<td>Sleep inducing (s)</td>
</tr>
<tr>
<td>123</td>
<td>4: 5, 14</td>
<td>Sleep inducing (s)</td>
</tr>
<tr>
<td>86</td>
<td>11: 10, 11, 15, 16</td>
<td>Very relaxing, sleep inducing (t)</td>
</tr>
<tr>
<td>73</td>
<td>6: 105, 106, 141</td>
<td>Relaxing, sleep inducing (t)</td>
</tr>
<tr>
<td>148</td>
<td>9: 4, 10</td>
<td>Sleep inducing (s)</td>
</tr>
<tr>
<td>52</td>
<td>5: 69</td>
<td>Sleep inducing (t)</td>
</tr>
<tr>
<td>132</td>
<td>4: 30-31, 49</td>
<td>Accumulated effects – move from sleep inducing to relaxing (s)</td>
</tr>
<tr>
<td>152</td>
<td>9: 15, 17</td>
<td>Improved sleep (due to stress relieving effects of massage?) (s)</td>
</tr>
<tr>
<td>9</td>
<td>1: 20,22,25,27,28</td>
<td>Better/improved sleep (t)</td>
</tr>
<tr>
<td>195</td>
<td>16: 4, 8, 10</td>
<td>Improved sleep (s)</td>
</tr>
<tr>
<td>74</td>
<td>6: 108, 110, 118</td>
<td>Vastly improved sleep (t)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>145, 148</td>
</tr>
<tr>
<td>107</td>
<td>15: 5</td>
<td>Improved sleep (t)</td>
</tr>
</tbody>
</table>

9 participants (approx. evens thai/Swedish first)

Theme 3: Relaxing & Destressing/‘me’ time/improved ability to cope

<table>
<thead>
<tr>
<th>Number</th>
<th>Time(s)</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>134</td>
<td>4: 46-48</td>
<td>Conditioned expected relaxation response pre-massage (s)</td>
</tr>
<tr>
<td>160</td>
<td>10: 4-5</td>
<td>Relaxed during and after massage (s)</td>
</tr>
<tr>
<td>168</td>
<td>12: 4-5</td>
<td>Relaxed during and after massage (s)</td>
</tr>
<tr>
<td>102</td>
<td>15:5</td>
<td>Relaxing/comforting/calming (felt pampered) (t)</td>
</tr>
<tr>
<td>149</td>
<td>9: 4, 6, 12</td>
<td>Completely relaxing, calming (s)</td>
</tr>
<tr>
<td>121</td>
<td>4: 2,5</td>
<td>Deeply relaxing/comforting (s)</td>
</tr>
<tr>
<td>79</td>
<td>6: 148, 153</td>
<td>Relaxing (t)</td>
</tr>
</tbody>
</table>
Relaxing (t)

Relaxing, particularly mentally (t)

Lasting relaxation effect (s)

Relaxing & stress relief, lasting effects (cumulative) (s)

Refreshed after massage (t)

Very relaxed, in control, less stressed (t)

Very relaxing, mental and emotional release of pressure (t)

Destressing/relaxing

Mentally and physically relaxed, destressed & calm (t)

De-stressing, calmer, less rushed behaviour (s)

Feeling less stressed generally (t)

Destressing (s)

Relieves tension and stress (t)

Relaxation from massage enables better coping with stress (s)

Reduced stress, better able to cope (s)

Allowed ‘me’ time/time to work through mental issues then relax physically (s)

Enjoyment of ‘me’ time (s)

Allows time out to relax/chill/zone out (s)

Allowed time to think while body is being destressed (s)

Allows time to relax/destress which leads to ability to deal with people and situations (s)

Feeling in control (t)

12 participants (evens Thai/Swedish first)
### Theme 4: Relief of muscular tension (aches, pains, stiffness)

<table>
<thead>
<tr>
<th>ID</th>
<th>Section</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>133</td>
<td>4: 36-37, 56</td>
<td>Release of muscular tension &amp; stiffness, allows better Movement (s)</td>
</tr>
<tr>
<td>151</td>
<td>9: 14</td>
<td>Relieves muscle aches &amp; pains (s)</td>
</tr>
<tr>
<td>122</td>
<td>4: 3</td>
<td>Physically beneficial (s)</td>
</tr>
<tr>
<td>125</td>
<td>4: 11-12, 131</td>
<td>Release of muscular pain &amp; stiffness (s)</td>
</tr>
<tr>
<td>141</td>
<td>7: 8</td>
<td>Accelerated muscle recovery after physical exercise (s)</td>
</tr>
<tr>
<td>75</td>
<td>6: 120</td>
<td>Relief of physical tension (t)</td>
</tr>
<tr>
<td>106</td>
<td>15: 5</td>
<td>Muscular relaxation (t)</td>
</tr>
<tr>
<td>140</td>
<td>7: 2</td>
<td>Physical relaxation and loosening up/nimble/agile (s)</td>
</tr>
<tr>
<td>174</td>
<td>12: 31</td>
<td>Relief of pain in 3rd week of massage (cumulative) (s)</td>
</tr>
<tr>
<td>163</td>
<td>10: 18</td>
<td>Better toleration of exercise (s)</td>
</tr>
<tr>
<td>129</td>
<td>4: 24-25, 50</td>
<td>Stretched and loosened up (s)</td>
</tr>
<tr>
<td>194</td>
<td>16: 3, 4, 17</td>
<td>Aches after massage (s)</td>
</tr>
<tr>
<td>51a</td>
<td>5: 57, 65, 67</td>
<td>Swedish massage did not address aches and pains (t)</td>
</tr>
</tbody>
</table>

**7 participants relief of muscular tension (5 swedish first/2 thai first)**

**2 participants no relief of muscular tension etc (1 thai/1 swedish first)**
**Theme 1: Energising/improved energy**

45 5: 46  
Energising (t)

48 5: 54  
Regular weekly Thai massage energises (realise how Energising it was in retrospect i.e. when it had gone) (t)

40 5: 33, 9  
Reduces lethargy (t)

88a 14: 4, 16  
Energising (t)

203 16: 25  
Improved energy (s)

204 16: 31  
Very energising (s)

209 16: 38  
Energy levels increased tenfold (s)

167 10: 74  
Very effective for increased energy levels (s)

165 10: 60  
Energising (s)

89 14: 11, 31, 33  
Maintains energy levels (addressed energy ‘slumps’) (t)

19 2: 39  
Incremental improvement in energy levels (t)

1 1: 8  
More energised (t)

27 5: 4  
Energising but relaxing (t)

21 2: 42, 43  
Both relaxing and stimulating for body and mind when Fatigued (t)

82 8: 5  
Relaxing, energising (t)

179 12: 40-41, 47,50,51,53,57  
Relief of tiredness (s)

69, 70

78 6: 140, 97, 24  
Energising (t)

**9 participants (6 Thai/3 Swedish first)**
**Theme 2: Improved/better quality sleep**

202 16: 20 Promotes good quality sleep (s)
158 9: 21, 27 Improves sleep (s)
69 6: 88-92, 102 Vast improvement to sleeping patterns (t)
62 6: 18, 19, 29 Promotes better quality sleep? (bed late, hard to wake up but once up felt ok and no more tired than usual) (t)
63 6: 14, 39 Promotes good nights sleep on day of massage (t)
38a 5: 26 Promotes better quality sleep (t)
67 6: 44, 45 improved sleep – incremental effect of massage (t)
1a 1:8 Better sleep (t)

*5 participants (3 thai/2 Swedish first)*

**Theme 3: Destressing/relaxing**

178 12: 47-51,54,57-59, 69-70 Relief of stress (s)
98 15: 2, 4 Relaxing/restful (t)
175 12: 41, 47 Relaxing (s)
93 15: 1 Calming (t)
88 14: 2, 3 Promoted ability to ‘wind down’ at the end of the day
And feel naturally tired (t)
96 15: 1, 4 Destressing, relief (t)
61 6: 12 Relaxing (t)

*4 participants (evens thai/Swedish first)*
Theme 4: Relief of muscular tension (aches, pains, stiffness)

37 5: 24, 25, 8  Combats muscle stiffness, aches, improved performance? (t)

143 5: 19, 34, 27, 35, 39  Aides muscle recovery and removes muscle fatigue after physical exercise (t)

11 2: 14  Aides recovery from physical aches and pains (t)

142 7: 16-17, 30  Physically extremely beneficial for muscle stiffness (t)

208 16: 37  Immense reduction in pain levels (s)

208 16: 37  Immense physical and psychological improvement (s)

177 12: 48, 50, 51, 57-59, 67-70  Relief of muscular aches and pains (s)

154 9: 20, 27  Full body stretch, relieves muscular tension (s)

118 3: 33, 34  Relief of chronic aches and pains (s)

99 15: 4  Relief of muscular tension (t)

164 10: 60  Relieves muscle soreness (s)

66 6: 40, 41  Tension release in joints (t)

68 6: 60, 11  Release of physical tension (t)

58 6: 9  Forced to loosen up (t)

137 4: 65-66  Improved circulation (s)

115 3: 21, 22, 23  Treats muscles at a deep level, brings awareness of deep hidden tension within the body (s)

120a 3: 113, 114, 115, 120  Could the release of previously deep unrecognised muscular tension contribute to the release of psychological tension hidden within them? (s)

144 7: 22-23  Reaches/treats muscles which rarely get exercised (enhanced awareness of physical body) (t)

10 participants (approx. evens Thai/Swedish first)
**Theme 5: Awakening/rejuvenating**

65 6:34 Day following massage – more awake and refreshed (t)
28 5:6, 7 Woke up refreshed (t)
200 16:20, 24 Woke up refreshed/more refreshed than a long time (s)
200a 16:23-24 Refreshing effects lasted all week (s)
59 6:14 Feel refreshed morning after massage (t)
3 1:12 Woke up feeling refreshed (t)
155 9:24 Awakening (s)
92 15:1 Refreshing (t)
156 9:24-25, 26 Relaxing but awakening at the same time (s)

*6 participants (4 thai first/2 swedish first)*

**Theme 6: Promotes motivation to engage with physical activity**

181 12:47, 60, 62 Promotes/motivates to do physical activity (s)
159 9:27-28 Improved exercise performance (s)
89a 14:33 Greater energy allowed more engagement with Exercise (t)
205 16:32 Promotes desire to do something active/physical Activity (s)
119 3:39, 40 Encourages desire for fitness (s)
10 2:11, 13 Promotes engagement in physical activity (t)
31 5:12, 13, 20 Awakening in morning, promotes engagement in Physical activity (t)

*7 participants (evens Thai/Swedish first)*
Theme 7: Improved posture/flexibility

32 5: 17 Physical body alignment (t)
137a 4: 66, 92 Beneficial stretching, physical release and freeing up (s)
36 5: 21 Feeling of being ‘straight’, aligned (t)
64 6: 38 Walking tall (better posture) (t)
24 2: 56 Walking tall (t)
77 6: 140 Improved posture (t)
41 5: 33, 47 Aides alignment…. Dancer like (t)
57 6: 8 Walking taller (improves posture) (t)
14 2: 16 Improves posture – feel taller (t)
34 5: 18, 19 Feel taller and more flexible (t)
100 15: 4 Improves flexibility (t)
95 15: 2 Stretched (t)
64a 6: 38 Releases muscular tension, more flexible (loosed and Limbered) (t)
145a 5: 24 supple feeling/ease of movement (t)

5 participants (all but one Thai first)

Theme 8: Psychological (mental, emotional) stimulation/positivity

- For 3 participants (numbers 3, 2 & 16 – life-changing experience)

1b 1:8 More mentally awake (t)
97 15: 3,4 Promotes feeling of contentment/wellbeing (t)
55 5: 69 Thai massage as maintenance for body and mind (t)
176 12: 42-43, 49, 60 Energising/motivating, mind buzzing/head whirring (positive – all I need is achievable) (s)
Cumulative positivity (s) positive effect on psychological state, even in Challenging circumstances (s)
Brings awareness of the body at a deep level (opens up New possibilities) (s)
Psychological/spiritual effect – questioning ones Negative beliefs (t)
Improved posture (walking taller) impacts on view of Self in a more positive light (t)
Massage a cleansing experience (t) Helps focus/concentration (and motivation?) (t)
Improvement in posture (taller), promotes positive Emotions – feeling of knowing what to try to achieve (t)
Promotes consciousness of desire to eat and drink to Nourish the body (change in long-term habits with Move towards health maintaining behaviours) (t)
Prompted desire to maintain healthier lifestyle (participant experience weight loss and improved self-image And self-confidence due to this) (t)
Life changing (s) Promotes desire to maintain healthy lifestyle (diet and Exercise) (s)
Instils determination to maintain improvements to life And maintain energy levels (s)
Aides focus (concentration) (t) Buzzed, relaxed and centred all at the same time (t)
7 participants (approx. evens Thai and Swedish first)