



Mark Carangelo: Founder of Buttercups and Returning Educator at the World Massage Festival

The World Massage Festival (WMF) is proud to welcome back **Mark Carangelo**, a respected educator, innovator, and long-standing contributor to the massage therapy profession. As a returning WMF instructor, Mark brings not only years of teaching experience, but also the perspective of a creator whose work has had a lasting impact on therapists worldwide.

A History of Teaching at WMF

Mark Carangelo has taught at the World Massage Festival in previous years, sharing his knowledge with therapists seeking practical, effective, and sustainable approaches to bodywork. His continued presence at WMF reflects both his dedication to massage education and the value attendees place on his clear, experience-based instruction.



Throughout his teaching history at WMF, Mark has worked with therapists at all stages of their careers, helping them refine technique, improve efficiency, and better understand how thoughtful innovation can support both practitioner longevity and client outcomes.

Founder and Creator of Buttercups

In addition to his role as an educator, Mark Carangelo is widely known as the **founder and creator of *Buttercups***—a massage therapy innovation designed to enhance deep tissue work while reducing strain on the therapist’s hands and body. Buttercups have become a widely recognized tool in the massage community, valued for their ability to support effective pressure, comfort, and therapist sustainability.

Mark’s development of Buttercups reflects his problem-solving mindset and hands-on understanding of the physical demands of massage therapy. This real-world insight informs his teaching, offering students practical solutions grounded in years of professional experience.

Teaching Philosophy and Approach



Mark's teaching style emphasizes **clarity, efficiency, and real-world application**. His classes focus on techniques and concepts therapists can immediately integrate into their practices, with particular attention to:

- Therapist body mechanics and career longevity
- Effective use of tools and hands-on techniques
- Client comfort, communication, and boundaries
- Ethical and professional application of massage methods

Students often describe his classes as approachable and practical, appreciating his ability to explain both *how* and *why* techniques work.

A Valued Member of the WMF Community

As a returning instructor and innovator, Mark Carangelo continues to contribute to the collaborative and forward-thinking spirit that defines the World Massage Festival. His experience as both a teacher and a creator adds depth to WMF's educational offerings and inspires therapists to think creatively about their work.



The World Massage Festival is pleased to welcome Mark Carangelo back to the teaching faculty and looks forward to the knowledge, insight, and innovation he brings to this year's event.
