

# Massage & Wellness

Summer 2012

Member, Associated Bodywork & Massage Professionals

## How to Introduce a Friend to Massage

### Sharing the Benefits of Bodywork

When we experience something good, it's natural to want to tell everyone about it. Massage is no exception. Here are some ways to share your enthusiasm for massage therapy.

#### Gifting Massage

Gift certificates are a great way to share massages with the people in your life. Looking for the perfect birthday present? Purchase an hour gift certificate for them with your favorite massage therapist. Thanking someone for pet sitting? Reward them with a half-hour reflexology treatment. If it's your spouse or significant other that you're hoping to get interested in this healing therapy, perhaps a couple's

makes them want to pay for another one.

#### Outline the Benefits

Most people are aware that massage is effective at relieving stress and promoting relaxation, but there are myriad benefits you can highlight depending on your audience. For those who suffer from low-back pain, a study by the Group Health Research Institute in Seattle has shown that massage is more effective than medication at reducing pain. Some massage therapists provide specialized sport massage, something that might appeal to your golfing buddy who needs to loosen up his swing and increase his range of motion.

*Keep your face  
to the sunshine  
and you cannot  
see the shadow.*

-Helen Keller



Describing the benefits you get from massage therapy could convince others to try it.

massage, where two people receive massage in the same room, could be an anniversary gift.

Giving someone a gift certificate allows the recipient to experience massage without financially committing to something that they might not be sure about. After the initial visit, it is up to them to evaluate whether the experience

In addition to helping people reduce pain or cope with physical injuries, the supportive touch of a massage therapist can be a powerful positive encounter during times of emotional distress. If someone in your life is dealing with grief or loss, you might recommend massage as a way for them to relax and be

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#### Office Hours and Contact

**Massage & Wellness**  
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**OPEN 7 DAYS FLEXIBLE HOURS**  
[www.massagendwellnessonline.com](http://www.massagendwellnessonline.com)

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tended to without having to actively share their feelings, a welcome relief for many people.

Here are just some of the positives that massage and bodywork can provide. You can tailor your "pitch" to your audience by focusing on those specific to their situation:

- Alleviate low-back pain and improve range of motion.
- Enhance immunity by stimulating lymph flow--the body's natural defense system.
- Exercise and stretch weak, tight, or atrophied muscles.
- Help athletes of any level prepare for, and recover from, strenuous workouts.
- Improve the condition of the body's largest organ--the skin.
- Increase joint flexibility.
- Lessen depression and anxiety.
- Promote tissue regeneration, reducing scar tissue and stretch marks.
- Pump oxygen and nutrients into tissues and vital organs, improving circulation.
- Reduce postsurgery adhesions and swelling.
- Reduce spasms and cramping.
- Relax and soften injured, tired, and overused muscles.
- Release endorphins--amino acids that work as the body's natural painkiller.
- Relieve migraine pain.

## Take Baby Steps

If the person you are trying to introduce is intrigued by massage but reluctant to dive in headfirst, there are several ways to encourage them to stick a toe in the water. Many massage therapists offer chair massage in smaller time increments than a typical one-hour appointment. This is an ideal way for a person to experience the benefits of touch without having to worry about undressing or being overwhelmed by a full session.

Consider inviting your "recruit" to meet your massage therapist before your next session. Most therapists would be happy to give a potential client a brief tour and talk with them about the process of receiving a massage. For many people, being able to put a face to the person who is going to be touching them will calm some of their fears of the unknown.

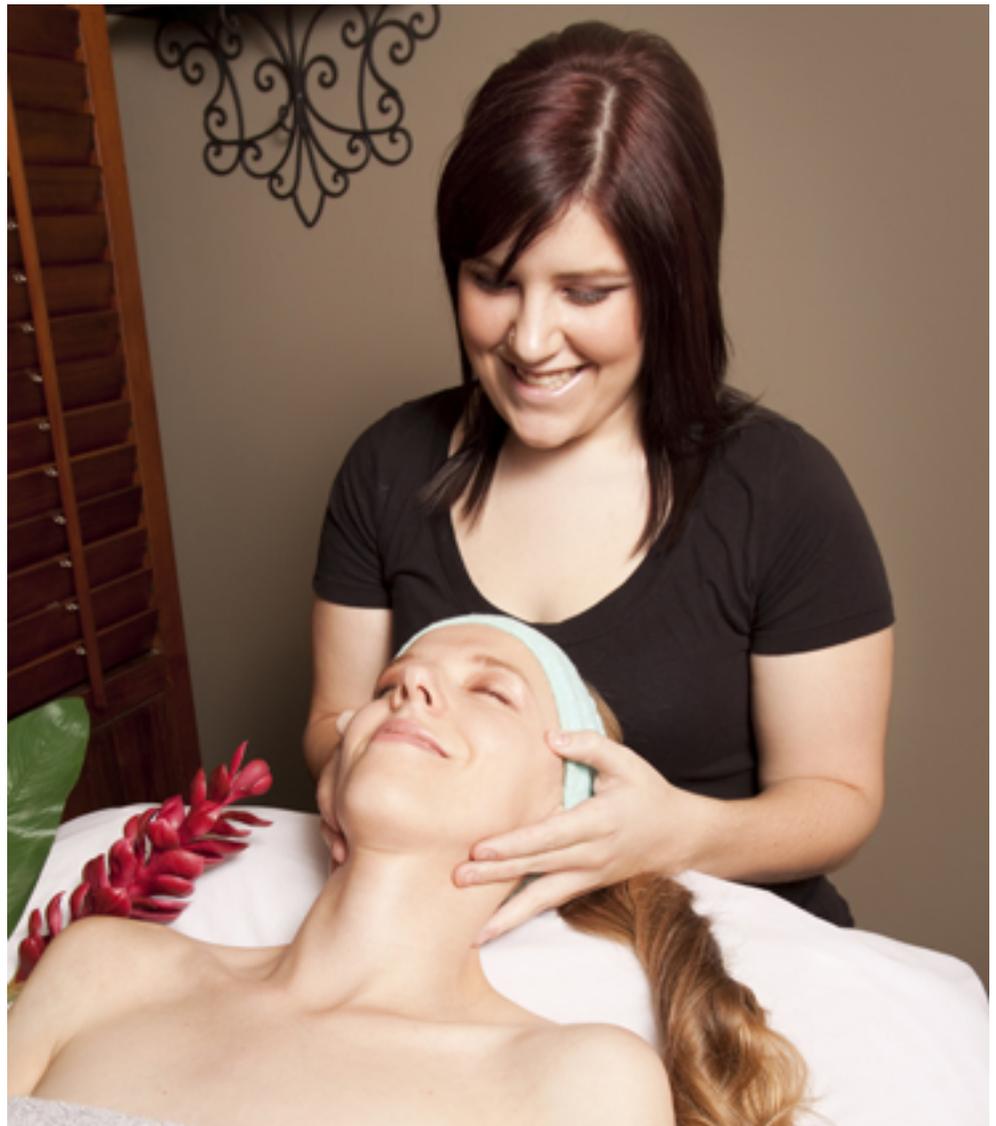
For those who need more specific information about massage, you can direct them to [Massagetherapy.com](http://Massagetherapy.com), a public education site provided by Associated Bodywork and Massage Professionals (ABMP). On the site they will find an introduction to massage and its benefits, information on what to expect from a session, and a glossary of terms and techniques to help them understand massage lingo. There is also an archive of articles from *Massage & Bodywork* magazine to help the potential client answer any questions they might have before taking the plunge.

## Be a Billboard

Friends and family are more likely to follow your lead if you show them that you enjoy, and benefit from, receiving massage. If you have a regular routine and are feeling good, when you recommend bodywork to others it will

be more influential. Whether it's increased range of motion, a sunnier disposition, or an improvement in posture, what you've gotten out of massage will be the best advertisement you can show them.

If, after all of your encouragement, they are still reluctant, you need to respect their feelings. Not everyone is ready for the hands-on experience of massage therapy, and some may even have some serious personal issues about touch. If you allow them to come to massage and bodywork on their own terms, they are more likely to be open to the safe, comforting, professional touch that the massage therapist provides.



Taking a friend to meet your massage therapist can help them get comfortable.

# Healthy Energy Boosters

## Tips to Staying Energized and Alert

Rebecca Jones

Here are some tips for keeping your energy levels up.

### Snack Smart

Strategic snacking can be a good way to smooth out dips in your energy level and avoid hunger cravings that can lead you to overeat. Go ahead and snack---just be as choosy in your snack selection as you are in meal planning.

### Grab an Energy Bar

Don't fall for the fiction that all so-called "energy bars" are unpalatable but good for you. A lot of energy bars are filled with chemicals and with sugar, so read labels, and look for high fiber, high protein, and limited carbs.

### Pick-Me-Up Snacks

Nuts such as almonds, Brazil nuts, cashews, and hazelnuts are among the best choices for healthy, pick-me-up snacks, nutritionists say.

### Stay Hydrated

Even slight dehydration can leave you tired and lethargic. The answer is, of

course, to drink plenty of water. If the taste of plain water doesn't excite you, consider some of the flavored varieties, keeping in mind that loads of extra sugar should be avoided.

### Get Your Beauty Sleep

The number one myth about sleep is that you can get by on six hours a night, but the further away you deviate from getting eight hours sleep a night---and some people get too much, not too little---the greater the risk of cardiovascular disease, depression, obesity, and a host of other maladies.

### Avoid Caffeine, Get to Sleep

Caffeine is a great pick-me-up first thing in the morning, but it has a six- to seven-hour "half-life," meaning that half the caffeine in that cup of coffee you consumed to ward off the 3:00 p.m. doldrums will still be lingering in your bloodstream after the 10:00 p.m. news.

Rebecca Jones is a Denver-based freelance writer.



Stay hydrated to keep energy up.

# The Sunshine Vitamin

Shelley Burns

In the world of skin health, we focus on ways to improve skin quality. We work to prevent acne, cellular damage, dryness, and wrinkles. It is less common to discuss how a skin-care strategy may increase risk of developing other health conditions.

Skin cancer is one example. To prevent skin cancer, we protect ourselves with sunscreen--especially during the summer months. But by using sunscreen we are blocking the absorption of vitamin D, the "sunshine" vitamin.

Vitamin D is fat soluble and contains powerful antioxidant and anticarcinogenic properties that can prevent premature aging and cellular damage. Solid research indicates that

vitamin D plays a role in reducing the risk of cancer, specifically breast, colon, and prostate cancers. Vitamin D has been associated with preventing diabetes by reducing insulin sensitivity. It also improves heart health, reduces the risk of multiple sclerosis, strengthens bones, and decreases the effects of seasonal affective disorder.

Vitamin D can help resolve skin conditions like psoriasis, as it plays a role in skin cell regulation, including cell turnover and growth. Vitamin D can be effective in reducing the itching and flaking associated with this disorder. Ultraviolet B (UVB) treatments have long been used successfully in treating psoriasis because UVB produces vitamin D in the body.

Getting between 5-10 minutes of direct sun exposure daily on the arms, face, hands, and back (without sunscreen) can provide enough vitamin D to meet your daily requirements, though sun exposure does present a risk. Because it is difficult to obtain enough vitamin D through food, many prefer to use supplements. Research on the health benefits of ingesting vitamin D led experts to advise an intake of 25-50 micrograms daily.

*Shelley Burns is a doctor of naturopathic medicine and completed studies at the Canadian College of Naturopathic Medicine. She has certification in complementary and integrative medicine from Harvard University.*

*One of the  
sanest, surest,  
and most  
generous joys of  
life comes from  
being happy over  
the good fortune  
of others.*

-Archibald Rutledge

WE WISH YOU A HAPPY AND HEALTHY SUMMER!!

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We welcome Katie Sauve and Jessica Permoda to our team of therapists! It is wonderful to have them as a part of our staff!

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Have you experienced a french green clay or seaweed bodywrap? Starting at \$90...

We also offer facial massages now! Starting at \$49...

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Massage & Wellness Packages & Specials:

- Purchase \$100 or more in gift certificates, and you receive a \$15 gift certificate for yourself!

- 60min. Massage w/ Aromatherapy And Paraffin Hand Treatment: \$84.00 (\$69.00 for students/seniors/military)

- Couples Massage (60 minutes): \$135 (\$115 for students/seniors/military)

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We now sell Massage Oils, and Essential Oils in:

Eucalyptus, Lavender, Lemon Eucalyptus, Lemongrass, Lime, Orange, and Peppermint.

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