

Your Health Is Worth Millions

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Member, Associated Bodywork & Massage Professionals

Invest in Your Health

Massage Offers Excellent Return on Investment

"Invest for the long term" is great financial advice, but it's also great healthcare advice. Never is investing for the long term more important than when you are making day-to-day decisions about your health. There are short-term gains from taking care of your health, to be sure, but the long-term benefits are not to be underestimated.

You already know the value of bodywork. For all the short-term stress and pain relief you get from massage today, there are lasting rewards you'll thank yourself for down the road. Massage therapy as a preventive measure and part of an ongoing care regimen can mean fewer visits to the doctor, as well as fewer

emotionally and spiritually, and maintain harmonious relationships with coworkers, family, and friends.

Research supports the value of massage. Massage provides many benefits, including improved concentration, energy, circulation, and self-esteem, as well as reduced stress, fatigue, and pain. It's helpful with more acute health conditions, also. If you, or a loved one, are already dealing with a health condition, massage is an even more important part of your healthcare planning.

Research shows:
-- Alzheimer's patients exhibit reduced irritability, pacing, and restlessness after

Everything you do can be done better from a place of relaxation.

-Stephen C. Paul



Massage is a health investment, helping to manage stress, support wellness, and boost immunity.

co-pays, prescriptions, and over-the-counter medications. Ultimately, it means a healthier and happier you.

An Excellent Value

As you plan the family budget, ponder how massage therapy impacts your ability to make good decisions, cope with extra responsibilities, stay on an even keel

neck and shoulder massage.

-- Deep-tissue massage is effective in treating arthritis, back pain, fibromyalgia, and osteoarthritis.

-- Fibromyalgia patients receiving massage have fewer sleep problems and less anxiety, depression, fatigue, pain, and stiffness.

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Office Hours and Contact

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-- Massage during labor appears to help block pain, reduce stress and anxiety, and relax muscles. Some medical professionals say massage shortens labor.

-- Massage can reduce sports-related soreness and improve circulation, and is beneficial in reducing symptoms associated with arthritis, asthma, burns, high blood pressure, and premenstrual syndrome.

-- Oncology patients show less anxiety, depression, fatigue, nausea, and pain following massage therapy.

-- Preterm babies receiving massage therapy gain more weight and have shorter hospital stays.

-- Massage therapy is effective in reducing post-surgical pain and can even reduce the time required for post-operative hospital stays.

You may be trimming some extras out of your budget, as many Americans are. When weighing what goes and what stays, consider what an excellent value massage is, especially in relation to things that may be less valuable, but still cost you plenty. The price of massage has remained stable in recent years, while the cost of movies, dining out, and sports events have risen. Which of these activities has the power to improve your health and which has a better return on investment?

Get Creative

There are many ways to keep massage in your life if you use your imagination. While vacations are definitely needed right now by just about everybody, more and more Americans are staying closer to home and taking "staycations." How about planning a healthy, home-based vacation and including massage as part of your relaxation?

When it comes to gift-giving occasions, why not give and ask for massage gift certificates? Massage makes a wonderful replacement for flowers that wilt, sweaters that don't fit, or another box of fattening candy. Some folks buy spa packages or put together their own outings with a massage, a museum excursion, or lunch at a favorite restaurant. Mothers, daughters, aunts, and grandmothers are enjoying spas together and massage is a key part of the package. These events create bonding experiences that launch new traditions and reinforce a healthy lifestyle.

Gift certificates for chair massage at airports are an option for weary travelers, as is chair massage at malls for package-laden shoppers. If you are an employer, consider gifting your staff with on-site chair massage, which has been shown to reduce stress and improve performance. Just think of it as the ultimate pat on the back for staff and one that pays you back.

Maintain Well-Being

You may be tempted to trim your wellness budget when economic times are tough. Yet, a recent national consumer survey showed most massage-minded Americans are still committed to maintaining the health benefits they experience with massage. It only makes sense. The better you feel, the better job you can do of caring for yourself and your loved ones. Massage therapy will also help families under stress create healthier households, and

more focused and relaxed moms and dads. Children are sensitive and often pick up on tension in a household; parents who are taking care of themselves are more likely to provide a sense of calm to their kids. This goes for caregivers of aging parents, too.

Now, more than ever, massage should play a role in reducing your stress and strengthening your health. When people feel their best, they are more able to face the challenges difficult times present. With greater health and peace of mind, you can face difficulties with poise, clarity of purpose, and strengthened emotional reserves.

Truly, massage is more than a luxury--it's a vital part of self-care that has a positive ripple effect on you as you work, play, and care for others. Investing in your health is one investment that's sure to pay off.



The value of bodywork runs deep, for nothing is more valuable than good health.

Happiness is Contagious

Maybe mom was right. Research suggests that surrounding yourself with friends and family who are happy can actually increase your own happiness.

Scientists at Harvard University and the University of California, San Diego, found that emotions, particularly happiness, have a viral effect in how they spread from one person to another. For every happy person in your physical social network, you have a 9 percent chance of increasing your own happiness. The effect is more pronounced the closer someone is to you geographically, and it does not seem to include electronic communications. The study, "Dynamic Spread of Happiness in a Large Social Network," can be found online in the British Medical Journal (www.bmj.com).

This is especially good news considering the potential health benefits of happiness and positivity. A study published in *Stroke* magazine has indicated a "significant association"

between optimism and a reduced risk of stroke. This is in addition to studies that have linked optimism to a healthier immune system, faster wound healing, and a lower risk of heart disease. While the exact cause of the benefits is not clear, one theory is that optimistic people are more likely to take care of their health. In addition, there is hope that teaching optimism could become part of a preventative program for various conditions.

What's one way to get happy? Try massage! Exposure to stress, a contributing factor to unhappiness, over a long period of time can increase the rate of neural degeneration and increase the risk for Alzheimer's disease. Luckily, a study from Umea University in Sweden has shown that just five minutes of massage has the potential to lower stress, and 80 minutes of massage has a tremendously positive effect on stress levels. Get massage, get happy, and cheer up your friends and family!



Surrounding yourself with happy people is healthy!

Massage for Seniors

Bodywork Improves Quality of Life

Almost 35 million Americans are age 65 or older, and about 2,000 more reach this age every day. As the U.S. demographic shifts to an older population, it's important to find ways of helping our elders maintain their health and vitality. Massage for seniors is gaining importance as an alternative therapy to increase quality of life, and many massage therapists are getting special training to better serve this growing population.

SENIORS' SPECIAL NEEDS

While similar in technique to other forms of massage, geriatric massage considers the special needs of the elderly. The specialty trained practitioner knows about positioning for greatest comfort and will often have the client rest in the same position for the entire massage. Mobility challenges

may dictate the massage be done in a bed or wheelchair. The therapist may also work both sides of the body at the same time to enhance body awareness, or only work hands and feet, if the client prefers. Sessions may be limited to 30 to 45 minutes, as older clients often do better with shorter, more frequent, massages.

The geriatric massage therapist is aware of health issues associated with aging and how to safely work with this type of client and with associated physicians. Consequently, the practitioner is able to individualize the massage service based on the client's health, mobility, and comfort level.

BENEFITS OF GERIATRIC MASSAGE

A recent study conducted at the Weaver's Tale Retreat Center in Oregon looked

at the effects of massage for elderly clients. The results of the two-year study showed that participants experienced a decrease in breathing rate of 50 percent and an improvement in range of motion, posture, body awareness, skin color, and muscle tone. Furthermore, it is well documented that caring touch benefits emotional well-being in seniors -- a population at greater risk of suffering from depression.

Massage therapy can add to the quality of a senior's life, both physically and emotionally. Consider booking a session for someone you love, and make a difference in their life.

*Those who bring
sunshine into the
lives of others,
cannot keep it
from themselves.*

James M. Barrie
-James M. Barrie

I want you to stop and think when the last time you did something for yourself and your health.

Did I ever tell you that your health is worth millions?

I'm here to bring harmony to your mind, body and spirit through a nourishing massage.

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Sincerely,
Dana M. Brandt, LMT

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