

Enlighten Others About Massage

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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.

"I personally can attest to how beneficial massage is for old injuries. Ask me why!"

-Dana M. Brandt



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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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.

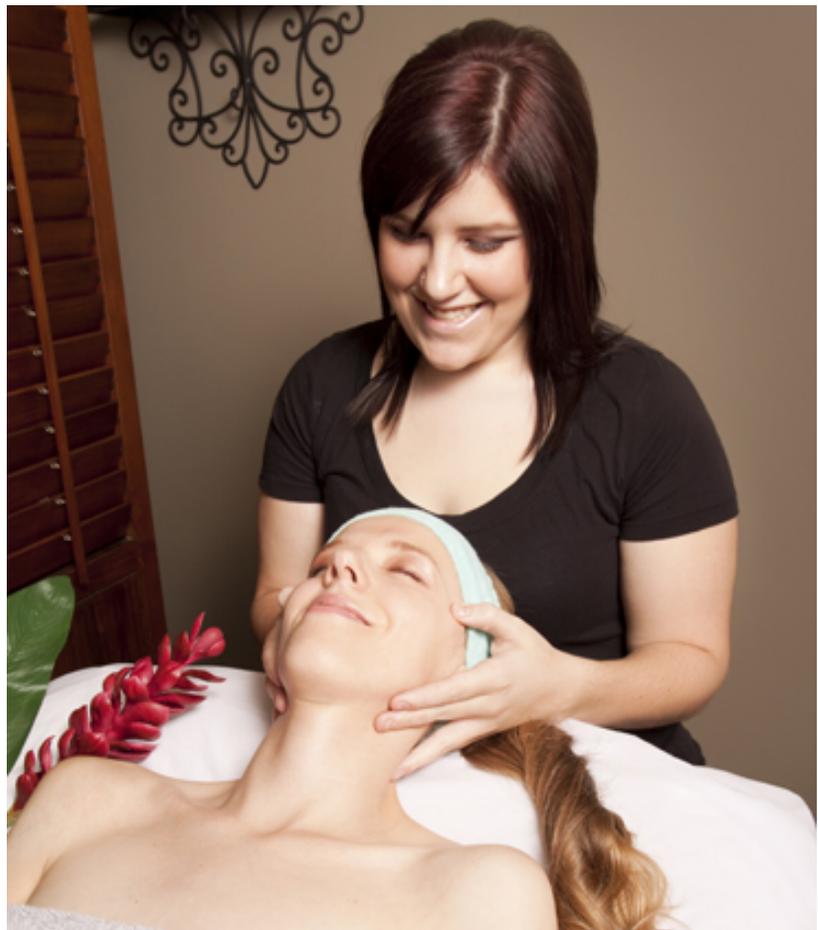
For those who need more specific information about massage, you can direct them to Massagetherapy.com, a public education site provided by Associated Bodywork and Massage Professionals (ABMP). On the site they will find an introduction to massage and its benefits, information on what to expect from a 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.

Massage for Your Teenager?

Bodywork Can Ease Adolescent Angst

While teens may be less likely than their parents to go to a massage therapist, there are plenty of reasons why this age group should be encouraged to give it a try. The benefits of massage are well documented, among them relief of muscle tension, lowered stress hormones, increased sense of relaxation, improved immune function, and even a heightened ability to concentrate, according to studies conducted by the Touch Research Institute at the University of Miami School of Medicine. But for teenagers, there's an additional payback.

The teenage body is in the midst of transformation -- exponential growth and development in a rapid period of time. On the physical side, teens may be at increased risk for aches, pains, and injury. Many teens strain their bodies with competitive sports, get erratic sleep, and consume a less-than-optimal diet. Massage can help muscles recover from overuse, and help balance the body and maintain that stability.

Perhaps even more crucial, teen massage can help improve body image and sleep patterns, and contribute to decreased depression, anxiety, and stress. This keeps a teen connected to her body, even as it morphs in confounding ways. "Many teens are self-conscious, and not happy with their bodies," says Eiris Kallil, massage therapist and shiatsu instructor at the Boulder College of Massage Therapy, in Colorado. "Massage can help teens stay grounded." Bodywork has also been reported to help mediate eating disorders, a growing concern among teens.

Another potential plus: A beneficial, therapeutic relationship can develop between bodyworkers and teenagers during the years when adolescents need adult confidantes, but keep parents at a distance. The practitioner can become a supportive, trusted adult in a teen's life. And the session itself, according to Kallil, can be a way to deal with all the physical and emotional turmoil of this tender age.



Massage eases teen depression and anxiety.

Massage for Old Injuries

Ancient Injuries Don't Have to Make You Feel Old

Art Riggs

Injuries such as chronic back pain, trick knees, and sticky shoulders are not necessarily something you just have to live with. Massage techniques might hold the key to unlocking this old pain.

Will Massage Help?

The benefits of massage will depend on the extent of the injury, how long ago it occurred, and on the skill of the therapist. Chronic and old injuries often require deeper and more precise treatments with less emphasis on general relaxation and working on the whole body. Massage works best for soft tissue injuries to muscles and tendons and is most effective in releasing adhesions and lengthening muscles that have shortened due to compensatory reactions to the injury. Tight and fibrous muscles not only hurt at the muscle or its tendon, but can also interfere with proper joint

movement and cause pain far away from the original injury.

Therapists who perform such work often have specialized names for their work--such as orthopedic massage, neuromuscular therapy, myofascial release, medical massage, etc.--but many massage therapists utilize an eclectic approach combining the best of the specialties.

It Works!

A recent Consumer Reports article ran the results of a survey of thousands of its readers and reported that massage was equal to chiropractic care in many areas, including back and neck pain. Massage also ranked significantly higher than some other forms of treatment, such as physical therapy or drugs.

If that nagging injury persists, consider booking a massage. Be sure to discuss the injury with your practitioner: How did you receive the injury? Have you reinjured it? And what exactly are your symptoms? Often, the body compensates in one area to protect another that has been traumatized, and this can create new problems.

Discuss the issues with your massage therapist. (Sometimes just talking about old injuries can play a significant role in the healing process.) Together, the two of you can work to determine a treatment plan.

*"I am not a
healer or a
doctor. I am
just a mechanic.*

-Dana M. Brandt

Allow me to be the mechanic of your body by bringing harmony to your mind, body and spirit. Help spread the word about the benefits of massage, and who benefits from a massage. Share your personal experiences of how massage has helped you to your friends, family and co-workers. Who knows, your voice might be heard.

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