

Treat Yourself Right – Articles for Wellness

December 2011 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.

*Fear less, hope
more; eat less,
chew more;
whine less,
breathe more;*

...



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.

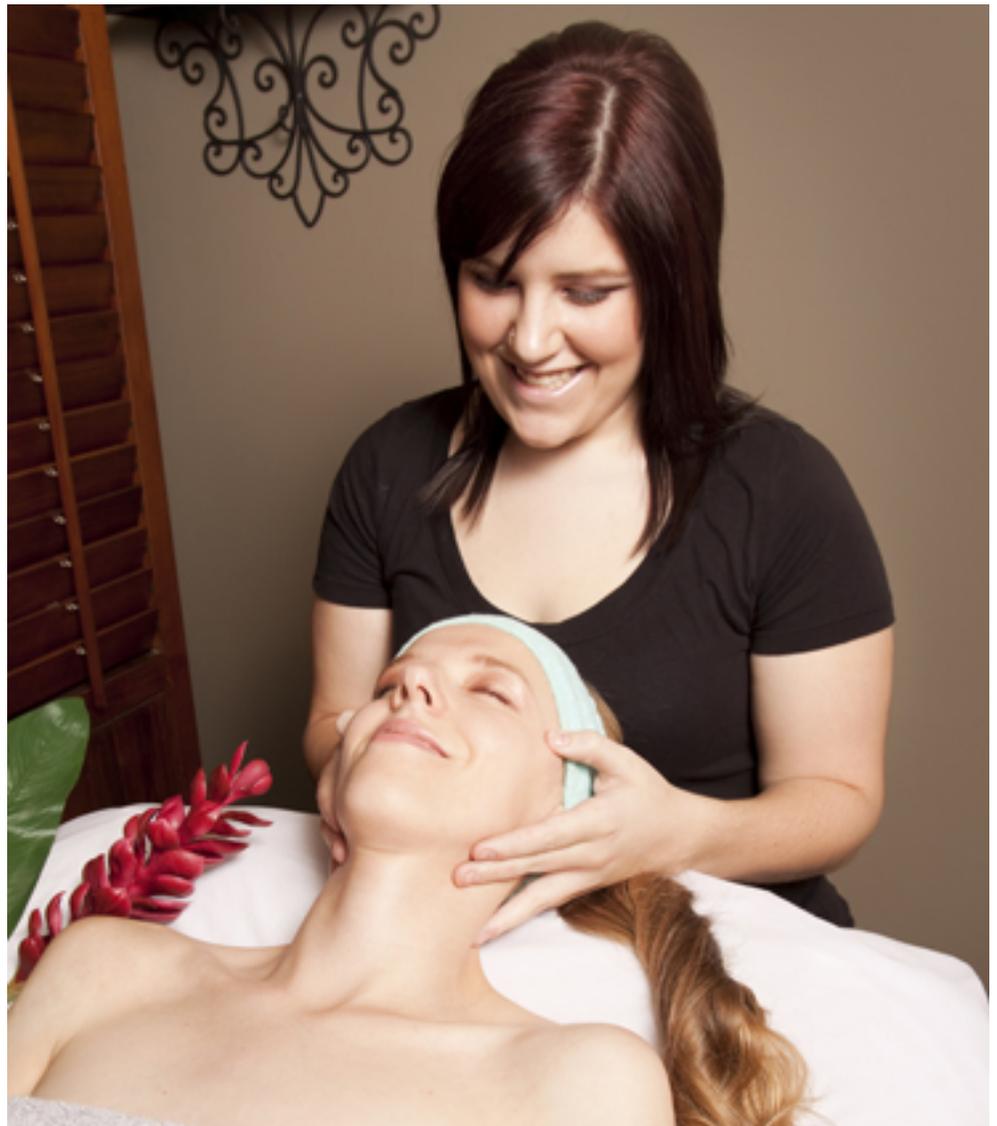
For those who need more specific information about massage, you can direct them to Massagetherapy.com, a public education site provided by Associated Bodywork and Massage Professionals (ABMP). On the site they will find an introduction to massage and its benefits, information on what to expect from a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

Healthy Holidays

Five Tips for the Natural Traveler

Planning a vacation or business trip? Consider packing a small kit of natural remedies before you go. Unfamiliar surroundings, unusual foods, and jet lag can make you vulnerable to viruses, stress, and gastrointestinal (GI) upset. Colorado Naturopathic Physician Michael Sutton suggests the following items:

1. GRAPEFRUIT SEED EXTRACT

This extract fights and prevents viruses and helps reduce symptoms of diarrhea and GI upset. It can even be used to decontaminate water (4-5 drops extract per quart of water). A few days before you leave, mix 4-5 drops with juice or water and drink it before bedtime, and continue for the duration of your trip. If you do catch a cold or flu, you can drink as much as 8-10 drops, 3-4 times a day.

2. AIRBORNE

Available in natural products stores, Airborne is an effervescent tablet containing herbs, antioxidants, vitamin C, and amino acids. It helps prevent and

fight colds, as well as motion sickness, when traveling.

3. MELATONIN

To ease jet lag, Sutton suggests leaving your watch set for the time zone from which you're departing. When your watch shows your normal bedtime, take 3-6mg of melatonin, then go to sleep to regulate yourself quickly and easily to the new time zone.

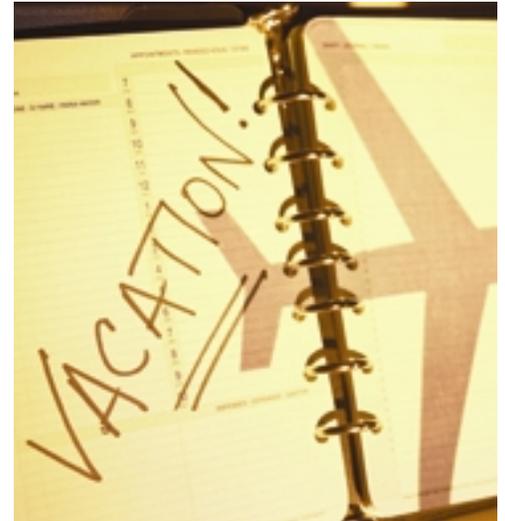
4. BACH FLOWER RESCUE REMEDY

To calm nerves and reduce anxiety, place a few drops of this remedy under your tongue when you're feeling anxious, or add 5-6 drops to your water bottle and drink throughout the day.

5. WATER

H₂O is essential to healthy travel. Drink lots of water and avoid alcohol, as dehydration is a major cause of travel-related illness.

By packing a few natural remedies and paying attention to your body's needs, you'll be able to fully enjoy your trip.



Staying healthy is key to a good vacation.

Easing Holiday Angst

Five Stress Busters for a Joyous Season

You enter the holiday season with the best of intentions -- looking forward to time spent with family and friends, decorating, shopping, baking. But as soon as you pile holiday activities on top of an already busy life, you're likely to find yourself relating more to Ebenezer Scrooge than Martha Stewart.

Consider these five suggestions to keep holiday stress at bay:

1. DETERMINE A SHOPPING BUDGET

For many, gift giving is an important part of the holidays, serving as a way to express love and appreciation for friends and family. But when the credit card bills arrive in January, you may discover you've extended your holiday stress well into the New Year. Plan your budget in

advance, determine what you can spend, and stick to the plan.

2. CREATE A TIME BUDGET

Many will make a shopping budget, but what about making a time budget? Before accepting every invitation this year, decide ahead how many parties you can and want to attend while maintaining your sanity. Make choices about your time commitments based on what you'd really like to do this year, rather than what you think you should do or what you've always done. Don't forget to leave time for yourself.

3. SET FOOD-INTAKE BOUNDARIES

You'll likely be tempted to eat in excess, and don't be too hard on yourself if you don't stick to your pre-holiday eating

standards. But do decide ahead of time just how much you'll deviate from your eating routine.

4. STICK TO YOUR EXERCISE REGIMEN

Regular exercise is a powerful stress buster. You'll feel better, sleep better, avoid weight gain, boost your immune system, and maintain a positive outlook about yourself. While it may seem like an easy time concession to make, don't give in to the idea. Stick to exercise, and you'll thank yourself for it.

5. TAKE TIME TO REST

Take time from your schedule to honor the cycles of the season. The holidays fall during winter solstice -- the shortest day of the year. Learn from nature, and get plenty of rest.

*...talk less, say
more; hate less,
love more; and
all good things
are yours.*

-Swedish Proverb

Happy Holidays from The Relaxation Point!

Just in time for the holidays, we're offering some special deals:

For the next couple of weeks we're offering FREE 30 minute massages to first time clients. No strings attached. This offer may be upgraded to a full hour for only \$30 by requesting a full hour when booking your appointment. This offer expires on 12/12/11. Upgrades can be purchased by credit card through Paypal on our website at <http://www.therelaxationpoint.com/30-minute-special.html>

If you've had chair massage from Joseph but haven't yet booked an appointment at our studio at 108 W. Buffalo St in Ithaca, this offer still applies to you! Or if you know someone who is under a lot of stress or suffering from back, shoulder or neck pain who might not normally get a massage for themselves, please pass this offer on to them.

We also have a special deal for \$10 of on any gift certificate purchased before 12/25/11. There is no expiration date on these certificates. Massage is a wonderful gift and a great way to show some love to someone who may be suffering from the stress of the season. Gift certificates at the discounted rate can be purchased by credit card through Paypal on our website at <http://www.therelaxationpoint.com/chamber-special.html>

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Call today to book your massage. 607-379-1639

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