

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.

The greatest way to live with honor in this world is to be what we pretend to be.

-Socrates



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

Continued on page 2

Office Hours and Contact

www.MassageTherapyCenterofPlano.com

Liz Brown

214-674-7215

e-mail:liz@MassageTherapyCenterofPlano.com

Monday-Friday 10am-8pm

Saturday 10am-6pm

In this Issue

How to Introduce a Friend to Massage
Keeping Your Back Healthy
The Case for Chocolate

Continued from page 1

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.

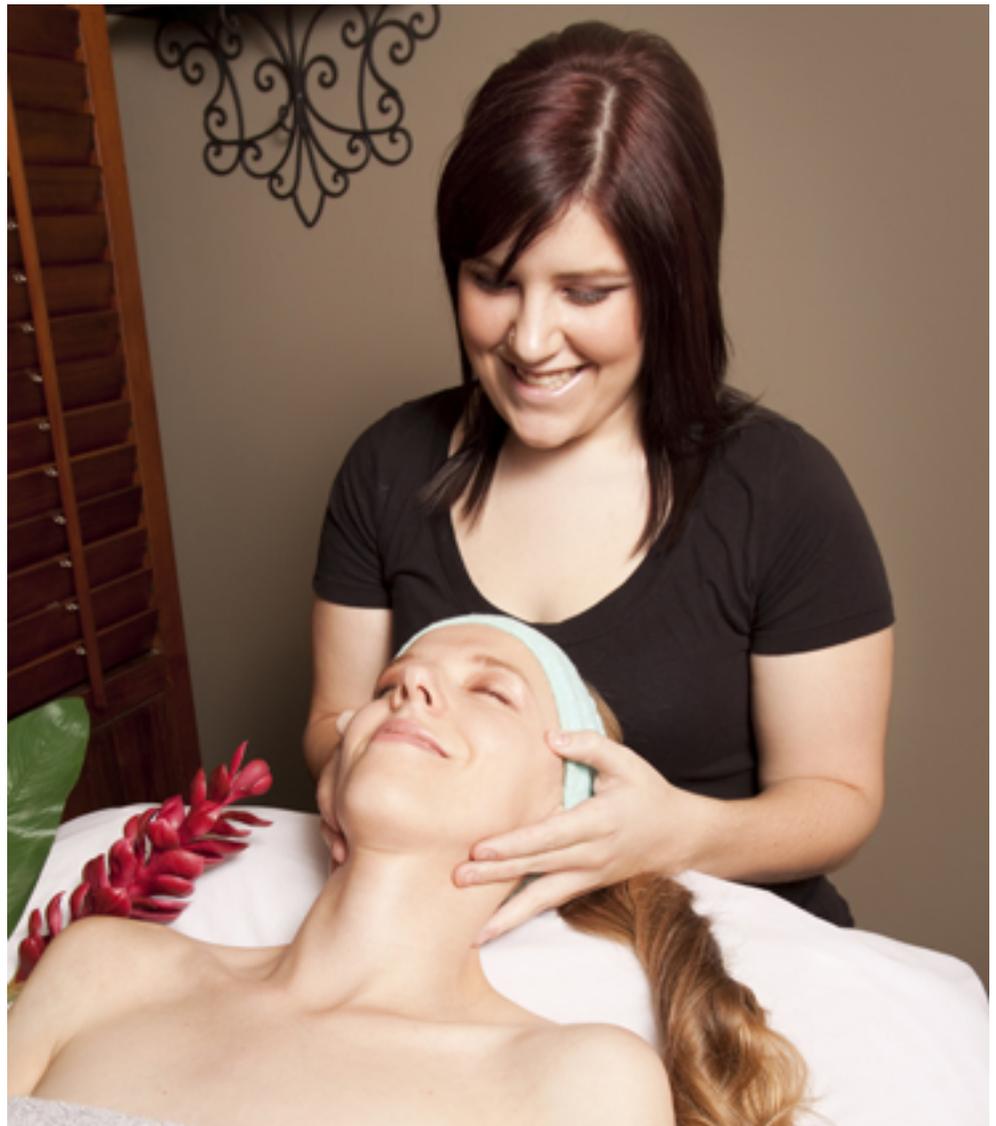
For those who need more specific information about massage, you can direct them to Massagetherapy.com, a public education site provided by Associated Bodywork and Massage Professionals (ABMP). On the site they will find an introduction to massage and its benefits, information on what to expect from a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

Keeping Your Back Healthy

Tips to Avoid Lasting Pain

Chances are good that, at some point in your life, you will have back pain. In fact, 70-85 percent of Americans will experience back pain at some point in their lives. But even with those odds, there are still several ways to minimize your risk and give yourself the best chance to live pain-free.

Several factors can cause back pain, including stress, poor posture, bad ergonomics, lack of exercise, arthritis, osteoporosis, a sedentary lifestyle, overexertion, pregnancy, kidney stones, fibromyalgia, excess weight, and more.

With all of these potential causes lurking, it's important to look at behaviors that can help you prevent and avoid back pain before it starts. Here are a few simple healthy back tips from the National Institute of Neurological Disorders and Stroke:

- Stretch and warm tissues before exercise or other strenuous activities.
- Practice good posture. Avoid slouching when sitting or standing.

--When standing, keep your weight balanced on both feet.

--Follow good ergonomics in the workplace. When sitting for long periods of time, rest your feet on a foot support. Make sure your chair and work surfaces are at the proper height. Get up and move around in between long sitting stints.

--Avoid high-heeled shoes.

--Watch your weight. Excess weight, especially around the waist, can put undue stress on lower back muscles.

--Exercise. Core strengthening moves, especially, will also benefit your back.

--Don't lift items that are heavier than you can handle. Remember to lift with your knees, not your back. Pull in your stomach muscles, keep your head down and in line with your straight back, and do not twist when lifting.

--Get a massage. Using therapeutic bodywork can melt pain-inducing stress away from your back and the rest of your body.



Massage is a great way to beat back pain.

The Case for Chocolate

New Studies Show Health Benefits

It's not like we need a specific reason to eat chocolate, but it doesn't hurt that studies are finding increasing health benefits associated with the popular indulgence. While chocolate is high in sugar and saturated fat, it does contain chemical compounds with proven benefits, so enjoy--in moderation--and expect to reap some of these rewards.

Improved Heart Health

A study in the Archives of Internal Medicine found that women over 70 who ate chocolate at least once a week were 35 percent less likely to suffer from heart disease during the survey period. Researchers suspect that the flavonoids found in chocolate, which are known to reduce blood pressure, likely improve overall cardiovascular health.

Reduced Liver Strain

These same flavonoids in dark chocolate that help decrease blood pressure can also reduce post-meal abdominal blood pressure spikes that strain the liver by widening and relaxing blood cells. A Spanish study of patients with end-stage liver disease showed that dark chocolate helped reduce some of the risks associated with conditions like cirrhosis.

Safer Pregnancy

Dark chocolate has been shown to help pregnant women avoid preeclampsia--a significant complication where blood pressure spikes to dangerous levels--by nearly 40 percent when consumed five times a week. Dark chocolate is especially rich in theobromine, which relaxes

muscles and dilates blood vessels. As an additional benefit, it also seems to improve circulation in the placenta.

Increased Endurance

Research out of the University of California, San Diego, demonstrated that mice given epicatechin, a flavonoid found in dark chocolate, could run for 50 percent longer than those who only drank water. The mice also grew new capillaries and mitochondria in their muscles, changes that explain their enhanced endurance capacity. Unfortunately, perhaps, for chocolate lovers, is that researchers say just one-sixth of 1 ounce of chocolate each day is the ideal serving size to receive this benefit.

Travel teaches toleration.

-Benjamin Disraeli

Remain calm, serene, always in command of yourself. You will then find out how easy it is to get along.

Paramahansa Yogananda
Yogi & guru

Massage can help you manage your stress levels. Massage is not only effective in decreasing muscle pain but lowers blood pressure and elevates mood.

Schedule your massage today.

Massage Therapy Center of Plano

614B East 16th Street
Plano, TX 75074



Member, Associated Bodywork & Massage Professionals