

# Natural Resources Day Spa Tranquility Journal

Spring 2013

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.

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

-Stephen C. Paul



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

##### Natural Resources Day Spa

(814) 678-2345

Monday - Saturday

9:30 A.M. - 5 P.M.

Appointments Available After Hours

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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.

# What is Hot Stone Massage?

*Jed Heneberry*

Stone massage is a luxurious experience in which the massage therapist uses warmed, smooth stones to provide bodywork, warming muscle tissue to reduce muscle tension and stiffness, and eliciting physical healing, mental relaxation, and a spiritual connection to earth energy

Photos frequently incorrectly portray the treatment with massage clients relaxing on a towel with stones placed artfully along their naked spines.

In reality, two insulating layers, a sheet and a thick bath towel, will be placed on your skin, and the stones will be placed upon it. Your massage therapist will be using stones heated to 130-140 degrees Fahrenheit. Stones should never rest directly on your skin; they will only touch your skin if the therapist is holding them to apply strokes.

## Should I Get One?

The heat of stone massage can be

especially beneficial for certain populations and something to avoid for others. Specific chronic muscular conditions like frozen shoulder or low-back pain benefit as the heat helps tissues relax during massage work. And, while stone massage is lauded for the relaxation it promotes, therapists can use it for targeted trigger-point work and myofascial release as well.

Those who should avoid hot stone massage include people with diabetes, neuropathy, rheumatoid arthritis, skin conditions covering large areas of the body, or local skin conditions such as sunburn, broken skin, localized swelling, or other soft-tissue injuries.

Following are some of the benefits associated with stone therapies:

- oReduces anxiety, pain, and stress.
- oPromotes mental and physical relaxation.
- oCreates a feeling of groundedness and balance.
- oEnhances connection to earth energy.

oPromotes local circulation in the area where it is applied.

oWarms soft-tissue structures so they are ready for firm work more quickly.



Heated stones can provide a wealth of benefits

# 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.

We hope you enjoyed reading our first newsletter. It is stuffed with great information that we hope you will find helpful. Please make sure to pass the newsletter along once you're done reading it.

There's more exciting news to share! Natural Resources Day Spa is now on Facebook! Make sure to "Like" us so that you can stay informed with our monthly specials. You can also "Check In" when you come to visit!

Sincerely,  
Natural Resources Day Spa  
Respite for Mind, Body And Spirit

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