



Staying in Touch



November
2009

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The Benefits of Massage Bodywork Goes Beyond Relaxation

As you lie on the table under crisp, fresh sheets, hushed music draws you into the moment. The smell of sage fills the air and you hear the gentle sound of massage oil being warmed in your therapist's hands. Once the session gets underway, the daily stressors and aching muscles fade into an oblivious 60 minutes of relief, and all you can comprehend right now is not wanting it to end.

But what if that hour of massage did more for you than just take the pressures of the day away? What if that gentle, Swedish massage helped you combat cancer? What if bodywork helped you recover from a strained hamstring in half the time? What if your sleep, digestion, and mood all improved with massage and bodywork? What if these weren't just "what if's"?

Evidence is showing that the more massage you can allow yourself, the better you'll feel. Here's why:

Massage as a healing tool has been around for thousands of years in many cultures. Touching is a natural human reaction to

pain and stress, and for conveying compassion and support. When you bump your head or have a sore calf, the natural response is to rub it to feel better. The same was true of our earliest ancestors.

Healers throughout time and throughout the world have instinctually and independently developed a wide range of therapeutic techniques using touch. Many are still in use today, and with good reason. We now have scientific proof of the benefits of massage -- benefits ranging from treating chronic diseases and injuries to alleviating the growing tensions of our modern lifestyles. Having a massage does more than just relax your body and mind -- there are specific physiological and psychological changes that occur, and even more so when massage is utilized as a preventative, frequent therapy and not simply mere luxury. Massage not only feels good, but it can cure what ails you.

The Fallout of Stress Experts estimate that 80 percent to 90 percent of disease is stress-related.

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Massage and bodywork is there to combat that frightening number by helping us remember what it means to relax. The physical changes massage brings to your body can have a positive effect in many areas of your life. Besides increasing relaxation and decreasing anxiety, massage lowers blood pressure, increases circulation, improves injury recovery, encourages deep sleep, and increases concentration. It reduces fatigue and gives you more energy to handle stressful situations.

Massage is a perfect elixir for good health, but it can also provide an integration of body and mind. By producing a meditative state or heightened awareness of the present moment, massage can provide emotional and spiritual balance, bringing with it true relaxation and peace.

The incredible benefits of massage are doubly powerful if taken in regular "doses." Researchers from the Touch Research Institute (TRI) at the University of Miami, found that recipients of massage can benefit even in small doses (15 minutes of chair massage or a half-hour table session). They also note that receiving bodywork two to three times a week is even more beneficial. While this may not be feasible, it's nice to know that this "medicine" only gets better with frequency.

What It Does In an age of technical and, at times, impersonal medicine, massage offers a drug-free, non-invasive, and humanistic approach based on the body's natural ability to heal itself. Following is a brief list of the many known, research-based benefits of massage and bodywork:

- Increases circulation, allowing the body to pump more oxygen and nutrients into tissues and vital organs,
- Stimulates the flow of lymph, the body's natural defense system, against toxic invaders. For example, in breast cancer patients, massage has been shown to increase the cells that fight cancer. Furthermore, increased circulation of blood and lymph systems improves the condition of the body's largest organ -- the skin,
- Relaxes and softens injured and overused muscles,
- Reduces spasms and cramping,
- Increases joint flexibility,
- Reduces recovery time and helps prepare the body for strenuous workouts, reducing subsequent muscle pain of athletes at any level,
- Releases endorphins -- the body's natural painkiller -- and is proving very beneficial in patients with chronic illness, injury, and post-op pain,
- Reduces post-surgery adhesions and edema and can be used to reduce and realign scar tissue after healing has occurred,

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- Improves range-of-motion and decreases discomfort for patients with low back pain,
- Relieves pain for migraine sufferers and decreases the need for medication,
- Provides exercise and stretching for atrophied muscles and reduces shortening of the muscles for those with restricted range of motion,
- Assists with shorter labor for expectant mothers, as well as reduces the need for medication, eases postpartum depression and anxiety, and contributes to a shorter hospital stay.

The benefits of massage are diverse. No matter how great it feels, massage isn't just a luxury - it's a health necessity.

2nd Annual Holiday Gift Certificate Blow Out is coming

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This special is different from Frequent Massage Club (massages must be used within 30 days) & Spa Club (massages must be used within 6 months). With this 2nd Annual Holiday Gift Certificate Blow Out Sale, all gift certificates purchased (including free) are valid for **ONE YEAR FROM DATE OF PURCHASE!!!** Give these as a gift or even keep some for yourself as there is **NO LIMIT** on the number you may purchase with this special!

Ways to purchase holiday gift certificates:

- **Online** at www.bodydayspa.net (instantly print gift certificate to include in a gift or email to the recipient). *With this option, your "free" gift certificates must be mailed or picked up due to the online sales program.*
- **Over the phone** (812) 230-0697
- **At the office** during your regularly scheduled massage appointment
- **Honey Creek Mall** kiosk in center court during all open mall hours (Nov 27—Dec 24)
- NOTE: Holiday gift certificates may **NOT** be purchased at Health Quest this year

Holding Headaches at Bay Bodywork Eases Migraines and Tension Headaches

"Do you get headaches?" I asked Cindy. She had come to see me for massage to address her neck and shoulder pain but hadn't mentioned headaches.

"Well, yes," she said. "I've always had headaches and, now that you mention it, they seem to be worse when my neck hurts." Cindy went on to say she suffered from them as often as 2-3 times a week and typically treated them with ibuprofen.

Like many Americans, Cindy suffers from chronic, frequent headaches. Her neck pain finally prompted her to seek help, but she was so used to the headaches, she thought they were something she simply had to live with. What Cindy didn't understand was that frequent headaches are not normal and, with a little proactive planning, there is something that can be done to manage and even prevent them.

Types of Headaches Headaches come in many varieties. Following is a short list of the most common types.

Migraines. Migraine headaches occur when the blood vessels in the brain become dilated, usually due to a chemical reaction, such as food allergies or a stress response. They often start with visual disturbances and quickly develop into severe head pain accompanied by nausea, vomiting, dizziness, and sensitivity to light. They're usually felt on one side of the head, but can be on both sides. Migraines are often managed with medications and avoidance of foods known to trigger them, such as red wine, chocolate, aged cheese, and nuts. However, some bodywork techniques can also be effective in easing migraines or decreasing the frequency of these painful headaches.

Tension Headaches. Exaggerated by stress, tension headaches are related to poor posture, jaw problems (such as temporomandibular joint disorder, or TMJ), and neck pain. Many people describe a headache that starts at the base of the skull and then moves in an arc over the ears and behind the eyes. Tension headaches are most often caused or exacerbated by poor posture, work station positions, and body mechanics, creating undue stress on the upper neck muscles.

Mixed Headaches. The term mixed headache is used to describe a tension headache that leads to a migraine. Typically, the tension headache starts first and the chemicals produced from the pain of it create conditions for a migraine to develop. In people with patterns of mixed headaches, the best way to avoid the onset of a migraine is to treat the tension headache.

Bodywork Options A treatment regimen that includes bodywork, attention to body position, and stress management can help prevent or greatly reduce the frequency of headaches, in turn reducing your reliance on medication and the need to avoid food triggers. There are many different bodywork techniques, each with specific approaches for treating headaches. Following is a short list of techniques often effective in treating recurring headaches.

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Swedish Massage. A tension headache, by its very name, implies the presence of stress and tension. Swedish massage, on the other hand, promotes relaxation and relieves muscle tension. When muscles become tight due to stress or poor posture, they eventually adapt a chronically shortened state. Swedish massage teaches the body how to let go of muscle tension and resets muscle tone.

Integrative Bodywork. Rolfing, Hellerwork, Structural Integration, and CORE are examples of the types of bodywork designed to improve posture and structural alignment. A primary cause of chronic headaches is poor posture, which produces tension in the neck and shoulders because the weight of the head is not properly balanced on top of the spine. Integrative bodywork can produce lasting postural change for greater ease of movement. By selectively freeing the soft tissues, integrative bodywork literally can change postural alignment and remove the stresses and strains on the muscles that cause headaches.

Deep Tissue Therapies. The integrative therapies mentioned above, as well as neuromuscular therapy and myofascial release, use similar techniques to free connective tissue. A chronically tensed muscle tends to maintain that tension, even after the stressful event has passed. Deep tissue techniques free the connective tissue glue, creating a new way for the muscle to function.

Reflexology. Like acupuncture, reflexology works to move energy blockages in the body. By stimulating points on the feet that correspond to organs in the body, reflexologists can promote relaxation, reduce pain, and restore energy flow. Several scientific studies have shown that reflexology is a viable treatment for migraines, in some cases working as well as, or better than, medication--and without the side effects.

Craniosacral Therapy. Craniosacral therapy addresses the inherent, gentle, rhythmic movement of the bones in the skull and their effect on the fluid that surrounds, bathes, and cushions the brain and spinal cord and runs throughout the body. Cranial bones move in miniscule amounts as a response to the production and absorption of cranial fluid. With head trauma, whiplash injury, or even severe stress, cranial bone movement can be compromised, resulting in headaches, dizziness, ringing in the ears, or vision disturbances. This therapy restores the normal movement of the cranial bones and fluid.

By addressing the root of the problem, regularly scheduled bodywork sessions can greatly reduce headaches as well as your need for medication.

Remember, headaches are not normal, and you don't have to live with them.

Body N Soul Massage

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Just 3 blocks East of Honey Creek Mall in the
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There will be someone
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between Nov 27—Dec 24

* You may also purchase gift certificates by
phone, instantly online @ www.bodydayspa.net,
or in the office. However, **NO** holiday gift
certificates will be available for sale at Health
Quest this holiday season.

HOLIDAY Available Massage Appt Hours: Nov 27 - Dec 24, 2009

Hours must be adjusted during this holiday season as I must split my time between
doing massages & selling gift certificates at the mall kiosk.

I apologize for any inconvenience this causes anyone.



Monday	9 am - 3 pm
Tuesday	9 am - 3 pm
Wednesday	9 am - 3 pm
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Seasons Greetings