

Pathways to Good Health

Jan/Feb 2012

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.

*Tension is who
you think you
should be.*

*Relaxation is
who you are.*

-Chinese Proverb



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

Beyond Relaxation

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Tues. 10:00am-8:00pm

Wed-Fri 10:00pm-6:00pm, Sat.10:00-4:00

Call for alternate appointment 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.

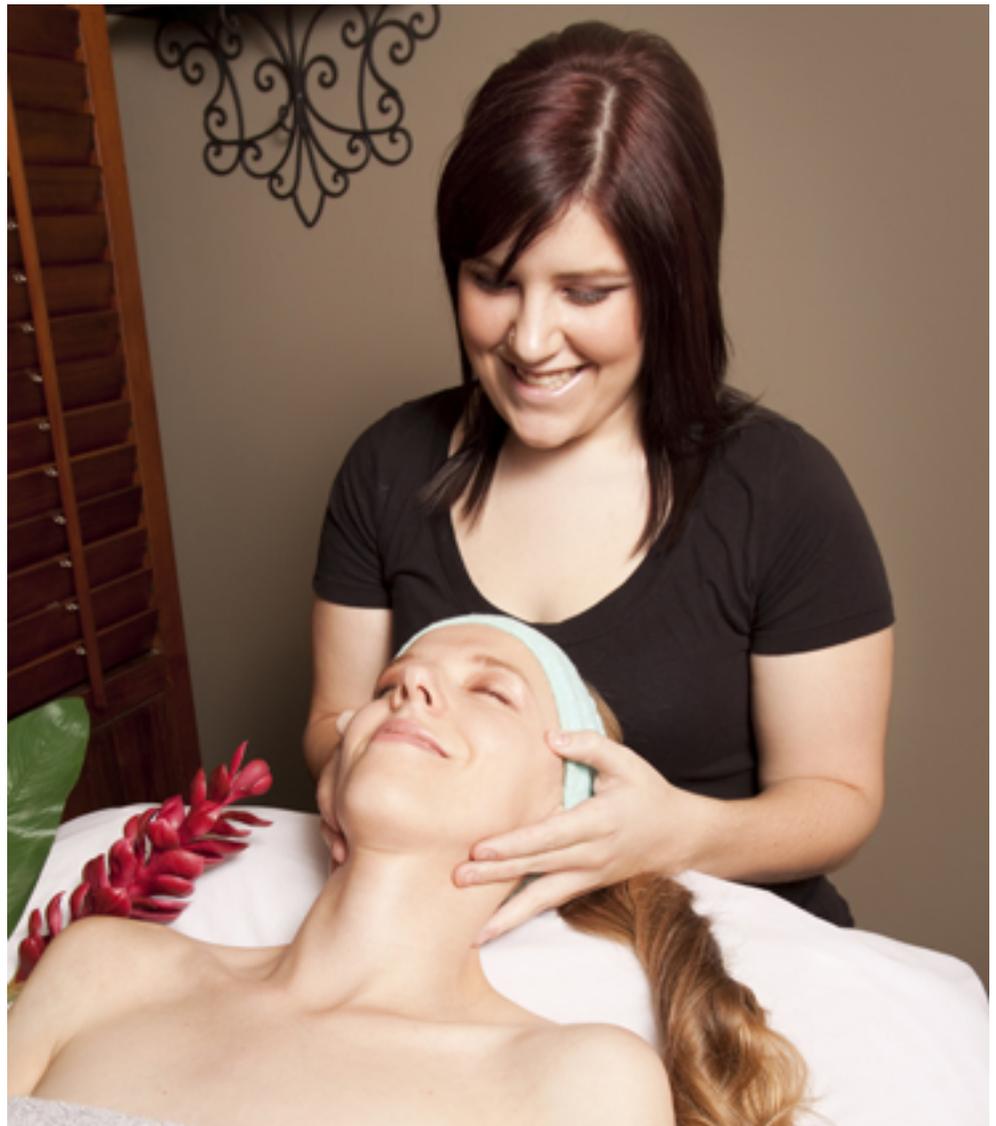
For those who need more specific information about massage, you can direct them to Massagetherapy.com, a public education site provided by Associated Bodywork and Massage Professionals (ABMP). On the site they will find an introduction to massage and its benefits, information on what to expect from a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

Soothe Your Skin's Winter Ailments

Kayla Fioravanti

The drying effects of winter are upon us. Here are some at-home ideas to help soothe your skin through this challenging season.

Cleanse

Put away your foaming gels and soaps and stock up on creamy products. Cleansing creams, lotions, and milks are great winter choices, because they don't contain the harsh, oil-stripping detergents found in most cleansing gels.

Tone

Shelve your astringents and switch to a toner. In the cold months, your skin needs to be soothed and balanced, not dried out further.

Moisturize

Choose heavier creams than you would in summer months. You can even use your heavy eye cream on your lips and face. If your skin itches, the dry air is causing the moisture in the top layer of your skin to evaporate quickly. Slather those areas with extra moisture until you feel relief, and never be afraid of using

pure oils on your skin--a bottle of jojoba or olive oil is great to have on hand.

Exfoliate

Exfoliate twice a week to remove dead skin cells and help your skin absorb the extra moisture you are using. Because central heating systems reduce the amount of sebum our skin secretes, contributing to dryness, exfoliation will free this natural regulating agent. Use a cream-based exfoliant with jojoba beads, so your body can soak up the rich oils.

Hydrate

For a simple in-home hydrotherapy treatment, start your day with a steamy shower. Just as you are finishing, switch the water to cold for about 15 seconds and then back to warm for 15 seconds. Repeat the process for two minutes.

Shower and Bathe with Oils

Did you know you can apply body oil, lotion, or cream during your shower or bath? The heat and steam help your skin to thoroughly absorb the moisture.

Handwashing for Your Health

How to do it and why it helps

You know that washing your hands is important, but studies suggest that washing frequently and thoroughly can help keep you, and the people you come in contact with, healthier.

Clean and Healthy

Researchers in Denmark instructed students to wash their hands three times a day. According to the study, which was published in the *American Journal of Infection Control* (August 2011), the children that learned new habits significantly reduced their amount of absences due to illness.

Sanitizers or Soap?

A study by the American College of Preventive Medicine showed that

alcohol-based hand sanitizers are less effective than soap at preventing outbreaks of norovirus in long-term care facilities.

The Centers for Disease Control and Prevention (CDC) recommends using these sanitizers with at least 60 percent alcohol. Here is some more hand-washing advice from the CDC:

When Should You Wash Your Hands?

- Before, during, and after preparing food and before eating
- Before and after caring for someone who is sick
- Before and after treating a cut
- After using the toilet or changing diapers

- After blowing your nose, coughing, or sneezing
- After touching an animal or animal waste
- After touching garbage

What Is the Right Way to Wash Your Hands?

- Wet your hands with clean, running water and apply soap.
- Rub your hands together to make lather, then scrub the entire hand.
- Don't forget the backs of your hands, between your fingers, and under your nails.
- Continue for at least 20 seconds.
- Rinse your hands well under running water.
- Dry your hands using a clean towel or air-dry them.

Sometimes the most important thing in a whole day is the rest we take between two deep breaths.

-Etty Hillesum

START 2012 WITH A RESOLUTION FOR A HEALTHIER YOU!

The holidays are over, it is now time to focus on you. Trying to maintain a healthier weight? Winter skin got you down? Cold weather wreaking havoc with the muscles? Rehydrate, Renew, and Rejuvenate. Whether it is a monthly massage or facial, a weekly foot massage, a customized body treatment to rejuvenate your skin, or a body wrap to help you detoxify, we can help. Come in for an aromatherapy treatment and give your mood a lift, or see how well reflexology can relax your whole body.

Do you enjoy regular massages and want a discount? Try our packages, purchase 6 massages for \$270 or purchase 12 massages for \$500.

New Clients-Mention this ad for \$5 off your first one hour massage.

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