

Natural Care Massage

Summer 2016

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.

Dreams don't work unless you do.

- John C. Moxwell



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

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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.

The Wonders of Water

For Skin Health and More

Shelley Burns, N.D.

Creams, nutritional supplements, treatments, lotions, and potions. We are always looking for the next miracle product to keep skin looking healthy and young. However, there is one essential, inexpensive, and often overlooked nutrient right at your fingertips: water.

Just as a car cannot function without oil, our bodies cannot function without water. After oxygen, H₂O is the most important component of the body, responsible for 65-70 percent of its composition. And of this, 80 percent is dedicated to the skin.

Water is the medium for various enzymatic and chemical reactions in the body. It moves nutrients, hormones, antibodies, and oxygen through the blood and lymphatic systems, and it also helps form the matrix of the skin. Devoid of water, the skin becomes dehydrated, resulting in a dry, dull tone.

It's likely that the moment a person feels

thirsty, mild dehydration has already set in. To keep the complexion looking smooth and blemish-free, drink water upon waking and continue drinking it throughout the day at one- to two-hour intervals. At least six 8-oz. glasses of water should be consumed daily and more if you are exercising, perspiring, and/or in hot weather. Ideally, intake should be between ten and twelve 8-oz. glasses of water a day. One note: Don't increase water intake all at once, as the kidneys and digestive system need time to adjust. Add one 8-oz. glass every day or every second day.

What counts toward your daily water intake? Just the basics: water and herbal tea. Caffeinated beverages and alcoholic drinks are diuretics that can contribute to dehydration, requiring even more hydration after drinking.

Not only is water important for skin health, it can also play a key role in the prevention of disease. Drinking eight glasses of water a day can decrease the

risk of colon cancer, bladder cancer, and potentially even breast cancer.



Water helps keep the body at optimum health.

Here Comes the Sun

Updated UV Index Shines Light on Rays

A crucial warning system has been recently updated for your skin's protection. In compliance with the World Health Organization, the Environmental Protection Agency and the National Weather Service revamped the UV Index, a system created to alert people about the level of harmful ultraviolet (UV) light rays from the sun. Overexposure to UV rays can cause wrinkles and premature aging, skin cancer, cataracts, and immune system suppression.

Many factors influence the strength of UV rays: UV light is stronger in the summer, at higher altitudes, and in areas closer to the equator. It's also stronger at midday, from 10 a.m. to 4 p.m., when the sun is directly overhead.

The new UV index ranges from 0-11

with guidelines as follows:

0-2: **LOW.**

Minimal exposure for the average person, but watch for reflected UV from snow and water.

3-5: **MODERATE.**

Stay in the shade during midday. Cover-up outside.

6-7: **HIGH.**

Wear a hat, sunglasses, and a sunscreen with a minimum sun protection factor (SPF) of 15. Avoid midday sun.

8-10: **VERY HIGH.**

Take extra precautions, and avoid midday sun. Wear protective clothing.

11: **EXTREME.**

Take all precautions, seek shade, and avoid midday sun. If possible, stay indoors.

As part of its daily forecast, the National Weather Service publishes the UV index

for each area of the country. Go to www.epa.gov/sunwise/uvindex.html and enter your zip code to find your UV index for the day. The Weather Channel, as well as most local TV stations, include the UV index in their weather forecast. It can also be found at www.weather.com.

For a detailed description of the UV index, or for more information on sun protection, visit www.epa.gov/sunwise.

*It always seems
impossible until
its done.*

-Nelson Mandela

Some thing to think about:

Your foot is a wonderful design, 26 small bones support, stabilize and absorb the shock of our weight shifting as we move. Our feet literally form the foundation upon which we stand. Muscles and ligaments bind the small bones together yet allow flexibility in the joints. So don't neglect them when they hurt, give them a massage every one deserves happy feet!

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