

Back to Center Massage Therapy

Spring 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.

Dreams are the touchstone of our character

-Henry D. Thoreau



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

Back to Center Massage Therapy
Diana Rarich, MSW, LMT
303-829-4111
Sundays, Mon/Thurs. eve by appt.
www.backtocentermassage.com
www.fb.com/backtocentermassage

In this Issue

How to Introduce a Friend to Massage
Keeping Your Back Healthy
Yogurt, the Super Food

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.

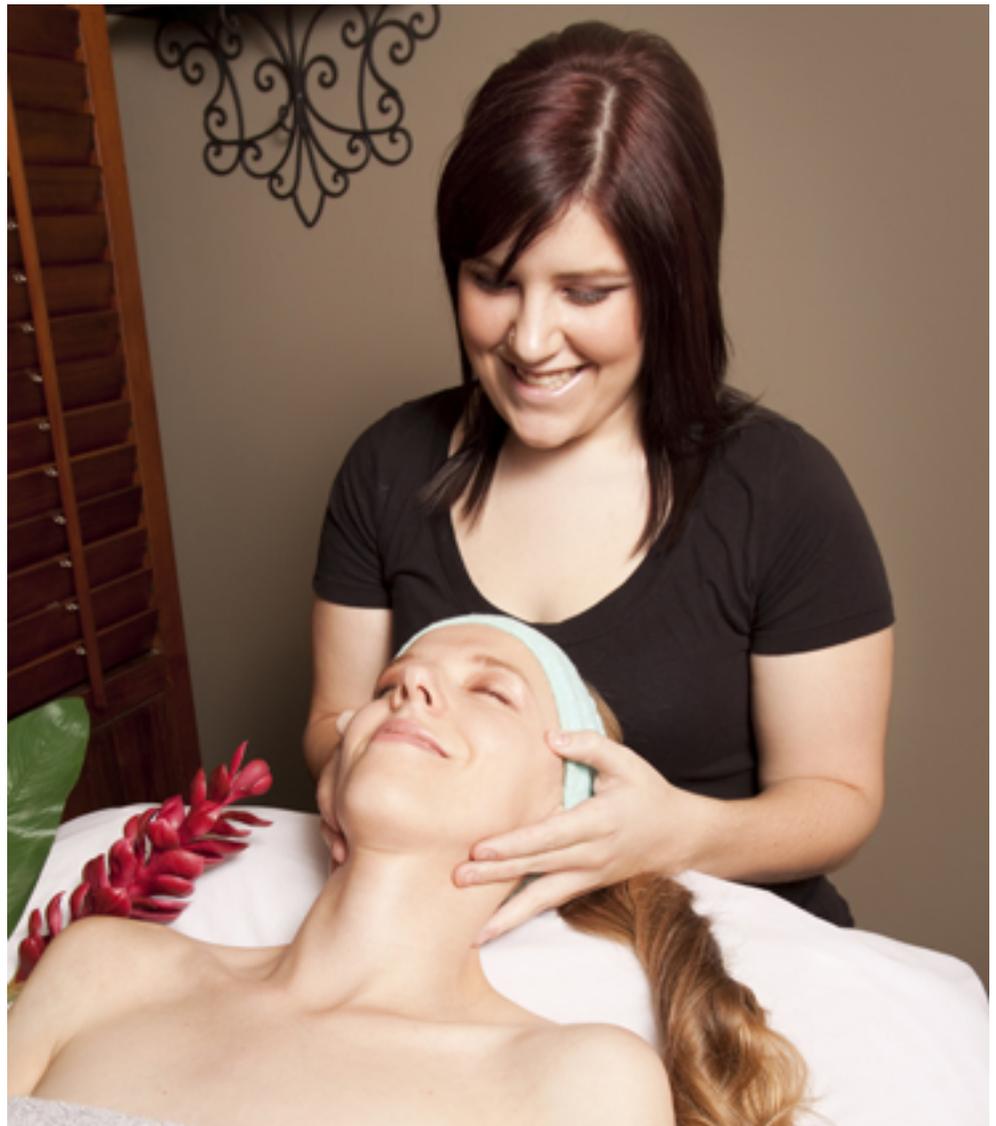
For those who need more specific information about massage, you can direct them to Massagetherapy.com, a public education site provided by Associated Bodywork and Massage Professionals (ABMP). On the site they will find an introduction to massage and its benefits, information on what to expect from a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

Yogurt, the Super Food

Balance Digestion, Improve Immunity, and Prevent Disease

In some form, yogurt has existed since at least 2000 BCE, and many food historians believe it predates recorded history, possibly going back as far as 9000 BCE. Why such staying power? A bit of a wonder food, yogurt improves digestion, which can boost immunity and even help prevent colon cancer. One dairy product even most lactose intolerant people can eat, yogurt is loaded with active bacterial cultures, the key ingredients that make it so healthy.

While we typically think of bacteria as dangerous bugs that cause disease and infection, the body is host to billions of bacteria that live in the intestines and help digest the foods we eat. These good bacteria, or microflora, actually fight off the bad bacteria that cause illness.

Some of these same good bacterial species are used to ferment milk, and it's these cultures that give yogurt its texture and tart flavor. They also process much of the milk sugar, called lactose, during fermentation, which is why yogurt usually doesn't bother people with lactose intolerance.

Eating yogurt helps maintain the microflora in the gut, optimizing digestion and keeping harmful bacteria in check. Ever noticed how a course of antibiotics is often followed by a bout of diarrhea? This is because antibiotics kill off all the bacteria in the gut--the bad stuff and the good--leaving the gastrointestinal tract compromised. Fortunately, yogurt can help counteract this imbalance.

Furthermore, this food is a good source of nutrients, including B vitamins, calcium, magnesium, and phosphorus. Whole milk yogurt also contains conjugated linoleic acid (CLA), an essential fatty acid with cancer fighting properties, especially beneficial in preventing breast and colon cancers. And CLA has been shown to increase fat metabolism, helping the body convert fat to lean muscle.

Maintaining the good bacteria in the gastrointestinal tract is key to healthy digestion, and eating quality yogurt is a great way to do this. Be sure to read the labels and choose varieties that contain live active cultures to ensure you're getting the most from your yogurt.

*Affection is
responsible for
nine tenths of
whatever solid
and durable
happiness there
is in our lives.*

-C.S. Lewis

Colorado encountered the greatest amount of snow for February in its history! Then we had the warmest and driest March--what a wild weather year.. Whether its winter or summer sports--skiing or biking, hiking or gardening, I'm here to help keep your body moving well.

I was excited to complete another Craniosacral massage class through Upledger Institute in February. I can now work more specifically on intra-oral treatments, so if you have TMJ or other jaw and mandible issues, please let me know--I would love to help you out!

Remember that I offer specials for those referring me to their friends and also spreading the word on Facebook about BTC. If you want to keep up with last-minute availability, those are on our FB page as well.

I look forward to seeing you on the table soon. Feel free to schedule at www.backtocentermassage.clickbook.net, and welcome to spring!!

BTC Massage

1880 S Pierce St., Unit #4
Lakewood, CO 80232



Member, **Associated Bodywork & Massage Professionals**