

Jamie Gates Massage Newsletter

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Member, Associated Bodywork & Massage Professionals

A Cornerstone of Health

Why Now, More Than Ever, You Need a Massage

While you may be tempted to trim your wellness budget when economic times are tough, now more than ever, massage should play a role in reducing stress and strengthening the health of Americans.

When you feel your best, you are more likely to be able to face the challenges difficult times present. With greater health and peace of mind, you can face difficulties with poise, clarity of purpose, and strengthened emotional reserves.

Truly, massage is more than a luxury--it's a vital part of self-care that has a positive ripple effect on us as we work, play, relax, live life, and care for others.

reducing the risk of stress-related illnesses, massage also boosts immunity, helping you fight colds, flu, and other viral infections.

Following is a sampling of a long list of bodywork benefits:

- EASE ANXIETY.
- REDUCE THE FLOW OF STRESS HORMONES.
- IMPROVE SLEEP.
- BOOST THE IMMUNE SYSTEM.
- BUILD ENERGY LEVELS.
- REDUCE FATIGUE.
- FOSTER CONCENTRATION.
- INCREASE CIRCULATION.
- DEVELOP SELF-ESTEEM.
- REDUCE FREQUENCY OF HEADACHES.
- RELEASE ENDORPHINS.



Massage induces a sense of grounding and calm, helping you face challenges with ease.

Invest In Yourself, Invest in Those You Love

In economically challenging times, it is vital to invest in preventative health care. The last thing you want is to get sick, have to take time off of work, and pay expensive medical bills. Staying healthy means maintaining your ability to take whatever life has to throw at you. Besides lowering stress levels and, in turn,

And if you think about it, massage is an excellent value. The price of massage has remained stable in recent years, as the cost of movies, dining out, and sports events has risen. Which of these has the power to improve your health and your outlook on life?

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*"Mother
Nature gave us
eyelids. She
didn't give us
ear-lids or
body-lids."*

-Steven Halpern

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The positive effects of regular massage can have far-reaching effects in many areas of your life.

At Home

Massage therapy will also help families under stress create healthier households with clear-thinking and more relaxed moms and dads. Children are very sensitive and often pick up on tension in a household; parents who are taking care of themselves are more likely to be better caregivers and provide a sense of security to their kids. This goes for caregivers of aging parents and other family members.

At Work

The health benefits of massage can help forestall illnesses and lost work time, especially when you may be asked to produce more with fewer resources. Decision-making skills will be better and your performance is likely to be improved with a clear focus and more energy.

A hint for the boss: Research shows employees exhibit less stress and improved performance when given twice-weekly, 15-minute massages in the office!

For Health Conditions

Those with already existing health conditions can continue to reap benefits in the following ways. And proactively caring for health through massage may help reduce costly doctor visits and use of prescription and over-the-counter medications.

Research shows:

- Massage can reduce sports-related soreness and improve circulation--good to know when you may be exercising more to reduce stress.

- Deep-tissue massage is effective in treating back pain, arthritis, osteoarthritis and fibromyalgia. Fibromyalgia patients receiving massage also have less pain, depression, anxiety, stiffness, fatigue, and sleep problems.

- Massage reduces symptoms of carpal tunnel syndrome.

- Oncology patients show less pain, fatigue, nausea, anxiety and depression following massage therapy.

- Stroke patients show less anxiety and lower blood pressure with massage therapy.

- Massage therapy is effective in reducing postsurgical pain.

- Alzheimer's patients exhibit reduced pacing, irritability and restlessness after neck and shoulder massage.

- Labor pain. Massage during labor appears to reduce stress and anxiety, relax muscles and help block pain. Some medical professionals believe massage also reduces tearing, shortens labor, reduces the need for medication and shortens hospital stays.

- Preterm babies receiving massage therapy gain more weight and have shorter hospital stays than infants not receiving massage.

- Massage is beneficial in reducing symptoms associated with arthritis, asthma, high blood pressure, and premenstrual syndrome.

There is now a body of research to support the benefits listed above. But there's no greater testimonial than the person who is a regular receiver of massage. The first-hand experience of bodywork clients largely echo the same sentiment: bodywork enhances quality of life, and the return on your investment is great.

While bodywork feels like a luxurious mini-vacation, and you should by all means enjoy it, there is an actual physical need for massage. Maintaining a regular massage schedule will help you operate at your peak level--whether it be at work, at home, or at play. Invest in yourself, and book a massage today.



Massage is one of the few things that provide so much pleasure while improving your health.

A Walking Workout

Have Fun While Burning More Calories

Imagine the lone hiker, backpack laden with sleeping bag and bedroll, wielding a well-worn walking stick as she climbs the side of a snow-covered mountain. For centuries, trekkers have used walking sticks, partly as a defense against attacking wildlife, partly to aid in balance, and partly as support on long, arduous climbs. But in recent years, many hikers have replaced the single wooden walking stick with hiking poles.

Held in both hands and used to distribute weight more evenly through the four limbs, wilderness hikers have found poles invaluable for safety, efficiency, and comfort on long hikes. What wilderness hikers have known for some time now is that walking poles are a great way to relieve pressure on knees, ankles, and the back. They encourage better posture and provide a total body workout by engaging the upper body.

Now, hiking poles are showing up in urban areas as fitness walkers discover the benefits they provide. Nordic walking--similar in technique to cross-

country skiing--is a great way to get a whole body workout, increase oxygen consumption, and burn more calories than regular walking or even speed walking. This total body workout burns 40 percent more calories and consumes 25 percent more oxygen. Poles can be purchased at most outdoor sporting stores, along with rubber tips for use on paved paths.

TECHNIQUE

Adjust your poles to approximately 70 percent of your height and loosely secure the straps around your wrists. Hold the poles at an angle behind you so they propel you forward with a slight bend at the elbow. Use an opposite hand-and-heel motion as you walk--right heel strikes as left pole tip contacts the ground. And you're on your way! Don't be shy with your poles. Remember: You're burning 40 percent more calories.

For more information, visit www.walking.about.com/od/nordicwalking/index.htm.



Add walking poles, and burn more calories.

Hot or Cold for Injuries?

How to Know Which is Best for You

Art Riggs

We all know that treating an injury immediately after it happens can help minimize the pain and damage as well as facilitate recovery. But after rolling your ankle in a soccer game, or hurting your back when lifting your toddler, or tweaking your knee when stepping out of your car, what's best? Should you ice it to try to control inflammation, or would heat be better to promote circulation?

While it's difficult to establish a fail-safe rule for when to apply ice or heat, the general directive is to use ice for the first forty-eight to seventy-two hours after an acute injury and then switch to heat.

It Depends

The reality is that many conditions are not necessarily the result of a specific

injury. I call these conditions "recurrent acute" and find them by far the most common: sciatica that occurs when you drive a car; a back that flare up every time you garden; or tennis elbow from intense computer work. In these cases, consistent and frequent applications of ice may prove very helpful over long periods of time, particularly immediately after experiencing the event that causes problems.

Conversely, back or other muscle spasms caused by overexertion rather than injury may benefit greatly from heat immediately upon the onset of symptoms or immediately after exercise in order to relax the muscles and increase circulation. Also, muscle belly pain not resulting from acute and

serious trauma generally responds well to heat, which can break the spasms and release the strain. On the other hand, nerve and tendon pain--regardless of the duration of symptoms, even if you've been experience them for months--benefit from ice.

What Works for You

The bottom line: different individuals will constitutionally vary greatly in their reactions. Some people are more prone to the types of inflammation exacerbated by heat, while others find their bodies contracting and tightening at the mere mention of ice. Try each option and pay close attention to how your body and mind respond, and let your gut be your guide. Ultimately, what works best for you is, well, what's best for you.

"Massage is the study of anatomy in braille."

-Jack Meagher

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Book two or more FULL BODY MASSAGES in the month of AUGUST and RECEIVE THIS DISCOUNT FOR THE REST OF THE YEAR!

There is nothing so relaxing and rejuvenating as a full body massage. Every stress point and muscle group is met with the healing powers of Jamie's hands and energy. Everyone is aware that the stress and pressures of our daily life manifests themselves into various parts and sections of our bodies. We all feel this from time to time. Getting a massage by Jamie prevents this stress from getting any deeper hold on us. A full body massage is the first step in creating a whole-body consciousness of health and well-being.

Book your appointments today. Limited space is available.

Book your appointment online at <http://www.jamiegatesmassage.com>

or call Jamie at 603.801.1700

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