

Spirit Winds Massage Newsletter

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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.

*We will be
known forever
by the tracks
we leave.*

~ ~ Dakota ~



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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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.

Happiness is Contagious

Maybe mom was right. Research suggests that surrounding yourself with friends and family who are happy can actually increase your own happiness.

Scientists at Harvard University and the University of California, San Diego, found that emotions, particularly happiness, have a viral effect in how they spread from one person to another. For every happy person in your physical social network, you have a 9 percent chance of increasing your own happiness. The effect is more pronounced the closer someone is to you geographically, and it does not seem to include electronic communications. The study, "Dynamic Spread of Happiness in a Large Social Network," can be found online in the British Medical Journal (www.bmj.com).

This is especially good news considering the potential health benefits of happiness and positivity. A study published in Stroke magazine has indicated a "significant association"

between optimism and a reduced risk of stroke. This is in addition to studies that have linked optimism to a healthier immune system, faster wound healing, and a lower risk of heart disease. While the exact cause of the benefits is not clear, one theory is that optimistic people are more likely to take care of their health. In addition, there is hope that teaching optimism could become part of a preventative program for various conditions.

What's one way to get happy? Try massage! Exposure to stress, a contributing factor to unhappiness, over a long period of time can increase the rate of neural degeneration and increase the risk for Alzheimer's disease. Luckily, a study from Umea University in Sweden has shown that just five minutes of massage has the potential to lower stress, and 80 minutes of massage has a tremendously positive effect on stress levels. Get massage, get happy, and cheer up your friends and family!



Surrounding yourself with happy people is healthy!

The Art of Aromatherapy

Essential Oils Provide Healing and Balance

Aromatic essential oils extracted from herbs, flowers, resin, wood and roots have long been a source of healing since ancient times, aiding in relaxation, circulation and wound healing. However, the use of these medicinal oils declined as the modern pharmaceutical industry developed. In 1928, French chemist Rene Maurice Gattefosse revived the use of essential oils and developed the art and science of utilizing naturally extracted aromatic essences from botanicals to balance and harmonize the health of body, mind and spirit. Gattefosse coined the practice aromatherapy.

Because aromatherapy's affect on emotional health, many massage therapists and bodywork practitioners incorporate this noninvasive treatment into their practices. Dispensers or

diffusers filled with aromatic essences may be used to scent the massage room, and specific essential oils are used on the client's skin during the massage. Because each oil has unique characteristics and benefits, the choice of oil or oils can be customized to the client's needs and emotional state. Whether inhaled or applied topically, aromatherapy requires an understanding of how each essential oil interacts with the body, as well as the mind.

Many pure essential oils need to be diluted, as they can cause irritation when applied directly to the skin. To guarantee safe and correct usage, consult a trained herbalist or practitioner.

The emotions listed below can be gently eased by one or a combination of the following essential oils:

Anxiety: bergamot, cedarwood, clary sage, frankincense, lavender, patchouli, Roman chamomile, rose, sandalwood.

Fatigue, Burnout: basil, ginger, grapefruit, jasmine, lemon, peppermint, rosemary, sandalwood.

Stress: bergamot, frankincense, geranium, lavender, mandarin, neroli, patchouli, Roman chamomile, ylang ylang.

Anger: jasmine, neroli, orange, patchouli, petitgrain, Roman chamomile, rose, vetiver, ylang ylang.

*I LOVE Myself.
I BELIEVE in
Myself. I
Radiate Love to
Everyone... And
above all, I am
TRUE to
Myself!!*

-Unknown Author

VALENTINE'S DAY SPECIALS

~ Every Valentine deserves to be pampered every now and then; so here is the perfect gift for that special Valentine ~
GIFT CERTIFICATES

Buy a gift certificate at the regular price and get a 2nd gift certificate for 1/2 price!
(Value - \$65 or \$90)

WHY NOT SAY THANK YOU TO A FRIEND FOR JUST BEING A FRIEND!!!

Buy a 1 hour massage and get a free aromatherapy added to your session!
(Value - \$68-\$75)

STOP BY SPIRIT WINDS MASSAGE THERAPY'S WEBSITE AND CHECK OUT OUR OTHER DEALS!
www.spiritwindsmassagetherapy.abmp.com

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