

A SHOW OF HANDS

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.

To imagine is everything; to know is nothing at all.

-Anatole France



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

HAND & HAND Mobile Massage
Tom Saulnier - CMT, ZBT
805-501-2011
handnhand5@yahoo.com
www.handnhand.biz
Mon. - Sat., By Appointment

In this Issue

How to Introduce a Friend to Massage
Keeping Your Back Healthy
Handwashing for Your Health

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.

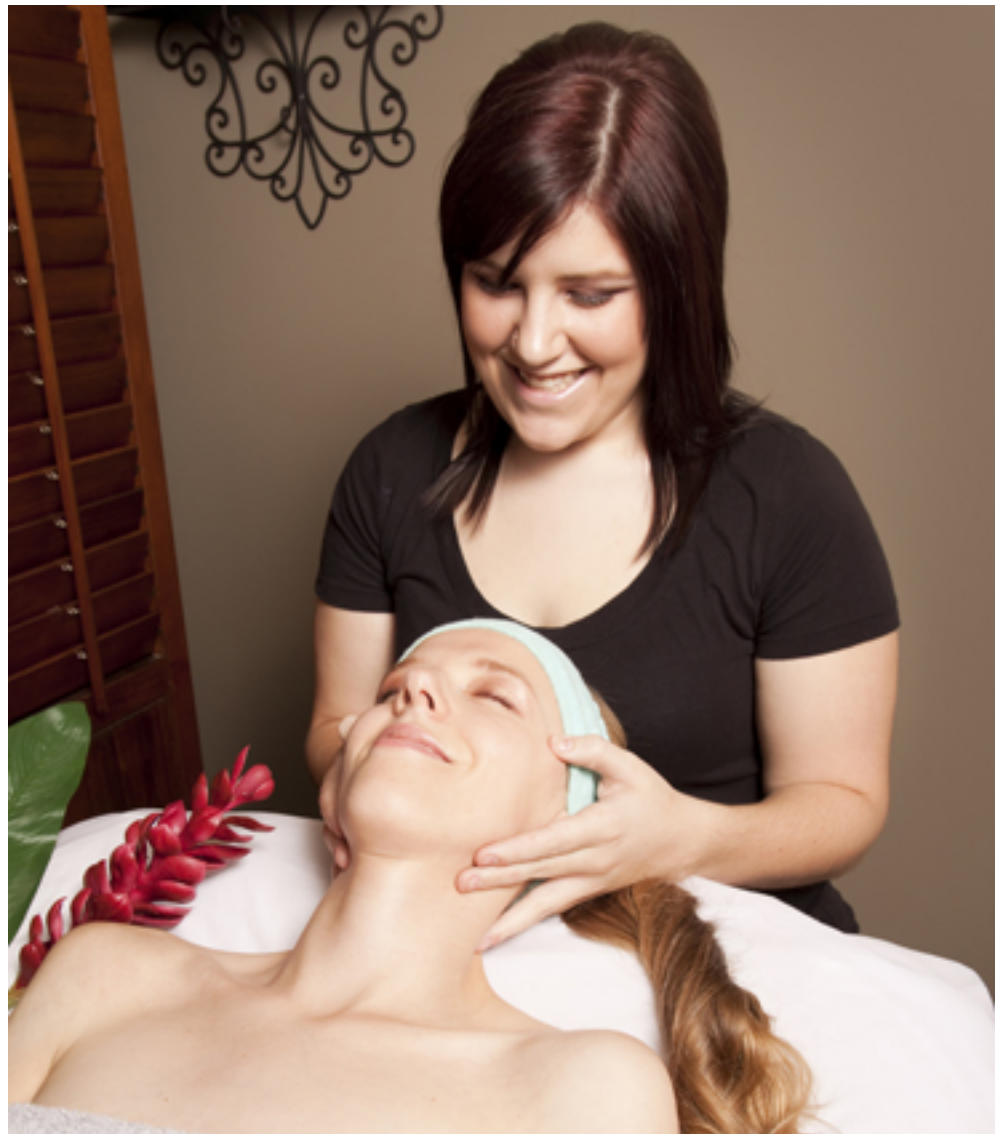
For those who need more specific information about massage, you can direct them to Massagetherapy.com, a public education site provided by Associated Bodywork and Massage Professionals (ABMP). On the site they will find an introduction to massage and its benefits, information on what to expect from a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

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.

*There are no
rules of
architecture for
a castle in the
clouds.*

-G. K. Chesterton

Welcome to "MESSAGE U."

Today's Subject: Hand & Hand Massage Specials

MESSAGE BACK BUCKS

- Receive \$10 in Massage Back Bucks with every 30 minute Gift Certificate or

- Receive a FREE 30 minute massage (\$45 value) with every 4-pack of personal massages (minimum 30 minutes each). No Limits

A SHOW OF HANDS

Refer a friend and your next massage is 25%* off.

(* 25% discount applied after friend receives massage.)

Note: The preceding information is not medical advice. Please check with your doctor prior to starting any new exercise or nutrition plan - especially if currently under a doctor's care or if you have any pre-existing medical condition(s).

For more information, please visit our website at:
www.handnhand.biz.

HAND & HAND

Mobile Massage...at your fingertips!

HAND & HAND Total. Body. Wellness.

1464 Madera Road #N-251

Simi Valley, CA 93065



Member, Associated Bodywork & Massage Professionals