A SHOW OF HANDS

Winter 2009 | **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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To see what is right and not do it is want of courage.

-Confucius

Office Hours and Contact

HAND & HAND Total. Body. Wellness.
Tom Saulnier - CMT, ZBT
805-501-2011
handnhand5@yahoo.com
www.mobilehands.biz
Mon. - Sat., By Appointment

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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 is 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 burns, 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.

Is the Season Getting You Down?

Shine the Light on Winter Blues

In northern climates when the heavy snows fall and the sun moves south, many people find their moods shift from upbeat to downright depressed. The severe form of winter depression--called seasonal affective disorder, or SAD--affects at least two million North Americans. Another thirty-nine million experience milder symptoms of moodiness and extended sleep patterns that somewhat resemble hibernation.

Overeating, sleeping for prolonged periods, mood swings, carbohydrate cravings, and weight gain during winter months may be more than just symptoms of cabin fever. They can suggest a biochemical reaction caused by a lack of exposure to sunlight.

Like all living things, we humans are sensitive to the seasons and sunlight. We secrete a hormone called melatonin, which helps us sleep at night and stay awake during the day. Melatonin production is directly linked to sun exposure. So, as the days get shorter during the winter, our bodies produce more and more melatonin and we can literally feel like going into a cave and hibernating.

Many SAD sufferers manage their seasonal depression with daily exposure to full-spectrum lamps or light boxes. By getting daily doses of natural light, they can fool their brains into thinking it's summertime, and their need to sleep decreases.

Recent research shows that timing these light therapy sessions to our natural biological clocks is even more beneficial than usage during the day. Exposure to natural spectrum bright light for thirty minutes on awakening is twice as effective as evening sessions, and one study found this practice actually had an 80 percent chance of sending SAD into remission.

If winter blues are getting to you, consider investing in a full spectrum lamp and use it first thing in the morning--because SAD is for the bears.

Loosen the grip of seasonal affective disorder.

Exercise Myths

Fiction Vs. Fact

Although old fitness fictions like "no pain, no gain" are fading fast, plenty of misconceptions still exist. Following are some of the most common myths, counteracted by the latest research.

FICTION: You will burn more fat if you exercise longer at a lower intensity.
FACT: The most important focus in exercise and weight control is how many calories are burned during the activity. The faster you walk, step or run, the more calories you use per minute. However, high-intensity exercise may be more difficult to sustain.

FICTION: If you're not going to work out hard and often, exercise is a waste of time.
FACT: Any exercise is better than none. For example, regular walking or gardening for as little as an hour a week has been shown to reduce the risk of heart disease.

FICTION: If you exercise long and hard enough, you will always get the results you want.
FACT: In reality, genetics plays an important role in how people respond to exercise. Your development of strength, speed, and endurance may be very different from that of other people you know.

FICTION: The health and fitness benefits of mind-body exercise like t'ai chi and yoga are questionable.
FACT: The benefits abound! T'ai Chi, for example, has been shown to help treat low-back pain and fibromyalgia. Improved flexibility, strength, and stress management are just some of the benefits.

FICTION: Home workouts are fine, but going to a gym is the best way to get fit.
FACT: Some people find it easier to stick to a home-based fitness program. In spite of all the hype on trendy exercise programs and facilities, the best program for you is the one you will participate in consistently.

This information was provided by IDEA, www.ideafit.com.

The only way to have a friend is to be one.

-R. W. Emerson

FLEXIBLE SPENDING ACCOUNT

Did you know your MASSAGE may be TAX DEDUCTIBLE?

A Flexible Spending Account or Cafeteria Plan gives employees an option for tax-free salary reductions to pay for out-of-pocket medical expenses (not covered by insurance) throughout the year.

Many insurance companies** include Massage Therapy as a deductible item on their list of "Deductible Expenses"*.

* Deductible medical expenses are subject to change based on updates to IRS rules and regulations. ** Insurance regulations may prohibit the reimbursement of health insurance premiums in your state. For additional information, please contact your insurance provider and/or tax professional.

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Because life has no do-overs.

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1230-5 Madera Road #178
Simi Valley, CA 93065

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