

# Relaxation this Spring

May 2016

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.

*One of the secrets of life is that all that is really worth the doing is what we do for others.*

-Lewis Carroll

#### Office Hours and Contact

**Mental Escape Massage**  
**Kelly Lewis, NCTMB, CPM**  
**913-424-8517**  
**Mon-Fri 10-5 & Wed 10-4**  
**Wednesday I'm at Salon Mission**  
**On the Sprint Campus**



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

#### In this Issue

**How to Introduce a Friend to Massage**  
**Stay Hydrated**  
**Remarkable Rice**

**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](http://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.**

# Stay Hydrated

*Jennie Hastings Stancu*

Has your therapist told you about the importance of drinking water?

After all, our bodies are composed of approximately 60 percent water, and all of our bodily functions are sustained by water. Dehydration is one of the most common detriments to our health, and one of the easiest problems to fix. Make staying hydrated simple and seamlessly interwoven throughout your day.

## START EACH DAY OFF RIGHT

Start your morning with a tall, room-temperature glass of water with lemon squeezed into it, before you start taking any tea, coffee, or food. Front-loading hydration is helpful to the body. And be luxurious with your water--for a special treat, add mint, cucumber, or lemon.

## HALF YOUR WEIGHT

It is difficult to know how much water is enough. One rule of thumb is to take half your body weight in pounds, and drink that many ounces of water per day.

So if you weigh 150 pounds, this would equal 75 ounces of water. For many of us, however, this might not be enough. If you are working hard, or you live in a particularly dry climate, you might need to drink even more than this.

## WHAT ABOUT BPA?

You've probably seen the phrase "BPA free" on water bottles, and you may want to gravitate toward these. BPA stands for bisphenol A, which is a chemical found in polycarbonate plastics and epoxy resins.

According to [Mayoclinic.org](http://Mayoclinic.org), some research has shown BPA can seep from a container into foods and beverages, and this is concerning because of possible health effects BPA has on the brain and behavior. Look for non-plastic bottles, or look for the "BPA free" logo.

## OTHER DRINKS

Drinking herbal tea is a good way to stay hydrated. You can also augment your hydration with electrolyte-fortified water or sports drinks. However, be

aware that a lot of these drinks have incredibly high levels of sugar in them. Hydration isn't a healthy habit if you drink a day's worth of sugar in every glass. So check the label before you buy.

Jennie Hastings Stancu is a licensed massage therapist and author.



**Stay hydrated to keep your body functioning optimally**

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# Remarkable Rice

## Japanese rice equals radiant skin

*Shelley Burns*

If you look at the hands of master sake brewers, you will notice their soft, supple skin. One brewery in Japan decided to perform a small experiment to see if this was just a coincidence, or if there was indeed therapeutic value to the sake. They enlisted 11 employees to each drink 10 ounces of sake, while a control group was given other alcoholic beverages. After two hours, the moisture content of their skin was measured. The skin of the sake-drinking group was found to be 30 percent higher than the initial measurement. No effects on skin hydration were noted in the control group.

The Japanese perceive sake as their "fountain of youth." They drink it to achieve beautiful skin and some will go as far as bathing in it to prevent the effects of aging. But what is it about sake

that makes skin so silken and beautiful?

Sake is made from rice, a staple in the Japanese diet. The high nutrient content of rice includes the B complex of vitamins and minerals. Externally, it can be used as an exfoliant or in a spritzer to hydrate the skin. It can also be used in a bath, if you are not inclined to drink sake. In fact, before soap was invented, the Japanese would make loofahs by adding rice bran to washcloths.

Rice-based skin care products can also increase ceramide production, critical in slowing the aging process. Ceramides are natural fats that help form skin structure; they are the glue that holds the cells together and locks in moisture. By increasing ceramide production, moisture is secured, allowing for a

warm, healthy glow.

*Shelley Burns, a doctor of naturopathic medicine, completed studies at the Canadian College of Naturopathic Medicine, and has certification in complementary and integrative medicine from Harvard University.*

*No matter  
where you are in  
YOUR life right  
now, you can  
turn things  
around FAST  
and achieve your  
wildest dreams.*

-Emerson Armanii

You can still find me inside Seeking Solace Yoga near 91st & Metcalf on weekdays.

Don't forget! I will be raising my rates this summer by \$10 for new clients and those that have not been in for at least 6 months. To ensure your rate doesn't increase, make your appointment by May 31st as they will increase on June 1st.

This is the last month left to ensure you stay at the lower rate!

Be sure to call or email ahead to ensure you get the time you want and need!

I'll be doing chair massage at Planet Comicon again, May 20-22nd at Bartle Hall! Be sure to stop by and say hello if you're there!!

I hope everyone has a great month!

## Mental Escape Massage

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