

Body Bliss Notes For A Better You

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.

*Act as if what
you do makes a
difference.
IT DOES!*

-William James



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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Office Hours and Contact

Body Bliss Massage
Shanell Swick L.M.T. 12651
541-206-1936
Monday Through Saturday
By Your Personalized 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 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, 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.

On the Rocks

Stone Massage Provides Tension Relief and Grounding

It's a practice as old as time, but one that has been recently rediscovered. LaStone Massage Therapy, generically known as hot stone massage, is the updated version of a technique employed by Native Americans, using gently warmed rocks to massage the body. The technique provides a deeply relaxing, healing, detoxifying, and, some say, spiritual experience.

Typically, the stones are smooth, black rounds of basalt in varying sizes heated in water to temperatures between 125 and 140 degrees. Warm stones encourage the exchange of blood and lymph and provide soothing heat for deep-tissue work. Cold stones are also used to aide with inflammation, moving blood out of the area, and balancing male/female energies. The alternating heat and cold of thermotherapy brings the entire body into the healing process, with a rapid exchange of blood and oxygen and alternating rise and fall of respiration rate as the body seeks homeostasis.

During treatment hot stones are placed on energy pathways. Some are covered with a towel and positioned to apply steady warmth and pressure along the spine and neck. Others are placed between fingers and toes and on the stomach and forehead -- key spots where energy flow can get blocked. Still others are used almost as an extension of the practitioner's hands to help go deeper into resistant muscle tissue. This requires less effort from the practitioner's own body and delivers healing warmth to the hands, benefitting the therapist, as well as the client.

In addition to the physical effects, hot stone massage is also considered a kind of energy work, calming and energizing the body but with an extra element thrown into the mix to make it more than just a sensory delight. The theory is that incorporating something from nature -- the stones -- adds a symbolic dimension to this therapy, creating a primal connection to the elements for a grounding experience.



Stone massage is both calming and energizing.

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.

*Those who are
lifting the world
upward and
onward are
those who
encourage more
than criticize.*

-Elizabeth Harrison

Happy New Year!!!

Be sure to get me your email address so I can keep you informed of coupons, discounts, and promotions. I held a raffle in December for a beautiful stars and stripes quilt with every Gift Certificate that was bought by December 23rd. Don't miss out! The next promotion will be for Valentines Day. See what is coming up next!

Congratulations to Matt and Angie Miner for winning the quilt!

OH NO, ACCIDENTS!

We have had nasty weather and many people have been in "fender benders". Remember if you have been injured, I can bill your insurance for your massage sessions. You will need a prescription from your doctor or chiropractor, and your insurance information. We can get you back to a healthy state again. Let your friends know I offer this service if you know they have been injured. This service includes on the job injuries/workman's comp. cases as well.
Please drive and work safely!

THANK YOU!!!

Body Bliss Massage

2620 River Road Suite C
Eugene, OR 97404

Thank you so very much for your referrals. I consider them one of the highest compliments you can give me for my skills and care. I appreciate you and look forward to continuing working with you and those you care about to keep you healthy and relaxed!



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