

A Healing Touch

Fall 2011

Member, Associated Bodywork & Massage Professionals

Invest in Your Health

Massage Offers Excellent Return on Investment

"Invest for the long term" is great financial advice, but it's also great healthcare advice. Never is investing for the long term more important than when you are making day-to-day decisions about your health. There are short-term gains from taking care of your health, to be sure, but the long-term benefits are not to be underestimated.

You already know the value of bodywork. For all the short-term stress and pain relief you get from massage today, there are lasting rewards you'll thank yourself for down the road. Massage therapy as a preventive measure and part of an ongoing care regimen can mean fewer visits to the doctor, as well as fewer

emotionally and spiritually, and maintain harmonious relationships with coworkers, family, and friends.

Research supports the value of massage. Massage provides many benefits, including improved concentration, energy, circulation, and self-esteem, as well as reduced stress, fatigue, and pain. It's helpful with more acute health conditions, also. If you, or a loved one, are already dealing with a health condition, massage is an even more important part of your healthcare planning.

Research shows:
-- Alzheimer's patients exhibit reduced irritability, pacing, and restlessness after

*Looking after
my health
today gives me
a better hope
for tomorrow.*

-Anne WilsonSchaefer



Massage in a health investment, helping to manage stress, support wellness, and boost immunity.

co-pays, prescriptions, and over-the-counter medications. Ultimately, it means a healthier and happier you.

An Excellent Value

As you plan the family budget, ponder how massage therapy impacts your ability to make good decisions, cope with extra responsibilities, stay on an even keel

neck and shoulder massage.

-- Deep-tissue massage is effective in treating arthritis, back pain, fibromyalgia, and osteoarthritis.

-- Fibromyalgia patients receiving massage have fewer sleep problems and less anxiety, depression, fatigue, pain, and stiffness.

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Office Hours and Contact

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-- Massage during labor appears to help block pain, reduce stress and anxiety, and relax muscles. Some medical professionals say massage shortens labor.

-- Massage can reduce sports-related soreness and improve circulation, and is beneficial in reducing symptoms associated with arthritis, asthma, burns, high blood pressure, and premenstrual syndrome.

-- Oncology patients show less anxiety, depression, fatigue, nausea, and pain following massage therapy.

-- Preterm babies receiving massage therapy gain more weight and have shorter hospital stays.

-- Massage therapy is effective in reducing post-surgical pain and can even reduce the time required for post-operative hospital stays.

You may be trimming some extras out of your budget, as many Americans are. When weighing what goes and what stays, consider what an excellent value massage is, especially in relation to things that may be less valuable, but still cost you plenty. The price of massage has remained stable in recent years, while the cost of movies, dining out, and sports events have risen. Which of these activities has the power to improve your health and which has a better return on investment?

Get Creative

There are many ways to keep massage in your life if you use your imagination. While vacations are definitely needed right now by just about everybody, more and more Americans are staying closer to home and taking "staycations." How about planning a healthy, home-based vacation and including massage as part of your relaxation?

When it comes to gift-giving occasions, why not give and ask for massage gift certificates? Massage makes a wonderful replacement for flowers that wilt, sweaters that don't fit, or another box of fattening candy. Some folks buy spa packages or put together their own outings with a massage, a museum excursion, or lunch at a favorite restaurant. Mothers, daughters, aunts, and grandmothers are enjoying spas together and massage is a key part of the package. These events create bonding experiences that launch new traditions and reinforce a healthy lifestyle.

Gift certificates for chair massage at airports are an option for weary travelers, as is chair massage at malls for package-laden shoppers. If you are an employer, consider gifting your staff with on-site chair massage, which has been shown to reduce stress and improve performance. Just think of it as the ultimate pat on the back for staff and one that pays you back.

Maintain Well-Being

You may be tempted to trim your wellness budget when economic times are tough. Yet, a recent national consumer survey showed most massage-minded Americans are still committed to maintaining the health benefits they experience with massage. It only makes sense. The better you feel, the better job you can do of caring for yourself and your loved ones. Massage therapy will also help families under stress create healthier households, and

more focused and relaxed moms and dads. Children are sensitive and often pick up on tension in a household; parents who are taking care of themselves are more likely to provide a sense of calm to their kids. This goes for caregivers of aging parents, too.

Now, more than ever, massage should play a role in reducing your stress and strengthening your health. When people feel their best, they are more 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 you as you work, play, and care for others. Investing in your health is one investment that's sure to pay off.



The value of bodywork runs deep, for nothing is more valuable than good 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.

Shea Butter

For Your Complexion and More

Shelley Burns, N.D.

Shea butter comes from the nut of the shea tree (pronounced shay) found in the tropics of Africa, primarily West Africa. It offers many benefits as a topical moisturizer for skin and hair, and improves other skin problems and appearance.

As well as providing relief from minor dermatological conditions like eczema, lesser burns, and acne, shea butter can be used as a natural sunscreen and for stretch-mark prevention during pregnancy. Other benefits include the evening out of skin tone, reducing blemishes, and restoring skin elasticity.

Shea butter easily penetrates the skin, allowing skin to breathe without clogging pores. It contains high

concentrations of linoleic acid, which provide skin protection at a cellular level, as well as vitamins A, E, and F, which protect against premature wrinkles. Vitamin F in shea butter also soothes rough, dry, or chapped skin.

Healing though it may be, shea butter undergoes a rigorous path in its journey from overseas to the faces and bodies of your clients. The fruit from the shea tree is cultivated, cracked, grilled, pounded, and boiled. The shea butter is then scooped out of the nut and left to cool.

Properties of shea butter include unsaponifiables--substances that cannot decompose into acids, salts, or alcohol. For that reason, shea butter is extremely

absorbable, even more so than soybean and avocado oils.

There are three types of shea butter extraction and just two of the three end products of these extractions should be used. Unrefined shea butter in its pure form is yellow. Refined shea butter is processed but still contains many of its natural components. Either is fine to use. Highly refined shea butter may well have lost its healing properties and can include such solvents as hexane, which may cause nerve damage. It is pure white and should be avoided. Another note of caution: shea butter is not recommended for people with nut and latex allergies, and some experts also discourage its use by people with chocolate allergies.

When it is obvious that the goals cannot be reached, don't adjust the goals, adjust the action steps.

-Confucius

A HEALING TOUCH THERAPEUTIC MASSAGE
Where the stresses of your day melt away!

!!!Autumn is Here!!!

As we welcome in the cooler weather and we send the kids off to school, it's time to start taking care of you again. I finished my continuing education for this year and it is all about sports massage! Myofascial Sports Massage is great for those nagging, aching joints and muscles. I use shea butter for the right amount of resistance to get into those deep knotted muscles that have been bothering you all summer. I also offer Hot Stone Therapy for a deeper state of relaxation. Listen to soft music and transcend into bliss as warm stones are used to heat up the muscles and then massaged to take all their tension away!

I want to thank you for helping to make my business a success! You are appreciated and I look forward to your next session!

Call and make your appointment today!

(704) 577-4775

For the person who has everything give the gift of touch.
Gift Certificates are available!

A Healing Touch Therapeutic Massage

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