

Joe Linn Massage Newsletter

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Massage Multiplied

Benefits of Massage Improve with Frequency

Karrie Osborn

What kind of massage client are you? Do you make an appointment after someone has given you a massage gift certificate? Do you try to get in every now and then for a stress-relieving tune-up? Or do you see your therapist religiously--once a week, every three weeks, once a month?

While getting a massage--regardless of how often--is incredibly beneficial to your body and mind, getting frequent massage treatments is even more powerful as a healthcare ally.

"People who get massage regularly demonstrate a reduction in pain and muscular tension and an improvement in posture," says Anne Williams, author

Stress Killer

One way in which frequent massage can improve our quality of life is by alleviating stress. Experts say most disease is stress-related, and nothing ages us faster--inside or out--than the effects of stress. As stress-related diseases continue to claim more lives every year, the increasingly deadly role stress plays in modern-day life is painfully clear.

Massage is a great way to take charge and reverse the situation. Mary Beth Braun and Stephanie Simonson, authors of *Introduction to Massage Therapy* (Lippincott Williams and Wilkins, 2007), explain the benefits of massage

"If you relax your mind, it can begin working for you."

-Bryant McGill



Regularly scheduled massage has proven a powerful ally in health and wellness.

of *Spa Bodywork: A Guide for Massage Therapists* (Lippincott Williams and Wilkins, 2006).

"People regularly make a commitment to fitness. People regularly make a commitment to changing their diet. The difference they'd experience if they regularly made a commitment to massage is mind-blowing," she says.

therapy in the simplest of terms: "Healing input influences healing output." They note that frequent massage can reduce the accumulation of stress and improve overall health. "The benefits of massage are cumulative," they write.

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Office Hours and Contact

Joe Linn Massage

Joe Linn

415-497-3176

By appointment only

Hours available Monday - Saturday

Call today to schedule your massage.

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This being the case, it only makes sense that those aches and pains you see your massage therapist for might disappear faster, stay away longer, or even go away altogether with more frequent visits. Stress might never reach those physiologically detrimental levels where the immune system is suppressed or the nervous system is sent into an alarm state if you are able to receive stress-relieving bodywork with some consistency. Not only would your body benefit by regularly unleashing its aches and pains instead of adapting to them, but your mind would have time to wash away the stresses of a life lived in overdrive. Both are critical pieces for living well.

Experts say the body and mind can learn to live more calmly, more efficiently, and more healthfully when frequent massage shows the way. That makes for a healthier whole, allowing us to continue to live life at its fullest, even as we deal with each new stress or challenge.

Preventive Measures

In so many ways, massage is preventive health care. Yes, it can address injuries, scar tissue, and chronic pain, as well as provide relief for cancer patients and reduce hospitalization for premature babies, among many other valuable benefits (go to Massagetherapy.com for more information on the myriad benefits of massage). But when the healthy, and trying-to-be-healthy, among us seek out massage on a regular basis, it helps us live a proactively healthier life.

Since bodywork influences every system in the body, there are enormous possibilities created by increasing the frequency in which you address those systems. It's best to discuss your session goals with your massage therapist and together devise a plan of frequency that meets your needs, while taking into account your therapist's best advice.

Body Awareness

According to Benny Vaughn, sports massage expert and owner of Athletic Therapy Center in Fort Worth, Texas, one of the benefits of consistent and regular massage therapy is better flexibility. "This happens because regular and structured touch stimulus enhances the nervous system's sensory and spatial processing capacity," he says.

"That is, the person becomes more aware of their body's movement in space and becomes more aware of tightness or pain long before it reaches a critical point of mechanical dysfunction."

Quite simply, frequent massage puts you more in tune with your body. "The consistency of massage therapy over time creates a cumulative stress reduction effect," Vaughn says. "The person becomes acutely aware of stress within their body long before it can create stress-driven damage."

He says the consistency of receiving regular massage therapy has the potential to create a cumulative wellness effect. "Ultimately when one feels good, our whole being follows suit on all other levels--i.e., decision-making is better, processing life events is better, and being happy is easier when you are not in pain or feeling 'heavy' or 'tight.'"

Williams says she's certain people's lives would be changed if they could schedule massage and bodywork more frequently. "I encourage clients to commit to getting massage once a week for a month and then evaluate the results they get," she says. "I guarantee they will become massage enthusiasts for life."

Massage Can...

- Alleviate low-back pain and increase range of motion.
- Create body self-awareness.
- Improve muscle tone and stimulate their nerve supply.
- Improve elasticity of skin and promote skin rejuvenation.
- Improve sleep and calm the mind.
- Increase endorphin and serotonin production.
- Reduce edema, as well as joint inflammation.
- Release negative holding patterns from previous injuries.



A consistent massage routine helps you manage stress before it causes illness.

Relief for Computer Users

Mary Betts Sinclair

According to the American Optometric Association, 46 percent of Americans spend at least five hours a day on a computer or smartphone. When looking at a screen, many people hold their head forward of center and slouch, which puts many upper-body muscles in a shortened position.

HERE ARE SOME WAYS TO AVOID PAIN AND STRAIN:

Computer users tend to blink very little and stare straight ahead, not using their peripheral vision. Be sure to keep blinking, which washes your eyes in naturally therapeutic tears and breaks up your stare.

Take frequent rest breaks using the 20-20 Rule: every 20 minutes, spend 20 seconds looking at something far away, preferably gazing out a window. Also, stand up and move as much as possible. This is a great time to do eye-muscle stretches and range-of-motion exercises for your back and neck. Use your fingertips to gently

massage around your eyes, temples, and forehead. Finally, rub your palms together and gently cup your closed eyes. Relax and breathe freely.

Make sure you have good light, and check that your monitor is the correct distance away from your eyes and at the right height. Also, adjust the screen settings to where they are comfortable in terms of resolution and flicker.

If you wear eyeglasses, have them checked. For example, in order for some people to see clearly with their heads held in an upright and balanced position, and without chronic tightness in the back of the neck, they may need to have a prescription for a longer focal length or larger bifocal inserts, or have an adjustment of their eyeglass frames if they are bent or twisted. Some people may need a stronger or weaker prescription. If your doctor has prescribed a pair of glasses specifically for seeing the computer screen, wear them.

Mary Betts Sinclair is an Oregon-based educator and bodyworker. Learn more about her at www.marybettsinclair.com.



Take frequent breaks to avoid eye strain.

Handwashing for Your Health

HANDWASHING FOR YOUR HEALTH

You know that washing your hands is important, but studies suggest that how you wash your hands is even more important. Washing frequently and thoroughly can help keep you, and the people you come in contact with, healthier.

STAY CLEAN, STAY HEALTHY

Researchers in Denmark conducted a study in which students at one school were required 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.

HAND SANITIZERS VS. 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. Alcohol-based hand sanitizers clean the skin by killing some bacteria, diseases, and germs on the skin's surface, but they don't actually remove dirt.

The CDC recommends using these sanitizers with at least 60 percent alcohol if soap and clean, running water are not available. 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.

*"It's a good idea
always to do
something
relaxing prior to
making an
important
decision in your
life."*

-Paulo Coelho

Congratulations to the Giants on their World Series win!
That was amazing!

This month's newsletter starts with "Massage Multiplied-Benefits of Massage Improve with Frequency". I understand the importance of frequent massage for myself. It allows me to always bring my best to my clients. It is also the reason I like to offer great value on packages. Be sure to take advantage of my November Special 3 1-hr massages for \$165.

As computers become more and more a part of our everyday lives it is important to make sure we are taking care of our bodies and reducing the stress and strain created by them. "Relief for Computer Users" offers some simple easy to do advice to help relieve some of the physical tension created. Cold and Flu season is almost here so hand washing is essential. "Hand washing for your Health" shares some of the CDC's best advice on when and how to wash your hands. For me, I like making sure my soap smells great, it just encourages taking the time to do it right!

I wish you all a Happy Thanksgiving! I know that I am thankful for all of you.

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