

# Joe Linn Massage Newsletter

Autumn 2013

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.

*Your body is a temple, but only if you treat it as one.*

-Astrid Alauda



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

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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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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.

# Be Smart with Smartphones

## Tips for Avoiding Injury

Have you ever noticed that your neck gets cranky after an extended Angry Birds binge? Or your thumb starts to throb the day after sending 40 emails from your phone during a particularly boring meeting? With more people spending more time on their smartphones, stories of repetitive strain injuries like these are on the rise.

Certified Hellerwork practitioner and licensed massage therapist Joseph Hunton has seen, and experienced, the results of overuse and improper ergonomics when it comes to these devices. "I had been sitting and standing with my head bent over the phone while holding it and making fine finger movements for hours at a time," Hunton says of the days that followed the arrival of his new smartphone. "This was a recipe for strain and pain."

### Being Smart

Hunton encourages smartphone users to stretch and take frequent breaks, and cautions that improper use may result in

a stiff neck, sore upper back, and tight arms. Here are some more smartphone ergonomic tips to avoid the pain:

--Bring the phone up to your line of sight to keep your head aligned with your spine.

--Use a wireless headset to prevent arm strain.

--Never hold the phone between your head and shoulder.

Frequent smartphone use can also cause repetitive strain injuries of the thumb. Hunton reminds us to use our smartphones intelligently. "Although it can perform many functions, it is not really a computer, gaming station, or video monitor," he says.

### Options for Relief

Stretching, limiting your smartphone use, and receiving frequent massage are all successful ways to alleviate the strain caused by repetitive use. Listen to your body, and communicate with your massage therapist about any pain or

discomfort that might arise from the use of these devices.



Follow these guidelines to stay pain-free.

# 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 flares 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 experiencing 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.

*To keep the body  
in good health is  
a duty,  
otherwise we  
shall not be able  
to keep our  
mind strong and  
clear.*

-Buddha

Fall is here! Or as we call it in Northern California SUMMER! Fall is my favorite time of year; the abundance of fresh food, the crush of the grapes into wine and your football team has a chance to make it to the super bowl.

I took an integrative deep tissue class recently with one of my favorite instructors, Art Riggs. I enjoy his hands on teaching style and the opportunity to engage with so many other great therapists. Most of all I enjoy incorporating my new techniques into my practice for you.

I am excited to announce I have added more hours at my Petaluma office. My current hours are Saturday, Monday, Tuesday and Wednesday 9am-5pm; Thursday and Friday 9am to 1pm and closed on Sundays.

I look forward to providing you the best massage! Happy Fall Everyone!

Be Well,  
~Joe

## Joe Linn Massage

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