

# CAPE MAY DAY SPA NEWSLETTER

JAN. 27, 2012

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.

*Love is  
composed of a  
single soul  
inhabiting two  
bodies.*

-Aristotle



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

##### CAPE MAY DAY SPA

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for schedule of operation

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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.

# Managing Arthritis

## Exercise and Bodywork Keep Joint Pain at Bay

The word arthritis strikes fear in the hearts of older adults. It often signifies aging, pain, inactivity, and disability. However, new research shows moderate physical exercise can actually ease arthritis symptoms by decreasing pain and increasing a person's likelihood of living a normal life.

### Understanding Arthritis

The most common form of arthritis--osteoarthritis, or also known as degenerative arthritis--affects more than twenty million Americans. Osteoarthritis (literally meaning "bone-joint inflammation") is caused by wear and tear on joint surfaces and most frequently involves the hips, knees, lower back, neck, and fingers. More than half of people over sixty-five have some evidence of osteoarthritis on X-rays, although it doesn't always manifest as symptoms.

Many problems arise from a sedentary lifestyle. Joints lose flexibility and muscles lose strength, feeding the cycle of pain, inactivity, and more pain.

### Exercise Offers Sweet Relief

Vigorous walking, swimming, and bicycling boost the release of powerful endorphins, the body's natural painkillers. When done four to five days a week, these aerobic activities improve general cardiovascular health and aid in weight management (obesity is the single biggest risk factor for osteoarthritis).

Strengthening and stretching exercises targeted at maintaining joint flexibility and muscle strength--especially for at-risk joints--slow the progression of degenerative arthritis. Yoga classes and moderate weight lifting programs are excellent ways to improve strength and flexibility. Bodywork can also provide relief.

If arthritis is slowing you down, get serious with your exercise plan. Consult your physician; work with a professional trainer, physical therapist, yoga instructor, or bodyworker; and start a gentle, progressive exercise program. Your joints will reward you for it, and you'll free yourself from arthritic pain.



Stretching can slow degenerative arthritis.

# Hibernating is for the Bears

## Plan to Stay Fit This Winter

Winter's here, and you've moved your running shoes to the back of the closet until April. Yet that piece of pumpkin pie has your name on it.

With the onset of colder weather, shorter days, and snow-covered streets, we eat more and exercise less, waiting for the spring thaw to get back in shape. Instead of having to make New Year's resolutions to lose holiday weight and join a health club, why not set goals to stay fit this winter?

### MOVE FITNESS INDOORS

Winter is the perfect time to start a weight-training program. When it's sunny and warm in summer, you'd rather be outside cycling or rock climbing. When it's snowing, why not

lift weights for 30 minutes during lunch? Statistics show that more people suffer heart attacks in winter from shoveling snow, often because they're out of shape. With regular strength training, you'll be able to shovel that snow and get a head start with outdoor sports when spring comes around.

### WALK OUTSIDE ON WEEKENDS

Going for a jog or walk during mid-day when the sun is high is a great time to get outside and catch a few rays. Be sure to dress warmly, wear sunscreen, and drink plenty of water. Dehydration is most common in colder months when you're less aware of fluid loss.

### TAKE A DANCE CLASS

Accept that invitation to the New Year's

Eve celebration and take a class in ballroom dancing. While you're dancing, you're not hanging around the buffet table or the bar, and your waistline will thank you for it.

### REDISCOVER ICE SKATING

Whether it's on a frozen pond or at a rink, ice skating provides seasonal exercise opportunities, especially good for the legs. And it's great fun, bringing out the kid in all of us.

### CONSIDER SNOWSHOEING

Snowshoeing is just a matter of strapping snowshoes onto your boots and walking. Snowshoes make hiking trails and snowy city parks accessible and can be rented from sporting goods stores at a relatively inexpensive price.

*Being loved by  
someone gives  
you  
strenght, while  
loving someone  
gives you  
courage.*

-Lao Tzu

Dear Spa Enthusiast,

February is the month for romance so review our menu of services especially for couples - great way to get away from it all & relax together. A gift card for that special person is always appreciated.

Remember, winter can be harsh on your face and body because of the dry heat in buildings and outside weather conditions. Please feel free to ask to speak to one of our aestheticians for recommendations on what you should do to maintain and enhance your specific skin type. We have a complete line of retail Phytomer and Aveda skin care products for your consideration.

Congradulations to the Victorian Lace Inn Bed and Breakfast for attaining an Award of Excellence from Trip Advisor. Visit them at [www.victorianlaceinn.com](http://www.victorianlaceinn.com) or call 609.884.1772.  
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