

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.

*A cheerful
heart is good
medicine.
Proverbs
17:22*



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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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, 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.

The Art of Bathing

Simple Recipes to Soothe Mind and Body

From bubble baths to essential oils to Dead Sea salts, prepared bath products are designed to enhance a bathing experience, but they can be expensive. Instead of spending the extra money on special bath products, try one of these natural, simple bath recipes with ingredients you probably already have in your cupboard or refrigerator.

Epsom Salts

ADD 2 CUPS EPSOM SALTS TO BATH WATER.

Magnesium sulfate, or Epsom salts, has been used for centuries as a folk remedy, and research now confirms its numerous benefits. The second most abundant element in human cells and a crucial component for bone health, magnesium is also needed for muscle control, energy production, and the elimination of toxins. Magnesium eases stress, aids sleep, and improves concentration while reducing inflammation, joint pain, and muscle cramps. Sulfates help to flush toxins from the body, prevent or reduce headaches, and even improve brain function.

Most American diets are deficient in magnesium. However, one of the best ways to boost dietary intake is by bathing in Epsom salts, which are readily absorbed through the skin.

Milk

ADD 2-4 CUPS MILK OR BUTTERMILK TO BATH WATER.

Rich in calcium, protein, and vitamins, milk replenishes the skin, while lactic acid found in milk acts as a natural exfoliant. A member of the alpha hydroxy acid family, lactic acid breaks the glue-like bonds between the outer layer of dead skin cells. Soak in a milk bath for 20 minutes, then gently scrub skin with a loofah or washcloth.

Honey

ADD 1/4 CUP HONEY TO BATH WATER.

A fragrant, natural humectant, honey helps skin attract and retain moisture. Its antibacterial and anti-irritant properties make it an ideal cleansing and soothing additive to a warm bath.



Turn your home bath into a spa experience.

The Scoop on Meditation

A Simple Practice with Profound Benefits

People who meditate regularly appear internally and externally five to 10 years younger than their non-meditating peers, according to author Deepak Chopra. That's good news for the estimated 10 million people who practice meditation on an ongoing basis and experience the resulting calm it cultivates.

The rich benefits come from doing something that looks like nothing: Sitting still, being quiet, and breathing deeply. Meditation works simply but profoundly by defusing the onslaughts of life - a racing mind, busyness, deadlines, commutes, all of which have physiological effects on well-being. Meditation calms the nervous system, decreases metabolic rate, heart rate, and blood pressure, and lowers levels of cholesterol, stress hormones, and free

radicals. It also has a direct effect on breathing, slowing and deepening respiration so more oxygen circulates throughout the body. Not only that, meditation is said to lessen feelings of anxiety and depression and improve memory and concentration. And all of this culminates in slowing the aging process, as Chopra notes.

There are many meditation techniques, including focusing on a mantra, a sacred word or phrase, or your breath. But the basic intent of all meditation is focus and attention. And it doesn't take hours a day in an ashram to meditate effectively. Benefits kick in with even a short period of devoted time.

How to begin? Wear comfortable, unrestrictive clothes, sit on a cushion or chair with your back straight (think once

again, comfort), rest your hands on your legs, let your eyes go soft and out of focus or close them, breathe slowly and deeply, and - the hardest part - attempt to empty your mind of thoughts and quiet the internal dialogue. When thoughts flit through your mind, let them pass without judging them and come back to your focus (your mantra, counting, etc.) and breathing.

Start with this sitting meditation technique for five minutes a day, and add on time as you get more at ease with the process. For more information on techniques and benefits, check out www.abc-of-meditation.com.

*True meditation
is letting go of
manipulating
our experience.
Adyashanti*

DEEP FEET THERAPY BENEFITS:

PAIN RELIEF: Ashiatsu may help reduce chronic pain, muscle tension, and spasms.

IMPROVED FLEXIBILITY: The long, gravity-assisted strokes of Ashiatsu can stretch muscle fibers and improve flexibility.

BETTER POSTURE: Ashiatsu can help improve posture and range of motion.

REDUCE STRESS: Ashiatsu can help relieve stress-related tension.

IMPROVE CIRCULATION: The rhythmic pressure of Ashiatsu can stimulate blood flow and help oxygen and nutrients reach restricted areas in your body.

IMPROVED SLEEP: Ashiatsu can help promote restful sleep.

ENHANCE ATHLETIC PERFORMANCE: Ashiatsu can help improve flexibility and range of motion, and overall athletic performance.

DETOXIFICATION: The long, fluid strokes of Ashiatsu can help flush the body's lymphatic system.

COMFORTABLE: The broad surface of the feet evenly distributes the pressure, making it a very comfortable experience.

FEBRUARY PROMOTION:

Daybreak Therapeutics

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Starting February 1, 2025, we will be offering a \$25.00 gift certificate for customers who come in for a service. You can keep the gift certificate for yourself or pass it along to someone.

Limit 1 per customer.
Promotion ends February 28, 2025.



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