

# Alchemy Massage and Bodyworks

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Member, Associated Bodywork & Massage Professionals

## What Massage Can Do For You

### Beyond Pain Relief, Massage is Valuable for Preventive Care

Karrie Osborn

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Whether it is an aching back, recovery from an injury, a case of carpal tunnel syndrome, or a host of other debilitating physiological conditions, there's no doubt massage and bodywork works to relieve pain. But once your therapist has helped you tackle your pain, do you quit calling? When the pain is gone, are you gone, too?

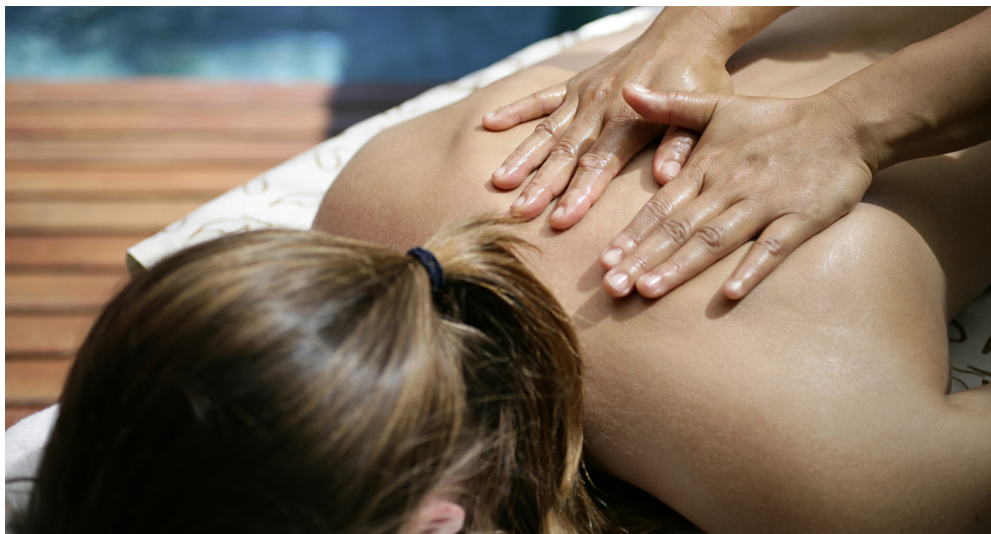
Massage therapy is highly effective for pain relief, but it is an amazing preventive therapy as well. Massage helps build and maintain a healthy body (and mind), it combats stress, and it works to

Massage can play an important role in a good health-care regimen. Just as you eat healthily, exercise regularly, and take your vitamins to ward off illness and maintain a fit body, you should consider making frequent massage a part of your wellness lifestyle.

According to Benny Vaughn, a sports massage expert 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 her body's movement in space and becomes more aware of tightness or

*To improve is  
to change; to  
be perfect is to  
change often.*

- Winston Churchill



Massage helps you maintain a healthy body.

keep the immune system strong. In short, massage can keep on working for you, even after the pain is gone.

#### MASSAGE FOR WELLNESS

If it's been a while since you booked your last massage--because your pain is no longer an issue or your injury is fully rehabbed--you might want to consider massage for preventive care.

pain long before it reaches a critical point of mechanical dysfunction."

As a preventive measure, 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.

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#### Office Hours and Contact

**Alchemy Massage and Bodyworks**  
**Lisa M Franklin, LMT, NCTMB**  
**267-446-3778**

**Call to schedule an appointment**  
**Saturday appointments available**  
**[www.alchemy.massagetherapy.com](http://www.alchemy.massagetherapy.com)**

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"The person becomes acutely aware of stress within her body long before it can create stress-driven damage."

And the more massage you receive, the more benefits you reap. "Massage therapists know that people who get massage regularly demonstrate greater improvement and notice a reduction in pain and muscular tension, as well as an improvement in posture," says Anne Williams, author of *Massage Mastery: From Student to Professional* (Lippincott Williams Wilkins, 2012).

"People regularly make a commitment to fitness," Williams says. "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."

### STRESS IS A KILLER

Stress is more than just a word we throw around to describe the nature of our hectic day. Today, we understand that stress kills.

According to the Benson-Henry Institute for Mind Body Medicine, 60-90 percent of all US medical visits are for stress-related disorders. Chronic pain, headaches, heart disease, hypertension, and ulcers can all be wrought from stress. Many would argue that the best benefit of massage is its ability to reduce the stress in our lives.

From the perspective of daily living, think about the stress you felt at today's meeting--now it's hiding in your neck. Tomorrow that can turn into stiffness and eventually begin to affect other parts of your body. If you see your massage therapist for your regular session this week, the chances are good you won't reach the tipping point. Think of massage and bodywork as a way to rebalance your body.

Noted researcher Tiffany Field and her colleagues from the Touch Research Institute at the University of Miami School of Medicine report that massage causes positive biological changes when it comes to stress. Through the course of more than 20 studies, these scientists found that massage decreases cortisol (a stress-derived hormone that negatively affects immune function and kills our immune cells) and increases dopamine

and serotonin (the neurotransmitters most associated with emotional well-being).

Add to this the research that shows massage can lower your heart rate and decrease your blood pressure, and you have a mighty effective, nonpharmacological, stress-fighting tool that's about as natural as natural can get.

### A ONE-HOUR VACATION AND SO MUCH MORE

You may no longer need to rehab that knee or work the scar tissue from your surgery, but don't forget about everything else massage can do for you. Massage is the entire package, helping to heal body, mind, and spirit. Think of it as a one-hour vacation with amazing return on investment.

Whether it be maintaining joint

flexibility, managing blood pressure, or enhancing immunity, massage works. From repair to relief and from recovery to relaxation, massage is a magnificent piece of natural medicine you should always have as part of your health-care routine.

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Regular massage helps reduce stress and improve your quality of life.



# Massage for Your Teenager?

## Bodywork Can Ease Adolescent Angst

While teens may be less likely than their parents to go to a massage therapist, there are plenty of reasons why this age group should be encouraged to give it a try. The benefits of massage are well documented, among them relief of muscle tension, lowered stress hormones, increased sense of relaxation, improved immune function, and even a heightened ability to concentrate, according to studies conducted by the Touch Research Institute at the University of Miami School of Medicine. But for teenagers, there's an additional payback.

The teenage body is in the midst of transformation -- exponential growth and development in a rapid period of time. On the physical side, teens may be at increased risk for aches, pains, and injury. Many teens strain their bodies with competitive sports, get erratic sleep, and consume a less-than-optimal diet. Massage can help muscles recover from overuse, and help balance the body and maintain that stability.

Perhaps even more crucial, teen massage can help improve body image and sleep patterns, and contribute to decreased depression, anxiety, and stress. This keeps a teen connected to her body, even as it morphs in confounding ways. "Many teens are self-conscious, and not happy with their bodies," says Eeris Kallil, massage therapist and shiatsu instructor at the Boulder College of Massage Therapy, in Colorado. "Massage can help teens stay grounded." Bodywork has also been reported to help mediate eating disorders, a growing concern among teens.

Another potential plus: A beneficial, therapeutic relationship can develop between bodyworkers and teenagers during the years when adolescents need adult confidantes, but keep parents at a distance. The practitioner can become a supportive, trusted adult in a teen's life. And the session itself, according to Kallil, can be a way to deal with all the physical and emotional turmoil of this tender age.



Massage eases teen depression and anxiety.

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# Massage for Old Injuries

## Ancient Injuries Don't Have to Make You Feel Old

*Art Riggs*

Injuries such as chronic back pain, trick knees, and sticky shoulders are not necessarily something you just have to live with. Massage techniques might hold the key to unlocking this old pain.

### Will Massage Help?

The benefits of massage will depend on the extent of the injury, how long ago it occurred, and on the skill of the therapist. Chronic and old injuries often require deeper and more precise treatments with less emphasis on general relaxation and working on the whole body. Massage works best for soft tissue injuries to muscles and tendons and is most effective in releasing adhesions and lengthening muscles that have shortened due to compensatory reactions to the injury. Tight and fibrous muscles not only hurt at the muscle or its tendon, but can also interfere with proper joint

movement and cause pain far away from the original injury.

Therapists who perform such work often have specialized names for their work--such as orthopedic massage, neuromuscular therapy, myofascial release, medical massage, etc.--but many massage therapists utilize an eclectic approach combining the best of the specialties.

### It Works!

A recent Consumer Reports article ran the results of a survey of thousands of its readers and reported that massage was equal to chiropractic care in many areas, including back and neck pain. Massage also ranked significantly higher than some other forms of treatment, such as physical therapy or drugs.

If that nagging injury persists, consider booking a massage. Be sure to discuss the injury with your practitioner: How did you receive the injury? Have you reinjured it? And what exactly are your symptoms? Often, the body compensates in one area to protect another that has been traumatized, and this can create new problems.

Discuss the issues with your massage therapist. (Sometimes just talking about old injuries can play a significant role in the healing process.) Together, the two of you can work to determine a treatment plan.

*When we are no longer able to change a situation – we are challenged to change ourselves.*

-Victor E Frankl

#### SATURDAY HOURS

STARTING IN JANUARY, 2015, ALCHEMY MASSAGE AND BODYWORKS WILL BE OPEN ONE SATURDAY EACH MONTH FROM 8AM TO 2PM.

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