

Electronic newsletter Ellen's Enliven Massage

Winter 2012

Member, Associated Bodywork & Massage Professionals

Invest in Your Health

Massage Offers Excellent Return on Investment

"Invest for the long term" is great financial advice, but it's also great healthcare advice. Never is investing for the long term more important than when you are making day-to-day decisions about your health. There are short-term gains from taking care of your health, to be sure, but the long-term benefits are not to be underestimated.

You already know the value of bodywork. For all the short-term stress and pain relief you get from massage today, there are lasting rewards you'll thank yourself for down the road. Massage therapy as a preventive measure and part of an ongoing care regimen can mean fewer visits to the doctor, as well as fewer

emotionally and spiritually, and maintain harmonious relationships with coworkers, family, and friends.

Research supports the value of massage. Massage provides many benefits, including improved concentration, energy, circulation, and self-esteem, as well as reduced stress, fatigue, and pain. It's helpful with more acute health conditions, also. If you, or a loved one, are already dealing with a health condition, massage is an even more important part of your healthcare planning.

Research shows:
-- Alzheimer's patients exhibit reduced irritability, pacing, and restlessness after

*Tension is who
you think you
should be.
Relaxation is
who you are.*

- Chinese Proverb



Massage in a health investment, helping to manage stress, support wellness, and boost immunity.

co-pays, prescriptions, and over-the-counter medications. Ultimately, it means a healthier and happier you.

An Excellent Value

As you plan the family budget, ponder how massage therapy impacts your ability to make good decisions, cope with extra responsibilities, stay on an even keel

neck and shoulder massage.

-- Deep-tissue massage is effective in treating arthritis, back pain, fibromyalgia, and osteoarthritis.

-- Fibromyalgia patients receiving massage have fewer sleep problems and less anxiety, depression, fatigue, pain, and stiffness.

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Office Hours and Contact

Ellen's Enliven Massage

www.ellensenliven.massagetherapy.com

206-501-0937

Mon - Sat: 9 am - 9 pm

In this Issue

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-- Massage during labor appears to help block pain, reduce stress and anxiety, and relax muscles. Some medical professionals say massage shortens labor.

-- Massage can reduce sports-related soreness and improve circulation, and is beneficial in reducing symptoms associated with arthritis, asthma, burns, high blood pressure, and premenstrual syndrome.

-- Oncology patients show less anxiety, depression, fatigue, nausea, and pain following massage therapy.

-- Preterm babies receiving massage therapy gain more weight and have shorter hospital stays.

-- Massage therapy is effective in reducing post-surgical pain and can even reduce the time required for post-operative hospital stays.

You may be trimming some extras out of your budget, as many Americans are. When weighing what goes and what stays, consider what an excellent value massage is, especially in relation to things that may be less valuable, but still cost you plenty. The price of massage has remained stable in recent years, while the cost of movies, dining out, and sports events have risen. Which of these activities has the power to improve your health and which has a better return on investment?

Get Creative

There are many ways to keep massage in your life if you use your imagination. While vacations are definitely needed right now by just about everybody, more and more Americans are staying closer to home and taking "staycations." How about planning a healthy, home-based vacation and including massage as part of your relaxation?

When it comes to gift-giving occasions, why not give and ask for massage gift certificates? Massage makes a wonderful replacement for flowers that wilt, sweaters that don't fit, or another box of fattening candy. Some folks buy spa packages or put together their own outings with a massage, a museum excursion, or lunch at a favorite restaurant. Mothers, daughters, aunts, and grandmothers are enjoying spas together and massage is a key part of the package. These events create bonding experiences that launch new traditions and reinforce a healthy lifestyle.

Gift certificates for chair massage at airports are an option for weary travelers, as is chair massage at malls for package-laden shoppers. If you are an employer, consider gifting your staff with on-site chair massage, which has been shown to reduce stress and improve performance. Just think of it as the ultimate pat on the back for staff and one that pays you back.

Maintain Well-Being

You may be tempted to trim your wellness budget when economic times are tough. Yet, a recent national consumer survey showed most massage-minded Americans are still committed to maintaining the health benefits they experience with massage. It only makes sense. The better you feel, the better job you can do of caring for yourself and your loved ones. Massage therapy will also help families under stress create healthier households, and

more focused and relaxed moms and dads. Children are sensitive and often pick up on tension in a household; parents who are taking care of themselves are more likely to provide a sense of calm to their kids. This goes for caregivers of aging parents, too.

Now, more than ever, massage should play a role in reducing your stress and strengthening your health. When people feel their best, they are more able to face the challenges difficult times present. With greater health and peace of mind, you can face difficulties with poise, clarity of purpose, and strengthened emotional reserves.

Truly, massage is more than a luxury--it's a vital part of self-care that has a positive ripple effect on you as you work, play, and care for others. Investing in your health is one investment that's sure to pay off.



The value of bodywork runs deep, for nothing is more valuable than good health.

Is the Season Getting You Down?

Shine the Light on Winter Blues

In northern climates when the heavy snows fall and the sun moves south, many people find their moods shift from upbeat to downright depressed. The severe form of winter depression--called seasonal affective disorder, or SAD--affects at least two million North Americans. Another thirty-nine million experience milder symptoms of moodiness and extended sleep patterns that somewhat resemble hibernation.

Overeating, sleeping for prolonged periods, mood swings, carbohydrate cravings, and weight gain during winter months may be more than just symptoms of cabin fever. They can suggest a biochemical reaction caused by a lack of exposure to sunlight.

Like all living things, we humans are sensitive to the seasons and sunlight. We secrete a hormone called melatonin, which helps us sleep at night and stay awake during the day. Melatonin production is directly linked to sun exposure. So, as the days get shorter

during the winter, our bodies produce more and more melatonin and we can literally feel like going into a cave and hibernating.

Many SAD sufferers manage their seasonal depression with daily exposure to full-spectrum lamps or light boxes. By getting daily doses of natural light, they can fool their brains into thinking it's summertime, and their need to sleep decreases.

Recent research shows that timing these light therapy sessions to our natural biological clocks is even more beneficial than usage during the day. Exposure to natural spectrum bright light for thirty minutes on awakening is twice as effective as evening sessions, and one study found this practice actually had an 80 percent chance of sending SAD into remission.

If winter blues are getting to you, consider investing in a full spectrum lamp and use it first thing in the morning--because SAD is for the bears.



Loosen the grip of seasonal affective disorder.

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.

Sometimes the most important thing in a whole day is the rest we take between two deep breaths.

-Etty Hillesum

Winter 2012 deal: First time visitors to Ellen's Enliven Massage will get a 30 minute free massage.

If you think an aching spot or overused, longtime injury could use some more time, an additional 30 minutes can be purchased for \$35.

Print out this coupon as your reminder or pass it on to someone else.

Book your free massage today (with the 'Schedule Now' button on the website or call 206-501-0937)!

Ellen's Enliven Massage has resources to keep you updated on all aspects of massage therapy. From the latest news to in-depth research to award-winning publications.

With this e-newsletter we are here to deliver what you need to succeed in a healthy lifestyle.

We would like to remind you it may be time to book your next massage. Please come again! We look forward to serving you soon.

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6731 27th Ave NW
Seattle, WA 98117-5904



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