

# Therapeutic Massage by Lucy --Newsletter--

Fall 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.

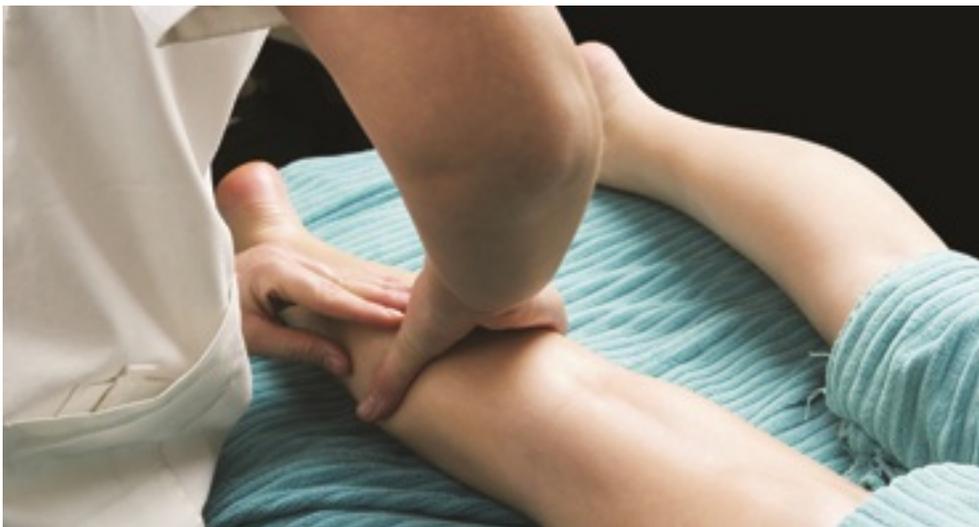
Research supports the value of massage. Massage provides many benefits, including improved concentration, energy, circulation, and self-esteem, as well as reduced stress, fatigue, and pain. It's helpful with more acute health conditions, also. If you, or a loved one, are already dealing with a health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

Research shows:

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

*So many languages in the world, and a smile speaks them all.*

-author unknown



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

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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.

# Keeping Your Back Healthy

## Tips to Avoid Lasting Pain

Chances are good that, at some point in your life, you will have back pain. In fact, 70-85 percent of Americans will experience back pain at some point in their lives. But even with those odds, there are still several ways to minimize your risk and give yourself the best chance to live pain-free.

Several factors can cause back pain, including stress, poor posture, bad ergonomics, lack of exercise, arthritis, osteoporosis, a sedentary lifestyle, overexertion, pregnancy, kidney stones, fibromyalgia, excess weight, and more.

With all of these potential causes lurking, it's important to look at behaviors that can help you prevent and avoid back pain before it starts. Here are a few simple healthy back tips from the National Institute of Neurological Disorders and Stroke:

- Stretch and warm tissues before exercise or other strenuous activities.
- Practice good posture. Avoid

slouching when sitting or standing.

--When standing, keep your weight balanced on both feet.

--Follow good ergonomics in the workplace. When sitting for long periods of time, rest your feet on a foot support. Make sure your chair and work surfaces are at the proper height. Get up and move around in between long sitting stints.

--Avoid high-heeled shoes.

--Watch your weight. Excess weight, especially around the waist, can put undue stress on lower back muscles.

--Exercise. Core strengthening moves, especially, will also benefit your back.

--Don't lift items that are heavier than you can handle. Remember to lift with your knees, not your back. Pull in your stomach muscles, keep your head down and in line with your straight back, and do not twist when lifting.

--Get a massage. Using therapeutic bodywork can melt pain-inducing stress away from your back and the rest of your body.



Massage is a great way to beat back pain.

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## MT Straight Talk

### What Your Massage Therapist Needs to Know

*Angela England*

Most massage therapists guide first-time clients through an intake process that includes discussing health histories and other medical concerns. But talking with your therapist about these things should not end with your first massage. Before each session, take a minute to speak with your therapist about any new medical conditions or injuries, lasting aches and pains, or any other changes in your life. Here are some of the issues your massage therapist should know about.

#### Medical Changes

It's a good idea to regularly update your medical record with your therapist, especially if you've been diagnosed with an illness or medical condition--such as high blood pressure, heart disease, diabetes, a chronic autoimmune disease, or skin allergies--or are taking any new medications. Certain medical concerns

preclude you from receiving massage. Other conditions, such as pregnancy, simply change the way your practitioner approaches the session.

#### A New or Acute Injury

Maybe you spent hours driving to a destination getaway and your shoulders ache, or you stepped off the porch wrong and sprained your ankle. Any time you have a new ache, pain, sprain, twist, or pulled muscle, mention it to your therapist. Depending on the location and extent of your injury, the session may need to be postponed or the injury site avoided until more healing has occurred.

#### Personal Preferences

This category is less obvious, but equally important. Everyone has unique

preferences and sometimes there may be something you would like to change for your next massage. Whether you want to bring your own music, have the temperature adjusted, or be draped in an extra blanket, your therapist can easily adapt as long as you communicate your preferences.

Help your practitioner help you. Take a moment to check in with him or her before your next session.

*Angela England enjoys doing massage, gardening, writing, and spending time with her three young children.*

*Remember  
there's no such  
thing as a small  
act of kindness.  
Every act creates  
a ripple with no  
logical end.*

-Scott Adams

Hello & happy Fall!

The summer heat is finally leaving us & cooler weather is upon us. That's truly great, but Fall usually means schedule changes, followed by headaches, fatigue & body aches. Massage & stretching helps, as does continuing to drink plenty of water - we tend to forget that when it's not so hot outside! Water is also essential for our skin's health.

Speaking of skin... I am very happy to announce that I have recently become a Brand Partner with Nerium International. Nerium AD is an awesome skin care product that offers amazing results in the reduction of lines & wrinkles. I am very proud to use & sell this. It's a simple 1-step product (not several steps & bottles) & has a 30-day money-back guarantee. Not many skin care products offer a guarantee like this. See my Nerium website for more information, to become a partner, or to order it: [lucydean.nerium.com](http://lucydean.nerium.com)

If you're looking for an income source, this is a good one. There's also a way to get your own Nerium AD to use for free! Just contact me & I'd be happy to share this with you.

I hope your Fall is happy & peaceful & not too terribly hectic. Remember, if you refer someone to me, you can enjoy \$25 off your next appt. after I've treated your referral!

Smiles always, Lucy

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