

# The Massage Monthly

August 2017

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.

*Keep moving,  
keep growing,  
keep pushing  
through  
obstacles, keep  
evolving.*

-Jen Sincero



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

**Ohana Therapeutic Massage**

**218-263-1501**

**Summer Hours**

**Mon. thru Thurs. 9am-6:30pm**

**Friday 9am-2pm**

**Closed Sat from Memorial Day-Labor Day**

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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.**

# Massaging Animals

## Pampering your companions

Karrie Osborn

Animal massage has grown considerably in the United States since its emergence within the horse community in the 1960s and 1970s. It was on the racetracks and in the stables that famed sports massage therapist Jack Meagher and others like Linda Tellington-Jones helped massage become a valuable component of equestrian care, while also unveiling the hands-on work to a broader animal advocate population. The field has evolved significantly since that time, with animal therapists now offering everything from acupressure to energy work to hydrotherapy.

Despite their place in ancient Greek and Arabic equestrian traditions, animal therapies continue to fight for a place in the massage community today. Still, a growing number of massage and bodywork practitioners are working with animals, big and small, in everything from zoos to living rooms around the world.

The legitimacy human massage has

earned over the last decade has no doubt been a boon for animal massage as well. "People have started to understand that massage can help their animals in so many ways," says Barbara Maciejewski, who became involved with the animal massage program at the Boulder College of Massage Therapy (BCMT) in 2003. "There's great acceptance--word is out there now."

Just as education is key to creating a knowledgeable human client base, a critical component for making animal massage successful is educating people why it's important. "As a society, we still view companion animals as lesser beings," says Skya Fisher, owner of Cat Paws Massage in Bellingham, Washington. "We breed them for characteristics that we think are cute. Simultaneously, we ignore their emotional, social, and sometimes physical needs."

In truth, Fisher says, animals benefit from massage therapy the same way humans do.

Karrie Osborn is contributing editor for *Massage and Bodywork* magazine. Contact her at [karrie@abmp.com](mailto:karrie@abmp.com).



Animals benefit just like humans.

# Shea Butter

## For Your Complexion and More

Shelley Burns, N.D.

Shea butter comes from the nut of the shea tree (pronounced shay) found in the tropics of Africa, primarily West Africa. It offers many benefits as a topical moisturizer for skin and hair, and improves other skin problems and appearance.

As well as providing relief from minor dermatological conditions like eczema, lesser burns, and acne, shea butter can be used as a natural sunscreen and for stretch-mark prevention during pregnancy. Other benefits include the evening out of skin tone, reducing blemishes, and restoring skin elasticity.

Shea butter easily penetrates the skin, allowing skin to breathe without clogging pores. It contains high concentrations of linoleic acid, which provide skin protection at a cellular

level, as well as vitamins A, E, and F, which protect against premature wrinkles. Vitamin F in shea butter also soothes rough, dry, or chapped skin.

Healing though it may be, shea butter undergoes a rigorous path in its journey from overseas to the faces and bodies of your clients. The fruit from the shea tree is cultivated, cracked, grilled, pounded, and boiled. The shea butter is then scooped out of the nut and left to cool.

Properties of shea butter include unsaponifiables--substances that cannot decompose into acids, salts, or alcohol. For that reason, shea butter is extremely absorbable, even more so than soybean and avocado oils.

There are three types of shea butter

extraction and just two of the three end products of these extractions should be used. Unrefined shea butter in its pure form is yellow. Refined shea butter is processed but still contains many of its natural components. Either is fine to use. Highly refined shea butter may well have lost its healing properties and can include such solvents as hexane, which may cause nerve damage. It is pure white and should be avoided. Another note of caution: shea butter is not recommended for people with nut and latex allergies, and some experts also discourage its use by people with chocolate allergies.

*What is creative living? Any life that is driven more strongly by curiosity than by fear.*

-Elizabeth Gilbert

#### WeGiveBack August Honorees!

People who work with the community on a regular basis can have an extremely stressful job, especially those who work in customer service. That's why we choose to honor those who work in Customer Service during the month of August! From August 14th-25th, 25 Customer Service Workers can qualify to receive a FREE 30 minute massage at Ohana Therapeutic Massage! For more details or to schedule your free 30 minute massage, please call us at 218-263-1501.

#### UPCOMING EVENTS

Sunday Funday at Bennett Park - Join us for fitness and massage to help a local family out. Sunday Aug 13th from 12pm-5pm.

Super Saturday at the Hibbing Farmers Market - Check out local produce, bakery and crafts. Saturday Aug 26th from 9am-2pm.

## Ohana Therapeutic Massage

208 E Howard St  
Hibbing, MN 55746



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