

Superior Body Works Monthly Newsletter

Autumn/2011

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

*Health is not
valued till
sickness comes.
Dr.*

-Thomas Fuller



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

Superior Body Works
Salik Hargrove & Dane Lowther
- 973 332 9653 -
Mon-Fri 9am-9pm
Sat-Sun 9am-4pm
7 days a week

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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.

Steer Clear of the Gym

Take it Easy After Your Massage

Ray Bishop

When booking a massage, consider your schedule, and try to avoid any strenuous physical exertion for at least 24 hours following your bodywork session. Exercising after a session can both increase muscle soreness and compromise the value of the soft-tissue work you've just received. "Strenuous exercise" includes activities such as running, weight lifting, high intensity aerobics, or power yoga classes.

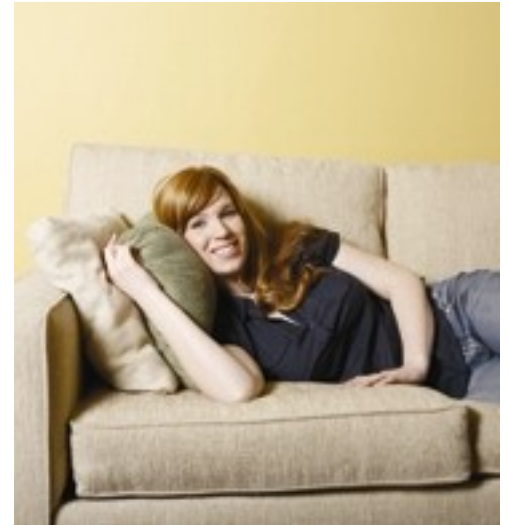
Light exercise such as moderate walking, gentle stretching, or swimming laps at an easy pace is okay for healthy individuals. One widely accepted view in favor of this twenty-four-hour recovery period is that sustained pressure on connective tissue makes it more gel-like. The technical term for this change is thixotropic effect. This state of increased softness lasts about twenty-four hours, so high-intensity exercise may pull or move the tissue back to old patterns or even induce new strain patterns.

Experts usually suggest taking it easy that

evening and the following day. To further reduce any bodywork-related soreness, drink at least two liters of water in the next twenty-four hours to hydrate and flush your system. Take a hot Epsom salt bath and drink gently calming teas such as chamomile or passionflower to facilitate sleep and reduce stress that is so commonly seen as a contributing factor in chronic muscle tension and soreness. If you're dealing with an injury, the guidelines should be adjusted, but these basic suggestions seem to work well for most people.

It does appear that healthy people who exercise vigorously five to six days a week sometimes find even these modest recommendations quite challenging. If you're one of these people, consider working out before your session and then take it easy afterward.

To get the most out of your massage, hold off on the workout. When you do hit the gym again, you'll likely discover your body is more fit than ever, thanks to the healing power of bodywork.



Take it easy and let your massage soak in.

Hot or Cold for Injuries?

How to Know Which is Best for You

Art Riggs

We all know that treating an injury immediately after it happens can help minimize the pain and damage as well as facilitate recovery. But after rolling your ankle in a soccer game, or hurting your back when lifting your toddler, or tweaking your knee when stepping out of your car, what's best? Should you ice it to try to control inflammation, or would heat be better to promote circulation?

While it's difficult to establish a fail-safe rule for when to apply ice or heat, the general directive is to use ice for the first forty-eight to seventy-two hours after an acute injury and then switch to heat.

It Depends

The reality is that many conditions are not necessarily the result of a specific

injury. I call these conditions "recurrent acute" and find them by far the most common: sciatica that occurs when you drive a car; a back that flares up every time you garden; or tennis elbow from intense computer work. In these cases, consistent and frequent applications of ice may prove very helpful over long periods of time, particularly immediately after experiencing the event that causes problems.

Conversely, back or other muscle spasms caused by overexertion rather than injury may benefit greatly from heat immediately upon the onset of symptoms or immediately after exercise in order to relax the muscles and increase circulation. Also, muscle belly pain not resulting from acute and

serious trauma generally responds well to heat, which can break the spasms and release the strain. On the other hand, nerve and tendon pain--regardless of the duration of symptoms, even if you've been experiencing them for months--benefit from ice.

What Works for You

The bottom line: different individuals will constitutionally vary greatly in their reactions. Some people are more prone to the types of inflammation exacerbated by heat, while others find their bodies contracting and tightening at the mere mention of ice. Try each option and pay close attention to how your body and mind respond, and let your gut be your guide. Ultimately, what works best for you is, well, what's best for you.

*So many people
spend their
health gaining
wealth, and then
have to spend
their wealth to
regain their
health.*

Superior Body Works new location 525 Irvington ave (2ND FL.), Colosseum Gym – Essex County's Premier Family Fitness Center, Newark,NJ

"Happy Holidays" All first timers 50% off 1 hour massage and all regular/ previous clients get \$10 1 hour massage each and ever monday for the month of December.

Book your Appointment now by 973.332.9653 or by visiting us online @ <http://superiorbodyworks.fullslate.com>

Massage packages

SWEDISH MASSAGE

	TOTAL
1 = 60	=\$60 (\$60 ea)
5 =\$300 (SAVE \$25)	=\$275 (\$55 ea)
10 =\$600 (SAVE \$100)	=\$500 (\$50 ea)

DEEP TISSUE

	TOTAL
1 =\$70	= \$70 (\$70ea)
5 =\$350 (SAVE \$25)	=\$325 (\$65 ea)
10= \$700 (SAVE \$100)	= \$600 (\$60 ea)

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525 Irvington Ave (2ND FL.)
Newark, NJ 07106



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