



# 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.

*Wise people  
are not sick.  
They are sick of  
being sick, so  
they are well.*

-Tao Te Ching



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

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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.**

# Reach Bodywork Nirvana

## Create a checklist to maximize your experience

Darren Buford

Crafting the perfect massage or bodywork session requires transparency between you and your therapist. Of top priority: communication. Without some back and forth conversation between you and your therapist, you may not get what you're looking for, or you may be unsatisfied with the direction your practitioner takes.

Following is a checklist to help ensure you maximize your experience.

### ARRIVE ON TIME

Being there 10-15 minutes before the session keeps you from feeling rushed.

**RELAY ALL APPROPRIATE MEDICAL HISTORY**  
Allergies? Injuries? Medications? Surgeries? Speak up, for safety reasons. Your preexisting conditions could change your therapist's protocol for your session.

### SET CLEAR GOALS

Have you explained the areas you want

addressed? Your therapist isn't a mind reader.

### BE OPEN

Therapists' strategies may not involve a direct path to your sore elbow. Understand that the body works in mysterious ways, and your knowledgeable therapist may take a more circuitous path to healing than you expect.

### BE QUIET ...

It's your time; you paid for it. Relax and bathe yourself in the stress reduction and healing bodywork offers.

... BUT SPEAK UP WHEN YOU DON'T LIKE SOMETHING

Room too cold? Too hot? Pressure too deep? Too light? Music not to your taste? Aromatherapy too pungent? Your therapist wants you to enjoy your time, so let him or her know when something isn't right.

### BOOK YOUR NEXT SESSION

Rome wasn't built in a day, and your body may not be "fixed" in one session. Bodywork is cumulative and often requires a regular regimen to get things just right. Before you depart, be sure to schedule your next appointment. Discussing a treatment plan with your therapist will help you reach nirvana.



Create your checklist to reach bodywork nirvana.

# Hemp Nutrition

## Set Aside Stereotypes For This Wonder Food

Shelley Burns, N.D.

While hemp has often been negatively associated with marijuana, it actually has very little mind-altering tetrahydro-cannabinol (THC) in it--just 0.3 percent in hemp, compared with the 3-15 percent found in marijuana. And in parts of the world, it has been used to make clothing, bedding, and rope thousands of years.

Now more recently, hemp and its good balance of antioxidants, carbohydrates, fats, and proteins is being viewed as a health-promoting, disease-preventing food. Its derivatives include hemp oil, hemp butter, hemp protein powder, and newest of all, hemp milk. Hemp milk is positioned to compete with other non-dairy alternatives like soy, rice, and almond milk.

HEMP'S POWERFUL PROPERTIES PROVIDE A

### NUMBER OF BENEFITS:

- Its antioxidant content counteracts environmental toxins.
- Its carbohydrates help increase energy, improve endurance performance during exercise, and keep the mind at peak performance.
- Hemp seeds have more dietary protein than soybeans, meat, fish, chicken, cheese, and milk. Hemp protein has the added benefit of being gluten-free.
- Hemp contains all nine essential amino acids, the building blocks of cells, antibodies, muscle tissue, and enzymes.
- Hemp is loaded with essential fatty acids (EFAs), which are required for maintaining good neurological,

digestive, and skin health.

- Hemp has a low-cholesterol content and a high content in natural phytosterols that also reduce cholesterol levels.
- Hemp is helpful in preventing conditions such as Alzheimer's disease, arthritis, and asthma.
- Hemp is also good for the planet. As a low-maintenance plant that grows just about anywhere, needs little or no pesticides, and is an ideal crop for organic, sustainable farming.

*MINDFUL –  
The act of being  
mindful opens  
you to the  
experience of the  
moment.*

-unknown

Ask about our All Natural, Organic Farmaesthetics Skin Care product!

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'Like' us on Facebook and follow us on Twitter to stay connected and fresh on news and updates! You never know when we're going to sneak in a discount!

Love and light,

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