

New Beginnings for Body, Mind, & Spirit

Fall 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

Sometimes the cure for restlessness is rest.

-C. Wainwright



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

**Essential~E Therapeutic
Massage & Bodywork, Inc.**
Michelle N. Johnson LMT, CIMI
www.essentiaetherapeutic.com
info@essentiaetherapeutic.com
773.732.3163

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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.

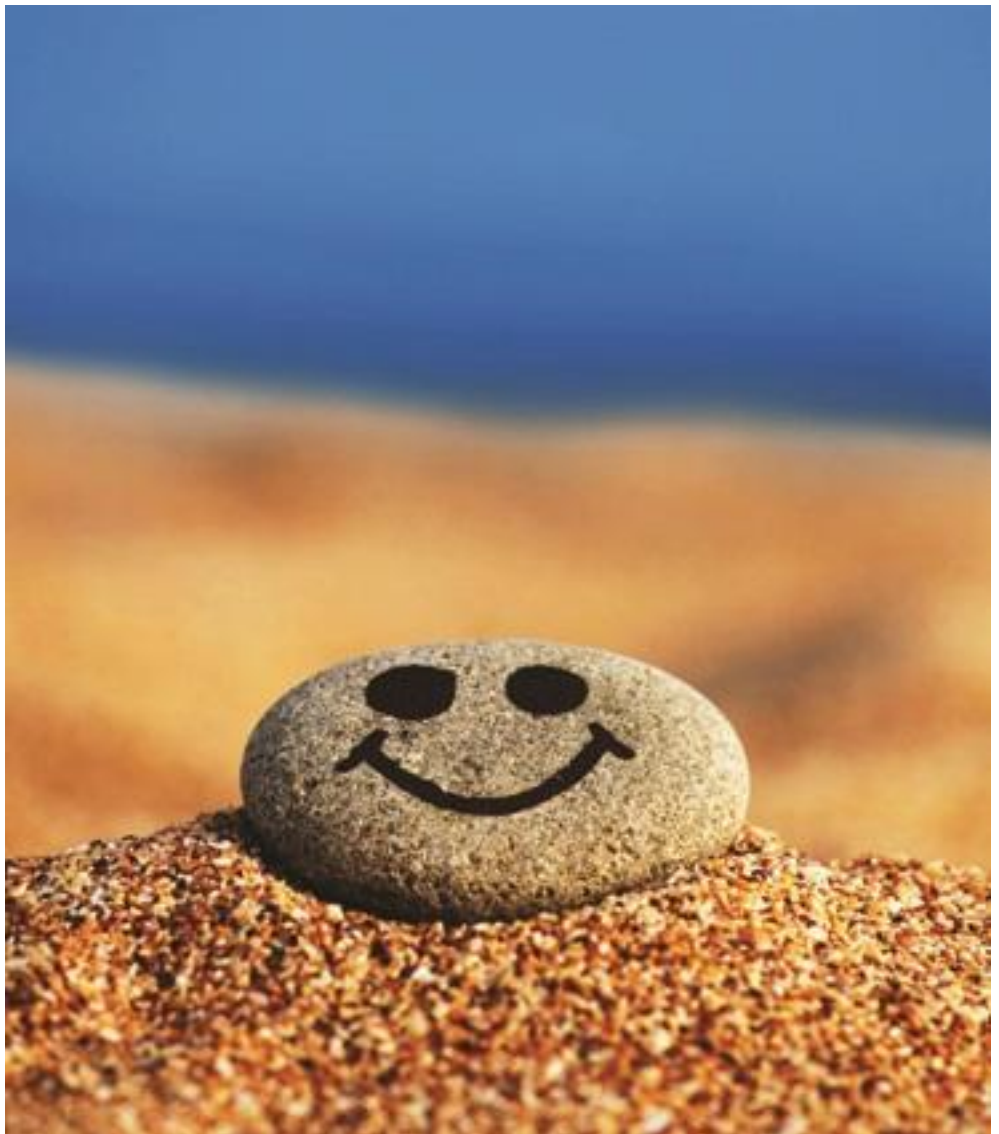
Maintain Well-Being

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.

Soothe Your Skin's Winter Ailments

Kayla Fioravanti

The drying effects of winter are upon us. Here are some at-home ideas to help soothe your skin through this challenging season.

Cleanse

Put away your foaming gels and soaps and stock up on creamy products. Cleansing creams, lotions, and milks are great winter choices, because they don't contain the harsh, oil-stripping detergents found in most cleansing gels.

Tone

Shelve your astringents and switch to a toner. In the cold months, your skin needs to be soothed and balanced, not dried out further.

Moisturize

Choose heavier creams than you would in summer months. You can even use your heavy eye cream on your lips and face. If your skin itches, the dry air is causing the moisture in the top layer of your skin to evaporate quickly. Slather those areas with extra moisture until you feel relief, and never be afraid of using

pure oils on your skin--a bottle of jojoba or olive oil is great to have on hand.

Exfoliate

Exfoliate twice a week to remove dead skin cells and help your skin absorb the extra moisture you are using. Because central heating systems reduce the amount of sebum our skin secretes, contributing to dryness, exfoliation will free this natural regulating agent. Use a cream-based exfoliant with jojoba beads, so your body can soak up the rich oils.

Hydrate

For a simple in-home hydrotherapy treatment, start your day with a steamy shower. Just as you are finishing, switch the water to cold for about 15 seconds and then back to warm for 15 seconds. Repeat the process for two minutes.

Shower and Bathe with Oils

Did you know you can apply body oil, lotion, or cream during your shower or bath? The heat and steam help your skin to thoroughly absorb the moisture.

Easing Holiday Angst

Five Stress Busters for a Joyous Season

You enter the holiday season with the best of intentions -- looking forward to time spent with family and friends, decorating, shopping, baking. But as soon as you pile holiday activities on top of an already busy life, you're likely to find yourself relating more to Ebenezer Scrooge than Martha Stewart.

Consider these five suggestions to keep holiday stress at bay:

1. DETERMINE A SHOPPING BUDGET

For many, gift giving is an important part of the holidays, serving as a way to express love and appreciation for friends and family. But when the credit card bills arrive in January, you may discover you've extended your holiday stress well into the New Year. Plan your budget in

advance, determine what you can spend, and stick to the plan.

2. CREATE A TIME BUDGET

Many will make a shopping budget, but what about making a time budget? Before accepting every invitation this year, decide ahead how many parties you can and want to attend while maintaining your sanity. Make choices about your time commitments based on what you'd really like to do this year, rather than what you think you should do or what you've always done. Don't forget to leave time for yourself.

3. SET FOOD-INTAKE BOUNDARIES

You'll likely be tempted to eat in excess, and don't be too hard on yourself if you don't stick to your pre-holiday eating

standards. But do decide ahead of time just how much you'll deviate from your eating routine.

4. STICK TO YOUR EXERCISE REGIMEN

Regular exercise is a powerful stress buster. You'll feel better, sleep better, avoid weight gain, boost your immune system, and maintain a positive outlook about yourself. While it may seem like an easy time concession to make, don't give in to the idea. Stick to exercise, and you'll thank yourself for it.

5. TAKE TIME TO REST

Take time from your schedule to honor the cycles of the season. The holidays fall during winter solstice -- the shortest day of the year. Learn from nature, and get plenty of rest.

*Whatever words
we utter should
be chosen with
care, for people
will hear them
and be
influenced by
them, for good
or ill.*

-Buddha

This Month, Essential~E Therapeutic Massage & Bodywork, Inc. celebrates FIVE YEARS of educating, enlightening, and empowering on the benefits and use of therapeutic massage. To celebrate, we're inviting all FIRST TIME clients to take \$15 off any 60minute session or gift certificate now through October 31st!!!

www.essentialetherapeutic.com
7773732.3163

Essential~E Therapeutic Massage & Bodywork

111 N. Wabash, Suite 1300
Chicago, IL 60602



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