

Benefits of Massage

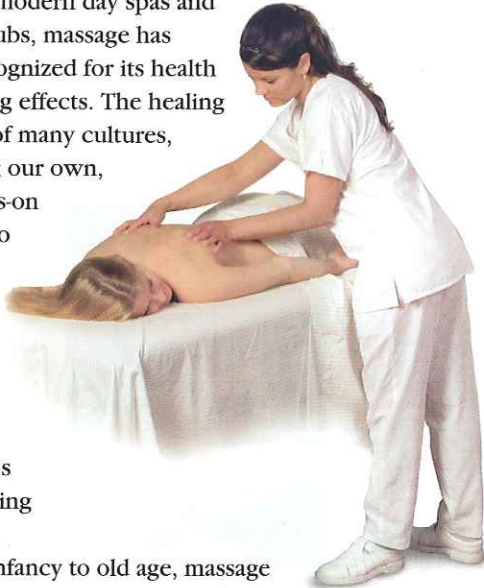
Therapeutic massage is an age-old remedy and health practice. It is found in all major civilizations past and present. From the ancient Greek gymnasias and Roman baths to modern day spas and health clubs, massage has been recognized for its health enhancing effects. The healing systems of many cultures, including our own,

use hands-on therapy to soothe aches and pains and facilitate the body's own healing powers.

From infancy to old age, massage has been found to enhance general health and well-being. Therapeutic massage has many applications and variations. Because it is used for health promotion as well as for its curative aspect, it can truthfully be said "if you have a body, you can benefit from therapeutic massage."

Proven Effective

Many of the therapeutic effects of massage recognized by personal and clinical experience over the years have been supported by scientific research. In addition to the commonly known benefits of relaxation, improved circulation, and relief for muscle tension, new applications for therapeutic massage are surfacing in areas related to mental and emotional well-being, infant care, aging, and other special situations. Exciting new dis-



coveries link touch in general, and therapeutic massage in particular, to improved immune system functioning.¹

Many Benefits and Uses

Enhances General Health. Therapeutic massage can be an important component of your health maintenance or wellness plan. It helps keep the body and mind functioning optimally.

- Promotes well-nourished and healthy skin
- Improves circulation of blood and lymph
- Relaxes muscles and improves joint mobility
- Encourages general relaxation
- Improves immune system functioning
- Improves energy flow

Alleviates Problem Conditions: Therapeutic massage can help relieve certain common physical problems, and help bring the body back to optimal functioning.

- General muscular tension and aches
- Tension headaches
- Muscular back pain
- Poor circulation
- Stress and anxiety

Support Your Fitness or Sports Program:

Therapeutic massage can be an important adjunct to a fitness or sports program, helping you achieve your performance goals with minimum injury and pain.

- Relieves tired and sore muscles
- Helps improve flexibility
- Relaxes tight muscles
- Speeds recovery from strenuous physical exertion
- Reduces the anxiety of athletic competition

Combats the Negative Effects of Aging: Therapeutic massage is effective in combating the negative effects of aging noticed in the middle to late years of life. It helps keep body tissues and basic functions in a more youthful state.

- Enhances tissue elasticity and joint flexibility
- Improves blood and lymph circulation
- Promotes healthy vibrant skin

- Improves immune system functioning
- Relieves muscle aches and stiffness

Relieves the Effects of Stress: Therapeutic massage helps balance the effects of stress in our lives, and avoid stress related disease and dysfunction.

- Triggers the Relaxation Response
- Relaxes tense muscles
- Reduces anxiety level
- Normalizes blocked energy flow
- Improves immune system functioning
- Restores a calm mind and feeling of well-being

Special Cases: Therapeutic massage can help in certain temporary or long-term situations which cause unique physical and mental challenges.

- For mothers-to-be during pregnancy
- For infants, especially premature and other developmentally challenged babies
- For the disabled, especially those in wheelchairs and others with challenging orthopedic conditions
- For the elderly

Complements Other Health Care: Therapeutic massage is frequently used to enhance the beneficial effects of other types of health care.

- Physical and Occupational Therapy
- Chiropractic
- Psychotherapy

Especially Beneficial For...

Care-givers — for those who care for others, for example: mothers and fathers, teachers, recreation leaders, daycare workers, nurses, and health care workers of all kinds.

Physical workers — for those who stress their bodies in their work or trade, for example: construction workers, domestic and custodial personnel, truck drivers, postal workers, plumbers, electricians, painters, professional athletes, dancers, and musicians.