



Staying in Touch®

Holiday Greetings!

As we usher out another year, here's wishing you lots of holiday cheer. Often the best part of the holidays is catching up with all those who give your life special meaning. Enjoy yourself!

You'll see that this issue has some of the latest reports on massage benefits—and that more of these studies are being done throughout the world. Wherever you go today, more people are discovering the many ways massage can help them lead healthier lives. Read on to see more ways massage can benefit you.

Speaking of massage in the news, you can keep yourself informed on all the latest studies on massage benefits with online searches. Start by typing in "Touch Research Institute" in your search engine, as they have the most extensive collection of massage studies.

If you're still trying to decide what to give some of the folks on your shopping list this holiday season, remember that massage gift certificates are a wonderful solution—and just a phone call away!

Until we meet again, enjoy the rest of your holidays!

It's Time to Enjoy a Little Holiday Relaxation

Maintaining a happy, healthy, rewarding life is a balancing act. If you spend too much of your time focused on certain things, other important aspects of your life can end up being neglected.

Maybe postponing cleaning out the garage or the storage shed can wait until you get around to it, but if you put your well-being on the back burner, eventually your body says "Enough!" and you get sick.



The end of the year is often such a busy time that it can be more challenging than usual to make your health a priority. As the holiday celebrations conclude, see about finding some quiet time to take it

easy so your body and your mind can recharge. After all, committing to a little "me time" every week might prevent you from a time-consuming illness.

Of course, you can get a lot more from that hour of rest and relaxation with a therapeutic massage! As many studies have shown, massage can supercharge your body's recuperation by reducing stress-causing hormones in your body

while releasing stress-fighting hormones and boosting your immune system.

Have a wonderful time during the remainder of the holiday season and take care!

Massage, Exercise Benefit Diabetes Patients

According to the International Diabetes Federation, some 285 million people worldwide will live with diabetes in 2010.

New research shows a 10-week combination of massage and exercise improves systolic and diastolic pressures in patients' lower extremities, according to an abstract published on www.pubmed.gov. ...

"A combined program of exercise and massage improves arterial blood pressure and ankle brachial index values in type 2 diabetics with peripheral arterial disease," the researchers from Spain's Universidad de Almería noted.

The full study was published in the Oct. 9 issue of *Medicina clínica*.

Stressed Americans Still Seeking Massage for Relaxation

For the second year in a row, results of a survey conducted by the American Massage Therapy Association (AMTA) showed that massage therapy use is fairly steady, despite the lagging economy. Thirty-two percent of stressed out Americans are getting massages to relieve their stress and 57 percent of Americans say they feel more stressed this year than last year, particularly among females (61 percent) and those ages 18 to 24 (66 percent).

"Consumers understand that massage therapy is essential to a healthy balance between stress and relaxation," said Judy Stahl, AMTA president. "We are pleased to see that consumers are prioritizing massage to help them through these difficult times."

Fun Facts about Massage Therapy:

- A study conducted by the Touch Research Institute at the University of Miami School of Medicine showed that ongoing massage could lower anxiety, reduce pain, and improve grip strength for those that suffer from arthritis.
- Research indicates massage therapy can boost immunity and reduce hypertension.
- A recent study by the American Massage Therapy Association showed that in adults with migraine headaches massage therapy decreased the occurrence of headaches, sleep disturbances and distress symptoms. It also increased serotonin levels, believed to play an important role in the regulation of mood, sleep and appetite.
- The number of hospitals offering massage therapy increased by 30 percent from 2004 to 2006. Sixty-seven percent of those hospitals with massage therapy programs offer massage to their staff for stress management.

Massage Used More Than Ever for Medical, Health Reasons

Results from the 13th annual consumer survey conducted by the American Massage Therapy Association (AMTA) indicate that 32 percent of Americans are seeking massage for medical and health reasons, tying relaxation and stress reduction for the first time as the top reasons people get massages.

Additionally, 25 percent of Americans ages 35 to 44 have talked to their doctor or healthcare provider about massage therapy this year, compared to 14 percent in 2008. Of those who discussed massage therapy with their doctors, 52 percent say their doctor strongly recommended/encouraged them to get a massage.

A vast majority of Americans, 86 percent, agree that massage can be effective in reducing pain, and 85 percent agree that massage can be beneficial for health and wellness.

"Even with the ongoing economic crisis, people are not willing to compromise their health," says Judy Stahl, AMTA president. "It's a clear signal of massage's value when those making less than \$35,000 a year are the second most active income bracket getting massage therapy."

Source: www.massagemag.com/news

**Are you stumped for just the right gift?
How about a massage gift certificate?**

**Nothing offers a greater reward than
the gift of health and well-being!**

Holiday shopping made easy — Call today!

***Put duties aside at least an hour before bed and perform
soothing, quiet activities that will help you relax.***

—Dianne Hales

The content of this newsletter is not intended to replace professional medical advice. If you're ill, please consult a physician.