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Colleen's E-Words



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Welcoming Possibilities

What if I told you

That

You could nurture

Yourself

For five months

With

Massage

For less than \$2.00

Per day

AND, you would not have to worry about bringing cash, check-book or credit cards

AND, you could come on a whim?

CHECK OUT THE COUPON ON MY WEBSITE!

REFER

FRIENDS

FAMILY

CO-WORKERS

TEAM MEMBERS

CHURCH FAMILY

AND EARN MASSAGE DOLLARS! \$10 per person who fulfills a massage because you sent them!

NEW PROGRAM- Chronic Pain Relief is available now!

Nothing excites me like something new – especially in the field of my passionate endeavor. I am now in the process of learning a “groundbreaking program for total body pain prevention and rapid relief.” I am so excited that I will be able to share some more really helpful and simple exercises for pain relief, as well as incorporate these techniques into the massage itself.

As life would have it, I have been limping around here for three weeks with a case of plantar fasciitis. While this gives compassionate perspective on the pains that are brought to me, it's not normal. What is plantar fasciitis? Think of the bottom of your foot and envision some pretty tough tissue growing out of the base of your toes directly under your skin. This tissue is almost as long as the foot and it grows into the base of the heel bone [roughly speaking]. One of the symptoms I experienced was when walking it was like walking on raw, live bone; when I would sit a

while or after sleeping all night and try to get up, the pain was excruciating and I would have to hobble for 5 minutes or so before I could walk semi-normally. I also discovered something happens to one's brain when one is in pain – I had one thing on my mind and that was **get me some relief**. I did not remember what to do for myself. A client came in with the very same symptoms and he reminded me where to begin: Ice. As I was helping him with hints and tips, it suddenly re-occurred to me I had not done any of those things for myself. [Care for the caregiver!] **Here are some helpful tips.**

Almost any word that has to do with a body part and ends in “itis” means something is inflamed. There is usually, swelling, pain, and limited mobility.

Here are the 7 steps to immediate relief for an inflammation:

- Pinpoint the exact source of your pain. Be specific.
- Stop using the painful area.

Pain is nature's way of getting you to stop using the injured area.

- Apply a cold pack to the area. This is effective in reducing superficial inflammation and stimulating the healing process.
- Gently massage the area.
- Gently stretch the area. Gentleness is the key. Stretching can reduce stiff, tight or spasmodic muscles. Over-stretching can create tears in the tissue as they try to compensate for the places that are tight.
- Minimize use until healing occurs. Although you will get some relief from the first five steps, this is a good time to remember you are not healed. Proceed to more therapeutic movements.

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NEW PROGRAM, *continued*

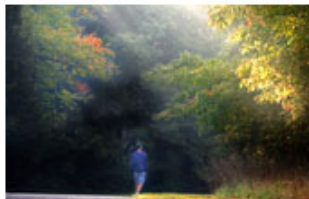
- Keeping injured area from high use will help it heal; let your body tell you, by way of no symptoms, when it is appropriate to return to activity.

The above advice is absolutely, unequivocally **perfect**. While *it is the repetitive actions of our daily living that creates the pain*, unfortunately, most of us literally cannot afford to stop our jobs and wait.

Serendipitously, a life program came to my attention at this time called, 3 Minutes to a Pain-Free Life, Dr. Joseph Weisberg, PT, PhD and Heidi Shink. This program is simple as brushing your teeth and incredibly smart!

It seems everyone is in chronic pain. Just pay attention to the media—television, radio, newspapers, Internet — we are being bombarded by a plethora of information about pain relief from the drug companies. Here are some statistics that Dr. Weisberg gives in his book from the United States that are staggering:

- More than 100 million people suffer from chronic pain.
- 90 percent of the population will experience back pain during their lives.
- 70 million workdays are lost from pain a year, costing industry more than \$100 billion a year in lost wages and insurance.
- 50 million people are partially or totally disabled by their chronic or long-term pain.
- 45 million people have severe and chronic headaches.
- 40 million people suffer from arthritis, 26 million of them women.
- 20 million people experience jaw and lower-facial pain.
- 10 million children under the age of 18 suffer from chronic pain.
- 6 million people suffer from fibromyalgia, a general diagnosis for the myriad aches and pains afflicting muscles, joints, and tendons.



Dr. Weisberg makes this statement and I plan to test him out on this: *"In nearly 100 percent of these cases of chronic musculoskeletal pain, the symptoms can be rapidly relieved and the conditions themselves prevented."* Even headaches, including migraines! The words chronic pain mean pain that recurs or persists. It can be mild or severe; and

the duration can be minutes, months, or even years. Barring the chronic pain associated with disease, such as cancer, or trauma, or the chronic pain associated with nerve damage, *chronic pain* that baffles the medical field is often-times experienced as "just coming on"; "without warning"; "suddenly it grabbed me". Because chronic pain is intangible, vexing and ambiguous, western medicine has sometimes let patients believe that it was *imaginary, a manifestation of hypochondria, or a desperate play for attention*. Not so.

Enter massage therapy, physical therapy, osteopathy, etc. Chronic pain (outside the realm of disease or trauma) is recurrent and persistent pain related to the biomechanical dysfunction of muscles and joints. This definition puts the highest quality management of chronic pain in the hands of those who specialize in muscles and joints and their interrelationship. *Biomechanical* means "pertaining to body mechanics" as opposed to organic / organ-related.

Living is hazardous to our health. The human body was designed for motion; we need to move. However, it is the movement of daily living: sitting, walking, standing, reaching, grabbing, and holding, that are some of the main culprits underlying chronic pain. These normal daily bodily movements can produce injuries, which are called *microtraumas*, or small wounds. They occur silently and evade detection, even by the body itself, which means the body does not begin a healing process. Overtime, these microtraumas result in the deterioration of tissues of the muscles and joints. Ultimately, *chronic pain* is the result.

Why massage is highly important in caring for these microtraumas.

Massage warms the muscles and stimulates the tissues (fascia, ligaments, tendons, etc.) Massage can set up a *mini* inflammatory reaction in the body *for the purpose of the body's self-healing*. Massage also stimulates circulatory movement (healing bodily fluids), reduces spasms as it relaxes the muscles, which tend to contract to "protect" the area. In the event the body is having an acute inflammatory reaction, the massage will be gentle to *reduce* the inflammation. A professionally trained massage therapist will know the difference — whether to set up a mini inflammation or to reduce one that is full blown. Regular massage allows the therapist to further assist the body in its healing. As the body heals, if the inflammation is chronic, or the use of the area is one of chronic repetition, the body will produce adhesions in the area of the injury. Deeper massage therapy can "break up" those adhesions for further relief and greater mobility. For your maintenance, for your present health, for your future health, regularly scheduled massages are a delightful necessity.

Stay alert to these E-Words, there is more to be known.