

Professional Massage Therapist

Certified Empowerment Coach

By Colleen Steele

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Colleen's E-Words



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Welcoming Possibilities

WELCOME SWEET SPRING- TIME

NOW is a wonderful
time to purchase that
MASSAGE PACKAGE

**5 hours for \$275 - A
savings of \$50!**

**GIVE SOME AS
GIFTS -
Mother's Day
Memorial Day
Father's Day
Graduation, etc.**

*Mothers, Grandmothers
Fathers, Grandfathers
Sons & Daughters—
Almost everybody bene-
fits from
a soothing, nurturing
Massage!*

**A great big
THANKS!**

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SPREAD THE WORD!

It is no secret that this year, I become *one* of the 7,918 people who turn 60 everyday! I'm an aging baby boomer. I am quite healthy, happy, active and */get massage on a regular basis*. Baby boomers are a generation raised during the running craze of the '70s (remember Jim Fixx in those skimpy running shorts?), and the aerobics craze of the '80s (Jane Fonda in leg warmers!). We are used to hiking, walking, running, biking, kayaking, surfing, and just about every other activity imaginable. *And now, we are into massage like we invented it!*

Good for us! It is clear that we will not stop being active simply because our bodies are getting older. Even if someone feels 30 mentally, his or her body most definitely is not. The joints, ligaments, and muscles that make sports possible have all endured years of wear and tear. It doesn't matter if you're talking about a coffee maker or a quadriceps: if you use something

day in and day out for 60 years, it's going to wear down.

A 2000 report released by the US Consumer Product Safety Commission found that in 1998, hospital emergency rooms treated more than 1 million sports injuries sustained by people born between 1946 and 1964 (i.e., the baby boomers). This represented a 33% increase from seven years earlier. The increase was not attributed to more baby boomers engaging in more physical activity as before. The difference was that, suddenly those same active adults were aging and therefore more susceptible to injury. Sports-related injuries tend to occur mostly to the muscles and joints in people of all ages, and that likelihood only increases as people's muscles and joints wear down. This new intersection of age and sports injuries is now referred to as boomeritis." Dr. Gaynl Keefe, a doctor of traditional Oriental medicine in Santa Fe, NM recommends massage to many of her clients. Dr. Keefe

says, "As people age, the body's whole chemical factory slows down. . . The symptoms include: joints and ligaments drying out and becoming less elastic, disc degeneration causing back pain, slowed recovery time from illness or injury and the immune system wearing down." She further states, "Massage allows the sympathetic nervous system to relax, it keeps fluids in and round the tissues moving and helps reduce nervous stress." More and more physicians are recommending massage and the demand is becoming such that insurance companies are beginning to take notice. ***Spread the word.*** *If you are benefited by massage, let your physician know. Help increase awareness about massage in the Western medical world. Massage is a great complement to your health care!*

ABOUT THE AUTHOR: Colleen is an intuitive Stress Relief "artist" functioning as a Professional Massage Therapist
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