



Special Report: Massage Therapy Alleviates Back Pain

*Massage lessened
lower back pain,
depression and
anxiety, and
improved sleep.*

*~ Touch Research
Institute, FL*

Common lifestyles in North America have changed in the last century. Human evolution has never encountered such rapid change. Currently, we go to sleep too late, we exercise less, and we spend countless hours sitting in front of the television and computer. More than ever before, our bodies are subject to increasing amounts of electromagnetic radiation. We rely on machines to perform many of our tasks at work and at home. It is during times of change that our precious bodies and minds need care, nurturing, and support most.

Second to the common cold, back pain is the most common physical ailment seen at the family doctor's office. Causes for back pain range from heightened stress levels to muscle pulls and strains; pains in our back keep us from doing the simplest of daily tasks. Whatever the source of your back pain may be, **Therapeutic Massage is a safe and effective treatment** to help you get your "back" in motion.

Top 10 Common Causes of Back Pain



- Physical trauma
- Poor posture
- Muscular tension and stress
- Inflammation
- Overuse
- Fibromyalgia
- Wear and tear
- Disc problems
- Poor physical fitness
- Excess body weight

Massage therapists are specially trained to assess the cause of back pain and to provide a treatment plan that best suits your individual condition. Using a variety of deep tissue massage techniques, joint mobilization, relaxation training, hydrotherapy, and self-care exercises, your back will steadily return to its well-deserved pain-free, mobile state. You'll be able to tie your shoes, lift your children (or your friends' children), and carry the groceries without suffering in pain.

How it works: Massage alleviates back pain by activating your parasympathetic nervous system, which promotes relaxation and natural healing. The circulation to your stiff muscles and joints improves. In addition, your massage therapist will work with you to reduce the contributing factors to your pain (such as posture, repetitive strain, and fitness levels).

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Special Report: Massage Therapy Alleviates Back Pain (Cont'd)



"An ounce of prevention is worth a pound of cure."

~ Benjamin Franklin

Our spine works all day, taking on the stress of our work and play. Standing, bending, sitting and sleeping -- our backs support and protect us. The back (or spinal column) is made of 24 moveable bones called vertebrae. Between each vertebra is a pad called a disc. These discs function like shock absorbers for the spine. The vertebrae and discs are supported by ligaments and muscles that keep the back properly aligned. When any of these parts become diseased, strained, or injured back pain can occur.

Wisdom is the greatest of all tools. Benjamin Franklin's proverb (shown above) on prevention couldn't be further from the truth. **Investing time and energy into the health of your back now, prevents the arrival of pain and suffering later.** You might be surprised to hear that the average person can manage back pain's top causes on a day-to-day basis:

- Prevent athletic injuries by warming up properly
- Change your back position frequently to prevent stiffness
- A little relaxation can soothe muscular tension
- Our parents are responsible for our height, we are responsible for our weight
- Practice safe lifting techniques
- Regular exercise (especially abs) works wonders
- Pay attention to your posture
- Stress is manageable

Your next steps: Contact your Massage Therapist and schedule your initial appointment. When you arrive at the clinic, you will be asked to fill out a confidential health history form. This information helps us to assess your needs and to design a personalized treatment plan that best suits your condition. The desired aim is to reduce and eliminate your back pain in the shortest possible time frame. Depending on the nature and causes of your back pain, treatment frequencies can range from weekly hour long sessions, to monthly preventative maintenance treatments. Above all, make a commitment to appropriately care for your back. In addition to regular massage, speed-up your healing process by staying relaxed and managing stress. Maintain appropriate body weight. Stay fit, and practice mind-body relaxation techniques daily.

For appointment bookings or more information, please call: (905) 897-8889