

# *Connecting Touch News*

**“Healthy Living Through Healthy Touch”**

**July 2010**

**About our new e-newsletter...** I will be sending it out the first of each month. I have included only the individuals who have expressed interest in receiving email from us. If you do not want to receive it, contact me at [jack@connectingtouch.com](mailto:jack@connectingtouch.com), and I will promptly remove you from our email list. If you would like to share this newsletter with your friends, please feel free to do so. You can access a printer-friendly version of our newsletter (as well as prior newsletters) at <http://www.connectingtouch.com/newsletter/>.

And as always, I thank you for your continued support and encouragement.

Jack Hayes



**Happy 4<sup>th</sup> of July from your friends at Connecting Touch!**

# Featured Businesses of the Month

## Christian Blue Pages

Since 1991, the *Christian Blue Pages* has been publishing its telephone directory. In the beginning the name was *Central & Southwest Ohio Christian Directory*, but it was nicknamed *Christian Blue Pages* because it was printed on blue paper. That name was officially adopted in 1992.

Currently serving nine markets throughout Ohio, Kentucky and Indiana, its goals include expanding to 40+ markets by 2015, while significantly increasing the number of product and service choices offered to consumers. In addition, they desire to provide the most affordable, effective, and purposeful advertising opportunities available to the Christian business owner.

Connecting Touch is carrying the *Christian Blue Pages* so stop in and get your free directory or stop in to any of the following businesses: Berean Christian Stores, Cornerstone Book & Supply, Logos Christian Bookstore, Dayspring Christian Bookstore, Sam's Club, Marc's, CVS, Giant Eagle, Big Lots, Acme, Fisher Foods, Dave's Market, Heinen's, Drug Mart.

If you would like to have a listing in the book, contact Brian Roach at 330-936-2277.

[www.ChristianBluePages.com](http://www.ChristianBluePages.com)

**Do you constantly feel exhausted? Do your shoulders & neck hurt continuously? Rarely sleep well at night? Do you wake every morning feeling achy and un-refreshed? Do you have memory/concentration difficulties? Have you consulted a physician who couldn't find anything wrong—and said your symptoms were normal? Before questioning your sanity, consider the possibility that you may be suffering from**

## ***Fibromyalgia***

**What is it?** Several years ago, fibromyalgia was little understood or accepted as a medical condition. In recent years, it has gained the attention of researchers as a specific condition, having been confused in the past with other ailments. Although there is no cure, promising research continues into the cause and treatment. The term *Fibromyalgia* literally means: *Fibro*—fibrous tissue; *my*—in muscles; *algia*—pain. Fibromyalgia is generally associated with chronic achiness in the neck, trunk, hips and knees, in conjunction with difficulty sleeping, sleep that is not refreshing and memory and concentration problems.

**It's not all in your head.** Unlike arthritis, fibromyalgia can't be verified through lab tests or x-rays, although these tests are important in ruling out other causes or diseases. In the past, the apparent absence of an organic cause prompted doctors to consider the possibility of a psychological origin. Today we know that psychological causes are rarely the case, and the syndrome is accepted as a physiological reality.

Diagnosis is difficult because the symptoms are common to other conditions like arthritis, chronic fatigue syndrome and depression. Many researchers believe that fibromyalgia is a distinct condition that can be self-perpetuating. In other words, disrupted sleep leads to fatigue. Muscles become more sensitive to pain, inhibiting exercise or other activities that might provide relief.

**Who's at risk?** Approximately 80% of FMS sufferers are women. Other possible risk factors include: genetic disposition, menopause, poor physical condition, a viral infection and trauma to the brain or spinal cord. In addition to lab tests and x-rays to rule out other conditions, diagnoses have relied on the presence of pain in at least 11 of 18 specific tender points when pressure is applied. Most recently, doctors have adopted a more holistic approach to diagnoses, by taking into account the overall burden of symptoms such as non-restorative sleep, stress level, fatigue, headaches, etc.

**Treatment.** Doctors may begin by prescribing pain relievers or antidepressants to help alleviate pain and improve sleep, which will increase stamina and decrease anxiety levels. Exercise is also very important to increase muscular strength, boost the body's production of endorphins and relieve depression. By starting with low-impact activities

such as walking and swimming and gradually increasing the level of activity, people with fibromyalgia may soon experience less pain and feel more energetic. Due to pain and fatigue, fibromyalgia sufferers may not be used to exercise, so consult your doctor before starting an exercise program. In addition to exercise, patient self-management should include establishing regular sleep/wake times, setting aside time to relax, educating yourself, and avoiding caffeine and nicotine.

**Massage for Fibromyalgia.** Massage therapy assists in the removal of waste from muscles, while increasing blood and nutrient flow and decreasing muscle pain and stiffness. Deep tissue massage, in particular, can stimulate circulation and release chronic patterns of muscle tension. Neuromuscular massage combines the basic principles of acupressure and shiatsu with specific deep tissue therapy to help reduce chronic muscle or myofascial (soft-tissue) pain. Also, massage therapy may enhance the production of certain pain blockers, including endorphins, serotonin (see article below), and norepinephrine, which work to counteract pain signals conducted by the brain. A study of people with fibromyalgia done by the Touch Research Institute at the University of Miami School of Medicine found that those who received 30 minutes of massage twice a week for 5 weeks had less anxiety and depression and lower levels of stress hormones. Over time, they reported less pain and stiffness, less fatigue and less trouble sleeping.

For more information, you can visit [WebMD](#) or [The American College of Rheumatology](#) or [Holisticonline.com](#) and consult your doctor.

## Serotonin

### Nature's Stress-Buster and Painkiller

Research indicates that massage increases the level of the body's neural hormone serotonin. Neural hormones are the chemical messengers of the central nervous system which play key roles in our sleep, pain sensitivity, immune system, blood vessel constriction/dilation and even our emotions.

Neural hormones increase natural "killer cell" production to support the immune system in warding off disease. They also lower stress levels by impacting the part of the nervous system that supports us in relaxing.

Help your body help you! Regular therapeutic massage is a healthy way to relieve stress and unleash your body's own natural defender—serotonin!

# ~Massage at the Workplace~



As a business owner, I know how hard it is to have a good rewards-incentive program for employees...and how hard it is to come up with a memorable gift for those special clients/customers.

Consider giving massage gift certificates as a way of rewarding your employees for **outstanding performance, perfect attendance, service anniversaries, etc.** and rewarding those **special clients for their support.** At Connecting Touch, we have affordable ways to reward your employees and provide them the incentive to go that "extra mile" and to keep those clients/customers returning.

If you are having a staff meeting or a staff recognition day, we can be on-site with our specially designed massage chair, and one or more of our trained massage therapists can provide **10-15 minute chair massages** right in your office.

Whether it is a gift certificate or on-site chair massage, your staff will appreciate your thoughtfulness and generosity.

And remember to give the gift of a massage gift certificate to your special customers or clients. They will remember the fact that you appreciated their business and that they weren't "just another sale".

Jack Hayes

**Hint: You may want to share this with your employer!**

# ~Comments~



Best massages in Summit County!!! I am posting this on my wall!!!  
BL

Just wanted to post a big THANK YOU to Mike! My massage on Thursday was wonderful!! Friday was the first day in 6 days that I did not wake up with a headache and haven't had one since! Thanks again!! =) MH

You guys are the best!! RH

Just finished the Cleveland 1/2 marathon this past weekend. Connecting Touch Therapy & Wellness Center was a big part of my training. The bi-monthly 90 minute massages helped to work out the sore muscles from training. Thanks to Jack and his excellent, professional staff, the 1/2 marathon was a success. I'll be back in soon!!! MP

All of these were posted on Connecting Touch's Facebook page.

**Do you have any comments or suggestions? Just send them to [jack@connectingtouch.com](mailto:jack@connectingtouch.com)**

# ~Types of Massage~



There are many types of massage techniques. Our massage therapists are trained in many modalities, some of which are listed below. This is not an all-inclusive list.

Relaxation Massage

Cranial Sacral

Deep Tissue

Fibromyalgia

Geriatric Massage

Myofascial Release

Neuromuscular Therapy

Shiatsu

Polarity

Pregnancy Massage

Reflexology

Reiki

Sports massage

Trigger Point

Our massage therapists are always continuing to learn new modalities of treatment. If the modality you want is not listed above, call to see if one of our massage therapists is trained in the modality you want.

## **What Causes Trigger Points?**

Trigger points are highly irritable spots in muscles that are sensitive to digital pressure. Although not very much is known about them, several factors have been tied to their formation:

Mechanical stressors: Poor posture, muscle overuse, poor body mechanics.

Metabolic/Endocrine factors: hypothyroidism, hypoglycemia.

Nutrient deficiencies: B vitamins, vitamin C, vitamin E, calcium, potassium, iron.

## ~Staff~

### Massage Therapists

Cindy Apthorpe

Michael Hale

Audrey Zarachowicz

Jack Hayes

### Reiki Master

Ed Coyle

### Office Staff

Jack Hayes... President

Katie Jernigan... General Manager

Nikki Hayes... Office Manager

## ~About Connecting Touch~

Opened in 1995, we employ only individuals who are licensed by the State Medical Board of Ohio or certified in their field of practice, thus providing a high level of service.

**We are open 6 days a week.**

**Hours**.....Monday–Saturday 9:00am to 6:00pm

Last massage appointments are scheduled for 6:30pm Monday-Friday and 5:00 Saturday.

# *Connecting Touch*

Therapy & Wellness Center, Inc.

960 Graham Road

Cuyahoga Falls, Ohio 44221

**330-945-9354**

**800-565-2926**

**[www.connectingtouch.com](http://www.connectingtouch.com)**

**Fox 8 Hot List Winner for Best Massage  
Akron/Canton Area 2008, 2009 & 2010!**