

# *Connecting Touch News*

**“Healthy Living Through Healthy Touch”**

**August 2012**

**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

## **Back to School time...**



**...and time to treat yourself to a relaxing massage from Connecting Touch!!**



## **We are celebrating our 17th birthday by giving you 17% off during the entire month of August.**

We are offering a 17% discount on any massage gift certificates you purchase from August 1 through August 31!!

**But wait...there's more...**

We are also offering a 17-day early bird special August 1st through August 17th.

Not only do you get a 17% discount on any massage gift certificate you purchase, but for each one you purchase, we will include a FREE paraffin hand treatment (\$12.00 value if purchased separately).

- **When:** August 1 to August 31
- **What:** 17% off all massage gift certificates!
  - No minimum--as few as one.
  - No maximum--as many as 100+!!
  - All gift certificates are good forever (no expiration date).
- **Where:** Several ways to purchase:
  - At our physical location 960 Graham Road.
  - Internet: print your own gift certificate at <http://www.connectingtouch.com/gift-certificates/> and follow the instructions to activate.
  - By phone 330-945-9354: We can U.S. mail the certificates to you or keep them here in your file.
- **Why:** To thank you for your continued support.

**Plus: And back by popular demand (well, Jack's), we will have birthday cake on August 31!!!! (Jack says he wants to have cake here for our clients, but we all know he wants it for himself!)**



So mark your calendar and stop in for some cake and help us celebrate our 17th year!

Discount is off the regular price of the massage gift certificates and can not be used in conjunction with any other discounts or specials. The 17% discount is only on future appointments and gift certificates and can not be used the day of purchase. Free paraffin special runs from August 1-17 (17 days!).

# Massage Therapy and Pregnancy



If babies arrived this way, you would never need a massage therapist to help alleviate the discomfort of pregnancy. But unfortunately, babies do not arrive this way, and that is where Connecting Touch comes in. Massage therapy helps to minimize stress, promote relaxation and prepare the muscles for child birth.

During pregnancy, a woman's body undergoes tremendous changes. Some of the by-products of these changes result in a number of uncomfortable conditions. Massage therapy during pregnancy helps relieve many of those complaints through the positive physiological effects of soft tissue manipulation.

Pregnancy massage is designed to help relieve particular conditions, including the following:

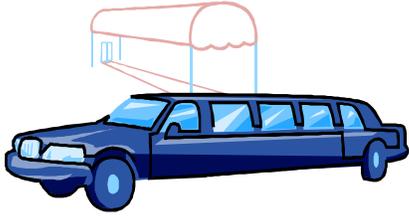
- Low back pain
- Swelling of hands and feet
- Headaches
- Calf cramps
- Insomnia
- Sciatic pain
- Sinus congestion

We have a special pillow, called the Prego Pillow, which enables you to be more comfortable and even lie on your stomach comfortably during a massage. Be sure to ask about it when you schedule your pregnancy massage.

In most instances, pregnancy massage can be received safely. At times, there are reasons not to receive massage or precautions that your massage therapist should take. It is therefore recommended that you consult with your primary health care provider prior to receiving pregnancy massage.

Information from Benefits of Massage During Pregnancy written by Patricia J Benjamin, PhD.

# A little about stretching



Not this stretch...



...THIS stretch!

## Stretching for Health

Stretching helps you feel and look better, gives you more energy, relieves tension and helps prevent injury by improving flexibility. Start a stretching regimen today. It will support you in attaining your fitness goals with greater ease and comfort.

**Never force the stretch.** Stretch smoothly and gently. Let pain be your guide. If it hurts, you are not stretching properly. **The goal of stretching is to increase flexibility, not create pain.**

**Remember to breathe.** Exhale as you stretch, then inhale as you hold the position, allowing muscles to relax and release. As you exhale increase the stretch slightly. **Never hold your breath;** relax and breathe.

**Stretch to prevent injury.** Inflexible muscles are unable to compensate for sudden movements and are prone to strains (micro tears to muscle tissue) and pulls.

**Stretch your range of motion.** Lack of flexibility in a muscle produces tension, thus constricting freedom of movement. This creates imbalances with opposing muscles, leading to structural stress and even skeletal distortion.

If you experience sharp pain, consult an appropriate health care professional to ascertain the cause.

# Magnificent Monday Messages for the Month of July

Several of you have commented on the Magnificent Monday Messages I send out every Monday, so I am now going to list them in our monthly newsletter in case you missed any of them.

**“I expect to pass through life but once. If therefore, there be any kindness I can show, or any good thing I can do to any fellow being, let me do it now, and not defer or neglect it, as I shall not pass this way again.”**

~William Penn~

Have a superfantastic day and a really superfantastic week!!...and remember: **As we experience a rash of random acts of violence, I am reminded of the importance of random acts of kindness and the impact they have on everyone around us. As Aesop said “No act of kindness, no matter how small, is ever wasted”. And as Dr. Martin Luther King, Jr. said “Darkness cannot drive out darkness; only light can do that. Hate cannot drive out hate; only love can do that”. Do kindness today (I know, I made the word ‘kindness’ a verb, but then again, maybe we should look at it that way...as something to do)!!!**

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**“No amount of talents, skills or charisma can sustain us the way integrity, character & attitude does.”**

~Sidney Mohede~

Have a superfantastic day and a really superfantastic week!!...and remember: **Live a life of integrity, build your character and enjoy a positive attitude—what a difference it will make in your daily life!!!**

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**“This very moment is a seed from which the flowers of tomorrow’s happiness grow.”**

~Margaret Lindsey~

Have a superfantastic day and a really superfantastic week!!...and remember: **You reap what you sow!!!**

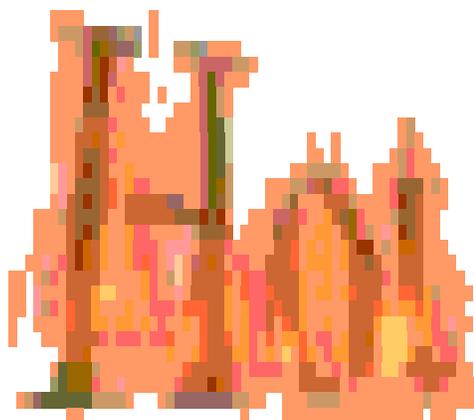
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**"The most treasured and sacred moments of our lives are those filled with the spirit of love. The greater the measure of our love, the greater is our joy. In the end, the development of such love is the true measure of success in life."**

~Joseph B. Wirthlin~

Have a superfantastic day and a really superfantastic week!!...and remember: **Give some love and receive some joy...as Anne Frank said "No one has ever become poor by giving"!!!**

Each week Jack emails out the Magnificent Monday Message. If you would like to receive the message via email, email him at [jack@connectingtouch.com](mailto:jack@connectingtouch.com) and ask to be included.



## Ice or Heat?

When in doubt about the best way to approach self-treatment of a soft tissue injury, use ice first. Ice reduces pain and swelling, calms nerve endings and minimizes the possibility that you will cause further damage to the area. Apply ice to a muscle injury as soon as possible; no later than 48 hours after the strain or sprain.

Proper application of ice is very important. Apply an ice pack to the injury for at least 20 minutes every 2 hours. Some research suggests that 20 minutes every hour may work best for acute muscle pain. Protect against frostbite by inserting a damp towel between your skin and the ice. Never apply ice directly to an open wound.

If you do not have an ice pack, there are probably substitutes in your freezer that are just as effective. Bags of frozen vegetables, especially peas, make good cold packs because they conform to the muscle or joint. Zip lock bags with crushed ice also work very well.

Heat treatments can be very useful in assisting the body during the healing process when used after pain and swelling subside. When properly applied, heat dilates blood vessels, speeding oxygen and nutrients to the injured area. This reduces stiffness and increases range of motion.

If you haven't yet, remember to "**Like**" us on [Facebook](#). We post timely information there that we do not email out. (I respect your time and I do not want to send out too many emails). Just go to the [Connecting Touch Therapy & Wellness Center Facebook](#) page and click "Like."  
Thank you for all your support!

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## Did You Know?

Muscle pulls are the most common injury to soft tissue. Sudden force applied to muscles cause fibers to stretch beyond their capacity. Muscles vary in the time they need to restore normal range of motion, e.g. a calf muscle may improve in a week but a hamstring can take up to a month.

Using stretching and resistance exercises, your massage therapist can assist in returning the muscle length to normal.

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## Is massage right for you? YES!!

**A monthly massage from Connecting Touch:**

- **Helps you stay active and healthy.**
- **Improves your overall health.**
- **Increases your immune system.**
- **Gives you that "mental health break" that we all need!**

# ~Staff~

## Massage Therapists

Cindy Apthorpe

Michael Hale

Lisa Kovacevich

Jack Hayes

Ryan Weeden

## 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, 2011 & 2012