

# *Connecting Touch News*

**“Healthy Living Through Healthy Touch”**

**September 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

## **Fall arrives this month...**



**and so does leaf-raking time!!  
A massage can re-“leave” those  
aching muscles.**

# Featured Business of the Month



Flury's opened in 1968 and the original owner was Claude Flury, hence the name Flury's. Kim Dunchuck bought it in 1994 and is the current owner. This 16-seat diner is a friendly neighborhood place to eat breakfast or lunch. Kim and her mother Sandy make up the culinary team.



Full breakfast menu is available, and breakfast is served all day.

Stop in to enjoy a wonderful meal, and be sure to tell them you heard about them from this newsletter!



Flury's is open from 7 am to 3 pm for breakfast and lunch Monday-Saturday. Look for Flury's on Facebook and become a fan.

1300 Sackett Ave  
Cuyahoga Falls, Oh 44223  
[www.fluryscafe.com](http://www.fluryscafe.com)

**In keeping with celebrating our 15th birthday, we are continuing to give you special discounts with the number "15" theme!!**

**Also back by popular demand (well, Jack's), we will have birthday cake on September 15!!!! (Jack says he wants to have cake here for our clients, but we all know he wants it for himself!)**

**Buy a Half-Hour Massage Gift Certificate for only \$15 with the purchase of a 1-Hour Massage Gift Certificate!!**



**For each one-hour massage gift certificate you buy, you can get a half-hour gift certificate for only \$15!!**

- **When:** September 1 through September 15 (15 days)
- **What:** A half-hour massage gift certificate for only \$15 with each one-hour massage gift certificate purchased.
  - Can be used for yourself or to give away as gifts. Or save them until Christmas and give them as stocking stuffers! (As with all our gift certificates, there is no expiration date).
- **Where:** We give you 3 convenient ways to purchase!
  - At our office at 960 Graham Rd.
  - Internet: print your own gift certificates at <http://www.connectingtouch.com/gift-certificates/> and follow the instructions to activate.
  - By phone 330-945-9354. We can mail the certificates to you or keep them here in your file.
- **Why:** *To thank you for your continued support.*

This sale runs from September 1-September 15, 2010. The massage gift certificates are for future use and can not be used on the same day as purchased. In order to get the half-hour gift certificate at \$15.00, the one-hour massage gift certificate is to be purchased at regular price. Not valid with any other discounts.

# Thank You, Veterans!!



**On Veterans Day, Thursday November 11, we will be giving free massages to all military veterans as our way of thanking you for our freedoms and your sacrifices!**



Due to anticipated demands, we are limiting the massages to ½ hour. Please bring proof of being a military veteran (e.g. DD214). Schedule now because space is limited and there will be no rain checks.

# Massage—an Anxiety Reliever



Today many companies are recognizing the effects of anxiety on their employees and are creating wellness programs in-house. Many have turned to massage therapy as an approach to anxiety and resulting stress response. Corporate giants like IBM, Apple Computers, and Ben & Jerry’s have offered on-site chair massages for their employees. Now, smaller companies are seeing the benefits of offering on-site chair massage or gift certificates for massage therapy treatments. As the workforce is getting smaller and employees are doing more, the stress levels increase. Massage therapy is a great way to address the increase of anxiety levels.

We are all more than familiar with responses that become self-perpetuating. Anxiety creates a sense of an impending emergency, “I must do something now!” The perception is that there is one emergency after another that has to be resolved now! We are so sensitized that even when a resolution has been achieved, long-term reactions linger. Muscles remain tense, causing blood vessels to constrict, releasing stress hormones such as cortisol and norepinephrine, culminating in a full-blown stress response. The sympathetic nervous system that governs the “fight or flight” response is turned so high that anxiety gets worse. We now have a state of tension that



is “chronic” and that negatively impacts the immune, circulatory and digestive systems of the body.

Where downsizing has become necessary, providing on-site chair massage and certificates for massage therapy treatments is a cost-effective option to demonstrate that the company still values its staff. The company also benefits by increased productivity, increased morale and a decrease in the number of sick days. It is a “win-win” situation.

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## ~Comments~



I listen and watch the video you have on your website every night before I go to bed. It really relaxes me. Thank you.

JS

From the moment I arrived for my massage on Tuesday, I felt the tension leaving my body. It is so great to be greeted with the warm neck wrap & a cup of tea. The sports massage was EXACTLY the remedy for my aching marathon-training muscles! Thank you!

JS

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

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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## ~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



## ~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!**