

EveryBODY *deserves a massage week!*

July 12th – 18th 2015

EveryBody Deserves a Massage Week is a national event. The celebration was specifically created for massage therapists to reach out and give back to their community through massage therapy and raise awareness of the benefits of massage. Through this event our goal is to help you reestablish balance and undo some of the impact that physical, mental, and emotional stress places on your body each and every day.

Massage therapy is a great way to take a break and engage in a rejuvenating and relaxing experience. But beyond that, massage therapy has been shown to have some significant benefits for your overall health and well-being.

Research has shown that approximately 90 percent of diseases are related to stress in some way. So that means that with all the stress we experience on a daily basis, we're setting ourselves up for some negative long-term physical effects.

However, during a massage the body responds physiologically to reduce the negative chemical by-products of stress. Studies have also shown that massage has the ability to reduce heart rate, lower blood pressure, increase blood circulation and lymph flow, reduce muscular tension, and improve range of motion. It can also help alleviate anxiety, stress, and depression by increasing endorphins and other feel-good chemicals in the brain. So this means that not only do you leave a massage feeling more relaxed and pampered, but your body and brain are in a healthier state as well due to measurable physiologic changes.

So to summarize, getting massages can do a lot of good for your overall well-being. And individuals who include regular massage therapy as part of their health maintenance routine tend to experience even deeper and longer lasting positive effects.