

# The Massage Advantage

SPRING 2012

HEALTHFULNESS



*"The best hands in the business!"*  
Mike Bryan, ATP Player

## Back Pain: A common hurt

Ever have a sharp or long-lasting ache in your back? If not, then chances are you will. Ever utter the words "My back hurts?" If yes, then you're not alone. Pain in the back can be felt in the lower, middle, or upper back, although lower back pain accounts for 2/3 of all cases.

Research indicates that 80% of U.S. adults—that's 4 out of 5—will experience back pain at some point. And at any given time, as many as 30% have it. Eye-opening stats!

In light of this information, it's not surprising then that back pain is one of the top conditions presented for treatment. Chiropractors, Primary Care Physicians, Emergency Room doctors and so forth, see people with significant acute or chronic pain in the back.

Not only that, back pain was the leading cause of disability in 2010, surpassing cancer!

Research also shows that back pain:

- Is the #1 cause of disability for those younger than 45
- Accounts for \$50 billion dollars spent per year on treatment
- Causes 30-40% of absences from work

### The Culprit

What causes back pain? Like most things in life, there is no one-size-fits-all answer. The culprits are many; causes are varied. However, the causes of back pain are categorized as specific or non-specific.

Some culprits include injury or trauma, inactivity, sports, chronic disease, obesity, and degeneration. These are considered specific causes.

So if you get injured diving for a baseball, slip walking downstairs, are overweight or have Arthritis, then your back pain can be attributed to a specific cause. Shockingly specific causes only account for 15% of back pain cases.

The overwhelming majority of back pain cases, 85%, have non-specific causes. Non-specific is defined as Musculoskeletal-related—that means muscles, tendons, fascia, and/or ligaments are involved. Massage Therapy is very effective when the problem is muscular.

### Treatment

Joseph Nicola, DC has a specific approach:

*As a Chiropractor, my approach to*

*back pain is varied based upon the presentation of the patient. The first thing to always consider is to determine what is causing the pain. Too often, patients receive generic treatment and not specific treatment targeted to the cause of their back pain.*

*The causes of back pain can be highly variable and a one-treatment-fits-all approach does not fit well. We can usually accomplish a good diagnosis from a thorough history, physical exam, and if needed diagnostic x-rays, or in some cases tests like an MRI or CT scan.*

*Once we have a good working diagnosis we develop a treatment plan. Many conditions of the spine that are painful respond very well to conservative treatments such as chiropractic care, soft tissue treatment like massage or trigger point therapy, physical therapy or conservative medical management.*

*It is, however, very important that before you undergo any treatment plan you do not self-diagnose your condition, or undergo a treatment plan that has not been developed by a competent chiropractor or physician.*

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*The Massage Advantage*

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**Back Pain:**  
Leading cause of disability for adults under 45 years of age.

*I have a bad back history. Glen's once per month massage is a vital part of my healthcare and well-being. ...best massage ever!*



Rian

massageadvantagelv.com



# Made in the Shade

UV protection must block 99-100% of UVA & UVB rays

For anyone who participates in outdoor activities such as tennis, running, softball, watch outdoor activities, or just spends a lot of time outside, here's info that can help you minimize eye damage from the sun.

According to the WTA Sport Sciences & Medicine Department, exposure to UV rays can cause Cataracts and Photokeratitis—sunburn of the cornea. UV exposure along with chronic irritation from dusty, dry conditions (like in the desert) can lead to other disorders—Pterygium and Pinguicula.

Protect yourself; wear sunglasses. Not just any sunglasses will do however. The WTA offers the following buying tips:

- UV protection must block 99-100% of UVA & UVB rays
- Tinting limits squinting and enhances visual clarity
- Polarization reduces glare but does not protect from UV rays
- Consult your Primary Health Care Provider for suggestions

The EPA and the Sight & Hearing Association both concur with the WTA. The EPA adds that sun damage can cause skin cancer

around the eyes and that contact lenses do not provide UV protection. They recommend daily wear of sunglasses, even on cloudy days.

According to Sight & Hearing, Macular Degeneration can also result from UV ray overexposure. They suggest wraparound glasses to protect the eyes at all angles.

There are many different styles of sunglasses that appeal to a wide variety of personal tastes and budgets. Your protective eyewear awaits.

Glen

*A day without laughter is a day wasted.*

Charlie Chaplan

## B I O F R E E Z E Special



Q: Muscle pain?

A: Biofreeze

Manage your soft tissue pain on the go with Biofreeze Spray or Roll-on.

On Sale Now

**\$11.00**

(reg. \$13)



Sale ends June 30, 2012 or until supplies are exhausted

## About Glen

*A Licensed Clinical Social Worker, a Certified & Licensed Massage Therapist, and a Kinesio Taping Practitioner, Glen believes in the mind-body connection and in facilitating healthy changes in others. She has 10+ years of experience in Social Work, Psychotherapy, and Massage Therapy.*

*Glen's Las Vegas massage practice employs a variety of techniques to relieve muscle tension and pain, and to optimize muscle function. She also individualizes each client's treatment, taking into account his or her presenting issue on a given day and selects the most effective modality to treat it.*

*Some techniques include Deep Tissue, Trigger Point Therapy, PNF, Neuromuscular Therapy, Swedish, Sports Massage, and Kinesio Taping.*

*Also, Glen works with professional tennis players on the WTA tour, and has worked with ATP players including the Bryan Brothers and other professional athletes.*



Because 85% of all back pain cases involve the muscles, Massage Therapy should be on your list of treatment options.

# GALEX FOUNDATION

Enriching lives through tennis and wellness programs



GAF is committed to providing healthy living opportunities through tennis and wellness programs.

Since 2009, GAF has provided many opportunities for such enrichment to diverse groups and individuals.

GALEX Foundation is a 501(c)(3) charitable organization.

## Tennis

The vision of our tennis programs is to grow the game because it inherently provides for the development and strengthening of characteristics such as self-confidence, self-reliance, teamwork, goal-setting and implementation, and socialization. Cardio is also a benefit.

GAF provides free clinics, organized play, and mentoring to beginning players and those returning to the game after a long layoff. Players are adults and juniors from diverse backgrounds.

In addition, we provide donated tennis clothing and equipment to help players allay tennis expenses initially.

## Wellness

Our wellness programs are designed to connect with and provide diverse groups with pertinent health information and screenings.

We have plans to open a Community Wellness Center to expand our wellness programs and add training, fitness and education courses, and massage. We also plan to provide enrichment programs for Foster Children.

We need your support. Please donate via mail or PayPal:

7121 W. Craig Rd #113-185, LV, NV 89129  
g.alexfoundation@gmail.com.

## GAF's Upcoming Events

July 14, 2012

### DRAGON RIDGE TEAM TENNIS

Team competition for recreational players

- 6-10 players/team
- Combined rating, team average 8.0-9.0
- Private team clinic w/assigned pro
- Match play w/on-court coaching
- Team shirt
- Gifts and prizes
- Raffle/auction
- Dining
- Exhibition
- Q&A

Action-packed fun for a Great Cause!!

Summer 2012

## Community Wellness Center

Center activities to include:

- Health Screenings
- Fitness & Educational Classes
- Massage
- Personal Training
- Programs for Foster Children
- Fundraising events

Contact Glen for information on how to become a Founding Donor.

## LAUGHTER: Nature's Elixir

Go ahead and bust a gut, LYAO, LOL, or just crack up. It's good for you. Laughter is powerful medicine, as I'm sure you've heard. Hearty laughter and a sense of humor are not only joy in the moment, they also offer longer term benefits. Research shows that laughter can reduce stress, increase oxygenation of the blood, lower blood pressure, engage whole brain functioning, workout laughter muscles, and provide a buffer against depression.



What a few notables have to say about laughter and humor:

*"I have seen what a laugh can do. It can transform almost unbearable tears into something bearable, even hopeful."*

Bob Hope

*"I've always thought that a big laugh is a really loud noise from the soul saying, 'Ain't that the truth.'"*

Quincy Jones

*"A sense of humor... is needed armor. Joy in one's heart and some laughter on one's lips is a sign that the person down deep has a pretty good grasp of life."*

Hugh Sidey

*"A day without laughter is a day wasted."*

Charlie Chaplin



*"We cannot really love anybody with whom we never laugh."*

Agnes Repplier

*"Everybody laughs the same in every language because laughter is a universal connection."*

Yakov Smirnoff



*"...the average 4 year old laughs 300 times a day and for the average 40 year old it might be 4 times..."*

Ageing Healthily, Happily & Youthfully

## BACK PAIN Continued from Page 1

Because 85% of all back pain cases involve the muscles, Massage Therapy should be on your list of treatment options. Our musculature is one of the most overlooked systems in the body by the medical establishment. Many of my clients with pain and range of motion issues come for massage after other treatments fail to help.

Often times, detailed massages that utilize therapeutic modalities such as Deep Tissue, PNF, Trigger Point and Orthopedic Massage can do the trick. Though it may take a few sessions, Massage Therapy can be very successful at relieving non-specific back pain. As Dr. Nicola mentioned, some spinal pain conditions respond very well to "massage and trigger point therapy".

After assessment by your primary healthcare provider, book a therapeutic massage with Glen to treat your non-specific back pain and get the relief you need.

Glen

### Resources

1. Dr. Nicola, Nicola Chiropractic  
Rainbow & Charleston, (702) 254-2746
2. Backinstitute.com
3. About.com
4. American Chiropractic Association
5. Disabilitycanhappen.org
6. US National Library of Medicine
7. Spine Rehab Associates
8. University of Missouri-Columbia

## The Massage Advantage Partners are Gems!



Take advantage of their specials and expertise.  
[massageadvantagelv.com/partner.html](http://massageadvantagelv.com/partner.html)

*I injured my rotator cuff and felt pain when serving. I was not satisfied with my progress after trying other therapy.*

*Then Glen treated me for about 3 weeks with Kinesio Taping and Therapeutic Massages.*

*Thanks to Glen, I was able to play pain-free.*

David

## Healthy Selfishness

What? Selfishness is bad, wrong! You should give to and please others, period. Your happiness comes from making others happy.

Not! You have nothing to give when your cup is empty. Healthy selfishness is not self-pampering—luxurious activities like weekly visits to the salon. Nor is it self-indulgence which is a quick fix and easy out, like alcohol.

Rather, healthy selfishness is a level of self care that mitigates stressors and balances the needs of self with the needs of others. Balance is the key! While self-pampering and self-indulgence are appropriate at times, consistent self-care is required for health.

Let's be clear...fulfilling responsibilities like feeding and clothing the children and giving loving attention to your intimate partner are not exclusive of self-care. You can care for your family and be productive at work while you take loving care of yourself.

So making time for exercise or meditation or rest or eating well or a hobby or reading or whatever brings you joy can be included in your list and balanced with the needs of your loved ones. Make sure your cup is full enough to give to others.

glen

*"I have an every day religion... Love yourself first, and everything else falls into line".*

Lucille Ball

## Massage Menu

### S E R V I C E S

90 Minute Massage	\$115.00
60 Minute Massage	75.00
30 Minute Massage	45.00
Special Events	call for quote
Onsite Chair Massage	call for quote
Travel (Internationally)	call for quote
Kinesio® Tape (30 minute session)	40.00
KT Add-on (to massage)	5.00
Gift Certificates are available	
<i>Contact Glen for specials &amp; group rates.</i>	



### P R O D U C T S

Biofreeze — Spray or Roll-on	13.00
BIOFREEZE SPECIAL: <i>see page 2 for details</i>	
MonaVie	
Active Bottle	45.00
Active Case (4 bottles)	160.00
MonaVie Acai Lip Balm	3.00
Thera-Band Stretch Strap	24.00
Returned Check Fee	30.00
No-show Fee	75.00

*Product prices include sales tax.*

*The Massage Advantage has the right to refuse service to anyone.*