

# The Balanced Body Shoppe News

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## Listen to your Gut

I recently read an article in the Now Foods newsletter that has prompted me to share some information with you. Bullets of interesting information from this article follow:

The Gastrointestinal tract (GIT) is a highly sensitive neuroendocrine organ. This means that what you think and feel is felt in your gut – lending credence to the term “gut feelings”. No wonder so many people, even those in good health, sometimes experience a sensitive gut. Surprisingly it is often related to neurological problems such as migraines and chronic inflammatory disorders such as sinusitis.

According to the *Harvard Health Letter*, 20% of people who consult a gastroenterologist about digestive problems do not in fact have a medical reason for their complaints.

During a normal lifetime, 60 tons of food will pass through the GIT and be processed in its 30 ft. length. The intestine is lined with millions of villi covered with microvilli, which are microscopic absorptive units. This makes the intestinal mucosa the 2<sup>nd</sup> largest interface between the outside world and the human internal environment. With its tremendous surface area, the GIT is the largest immune organ in the body.

Want to learn more? Read the entire article at the Shoppe. The lady who wrote the article also has a book “7-Syndrome Healing”, which is for sale in the shoppe. The book is a wealth of good information about nutrition and digestive supplements (the retail area also has an array of probiotics for good gut health).

Now for my part on massage therapy! Because massage works on many levels, it affects the gut whether you receive abdominal massage or not! (Abdominal massage is a great addition for those who have digestive disorders and even to help with back pain! Ask me about it.) A general full body massage causes your body to produce endorphins which calm the body and lower stress chemicals. Massage activates the part of the nervous system that helps your gut to

work more efficiently and calms the fight or flight mechanisms that “turn off” the gut and makes it sluggish.

If you haven't yet tried abdominal massage and are interested, please be sure to let us know. It is therapeutically sound and feels nice too! Be sure to tell us if you have had surgeries or have any condition (such as hernias) that might be a contraindication or require us to adjust our techniques.

## Massage Therapy Choices

Most of you come to the shoppe for general wellness or relaxation massage, which is wonderful for you and may, in fact, be just what you are looking for.

However, I want to be sure that you are aware that we work with individuals for very specific goals. This often means multiple sessions during a specific amount of time and also may mean that we focus on a specific body area or part to do very in-depth work that focuses on specific and measurable results.

It also may require that part of the session time is devoted to teaching you specific movements, stretches, etc. It will definitely mean that you will have “homework” to do to help reach your goal.

Please let us know if this is something that you would like to pursue so that we can schedule your visits ahead of time, allot the amount of time necessary and make a plan to reach your goals. Please note that these will be individual body area goals and NOT a full body goal.

## Holiday Hours

Plan Ahead! There will be very few available reservations for the Friday and Saturday after Thanksgiving since only one therapist will be working (Sandi). Reserve a spot now as they will disappear fast! Please remember that our normal reservations require a 24 hour notice of cancellation but these Holiday reservations require a 48 hour cancellation notice.

## Retail Specials and Now Foods Products

The retail and gift shoppe was originally started because someone asked for me to carry a specific product, music or

other item for them. I am happy to say that it has grown, but still not enough to warrant having a sales clerk.

I have looked for ways to make the products more available to you at a better cost and am happy to begin implementing a way for you to get a substantial discount on many products that you may already be using from other sources and/or may be paying more money for a lesser quality product.

To that end, I would invite you to pick up a Now Foods Catalog (either from the lobby or in the outside information box). Place an order and pre-pay for that order once a month (no later than the 5<sup>th</sup> of each month) and take 20% off of any supplements and 10% off of any personal care (face products, toothpaste, etc.). This allows me to place larger orders, pay less in shipping charges and pass the savings on to YOU. Occasionally as they are offered to me by the company, specific items will carry an even deeper discount.

Now Foods is an excellent family owned company with very strict quality control and manufacturing processes. They are FAR SUPERIOR and generally less expensive than drug store or national brands and carry a wide variety of offerings. Please let me know of your interest in taking part in this method. You can also sign up for a separate email notification of new products and significant savings that are offered periodically by the company.

Your handwritten or typed order will need to contain the quantity, product code and the offered price. You can email it to me by the 1<sup>st</sup> of each month and be included in that month's order as long as I have your payment by the 5<sup>th</sup> of the month. Please remember to add SC Sales Tax of 6% to your total order.

Since we will not be able to get it in place before the 5<sup>th</sup> of October, the first order will not be sent out until November. So check your supplements, look through the catalog to see what you might want to try and start your list! Don't wait to run out before you order!

### Cancellation Reminder

Our cancellation policy is a **minimum 24 hours** notice. Those who cancel with less than 24 hours notice may be charged the full amount if the therapist is unable to reschedule the time that has been *reserved for YOU*. We appreciate your understanding and cooperation with this policy. If you must cancel with less than 24 hours notice, consider sending someone in your place.

Please recycle this newsletter-**Share it with your friends, co-workers and family** who can sign up by emailing me with the subject line "Sign me up for the BBS News" at [balancedbodysshop@att.net](mailto:balancedbodysshop@att.net)

Appointments are scheduled **by phone only**, so please call the office at **286-6700** and leave your preferred dates and times and all pertinent phone numbers. The voicemail is checked between sessions and your call will be returned promptly.

### October Massage Special

Mention you saw it here and get a free upgrade to a specialty lotion (a 5-\$10 value) at your next appointment during the month of October. (Tell us as you are scheduling please.)

**Reminder:** Plan to arrive 10 minutes prior to your reservation time so that you can visit the restroom or talk to the therapist and still start your massage on time in order to get your full session and to allow us to be on time for the next scheduled client. Late arrivals will receive the remainder of their scheduled time.

### Non-Massage Recommendations

If you were unable to watch the video by Lisa Huck last month, here's another chance! Visit her website at <http://thrivefnlblog.com/> and read about her, then click on the YouTube link to watch her videos. She is great and I love that she encourages you to do things at YOUR individual level and not to try to do more than you are able.

**Need a new roof**, gutters or siding? Want someone to come to your house that can give you a free estimate and work with your insurance company? If so, I hope that you will give Chris Russ (my son) a call at **864-395-4448**. He is working with APEX Construction SC LLC who has been in business in residential construction since 2003 and has a specialist roofing team to deal with wind and hail damaged roofs.

Looking for a chiropractor? Dr. Jeff Lammy is not only located close by to my business but has assisted many of my family and clients with their chiropractic needs. Check out his website here and tell him Sandi sent you! <http://www.lammyfamilychiro.com/> Sometimes you just need massage; sometimes you need a chiropractor; sometimes you need both therapies.