

# The Balanced Body Shoppe News

**February 2011** 50A Parkins Mill Road, Greenville, SC 29607 286-6700  
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**Complete the More Info form and Win !**

*After Christmas Sale Items – Email Clients ONLY*

*Valentine's Day Offerings – Gifts and Certificates*

### Massage and Your Heart

Even though we can't physically touch your heart, massage therapy can contribute to the wellness of this muscle (yes it's a muscle) and your circulatory system.

Because massage lowers cortisol, increases endorphins and improves circulation and lymph drainage, it is a wonderful preventive therapy and a supportive therapy for your heart and circulatory system. Those who receive massage on a regular basis can attest to the many physical and emotional benefits of massage, but rarely think about it being a preventive therapy.

An additional benefit is that when you receive massage regularly you stay more in tune with and in touch with your body. When you are more relaxed, you can more easily "Think with your heart".

Emotionally speaking, massage causes the release of certain brain chemicals that make you "mellow" (not a real scientific term, but an accurate one). These same chemicals help with pain and stress.

There are some contraindications for individuals who have heart problems or uncontrolled blood pressure problems, so always tell us. However, that does not mean that all people who have heart conditions cannot receive massage therapy. Each case is individual. A good rule of thumb is that if your doctor says you can walk and exercise, then massage is normally appropriate and indicated. If there is any doubt, you will need to ask your doctor's recommendation.

For those who have had by-pass surgery and are now in good health, massage to the chest area (especially around the scar tissue and tight muscles) feels absolutely wonderful and can

make a huge difference, no matter how long ago the surgery was done.

Even those who have not had by-pass surgery can benefit from massage to the muscles of the chest, including the muscles of "inspiration". Breathing is much easier when your rib muscles are relaxed and not tight. Many find that they take deeper breaths after massage. The additional oxygen to your cells is a wonderful thing. Remember that studies have shown that a lack of oxygen is one thing that can increase pain.

So take heart! And know that your massage therapy not only feels good but is good for your whole body, including your heart.

### Valentine's Day Gifts and Offerings

Show your valentine how much you care. Buy her or him a Gift Certificate for a Chocolate and Roses massage (or a regular one will do nicely). This allows the person to appreciate the gift twice; once when they receive it and once when they redeem the gift certificate!

Remember that you should NEVER drink alcohol before or after a massage so if you plan to take your loved one out for a nice dinner and some drinks, you do not want to get a massage that day.

If you want to really make an impression, have the Balanced Body Shoppe put together a gift basket to include not only a gift certificate for massage but also some personal care products (suitable for both men and women since they can be customized) from the retail area. Consider one of the Charlotte Arville kiln fired glass hearts (artwork to hang in a window or elsewhere in your home). I only have two in stock at this time. Another option is one of the Valentine's Wooden Painted Puzzles that say I Love You. Both of these options are one of a kind custom artwork and will be cherished for years to come.

### Send Back your "More Information Form" for a Chance to Win a Basket of Goodies from the Retail Area

If you haven't returned your form, there's still time. Tell us your preferences in writing so that we don't have to ask you each time. Fill out the form and return it for a chance to win a basket of goodies from the retail area. Visit the website at [www.thebalancedbodyshoppe.com/FormsandNewsletters.html](http://www.thebalancedbodyshoppe.com/FormsandNewsletters.html) and click on the BBS More Info Form. Print it out and mail it back (support the post office!) for a chance to win but most importantly so that we can better serve you and your needs during your massage session. Deadline to enter for the basket of goodies is Feb 28<sup>th</sup>.

## \* A New Service to be offered This Spring \*

Over the years I have had requests to add services to the menu. While the heart of my business remains massage therapy, it makes sense to add something that will assist with other wellness issues since massage supports wellness (as well as helping with chronic pain and injuries).

A detox treatment which will include the use of essential oils and massage cupping will be offered during the Spring of 2011. Stay tuned for more details and updates.

### **After-Christmas Sale!!** Specials for EMAIL Clients ONLY

20% off Charlotte Arville Glass Snowflakes (red, blue & white)  
View at [www.thebalancedbodyshoppe.com](http://www.thebalancedbodyshoppe.com)

20% off Cranio Cradles & Theracanes & Cherry Pit Packs

20% off ALL Biofreeze Products

15% off Now Foods Items (regularly priced) including Pure Maple Syrup and all personal care items, including COQ10 face serum & Green Tea Pomegranite face products (exception - 10% on Xyliwhite toothpaste and mouthwash)

15% off all Music CDs

10% off all essential oils and the in stock aromatherapy book

Note: These items will be on sale only through February and you need to ask for the discount to receive it or bring this flyer since regular prices are offered to non-email clients.

### **Tip - Leaving a Message on the Phone at the BBS**

To those of you who call regularly and want to by-pass the recorded message on the answering service, please note the following.

When you are sure you've reached the right number (you hear "Thank you for calling the Balanced Body Shoppe"), you can bypass the rest of the message and proceed directly to either the General Mailbox to leave a message for the first available therapist by pressing 1 or for Sandi Russ by pressing 2.

Then, as soon as you reach the correct mailbox, you can press the same # of the mailbox you dialed (1 or 2) and it will beep and you can start recording immediately.

BTW – this works on most answering systems!

### **Basic Massage Therapy Prices**

½ hr - \$35 \*    1 hour - \$60 \*    1 ½ hour - \$90 \*

\*Visit the website [www.thebalancedbodyshoppe.com](http://www.thebalancedbodyshoppe.com) for additional information. I am pleased to say that our prices have not increased in five years and there are no plans for an increase in 2011.

**Chair Massage:** 10 min-\$12, 15 min - \$18, 20 min - \$25

\*\* Four (4) **Therapy Rooms**. We can handle your small parties, chair massage and couples with advance notice

\*\* **Appointments Encouraged** – Monday thru Saturday – Walk-Ins welcome if a therapist is available. We check the voice mail between EVERY session & will call you back promptly. Please call. We do NOT schedule appointments by email, so call us at 286-6700.

\*\* **All Therapists are Nationally Certified**. Several therapists are further certified in Pregnancy, Reflexology and other modalities. **See our Profile Book in the Lobby and try ALL of our therapists.**        **286-6700**

### **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 [balancedbodyshop@att.net](mailto:balancedbodyshop@att.net) . Unsubscribe at any time by replying to this email and telling me to remove your name from my email list.

**Need a Speaker for your group or office wellness program? Call Sandi at 286-6700.**

I look forward to seeing you soon!        **286-6700**