

The Massage Advantage

You: Inside-Out

April 2011

In This Issue:

Massage Therapy: A Necessity	Page 1
Panic	Page 1
G ^{ALEX} Foundation	Page 2
Nutrition: One Size Fits All?.....	Page 3
Autobiography	Page 4
Massage Menu.....	Page 4

Massage Therapy: A Necessity

Contrary to popular belief, Therapeutic Massage is NOT a luxury. It is a necessity to maintain health. While spa massages are luxurious treats, Massage Therapy is treatment for muscular issues and complements Chiropractic and medical care. More and more Chiropractors have MTs in their offices—adjustments are easier and longer-lasting when muscles are relaxed.

One of my clients was referred by her primary care physician for muscle pain relief she couldn't get from medicine nor other forms of treatment. And Massage Therapists are required at every professional tournament by the Association of Tennis Professionals and Women's Tennis Association. Tournament MTs work alongside medical doctors and Physio/Physical Therapists to keep players fit for competition.

The collaboration of the massage therapists with the other health care practitioners on the Tour, the Primary Health Care Providers (qualified sports physiotherapists) and Tournament Physicians, results in a better level of service for the tennis athlete.

Steve Jurch, Director of Massage Therapy WTA Tour

We do more than just rub lotion on clients. The Massage Therapist's goal is always to resolve muscle pain, tension and dysfunction. It may take a few sessions to improve or restore healthy muscle function if the issue is long-standing. Then sometimes it could resolve in one session if the body is ready to release.

A well-trained Massage Therapist will discuss a treatment plan with you and make recommendations for work between sessions to maintain the benefits of massage. A good MT will also use various techniques—Deep Tissue, Trigger Point Therapy, Stretching, Soft Tissue Release, etc.

Many Massage Therapists have training in other areas of bodywork such as Medical Massage. In fact, Glen has training in Kinesio Taping ® and has qualified for the certification exam. Kinesio Tape is the colored tape many professional athletes use to support or rehabilitate a problem area. There are over 1200 applications for KT, which can be applied at the end of a massage or independently (see Massage Menu on page 4 for rates).

It [Kinesio Tape] helped me recover from a hamstring pull. It works great!

Steve C.

This Massage Therapist's motto is Relieve, Reduce, & Restore. Glen's focus is to relieve pain, reduce stress, and restore function because a pain-free, stress-free, and normally functioning musculature is not a luxury. Therapeutic Massage is a necessity.

Glen

PANIC

"Panicker!" The mantra of my coach Peter Nguyen when rushing into a shot causes me to lose control of my body, my focus, and my rationale, then thrust the ball into the back fence. "Slow down and take your time through the shot", he coaxes. Though I don't like Peter's frankness, he's right. I do panic on the court. And off, as do many.

Panic is a severe form of anxiety, which is a chronic low-grade sense of fear. Anxiety can manifest as constant, unrealistic worry about everyday occurrences, apprehension for no apparent reason, and checking behaviors (making sure the stove is turned off 20 times). People who experience anxiety or panic may relate to the stream of consciousness below, as the mind can create and maintain fear.

"Oh no, the ball is coming...I'm not there... gonna miss the shot, get behind...lose the point...partner will be mad...have to hit winner...hurry!"

Though panic in recreational tennis pales against panic in real life, the excessive fear is similar in both realms. The American Psychological Association defines panic attack as "a sudden surge of overwhelming fear that comes without warning, even without any obvious reason". These episodes can occur at anytime, including sleep. The terror involves a sense of doom or death of self or other, and may not connect to present circumstances, although something in the now can trigger the attack.

Other symptoms that accompany panic include rapid heart beat, trembling, chest pains, shaking, sweating and difficulty breathing. Perhaps the most prominent sign of anxiety and panic is feeling out of control.

It's human nature to want, need control over oneself and one's environment. With anxiety and panic, that need is exaggerated 100-fold and control becomes about minutiae or limiting one's experience of and connection to the outside world. So when feeling out of control, someone sensitive to panic narrows their focus to the smallest detail that he or she can control. Note that the control is focused outside of the person experiencing the anxiety or panic.



Continued page 3

Small World...

The Las Vegas Review Journal reported that isotopes from the damaged nuclear plants in Japan were detected in Las Vegas between March 17 & 21. Isotopes were also detected as far east as Colorado. Fortunately the experts say that the radiation is harmless.

Please be mindful that what we do does have a ripple effect.

G^{ALEX} FOUNDATION

Enriching lives through tennis and wellness programs.

G^{ALEX} Foundation, 501(c)(3) charitable organization, provides programs for enrichment and personal growth through tennis and health to diverse populations. The tennis program introduced the game to beginners and welcomed players returning to the game. Players received hands-on mentoring from Glen Alex, Executive Director, and participation in free/discounted clinics provided by USPTA pros at the Las Vegas Hilton, Lorenzi Racket Club, Darling Tennis Center, & Canyon Gate Country Club. Players also competed in USTA and WTT leagues, and developed friendships with teammates.

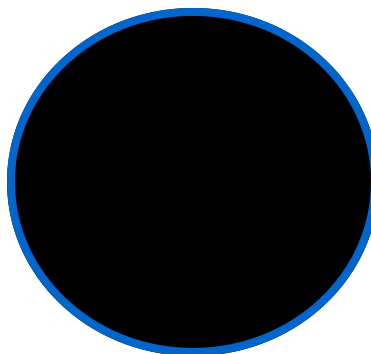
The wellness programs address health issues in specific groups. In 2010, GAF created Ethel's Helping Hands in honor of Glen's late mother. EHH provided free therapeutic massages & stress management education to single mothers with custody of their children and to women caring for a family member with a serious illness. The goal of Ethel's Helping Hands was to teach women with extreme stress how to relax and thereby manage their lives more effectively.

Free kidney function screenings & education is another wellness program offered by GAF to individuals at high risk for Kidney Disease—anyone with a personal/family history of Hypertension, Diabetes, Kidney Disease or is an ethnic minority or elderly. A screening was held on April 5th and another one will be soon.

G^{ALEX} Foundation accepts in-kind and monetary donations. Tennis and social events are also offered to raise funds. Your support is needed for G^{ALEX} Foundation to continue serving the community. Contact GAF to make your financial, clothing, or equipment donation at (702) 205-3729.

G^{ALEX} Foundation thanks all supporters and donors. We also extend a special thank you to David Dinkins, Jr. & Glenn Alenik (co-owner of Pasta Shop) for sponsoring the tennis courts for the Mixed UP Doubles tennis fundraiser in February 2011.

SAVE THE DATE: July 16, 2011.



Nutrition: One Size Fits All?

Many people I talk to about nutrition often mention terms like "should eat", "supposed to have"... I reply that common dietary musts can't possibly apply to everyone. Having multiple food allergies myself I know first hand that although eggs and soy are "healthy" foods, they are no-no's for me. Enough of my opinion; I called on expert.

Mary Dunaway is a local Registered Dietician and Certified Diabetic Educator with 15 years experience. Here is Mary's take on a few facets of nutrition.

What's your approach to nutrition?

I don't have just one approach. I work with various people, with various personalities, with various medical problems, from various social/economic backgrounds—so a "one-size-fits-all" approach clearly does not work if the patient/client is to be successful.

I look for an approach that will work with that person and their needs. This is exactly why when a patient is handed a piece of paper with some kind of diet plan on it it generally does not work. People need to know how a diet applies to their particular lives. Issues to consider are: What if they don't cook? Can family eat the same food? Is it expensive? Do I have to eat the same thing all the time? Etc.

Should RDA recommendations be individualized?

Actually the RDA (Recommended Daily Allowance) is now called the RI for Recommended Intakes. This change was made to reflect the fact that it's not what you eat on a daily basis, rather what one eats on average that has the biggest impact on one's health. People need to remember that these recommendations are made for healthy populations as a whole and may not apply to everyone's individual needs and disease states.



Continued on page 4

"Glen Alex has been my Massage Therapist of choice for the past 7 years. Although I've temporarily relocated to TX, I return to Las Vegas as often as possible—usually just so I can schedule a massage appointment with Glen!"

Guy

PANIC

Continued from page 1

Obsession with soup cans lining up the same way, what their spouse wears, how clean the baseboard is, avoidance of social events, not leaving a less-fearful space like home are examples of overcompensation for feeling out of control. Thus anxiety and panic can be debilitating for some.

Fortunately help is available. Panic and most anxiety disorders are amenable to treatment. Options include psychotherapy, medication, and relaxation techniques. According to the APA only a licensed therapist can accurately diagnose Panic Disorder, as one study found that patients saw 10 or more doctors before being properly diagnosed then treated.

Once diagnosed, psychotherapy can be used as an excellent tool for learning how to channel the anxiety into something manageable or even constructive. A skilled therapist can train a 'panicker' how to recognize the triggers, how to minimize them, and how to use the anxiety to enhance awareness of the core issue, perhaps resolving it.

Psychotherapy can also help the client become confident enough to face the panic and do what they fear most. Receiving psychotherapy does not mean the client is crazy; it usually means that the client only needs coping skills to deal with the issue that is causing distress and dysfunction.

The therapist will also make a referral to a Psychiatrist or physician for a medication evaluation. Medications are very helpful to manage the physical symptoms of panic, like rapid heart beat and trembling. Managing the physical manifestation of anxiety and panic enables the mental and emotional work to address them more likely to be successful.

Relaxation techniques will also be employed by the psychotherapist to counteract anxiety. It is impossible to be relaxed and panicked at the same time. Techniques include meditation or deep breathing to relax and control the mind, exercise like aerobics or yoga to dispel the nervous energy coursing through the body, and a ritual to transfer the energy onto something harmless.

Massage Therapy is an extremely effective modality for relaxation. Therapeutic Massage calms the nervous system and reminds the body how to release stress. Massage Therapy also helps to integrate the mind and body, and to reconnect the client to his/her whole self.

...frequent massage can reduce the accumulation of stress and improve overall health. 'The benefits of massage are cumulative.' Stress might never reach those physiologically detrimental levels where the immune system is suppressed or the nervous system is sent into an alarm state if you are able to receive stress-relieving bodywork with some consistency. Not only would your body benefit by regularly unleashing its aches and pains instead of adapting to them, but your mind would have time to wash away the stresses of a life lived in overdrive.

Karrie Osborn, *Massage Multiplied*

Glen offers packages to reduce the cost of massage; and some insurances now cover Massage Therapy.

The worst thing is to hide and allow the anxiety and panic to consume you. Talk to your primary care provider for treatment options and referrals appropriate for you. A 'normal' life is within reach.

Get help. Then get a massage.

glen

A great idea for a tennis invention came to me while my wife practiced serves. Aiming at a 10" plastic circle inside the service box, she asked, "Did I hit the target?" How would I know? I was practicing returns. Then I thought, "Hmmm, if she was aiming at a Whoopee Cushion, it would make noise & she would know if she hit it." What if the target had bumps on the surface? A tennis ball would bounce erratically when it hit the bumps...AceBuilder!

Phil Aurbach



Tennis target

Improves the accuracy of your serve

AceBuilder can improve your serve dramatically!

For information visit <http://www.acebuilder.com/>

PARTNERS

For discounts on products and services, visit The Massage Advantage's Partners page for great deals from national companies such as

- Cruise Control Gear**
- Dennis Meservy, CPA**
- Skin Therapy by Trish**
- Package Plus Printing**
- Everything Logo**
- AK Vargasson & Associates**
- Child Protect Online**
- AAA**
- & more**

<http://www.massageadvantagelv.com/partner.htm>

Autobiography

In 5 short chapters...

I walk down the street. There is a deep hole in the sidewalk. I fall in. I am lost...I am helpless; it is not my fault. It takes forever to find a way out.

I walk down the same street. There is a deep hole in the sidewalk. I pretend I don't see it. I fall in again. I can't believe I am in the same place. But it isn't my fault. It takes a long time to get out.

I walk down the same street. There is a deep hole in the sidewalk. I see it is there. I still fall in...it's habit but my eyes are open. I know where I am. It is my fault. I get out immediately.

I walk down the same street. There is a deep hole in the sidewalk. I walk around it.

I walk down another street.

Anonymous

Nutrition: One Size Fits All?

Continued from page 3

How does nutrition affect recreational athletes?

Nutrition can be very important at any level of athletics, from weekend warrior to the professional. Providing appropriate, and in some cases, sport-specific, nutrition can help improve energy, performance, and endurance. Feeling good, feeling strong, not running out of energy can make any sport more enjoyable, as well as improve performance.

Overall, the diet needs to be healthy with high quality proteins, carbohydrates, and even fats. Adequate hydration is also a must. The particulars of any good nutrition program depends on the athlete's goals, their sport, the conditions of the sport, the duration, etc. Again, nutrition is never 'one-size-fits-all'.

Little known nutrition facts:

1. Meat that is shrink-wrapped or cut on-site is best. Other packaging may contain gas to fill the package & keep the meat fresh-looking.
2. Just because a package says "natural" does not mean it's healthy. Arsenic is natural; cyanide is natural, both very poisonous!
3. Same for the term "fresh", like 'Fresh n Easy' or 'Baja Fresh'. "Fresh" does not mean low calorie, low fat, low sodium, etc.

The best piece of advice I can give is "consumer beware". Nutrition can be such a scam, with billions of dollars spent on miracle diet products. We get our best nutrition from real, wholesome food.

To schedule a consult & individualize your nutrition plan or for more information, contact Mary at (702) 382-8841 or visit <http://www.nutritionconsultantsLV.com>.

TUSHM.D. is a non-prescription, oral, and all-natural nutritional supplement, developed by a colon and rectal surgeon.

TUSHM.D. has been studied in a clinical setting and shown to effectively reduce the pain, swelling and bleeding common to hemorrhoid sufferers. Most patients see improvement in 2-7 days.

TUSHM.D. offers a convenient treatment for constipation and hemorrhoid-related symptoms in a **pill**.

It's time for something new.
It's time for **TUSHM.D.**

Order online at tushmd.com or call 1-877-TUSHMD-4.

For free shipping, enter or mention coupon code "Glen". Offer expires 06/30/11.



S E R V I C E S

90 Minute Massage	\$115.00
60 Minute Massage	75.00
30 Minute Massage	45.00
Onsite Chair Massage	call for quote
Travel (Internationally)	call for quote
10-Pack	10% off
60-minute massages	675.00
90-minute massages	1035.00
Kinesio® Tape (30 minute session)	30.00
KT Add-on (to massage)	5.00
Gift Certificates are available	
<i>Contact Glen for specials & group rates.</i>	



P R O D U C T S

Biofreeze — Spray or Roll-on	13.00
MonaVie	
Active Bottle	45.00
Active Case (4 bottles)	160.00
NEW! 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.