

*I don't want to sound like I'm just trying to get you to buy more massage, but it may come off sounding that way, because, after all, what is good for you, is good for me too. However, I have another sincere goal here. And that is to help people understand what an amazing thing they will be doing for themselves if they use consistently scheduled therapeutic massage as a preventative technique to help them manage pain.*

*When you get massage on a regular schedule, the beneficial effects that you gain will build with each session. It will have a **cumulative** effect. You all probably have experienced how pain builds on itself and continues to get worse if not treated. Well, if you consistently treat pain, the positive effects of that treatment can also build.*

*In your everyday life, you experience a variety of different stresses. Stress causes your muscles to tighten (contract). Too much stress can cause too much contracting. Too much contracting has multiple detrimental effects, among them high blood pressure and stress on the joints. When muscles are tight, they are placing a lot of force on other structures of the body, such as joints, blood vessels and nerves. That force not only causes pain, but it can wear down protective structures such as the discs in your spine. That force can raise your blood pressure and lead to heart disease. That force can cause inflammation in your joints. The body tries to protect itself from too much force in any way that it can, which often leads to imbalance. If you have a chronic illness caused by stress, you KNOW what it does to your quality of life.*

*Now, think about what your quality of life would be like if you had less pain. I can't take away all the stress in your life, but I can help you to experience the benefits of relaxation. Massage can help by loosening tight muscles and toning lax muscles, thereby helping to create balance in the body. Balanced muscles will not exert excessive force on other structures in your body. Believe me when I say that balanced muscles feel so much better than unbalanced muscles!*

*Studies have shown that massage reduces the levels of stress hormones in the body.*

*It also increases white blood cells, which play a major role in your immune system and fighting off illness.*

*It also increases oxytocin, endorphins, dopamine and serotonin, all of which make you feel good.*

*Studies have also shown that there is a cumulative effect of the benefits, when you continue with regularly scheduled sessions.*

*And you might keep this in mind too...massage is a NON-invasive method of dealing with pain.*

*Just a note here about what I'm talking about when I say "consistent" massage. This can vary from person to person and from situation to situation. At the least, a monthly massage would be*

*very good for you, but if you can manage bi-weekly or even weekly, I'm sure you will not regret the investment of time and money. People ask me how often I receive massage. Since opening my private office, I have been able to be fairly consistent in getting a massage every other week, and I can honestly say that I feel like I can function so much better than when I was not consistent. I would love for all of you to be able to experience the benefits of regular massage appointments. I hope you will give it some serious consideration.*

*\*I know that affordability is an issue for many people, so please check out my plan ([HERE](#)) to help make regular appointments affordable.*