

Medically Beneficial



Deep Tissue

Massage is used to target knots and release chronic muscle tension. Other benefits include reducing inflammation and helping to eliminate scar tissue. The focus is on the deepest layers of muscle tissue, tendons, and fascia (the protective layer surrounding muscles, bones and joints).

Deep tissue massage uses strokes across the grain of the muscles, not with the grain as in Swedish massage. The more intense movements and techniques such as deep finger pressure may be slightly uncomfortable and cause soreness that lasts a couple of days before resulting in the desired relaxation and pain relief.

In Relaxation Massage the goal is relaxing the entire body and this is accomplished by rubbing the muscles with long gliding strokes in the direction of blood returning to the heart. Additional techniques include circular pressure applied by the hands and palms, firm kneading, percussion-like tapping, bending and stretching. Lotion is often used to reduce friction and stimulate the skin.

Massage is exceptional for increasing the level of oxygen in the blood, decreasing muscle toxins, improving circulation and flexibility while easing tension

Sports Massage

Is geared toward athletes of every kind, from world-class professionals to weekend joggers. The particulars of the massage are specific to the athlete's sport of choice and are often focused on a particular troublesome area like a knee or shoulder.

Aspects of massage are gaining popularity as useful components in a balanced training regimen. Sports massage can be used as a means to enhance pre-event preparation and reduce recovery time for maximum performance during training or after an event. Athletes have discovered that specially designed massage promotes flexibility, removes fatigue, improves endurance, helps prevent injuries, and prepares them to compete at their absolute best.

Should I Have a Doctor's Permission?

At Just Wright Massage, we pride ourselves on a safe, secure environment. So in most cases, the answer is yes. If you have a specific health condition, you should receive permission from your physician to proceed with massage.

How Can Massage Be Medically Beneficial?

Massage therapy helps you relax, re-align and rejuvenate. There are many positive aspects to receiving massage therapy on an ongoing basis, and with the busy lives we lead, we can all benefit from a little stress-management. The experienced, professional therapists at Massage Envy clinics nationwide provide exceptional care and will design an effective customized massage treatment to address your individual needs.

More Australians are turning to therapeutic massage treatment to provide relaxation, relieve tension associated with the daily stresses of their busy lives, or simply to help



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maintain good health and achieve a balanced lifestyle. Oh, and let's not forget how great it feels to be treated by a professional massage therapist.

There are so many health benefits to receiving massage therapy on a regular basis:

Relieves Stress

Encourages Relaxation

Improves Posture

Improves Circulation

Lowers Blood Pressure

Helps Manage Pain

Relaxes Muscles

Improves Flexibility and Range of Motion

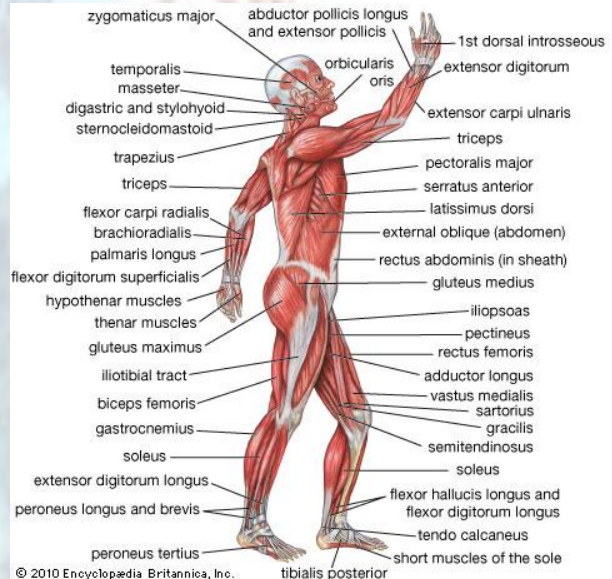
Relieves Tension-Related Headaches

Strengthens the Immune System

Enhances Post-Operative Rehabilitation

Improves Rehabilitation after Injury

Manage Fibromyalgia Pain Naturally



Recent scientific research also proves that massage therapy increases immune function, decreases stress levels and reduces recovery time in many medical conditions including:

Allergies

Depression and Anxiety

Arthritis

Carpal Tunnel Syndrome

Asthma and Bronchitis

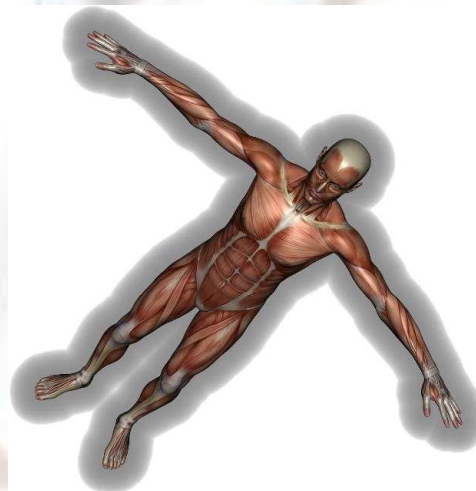
Circulatory Problems

Insomnia

Sports Injuries

Temporomandibular Joint Dysfunction (TMJ)

Fibromyalgia and Chronic Fatigue Syndrome



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Musculo-Skeletal Disorders

Explore the benefits to unlocking a healthier, energetic, and stress free lifestyle.

Massage Therapy Relieves Stress

Stress management is a key component for anyone striving to achieve a healthy lifestyle. Massage therapy has been proven to be one of the most effective methods for achieving stress relief. Research studies show massage therapy actually boosts the body's immune system, which can become compromised from extended periods of stress.

Enrolling in a reputable massage therapy program leads to significantly increased energy levels, the reduction of nagging pains, and the improvement of our overall physical and mental performance.

Stress Relief Benefits

Lowers Heart Rate

Lowers Blood Pressure

Relaxes Muscles

Increases Endorphins



Massage Therapy Encourages Relaxation

In today's fast-paced world, our busy lifestyles can take a toll on our physical and mental wellbeing. Allowing our bodies to relax and unwind is now more important than ever.

A therapeutic massage session provides the ultimate experience in relaxation. The lasting effects of massage can range from promoting relaxed states of mental alertness to enhancing our capacity for calm and creative thinking.

Through massage therapy, we become more aware of our daily stress levels. This allows us to recognize what true relaxation feels like so we can more easily recreate it for ourselves, before stress becomes chronic and damaging. Having this relief from stress increases our energy levels and vitality, as well as enhances our ability to cope with and enjoy our daily lives.

Relaxation Benefits

Improves mental outlook

Allows for better handling of pressure

Reinforces positive attitude

Promotes relaxed states of mental alertness

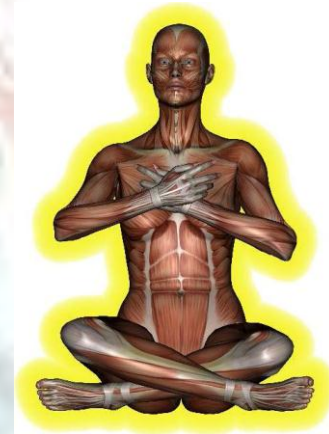
Enhances calm and creative thinking

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Massage Therapy Improves Posture

Allowing the body to reinforce healthy and natural movements can be one of the most beneficial aspects of massage therapy. Many aches and pains are due to poor posture. Whether we are driving, working at a desk, or even just standing still, poor posture can contribute to a number of physical aches and pains. Over time, these habits can cause increased body stress and breakdown.

With a consistent program of massage therapy, the painful points in muscles are loosened and relaxed, joints have greater freedom, and pressure points are relieved. This allows the body to position itself in a healthy and natural posture, therefore avoiding the movements and positions developed over time as a reaction to the pain.



Benefits of Improved Posture

Muscles are loosened and relaxed

Joints enjoy greater freedom

Pressure points are relieved

Massage Therapy Improves Circulation

The long term effects of massage therapy are much more than just skin deep. Better circulation is part of the chain reaction that happens in the body as a result of receiving massage therapy on a regular basis.

According to Eileen Cahalane of Alive Magazine:

A person with poor circulation can suffer from a variety of discomforts including pooling of the fluid in the extremities (like the toes), cold hands and feet, fatigue, and achiness created by an accumulation of lactic acid in the muscles. Good circulation brings damaged, tense muscles the oxygen rich blood they need to heal.

Massage facilitates circulation because the pressure created by the massage technique actually moves blood through the congested areas. The release of this same pressure causes new blood to flow in. The squeezing and pulling also flushes lactic acid from the muscles and improves the circulation of the lymph fluid which carries metabolic waste away from muscles and internal organs, resulting in lower blood pressure and improved body function.

Improved circulation is just one more benefit of massage therapy. Combined with a balanced diet and regular exercise, massage can be the key to leading a healthier lifestyle.

Improved Circulation Benefits

Enhances blood flow

Moves waste away from muscles and internal organs

Lowers blood pressure

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Improves body function

Massage Therapy Benefits Include Lower Blood Pressure



High blood pressure has more misconceptions than nearly any other disease. According to the American Heart Association, some of the most common are:

Misconception: High blood pressure has many symptoms

Truth: High blood pressure has NO symptoms. That's why it's often called the silent killer.

Misconception: High blood pressure is a man's problem

Truth: High blood pressure can be anyone's problem. In fact, women need to be aware of certain things that may put them at greater risk than men

Misconception: You don't need to have your high blood pressure checked until you reach middle age.

Truth: Children as young as 6 can have high blood pressure. It's a good idea to start having your blood pressure checked at an early age.

One of the most effective ways to stave off high blood pressure is massage therapy. A number of long term studies have shown that a consistent massage program can decrease

diastolic and systolic blood pressure; decrease salivary and urinary cortisol stress-hormone levels; and lower sources for depression, anxiety and hostility.

As is the intent with all massage programs, the ultimate goal lies in a pain free and relaxing lifestyle. Controlling blood pressure is just one of the added benefits of massage therapy.

Lower Blood Pressure Benefits

Lower depression, anxiety, and hostility

Keeps stress hormone levels under control

Low blood pressure can contribute to lowering the odds of having a heart attack, kidney failure, or a stroke

Sports & Relaxation

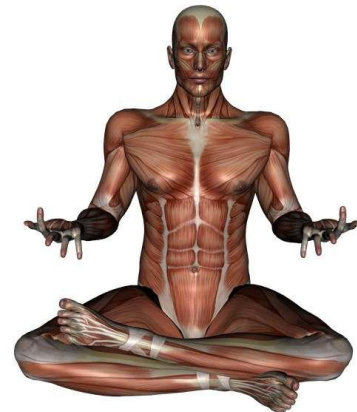
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Massage Therapy Relaxes Muscles

Not only do tense muscles cause knots and pain in their respective areas in the body, they can create a chain reaction that spreads, making the ability to reduce pain nearly impossible.

Massage plays an important role in training the body how to relax. Not only will massage therapy help relax internal muscles through deep tissue techniques; it can also help individuals become aware of their daily stress levels. Once the body recognizes what true relaxation feels like, the mind can then easily recreate it before stress becomes chronic and damaging. Having this relief from stress can enhance our ability to cope with and enjoy life.



With deep tissue massage, the massage therapist focuses on deeper tissue structures with intense pressure to release chronic muscle tension and ultimately relax the body.

Relaxed Muscles Benefits

Reduces pain that results from tense muscles

Aids in relaxation

Relieves muscle tension and stiffness

Massage Therapy Improves Flexibility

As we age, our joints tighten and we lose the range of motion we once enjoyed in our youth. One of the main reasons we become less flexible as we get older has to do with certain changes that take place in our connective tissues. As we age, our bodies gradually lose fluid and dehydrate.

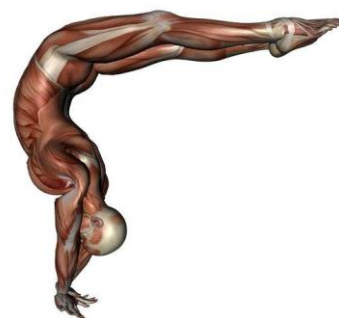
Massage therapy is an effective treatment for increasing and maintaining flexibility and motion. By working on muscles, connective tissue, tendons, ligaments, and joints, massage can stimulate the production and retention of our bodies' natural lubricants between the connective tissue fibers, making stretching and movement easier, and keeping the body flexible.

Improve Flexibility and Range of Motion Benefits

Stimulates the production of the body's natural lubricants to keep flexibility at a maximum

Can enhance athletic performance as the body ages

Helps prevent active lifestyle injuries by keeping the body flexible



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Men

Women

Pain Management

Relaxation

Stress Relief

Massage Therapy Relieves Headaches

In the United States alone, more than 60 percent of the 45 million Americans who suffer from chronic headaches suffer from migraines. The disorder can be debilitating and typically results from high stress levels and/or lack of sleep.

Massage has two roles when it comes to treating migraines and tension related headaches. In a proactive role, massage treatments are performed on a regular basis to help the body maintain an optimal level of relaxation and stress-relief. This approach reduces the chances of migraine attacks and tension headaches significantly by relaxing muscle spasms and trigger points. In a comfort role, massage is done to ease the pressure brought on during a migraine or tension related headache. By focusing on the neck, shoulders, and head, massage can decrease the pain and discomfort brought on by migraine or tension headache.

According to the American Massage Therapy Association:

A recent study showed that massage therapy recipients exhibited fewer migraines and better sleep quality during the weeks they received massage, and the three weeks following, than did participants that did not receive massage therapy. Another study found that in adults with migraine headaches massage therapy decreased the occurrence of headaches, sleep disturbances and distress symptoms. It also increased serotonin levels, believed to play an important role in the regulation of mood, sleep and appetite.

Relief of Tension-Related Headaches Benefits

Decreases occurrences of headaches, sleep disturbances and distress symptoms

Allows one to maintain a level of relaxation and stress-relief, reducing the chances of stress induced migraines

Reduces muscle spasms and trigger points

* Introductory one hour session, which consists of a 50-minute massage and time for consultation and dressing? Prices subject to change. Rates and services may vary by location. Additional local taxes and fees may apply.

Explore the benefits to unlocking a healthier, energetic, and stress free lifestyle.

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Massage Therapy Strengthens the Immune System

Regular therapeutic massage sessions provide significant benefits beyond the immediate relaxation we enjoy. People who experience high levels of stress tend to get sick more than others. Combine stress with lack of sleep and poor nutrition, and our body's ability to naturally protect itself against bacteria and infection is greatly reduced.

Numerous studies have indicated that massage can increase the immune system's cytotoxic capacity (the activity level of the body's natural "killer cells") and decrease the number of T-cells, which improves the body's immune functioning overall.

In one study by Gail Ironson, M.D., HIV positive men were given 45 minute massages five days a week, for a month. They showed an increase in serotonin and an increase in cells that are viewed as the first line of defence in the immune system. This is testing a very narrow aspect of the human immune system, but it does lend scientific credibility to a therapy which is widely recognized as therapeutic, based on experience.

Strengthen the Immune System Benefits

Increases the body's natural killer cells

Aids in the fight against bacteria and infection

Enhances the body's ability to get nourishment to important areas



Massage Therapy Enhances Post-Operative Rehabilitation

In medicine, surgical procedures are many times the only way to achieve lasting relief, although, the surgery itself is just one step in making long term results successful.

Many consider the most important component of a successful surgical procedure to be the post rehabilitation process. It is during this process that natural movement is re-learned, and freedom of movement is re-enforced. Massage plays an important role as a supplement to standard rehabilitation procedures.

By increasing circulation and relaxing muscles, massage helps the body to pump more oxygen and nutrients into tissues and vital organs. This allows the rehabilitating areas to become more flexible and heal at an accelerated rate.

Enhance Post-Operative Rehabilitation Benefits

Assists the body in pumping more oxygen and nutrients into tissues and vital organs

Accelerates the rehabilitation process

Aids in improving joint movement and flexibility

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Massage Therapy Improves Rehabilitation after Injury

Rehabilitating any injury can be a tiring and frustrating process. While the main goal of physical rehabilitation is to increase strength and flexibility, it often ends before the area has been returned to its full pre-injury state.

Massage plays an important role as a supplement to standard rehabilitation procedures. By increasing circulation and relaxing muscles, massage helps the body to pump more oxygen and nutrients into tissues and vital organs. This allows the rehabilitating areas to become more flexible and heal at an accelerated rate.

Massage therapy is also used to aid in pain management as the injury is nursed back to full strength. By committing to a continual massage program, one can accelerate the healing process after injuries are sustained.

Improve Rehabilitation after Injury Benefits, Supplements standard rehabilitation procedures, Helps the body pump more oxygen and nutrients into tissue and vital organs, Manage Pain of Chronic Conditions

A Powerful Ally

Massage therapy can be a powerful ally in your healthcare regimen. The incredible benefits of massage are even more noticeable with regular sessions. Professionals at the Touch Research Institute at the University of Miami explain the more massage you get, the greater benefits you reap.

Here's why:

Experts estimate that upwards of 90% of disease is stress related. Perhaps nothing ages us faster, internally and externally, than high stress. While eliminating anxiety and pressure altogether may be ideal, it's not realistic. Massage Envy helps you manage your stress. This translates into:

Decreased anxiety

Enhanced sleep quality

Greater energy

Improved concentration

Increased circulation

Reduced fatigue



Furthermore, our clients often report a sense of perspective and clarity after receiving a massage. The emotional balance Massage Envy provides can often be just as vital and valuable as the more tangible physical benefits.

Profound Effects

Following a massage session, specific physiological and chemical changes occur throughout the body. Research shows that with massage:

Arthritis sufferers note fewer aches and less stiffness and pain

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Asthmatic children show better pulmonary function and increased peak airflow

Burn injury patients report reduced pain, itching, and anxiety

High blood pressure patients demonstrate lower diastolic blood pressure, anxiety, and stress hormones

Premenstrual syndrome sufferers have decreased water retention and cramping

Research continues to show the enormous benefits of touch– from treating chronic diseases, neurological disorders, and injuries, to alleviating the tensions of modern lifestyles. Consequently, the medical community is actively embracing massage and it's becoming an integral part of hospice care and neonatal intensive care units.

How Can Just Wright Massage Help?

Here's the beauty of massage: Not only does each session feel great, but the therapeutic benefits are compounded when massage is utilized as a frequent therapy. The more you go, the healthier you feel.

At Just Wright Massage, we offer three, six and yearlong memberships to fit your varying health goals. This way, you can benefit from regular visits each month while enjoying massage at a drastically reduced price. This will also play a huge part in how healthy you'll stay and how youthful you'll remain throughout the years. It's truly an investment in your health. And remember, just because massage feels like a pampering treat doesn't mean it's any less therapeutic. Consider appointments with Massage Envy a necessary part of your health and wellness plan, and work with your professional therapist to establish a schedule that best meets your needs.

A Brief History of Massage

Massage is among the oldest healing treatments still used by man: Chinese records dating back 3,000 years documented its use. The ancient Hindus, Persians, and Egyptians used forms of massage for ailments. Hippocrates wrote papers recommending the use of rubbing and friction for joint and circulatory problems. And the list goes on...

Today, massage is a widely accepted part of many physical rehabilitation programs. It has proven beneficial to many chronic conditions, such as lower-back pain, arthritis, and bursitis. At Massage Envy, we apply these time-tested techniques to offer you a healthier body and peace of mind.

Why Should I Get A Massage?

Taking care of your body should be at the top of your priority list. By adding therapeutic massage from Just Wright Massage to your routine now, you'll feel, look and simply be healthier far into the future. In fact, stress relief alone can improve your vitality and state of mind. So what better way to prep for a long, happy life than a relaxing, therapeutic massage?



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I will be happy to call you at your convenience, if you so desire,

Just Email me at: jwm@ckapower.com with your, (Name)(Contact Number)(And the best time to call you?)



Online Appointment Book and Website:

<http://www.ckapower.com>

Email: jwm@ckapower.com

**Experience better sleep, improved concentration, reduced anxiety,
and an increased overall sense of well-being.**

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