

# The Massage Monthly

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Member, Associated Bodywork & Massage Professionals

## The Power of Touch

### In a High-tech World, It Pays to Reach Out

Nora Brunner

Physician and holistic health pioneer Rachel Naomi Remen once confessed that as a pediatric intern she was an unrepentant baby kisser, often smooching her little patients as she made her rounds at the hospital. She did this when no one was looking because she sensed her colleagues would frown on her behavior, even though she couldn't think of a single reason not to do it.

The lack of basic human contact in our high-tech medical system reflects a larger social ill that has only recently started to get some attention--touch deprivation. The cultural landscape is puzzling. On the one hand, we are saturated in suggestive messages by the

skin-to-skin contact is beneficial to human health, American social norms inhibit this most basic form of human interaction and communication. Despite our supposedly enlightened attitudes, we Americans are among the most touch-deprived people in the world.

"Touch deprivation is a reality in American culture as a whole," writes Reverend Anthony David of Atlanta. "It's not just babies needing to be touched in caring ways, or the sick. It's not just doctors and nurses needing to extend it. It's all of us, needing connection, needing to receive it, needing to give it, with genuine happiness at stake."



High-tech can mean low-touch. Ensure you're getting the tactile connection humans require.

mass media; on the other hand, the caring pediatrician is afraid someone might look askance at her planting a kiss on a baby's forehead. What's wrong with this picture?

### Social Norms

Unfortunately, touch has become, well, a touchy subject. Though there's growing scientific evidence that

### Distant, Disconnected

How did we come to deprive ourselves so tragically? According to Texas psychology professor David R. Cross, PhD, there are three reasons Americans don't touch each other more: fear of sexual innuendo, societal and personal

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*You've got to  
lighten up. It's  
just life.*

-Paula VanBaalen

#### Office Hours and Contact

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**Mondays: 12pm-6pm**

**Wednesdays: 12pm-6pm**

**Thursday, 2/10: 12pm-6pm**

**Friday, 2/4 & 2/25: 9am-1pm**

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disconnection aided by technology, and the fact that the ill effects of non-touching are simply not that obvious and don't receive much attention.

It's no surprise Americans are often afraid physical touching signals romantic interest, which leads to the twin perils of either having our intentions misunderstood or wondering if someone's gesture is an uninvited advance. This ambiguity is more than enough to scare most people from taking someone's arm or patting them on the back.

The potential for the loaded gesture is further complicated by our litigious society in which unwelcome touch can mean, or be interpreted as, dominance, sexual harassment, or exploitation. People in the helping professions are regularly counseled on how to do their jobs without creating even a hint of ambiguity. In one extreme example, counselors at a children's summer camp were given the advice that when kids proactively hugged them, the counselors were to raise both arms over their heads to show they hadn't invited the contact and weren't participating in it. One wonders how the innocent minds of children will interpret this bizarre response to their spontaneous affection.

Another reason for touch phobia, according to Cross, is that we live in a society with far-flung families and declining community connections. Technology plays a significant role in the way we communicate, and it seems we move farther away from face-to-face communication with every new invention. How ironic that the old telephone company jingle that encouraged us to "Reach Out and Touch Someone" gave way to the slew of electronic devices we have today, all ringing and beeping for our attention. While these devices were invented to improve communication, some people wonder if the net effect is lower quality in our exchanges of information.

While there is scientific research showing non-touch is detrimental to health, Cross says those negative effects aren't obvious. The effects of a lack of touch are insidious and long-term and don't amount to a dramatic story for prime time.

"Humans deprived of touch are prone to mental illness, violence, compromised immune systems, and poor self-regulation," Cross says. So serious are the effects of touch deprivation, it's considered by researchers to be worse than physical abuse.

## Benefits of Touch

Stated more positively, science does support the preventive health benefits of touch. For example, Tiffany Field, PhD, founder of the Touch Research Institute, notes that in a study on preterm infants, massaging the babies increased their weight and allowed them to be discharged earlier. Discharging babies earlier from expensive neonatal intensive care units could save the healthcare system \$4.7 billion annually.

In other research, scientists at the University of North Carolina found the

stress hormone cortisol was reduced with hugging. Cortisol is associated with anger, anxiety, physical tension, and weakened immunity.

Massage therapy has been found useful in reducing symptoms such as anxiety, depression, pain, and stress, and is helpful for those suffering with a variety of illnesses, including anorexia nervosa, arthritis, cancer, fibromyalgia, and stroke. While more research is needed, massage therapy has also been shown to reduce symptoms associated with alcohol withdrawal and smoking cessation, and can strengthen self-esteem, boost the immune system, increase flexibility, and improve sleep.

As a nation, we are still finding our way in terms of increasing our touch quotient; but those who make their way into a massage therapy room are farther along than most.



**Massage helps boost self-worth and contribute to emotional well-being and connection.**

# Facial Massage for Lymphatic Drainage

Natalia Doran

A well-performed facial massage will help relieve puffiness and improve skin tone and complexion. Other physical benefits include stimulation of the skin's immune mechanisms, firming of weak muscles, tissue regeneration, and antiaging effects. Mental benefits include stress relief and a greater awareness of the body-mind connection. And applying pressure and movement through massage can help to normalize the function and composition of the connective tissue, and free it of harmful substances.

## Lymphatic Massage

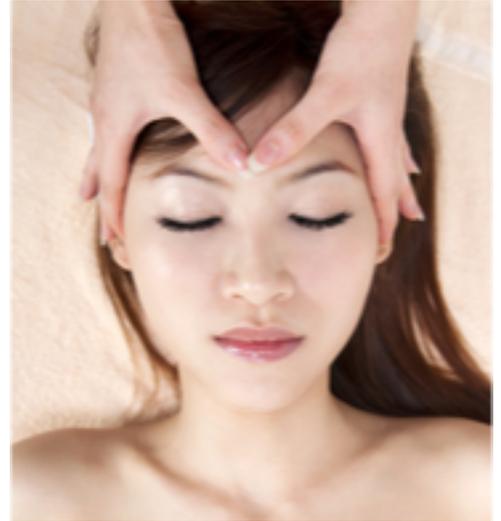
The body's lymphatic system drains away the debris from our cells. It transports water out of the tissue, along with waste substances: bacteria, cell fragments, immobile cells, inorganic substances, large molecular fats, proteins, and viruses. This process is constantly happening all over the body. With massage, the lymph system can move up to 10 times more fluid than it normally does.

Manual lymph drainage (MLD), which was developed by Emil Vodder, PhD, is a type of gentle massage that accelerates the natural circulation of the lymph and encourages its movement away from swollen areas. MLD is firm, but gentler than ordinary massage. Because the lymph vessels are all interlinked, lymph flow will be affected in the entire region of the area being massaged. Other types of lymphatic massage include lymph drainage therapy, developed by Bruno Chikly, MD.

A facial massage that involves lymphatic work improves circulation to the skin, which increases nutrition to the skin cells and speeds up the filtering of water in and out of cells. The vasodilation of the surface capillaries during massage improves skin color, and facial massage also improves elasticity and suppleness of the skin. With facial massage, the skin becomes more balanced, less prone to breakouts, and more resistant to infection. Massage movements also influence muscular hypertension

through the autonomic nervous system.

*Natalia Doran, MD, is the founder and president of the International Skin Beauty Academy in Illinois.*



**Facial massage has a host of health benefits.**

# Flax Facts

## Reap the Health Benefits of This Little Seed

Flaxseed, the humble little brown seed with a nutty flavor, is a powerhouse in the nutrition world. It's able to reduce blood pressure, decrease risk of heart attacks and stroke, improve skin quality, help control blood sugar levels, reduce cholesterol, and even prevent breast and colon cancer--all in a single seed!

But what makes flax so powerful? Flaxseed contains high concentrations of alpha linoleic acid, a form of omega-3 fatty acids, which serve as the basic building blocks of cell walls. Additionally, flax is high in lignans, powerful antioxidants known for alleviating menopausal symptoms and fighting breast cancer. There are three forms of flaxseed, making it easy to incorporate into your diet.

### FLAX OIL

While available in capsule form to be taken as a supplement, flax oil is best consumed as a food to get the most benefits from it. Many nutritionists often recommend purchasing the oil in small quantities, storing it in the refrigerator, and consuming a daily intake of two tablespoons. You can add a tablespoon to your morning smoothie or substitute flax oil in the vinaigrette dressing for your salad.

Flax oil breaks down to trans fats when heated, so it should never be used in cooking. While lower in lignans than other forms of flax, the oil is sometimes processed to preserve the lignans. Check the label for details.

### FLAXSEEDS

Whole seeds are sure to have all the nutritional benefits of flax. Simply add

these to your granola or salads for a nutty flavor. If a little tough on the teeth, grind them in a coffee grinder and sprinkle on foods. One note: raw, whole flaxseeds contain chemicals that can affect thyroid function. To get around this, simply toast the seeds in the oven for twenty minutes at 250 degrees, or limit your consumption of raw seeds to three to four tablespoons a day.

### FLAX MEAL

Ground flax meal is another option to get the powerful nutritional value of flax. Add a tablespoon of it to your smoothies for extra fiber, or stir it into your oatmeal in the morning.

*Do not judge me  
by my successes,  
judge me by how  
many times I fell  
down and got  
back up again.*

-Nelson Mandela

Holy buckets!! It's been 10 years! It's amazing how time flies when you're having fun. So much has happened, so many lives touched, and the Iron Range is a little bit happier, and a little bit healthier because of it.

Thank YOU!! for being so wonderful and supportive this last decade. We could not have done it without you. Literally, no clients = no Ohana. From the bottom of our hearts, thank you for letting us serve you!

Valentine's Day is around the corner.

Give the gift of pain and stress relief with massage this Valentine's Day. Gift certificates always available online at [www.ohanatherapeutic.com](http://www.ohanatherapeutic.com). Just click on the Gift Card Icon on the homepage.

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