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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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Health is not simply the absence of sickness.

-Hannah Green

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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.

Skin Care Through Changing Seasons

Keep your skin looking and feeling great

With the change in season, many people will begin to notice a difference in the way their skin looks and feels. Many people find that as we move closer to winter, their skin becomes more dried out and flaky. The good news is there are things you can do to keep your skin looking good as the seasons change.

"Winter approaching doesn't mean your skin has to look dull and dry," says Katherine Goldman, celebrity esthetician/waxologist and owner of the Stript Wax Bar. "It also doesn't mean you have to turn to chemicals in an effort to maintain some of your tan throughout the fall and winter. There are much better options available to everyone who wants to take advantage of them."

Here are some tips that can help keep skin looking and feeling great as the seasons change:

- Dull skin can be countered by having regular facials. Facials remove dead and flaky skin and help restore a natural glow. They give skin an overall healthier appearance.

- When winter approaches, it is important to moisturize the skin so it doesn't become dried out. After cleansing, follow with an anti-aging serum and apply a good quality moisturizer.

- Bypass the chemical tans that come in take-home spray bottles and lotions. They usually contain chemicals you should avoid putting on the skin and will most likely not provide the natural tan look most people seek. Tanning booths also have risks, so opt for an organic spray tan instead

- Go to a waxologist for hair removal, so skin irritation and problems can be avoided. Having hair professionally waxed will keep the skin smooth and unblemished.

- Drink plenty of water to maintain youthful cells. If the skin doesn't get enough water, it will look aged and dehydrated.

- Eat foods like strawberries, tomatoes, salmon, edamame, tea, carrots, broccoli, and avocado, which have nutrients that help protect the skin and

keep it looking great.



Keep your skin looking great all winter long.

Hot or Cold for Injuries?

How to Know Which is Best for You

Art Riggs

We all know that treating an injury immediately after it happens can help minimize the pain and damage as well as facilitate recovery. But after rolling your ankle in a soccer game, or hurting your back when lifting your toddler, or tweaking your knee when stepping out of your car, what's best? Should you ice it to try to control inflammation, or would heat be better to promote circulation?

While it's difficult to establish a fail-safe rule for when to apply ice or heat, the general directive is to use ice for the first forty-eight to seventy-two hours after an acute injury and then switch to heat.

It Depends

The reality is that many conditions are not necessarily the result of a specific injury. I call these conditions "recurrent acute" and find them by far the most

common: sciatica that occurs when you drive a car; a back that flares up every time you garden; or tennis elbow from intense computer work. In these cases, consistent and frequent applications of ice may prove very helpful over long periods of time, particularly immediately after experiencing the event that causes problems.

Conversely, back or other muscle spasms caused by overexertion rather than injury may benefit greatly from heat immediately upon the onset of symptoms or immediately after exercise in order to relax the muscles and increase circulation. Also, muscle belly pain not resulting from acute and serious trauma generally responds well to heat, which can break the spasms and release the strain. On the other hand, nerve and tendon pain--regardless of

the duration of symptoms, even if you've been experiencing them for months--benefit from ice.

What Works for You

The bottom line: different individuals will constitutionally vary greatly in their reactions. Some people are more prone to the types of inflammation exacerbated by heat, while others find their bodies contracting and tightening at the mere mention of ice. Try each option and pay close attention to how your body and mind respond, and let your gut be your guide. Ultimately, what works best for you is, well, what's best for you.

"When the Body Gets Working Appropriately, the Force of Gravity Can Flow Through. Then, Spontaneously, the Body Heals Itself."

-Ida Rolf

New Product Highlight!

We are so excited to have expanded our Magnum Solace line!

With consistent use, you can experience less muscle cramping, faster muscle recovery, rested legs and a much deeper and relaxing sleep.

Topical magnesium products now available in cream, lotion, oil spray, and body butter. We also now carry a muscle rub infused with essential oils for extra pain relief.

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