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Client Newsletter

October 2011



Rhomboids Making You Feel Like a Zomboid?

We Can Help!

Greetings!

October is so rad. Especially in this neck of the woods, October's arrival is much heralded, since it offers a long-anticipated reprieve from the misery of a long, sizzling, sweltering, summer.

Much like finally pulling into your driveway after having spent an eternity plodding your way home on "SlowPac" during KUT's pledge drive; at long last inhaling that blissful aroma of Tex-Mex as you cross the threshold of Chuy's after a week-long juice fast; or collapsing onto one of our massage tables after a week of nail-biting, hair-pulling, brain cell-bursting, stress-inducing shenanigans at work. October's arrival is one of those things that make you go, "Ahhh."

And, of course, there's Halloween, too. So, October's got that goin' for it. Yeah, all in all, October's definitely a winner.

We hope you enjoy it, and we hope you enjoy our October newsletter, too. It's chock full of newsy tidbits, tricks, and treats, so settle in with a fun-size Snickers bar and give it a

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Magnificent Magnesium!

If you read the literature that we sent you home with after your very first visit to our clinic, then you learned all about the importance of magnesium and why our office mate, Dr. Fritz, often recommends it as a pain relieving supplement; a natural way to recover from strenuous exercise; and a mineral that can help you avoid excessive post-massage soreness. If you *didn't* read that literature, fear not, because we're going to fill you in right now!

According to Dr. Fritz,

"Magnesium is a mineral that can be taken internally to help

read!

Stay "Boo-tiful,"

Susan & Shane



Stress: a Short-Term Thriller, Ultimately a Killer.

May we Suggest a Scary Movie for your Halloween Horror Film Fest?

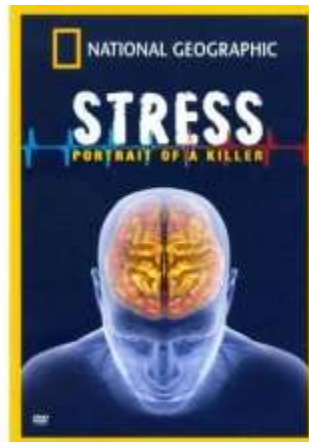
October! The favorite month for those among us who thrive on horror flicks and slasher films (MuaHaHaHa!).

Well, if you're into movies about killers, we've got just the thing for you.

While it may not be the kind of "killer" movie you're used to, it's super scary nonetheless and guaranteed to have you on the edge of your seat and pulling the blanket up over your head.


National Geographic's "[Stress: Portrait of a Killer](#)" is an exceptional documentary that exposes perhaps the most notorious serial killer of all time: STRESS!

The researchers featured in this film have studied the physiological impact that stress has on our bodies and minds, and they've come to some startling conclusions regarding the damage that long-term exposure to stress can have on our overall health, well-being, and longevity.



relax muscles, especially when there are muscle spasms or cramps. A typical dose of magnesium for these purposes is between 150 - 300 mg, to bowel tolerance. Magnesium may cause loose stools in some people; the exact dose at which this occurs depends on the person. Most minerals are harder for the body to absorb so it is better to take it in a liquid or capsule form instead of tablets."

For even more information about magnesium and how it may be of help to you, check out [this article](#), and / or [schedule a consultation with Dr. Fritz](#), during which you can discuss how magnesium may play a role in your own customized nutritional plan.

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We all know that stress, in large and sustained doses, is bad. But this film spells out exactly *why* it's so bad and offers physiological explanations for the (well-deserved) "bum rap" that the relentless stress of modern-day life has earned.

Of course, as you know, one simple, highly-effective, all-natural way to thwart that dastardly devil is ***MASSAGE!*** So put away the garlic, the crucifixes, and the silver bullets and simply [drop us an e-mail](#) or give us a call. Saving yourself is as easy as snuggling into one of our massage tables and letting us conduct a "stress exorcism." (Don't worry: No pea soup or 360 degree neck rotation involved. I mean, we're all for healthy cervical range of motion, but c'mon now, that's a little extreme!)

By the way, for those of you who are [Netflix](#) subscribers, we have been able to stream this film via Netflix.

Thanks for Helping us Make the Day a Little Brighter for 12 Local Firefighters!

*And Raising \$1,200
for The American Red Cross of Central Texas!*



A while back, upon learning that the firefighters from our neighborhood fire station #11 had not only been dutifully protecting our neighborhood, but also fighting the Steiner Ranch wildfire, we decided that those hard workin' folks deserved a Helluva good massage for risking life & limb to

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Looking for a Gluten-Free Treat? (No Tricks!)



Our office mate, Dr. Fritz, always has a keen eye out for healthy, nutritious foods to which she's willing to give her "seal of approval."

Well, we're pretty jazzed about her latest discovery (because it's super yummy), and those of you who are trying to stick to a gluten-free and / or sugar-free diet will also be excited about this one!

[Rio's Brazilian Cafe](#) is a local company that makes frozen, ready-to-bake packets of a [Brazilian bread](#) called "pão de queijo." The linguistic smarty pants among you have already

keep our community safe. (And who better to give that to them than US?!)

But we knew that YOU would want to have a hand in our good deed, too, so we made you an offer you couldn't refuse (we even stuffed our cheeks with cotton ala Marlon Brando for dramatic effect).

We told you that for every \$100 that YOU donated to [The American Red Cross of Central Texas](#), WE would donate one 30 minute massage to the firefighters of station #11.

We hoped that y'all would come through to make sure that this little campaign would make a little noise, and, boy did you ever!

When it was all said & done on September 30, our generous clients had donated a total of \$1,200 to [The American Red Cross of Central Texas](#) and we had therefore donated TWELVE massages to the firefighters of fire station #11 (that means that EVERY staff member there will get a free, well-deserved massage)!

We want to thank all of you who helped us make this campaign a smashing success, whether by donating, forwarding our e-mails to your friends, or spreading the word in other ways. Our combined efforts have helped Central Texans displaced by the wildfires, as well as provided some much needed relief to some hard-workin' heroes! Thanks so much!

Study Confirms: Cold Laser Therapy Beneficial in Preparing for and Recovering from Athletic Endeavors.

Athletes Stand to Benefit Dramatically from Cold Laser Therapy

figured out that that means "cheese bread" in Portuguese.

"Pão de queijo" is a typical Brazilian food and it's a delicious snack, which can be found at every "lanchonete" in Brazil.

Since it's made with tapioca flour, instead of wheat flour, it's a good choice for those who are gluten intolerant. And since it's also sugar-free, it's a good option for those managing blood sugar issues and weight concerns. And did we mention that it's also scrumptious?

Luckily for all of us, Dr. Fritz has begun carrying the pão de queijo from Rio's Brazilian Cafe for sale at the clinic.

So, next time you're in, you can pick some up and give it a try (provided that we haven't eaten it all by the time you make it in).

Each packet contains eight little nuggets of deliciousness, and retails for \$5.00.

Give us a heads up, and we can put some aside for you when you come in for your next appointment.

A 2008 Japanese study featured in *Laser Therapy* (Editor-in-Chief, Toshio Ohshiro, M.D., Ph.D., published by JMLL, Tokyo, Japan) concluded that "*LLLT is beneficial not only in the pre-exercise warming up, but also in the post-exercise cooling down periods*" of athletes' workouts.



To read the study in its entirety, [click here](#).

We're pleased to offer [Cold Laser Therapy](#) to our clients as a highly effective, painless, and non-invasive way to address a variety of soft tissue and joint pathologies.

[Drop us an e-mail](#) anytime with questions you may have about this amazing therapeutic modality.

Congrats to Our Monthly Drawing Winner!

Autographed Albums, Brilliant Bouquets!

Congrats to Deborah M., who has won [Christopher Cross'](#) new album, "[Doctor Faith](#)" as part of our monthly lobby drawing! AND, because we're all about "goin' the extra mile," we managed to get it *autographed* for Miss Deborah! ...Don't you wish that *you'd* entered now?!

Songs for Oren



We're pleased to report that the "Songs for Oren" event that we had been happy to support was a smashing success, far surpassing anyone's expectations in raising funds to assist our neighbor, Oren, in paying for his lymphoma treatments and living expenses during this challenging ordeal.

So many from our community pitched in by attending the event, donating silent auction items, donating online, and helping to spread the word about Oren's ordeal.

If you missed the event, it's not too late to make a donation, and every little bit will help & be sincerely appreciated.

[Click here](#) to make your donation and read a little bit about Oren and



Deborah will be enjoying this great collection of all new tunes from the [Oscar and five time Grammy winning artist](#) (and Helluva nice guy!) for having simply dropped her name into the drawing box in our lobby!

And this month's prize is no slouch, either: a gorgeous, artful flower arrangement from [Mercedes Flowers](#) (valued at \$50!).



Once you've entered to win, cross your fingers and join the lovely & talented ladies at Mercedes Flowers for one of their [weekly happy hour events!](#)

Fill your Fridays with flowers, fun & festivities by stopping in at [1902 South First Street](#) (just a few short blocks west of us!) between the hours of 5 & 7 pm, and partake in discounted blooms and complimentary beer, wine & nibbles.

Take some "buds" out for an evening of blooms, bevies, and BFFs!



his story. And THANK YOU to those of you who have contributed in some way. Good Karma looks good on you!

Be Well & Keep in Touch!,



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The fine print: Advertised prices are the actual prices. Offers are valid while supplies last. Supplies will last a long time (we never run out of massages). All offers are subject to you actually coming into our clinic for a massage. We reserve the right to make every client blissfully relaxed and ridiculously happy. It is against our company policy to confuse and irritate our clients by attempting to upsell them with a laundry list of "add on" services. We will not be held responsible for wrinkles caused by smiling (or laying in the face cradle). We will not be held responsible for any possible embarrassment associated with drooling, snoring, or proceeding with the rest of one's day with mussed up hair, a rosy glow, or other telltale aspects of that "freshly massaged" look. No shoes, no shirt, no problem. Massages may not be returned, but most of our clients can't wait to return to our tables.