



Massage: A Necessity Disguised as a Luxury

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The following article is the seventh installment of our "Knead Some Answers?" series. You can read other installments of "Knead Some Answers?" by visiting the "Newsletters" page of our website, www.tigerlilystudios.com.

Q: I love getting massages, but I never really feel like I can afford to, and I have a hard time justifying spending the money on myself. Do you have any suggestions for helping me make massages a priority?

A: During January, we're all thinking about breaking bad habits and picking up some good ones. While massage may seem like an unaffordable luxury, this season of resolutions may provide the perfect opportunity to put things in perspective.

If for example, you would like to try to quit a habit such as smoking, drinking soda, daily coffee shop lattes, or fast food lunches, it might be helpful to stop yourself every time you're tempted to spend money on these items, and instead, add it to a massage fund.

As we all know, these habits drain our pocketbooks slowly over the course of the month, so we are often able to ignore their impact on our budget. But once we start collecting those few dollars that we'd like to spend on a pack of cigarettes, a 32 ounce soda, a tall caramel macchiato; or a super value meal, we see it start adding up, and the next thing we know, not only can we afford to get that great massage, but we've also broken ourselves out of that unhealthy habit (which is, of course, costly in more ways than one).

This strategy may provide you with an opportunity to replace some of those "guilty pleasures" in life with an absolutely "guilt-free" pleasure. After all, as attributed to Robert Brault, "Massage is the only form of physical pleasure to which nature forgot to attach consequences."

And when we take a look at how these unhealthy habits can shave years off our lives (by making us susceptible to diseases including lung cancer, diabetes, high blood pressure, heart disease, and obesity), and how massage can actually improve our health & well being (by reducing stress, lowering blood pressure, improving circulation, reducing aches & pains, increasing our flexibility, and so much more), we realize that it's really a "no brainer."

After all, maintaining our health will, of course, save us money in the long run. Fewer sick days, doctor visits, aches, pains, headaches and prescriptions mean higher productivity and fewer healthcare expenses.

Many of us have a hard time justifying spending money on ourselves, and especially on things that we perceive as "luxuries." We've already discussed the idea that, far from being a "luxury," massage actually has an important role to play in one's healthcare regimen.

But it's also important for many of us to realize that we can't properly take care of those who depend on us if we fail to take proper care of ourselves. Those who rely on you - and your being healthy and happy - are among some of the very best reasons to take

time for yourself and invest in your health & well being.

Another way to ensure that you are able to enjoy massage, even when you may feel that you can't really afford it, is to take advantage of one of our periodic "Send Three, Get One Free" offers. During these periodic specials, for every three new clients that you refer to us, you will earn a free one hour massage! So, spreading the word about our services and the benefits that you have received from them can not only help your friends and family discover the benefits of massage, but can help you stay committed to your own health & wellness plan - even when times may be tight.

Our health is our wealth. When we keep this in mind, it's not hard for us to justify investing in our own healthy future!

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