

October 2010



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Fight the Fall & Winter Blahs with Massage Therapy

Rhomboids Making You Feel Like a Zomboid?

We Can Help!

Dear Susan,

If you've been into the clinic this month, then you've likely seen our lobby display that warns of how poor, painful posture can turn you into a zombie. ...Or worse: A Supermodel!

While that may be a little melodramatic, it really is true that dysfunctional posture can cause cervicogenic headaches and back & shoulder pain (not to mention that cranky supermodel scowl).

But, Clinical Massage Therapy really can help. [Click here](#) to watch a quick video (a past episode of our Clinical Massage Therapy Vlogging Series) that explains how massage can help prevent and reverse painful postural dysfunction.

Spookily Yours,
Susan & Shane



New Additions to our Service

The sizzling summer heat has finally been dialed down a notch or two, and as a result, a collective sigh of relief can be heard all across Austin.

Cooler weather rocks. However, as darkness descends upon us a little earlier each evening, and we head into what can be a rainy, and sometimes even dreary time of the year, some find that depression is an unwanted winter visitor.

While depression can be a serious and debilitating condition, there is growing evidence that therapeutic massage can help.

[Click here](#) for one great article on the role that massage can

Menu!

Anti-Cellulite Massage ("Endermologie")

You may remember reading in our last newsletter that we were planning on adding Anti-Cellulite Massage (also called "Endermologie") to our service menu by the first of the year.

Well, the interest in this service has been so overwhelming that we have decided to start offering this service ahead of schedule. SO, you will now find Endermologie Packages, Endermologie Maintenance Packages, and A la carte Endermologie Sessions on our service menu!

This is great news for those of you who would like to say "Sayonara" to your cellulite by the time you ring in the New Year! Drop a few hints to your own personal Santa, and you just might find an Endermologie Package in your stocking this Christmas! (Yes, we know, we haven't even made it through Halloween yet, but awesome Christmas gifts just don't happen overnight, you know!)

Negative Pressure ES-1 Massage ("EndermoTherapy")

And, as we also mentioned in last month's newsletter, the LPG ES-1 Unit that we use to provide Endermologie treatments is also extremely effective for many other applications, including (but not limited to) sports massage; lymphatic drainage (addressing lymphedema); the resolution of adhesions & restructuring of scar tissue; and addressing fibromyalgia.

We are pleased to announce, then, that in addition to Endermologie, we will also be adding EndermoTherapy to our service menu.

EndermoTherapy, like Endermologie, is a modality that is facilitated by the use of the ES-1 Unit. While EndermoTherapy alone can provide (among other things) decreased fascial restriction, increased range of motion, and enhanced athletic performance, our own "spin" on this modality really "kicks it up a notch."

play in addressing depression.

And in the mean time, just think about that old R.E.M. tune, "Shiny Happy People." After all, it *is* about massage clients! ...Y'know, shiny 'cause of the oil, and happy 'cause, well, y'know, it's *massage!*

Quick Links

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Our "spin," you see, involves incorporating our [DMS \(Deep Muscle Stimulator\) Unit](#) into your EndermoTherapy sessions. The addition of the [DMS Unit](#) enhances the entire experience and maximizes all of the benefits that EndermoTherapy can provide.

[Click here](#) for some frequently asked questions regarding Endermologie and EndermoTherapy, and please don't hesitate to contact us with any further questions!

Get Off Your (Cigarette) Butts!

FREE acupuncture sessions will make it all the easier!

If you (or someone you know) is a smoker and would like to kick the habit, [The Great American Smokeout](#) on November 18th is the perfect time to go for it!

And, thanks to the folks at [The Academy of Oriental Medicine at Austin](#), you can incorporate FREE acupuncture sessions into your plan!

[AOMA](#) will be offering complimentary acupuncture sessions according to the following schedule:

9 am - 4 pm

No appointment necessary!

North Austin

Weds November 17

2700 W. Anderson Ln.
371-3738

South Austin

Thurs November 18

4701 West Gate Blvd.
693-4373

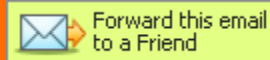
And remember that [Dr. Fritz, ND, LAc](#), who is right here in [The Kinney Suites](#) with us (and who is also an instructor at [AOMA](#)), offers [affordable acupuncture packages](#) that can keep you on track and make a smoke-free future a reality!

[View Shane's LinkedIn Profile](#)

[View our Yelp Profile](#)

[Visit Dr. Fritz's Website \(Austin Natural Family Medicine\)](#)

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Be Well & Keep in Touch!,



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By Appointment Only

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in Private Practice
Specializing in Pain Relief
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