



We're here to help you  
proclaim your independence from PAIN  
this 4th of July weekend.

Friday, July 3, 10 am - 9 pm  
Saturday, July 4, 10 am - 5 pm  
Sunday, July 5, 4 pm - 9 pm

## New Digs



We are pleased to announce that we have recently moved our Clinical Massage Therapy Practice into Suite #4 of The Kinney Suites Building at 1902-D South Congress Ave. The Kinney Suites Building used to house White Crane Herbal Medicine, and long before that, as some of you may remember, a

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Kinney Shoe Store. We're happy to share the newly remodeled building with Birds Barbershop's newest location. So, come on over and check out our new "nest."



## How "Tweet" It Is...

Be sure to follow us on Twitter and become a fan of our Facebook page to keep updated on various exclusive offers, tips, and announcements. Also be sure to check out our professional profiles on LinkedIn.com and Yelp.com (see the quick links to the right).

## "I Just Want to Relax. Do I Really Need a Clinical Massage?"

As graduates of Texas Healing Arts Institute's Clinical Massage Therapy Program, our clinical training influences every massage session that we provide.

Most of our clients first come to see us because they are seeking relief from a specific acute or chronic pain complaint. If this is the case for you, your session will likely begin with Susan or Shane evaluating your posture; finding out about your specific pain complaint; and doing some "detective work" by asking you questions about how & when your pain began, your work &

### Quick Links

[Make an Appointment](#)

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[Susan's LinkedIn Profile](#)

[Shane's LinkedIn Profile](#)

[Our Yelp Profile](#)

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recreation activities, and your health & wellness goals. Then we will address the musculature that seems to be playing a role in your postural dysfunction and pain. Our goals include not only helping you out of any immediate pain crisis you may be experiencing, but also helping you identify and correct any exacerbating circumstances (postural habits, work & recreation activities, sleeping positions, etc.), and developing a uniquely customized maintenance plan.

However, even though our specialty is pain relief through clinical massage therapy, we are also happy to help you improve your athletic performance, increase your flexibility & range of motion, and better manage your stress level. We completely understand that sometimes, you just want to relax.

We have both worked at some of the Austin area's most prestigious spas, including The Lakeway Resort's exquisite San Saba Spa on the beautiful sun-drenched shores of Lake Travis, and the elegant Tower Health Club & Spa at the Downtown Austin Hilton in the heart of the city. Our experiences at these world-class spas have prepared us to provide restorative spa & body treatments and soothing relaxation massages. We realize the immeasurable benefits of deep relaxation, and are happy to help our clients achieve this state.

When you book a "Customized Massage Therapy Session" from our service menu, you will get exactly that: a truly customized massage therapy session that will be carefully tailored to your unique needs.

It is our job to make sure that you get what you need out of your therapeutic massage session, whether you just want to feel good, or you need to feel better.

## "Knead" Some Answers?

## The Cosmopolitan

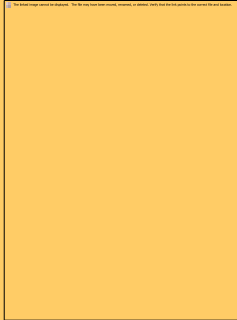
Susan is pleased to have added "The Cosmopolitan" Facial Massage Treatment to her service menu.

She has assembled a beautiful mosaic of massage modalities from across the globe and blended them together to create this uniquely rejuvenating facial massage treatment.

Your journey begins with a hot towel wrap and a deeply relaxing Swedish facial massage that will leave the musculature of your face exquisitely relaxed and toned.

Next, the ancient healing modality of negative pressure cupping is employed. This gentle massage technique, used extensively in traditional Chinese medicine, is renowned for eliminating the buildup of wastes and fluids in the face and neck; stimulating circulation; assisting in lymphatic drainage; imparting a more youthful and "lifted" appearance; and relieving the pain associated with sinus congestion and TMJ

This is the first installment in a continuing series that aims to answer some frequently asked massage related questions. Submit your own questions by clicking on the "Ask Susan" or "Ask Shane" quick link to the right and mention "'Knead' Some Answers?" in your subject line.



**Q:**

"Why is it so important to drink water after a massage?"

**A:**

While drinking enough water is always an important part of maintaining good health, maintaining proper hydration after a massage is particularly important. Drinking ample amounts of water will assist your body in eliminating the metabolic wastes that have been released during your session.

A trigger point (a.k.a. a knot) is a site of high metabolic activity, but low circulation. This means that the metabolic waste that is being produced at the site is not being flushed out of the area, and is creating stagnation. (Think what would happen if you had a big party at your house every night for a week, and no one ever bothered to take out the trash - Ewww.) When the trigger points are "dissolved," and circulation is improved by massage, those metabolic wastes are released into the bloodstream (the "trash" has finally been taken out to the curb). At this point (post-massage), it is important to flush those metabolic wastes out of your body by drinking water and, of course, urinating (this process makes sure that the "trash" collector comes and takes the trash away).

Proper hydration is particularly important when our DMS (Deep Muscle Stimulator) unit is incorporated into your massage session. Using the DMS unit enables us to release even more trigger points than using our hands alone, which means that even more metabolic waste will be released into your bloodstream. So, "Drink Up."



(temporomandibular joint) disorder.

Finally, this blissful voyage concludes with a soothing scalp massage using traditional Ayurvedic Indian head massage techniques.

This globally-influenced treatment will leave you saying, "It's a trip."

Call Susan at (512) 809-6708, visit [www.tigerlilystudios.com](http://www.tigerlilystudios.com), or click on the "Make an Appointment" quick link above.

## Spread the Word

As solo practitioners, we rely heavily on "word of mouth" advertising and referrals to develop our clientele. If you have found our services to be helpful, the most sincere compliment you could pay us would be to recommend us to your friends & family. We truly appreciate your vote of confidence.

We're both wishing you a "bang up" July 4th Weekend.

**"Keep in Touch,"**

**Susan Epperly, B.A., L.M.T.  
Shane Epperly, L.M.T., C.F.T.**

Licensed Massage Therapists  
in Private Practice  
Specializing in Pain Relief  
Through Clinical Massage Therapy



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*By Appointment Only*

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## Massage in the Movies

This feature of our newsletter answers the question, "What if Massage Therapists had lobbyists in Hollywood?"

**"I love the smell of lavender-lemongrass massage oil in the morning. Smells like ...victory."**

**~Bill Kilgore**

**(Robert Duvall in "Apocalypse Now," 1979)**