



The LadyBug

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We hope you have enjoyed a glorious and relaxing summer and returned to work or school feeling refreshed. As summer changes to autumn and autumn into winter, we seem to feel ourselves shift gears in our lives. Change is good – it keeps life fresh! If life begins to feel more hectic, don't forget to take time for yourself. In addition to providing you with an hour or so of 'escape' time in the form of a massage, we are always ready with suggestions on how you can find some peace and relief from pain and stress at home. Ask about self-care ideas after your next treatment so you can take charge of your health. Later this fall, watch for our website at www.ladybugmassagetherapy.com Our website will be one more chance to stay connected to The LadyBug. Please refer to our website for information about our treatments and fees, hours, holidays, off-site events and other clinic related news. As always, we thank you for your support and hope to see you soon!

Clinic Hours

Door open by chance
or appointment.

Jessica –
Monday-Thursday 12pm-8pm
Friday 9am-6pm

Elke –
Wednesday & Friday 10am-8pm

Watch for extended clinic hours
in the week leading up to
the Christmas holidays.

Good Self-Care Starts Here!

Did you know that proper breathing patterns may help reduce stress-related conditions such as anxiety and also decrease the perception of pain? Shallow breathing over-uses shoulder, chest and neck muscles, as well as decreasing oxygen intake and raising pulse rate and blood pressure. 'Diaphragmatic Breathing' is a basic exercise to help you relax, as well for improved results when performing self-stretches. Try this yourself or ask for some coaching during your next treatment:

Step 1: Breathe deeply into your abdomen. This should cause your belly to move out in a forward direction. Inhale through your nose and out through your mouth; exhalation should be a passive process rather than a forced action.

Step 2: Breathe deeply into your ribcage, pushing the sides out. Exhale.

Step 3: Breathe deeply into your upper chest, pushing the sternum (breastbone) upwards. Exhale normally.

Step 4: Combine all three areas into one harmonious breath. As you inhale, use the abdomen, then the ribs, then the chest. Exhale in the same order, allowing relaxation of the abdomen, ribs and chest rather than forcing the breath out.

As with all things in life, practice makes perfect! Diaphragmatic breathing should be slow, full and not forced. If you find it making you dizzy or tired, you may be hyperventilating. Take a breather! With time you will find this a useful exercise to do anytime, anywhere to clear your head and relax your body.

Speaking of Holidays...

Holidays – The clinic will be closed on
the following dates:

Thanksgiving Holidays

Friday October 5th and Monday
October 8th, 2007 –

Christmas Holidays

Monday, December 24th, 2007 to
Wednesday, January 2nd, 2008 –

Friday, March 21st, 2008 – Good Friday

Monday, March 24th, 2008 –
Easter Monday

Some reminders...

Cancellation & Missed Appointments Policy – We require 24 hours' notice when cancelling an appointment, in order that your time slot can be offered to another client. Full price will be charged in the case of a missed appointment, and a receipt issued stating that this is a 'Missed Appointment Fee'. Fees will be waived only in case of an emergency. If an appointment card or reminder call would be of help to you, please let us know and it can be arranged.

Extended Health Benefits – If you have extra benefit dollars that need to be used before the year's end, please try to pre-book your appointments as soon as possible to avoid disappointment as we become VERY busy in December. In the case of insurance companies who do not send payment directly to us, we will no longer be providing direct billing services. Payment will be due at the time of treatment, and a receipt issued for you to submit to your insurer. We are reluctant to withdraw this service but receipt of payment has become complicated and difficult.

You asked...

Do you guys have to do a lot of laundry?
As a matter of fact, YES!!!

Since good public hygiene is a top priority for us, we are very fussy about making sure that all clients use fresh linens. Each treatment we perform utilizes a minimum of two sheets, one towel, and one face-rest cover. Often we reach for more supplies during the massage, for example to wrap heating packs. The linens from three treatments are enough to fill one washer-load, and we each treat about 5-7 people on a given day. That's up to five loads a day, washed, dried and folded! Wow! When do we find time to do massage? We were curious about our consumption of laundry products, so we monitored it for a while and came up with the following statistics: we use approximately 12 6-litre jugs of liquid detergent, 5 boxes of fabric softener sheets, and 10 5-litre jugs of bleach per year. With 120 loads of laundry per box of dryer sheets, that's about 600 loads of laundry each year. So next time you find yourself bogged down by a mountain of laundry, think of us and know that we sympathize with you!

FROM THE RETAIL CUPBOARD:



Custom-Blended Aromatherapy Products

For some time now, we have been including Aromatherapy products, such as lotion and bubble bath, in our Gift Baskets. We are now offering them for sale on an individual, custom-made basis. This means that YOU get to choose the fragrance of your product, based on personal preference, health concerns, and desired effects. Using top quality, all natural essential oils, Elke will formulate a unique aroma for your bath or body. You can also choose from one of her tried and true favorite blends. We have lotion, cream, bubble bath, shower gel, pumice scrub, epsom salts, massage oil or lotion, and air/body mist waiting for your personal touch.

Gift Certificates and Gift Baskets

LadyBug to the rescue! Don't stress out over gift-giving at Christmas or anytime; we have certificates available for any of our treatments and can package one with an array of goodies in a basket or just on their own. You know how great massage is, why not share it with someone special?

ALSO ON THE MENU:

AROMATHERAPY, REFLEXOLOGY, & HOT STONE MASSAGE

In addition to therapeutic "Swedish" massage, we are able to provide alternative treatments, which are as luxurious as they are therapeutic. Keep these three in mind, both for yourself and when purchasing gift certificates.

Aromatherapy- This is the use of 'essential oils' derived from aromatic plants, trees and grasses. These powerful concentrates are diluted in a 'carrier' substance and applied to the body in various ways such as massage, baths or inhalations. In the clinic we would most commonly use massage as the means to apply aromatherapy. It works in three interrelated ways: physically, emotionally, and energetically. Take, for example, ginger oil. It is distilled from the roots of *Zingiber officinale*; physically it warms the body and is useful in the treatment of arthritis, emotionally it treats anxiety and nervous tension, and energetically it is said to instill strength and courage. Essential oils are classified as top, middle, or base notes, depending on their volatility ('staying power'), and ginger is a base note. Most Aromatherapy treatments use a blend of three or more essential oils.

Reflexology- This treatment is performed on the feet, under the premise that the feet are home to reflex zones and points, which correspond to all the organs and systems of the body. When a system is not functioning at its best, tiny deposits of metabolic waste products form in the reflex area of the foot which corresponds to that system. By working on these areas using firm massage pressure, the deposits are broken down and cleared away by the circulation, restoring better function to the body. Reflexology also gives the muscles and joints of the feet a thorough massage, and who doesn't need that? A typical reflexology appointment is one hour long and has the client seated on the table in a semi-reclined position for comfort.

Hot Stone Massage- This treatment has become a favourite at spas everywhere, but is also linked with many ancient cultures, from North American First Nations peoples to the indigenous tribes of more tropical zones. In addition to being extremely soothing and relaxing, you will find the combination of heat and massage to be very therapeutic. As the name suggests, this treatment uses heated stones, in this case smooth river rocks of various sizes, to massage away tension and soreness. Essential oils may also be added to the massage oil for an even more relaxing and healing experience, often called 'Aroma Stone Massage'.

Out and About – Recommended Local Attractions

If you happen to find yourself out Graffon way sometime, you may want to check out the Lawless Gallery of Fine Art. A recent addition to the Northumberland gallery scene, the gallery is operated by local folk legend Aengus Finnan. You will find it on Graffon's main drag, at 10831 County Road # 2. Gallery hours are Thursday to Sunday, 11am – 5pm, or by appointment. Also look for a fall concert series at the gallery.