



# The LadyBug

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## WELCOME TO THE FIRST EDITION OF OUR CLINIC NEWSLETTER

We plan to keep you informed of any changes to our hours, rates, staffing and services on a quarterly basis.

As well, this newsletter is our way of keeping you informed about various topics such as self-care, regulations governing our profession, products we sell, and treatment modalities we offer.

Please let us know if you do not wish to receive future copies of 'The Ladybug' in the mail. Additional copies are available at the clinic. We do not sell, trade, or in any way share our mailing list with others.

### Winter Hours

As the seasons change, so do our clinic hours. Jessica and Elke each work different schedules, and handy wallet cards are available for each at the clinic. We will be closed the week of December 26th to 30th, re-opening January 2nd. Our respective hours are as follows:

Jessica:

Monday-Thursday 12-8pm,  
Friday 9am-6pm

Elke:

Tuesday, Thursday, alternate Fridays  
9am-3pm,  
Wednesday 1-8pm

### What's Hot!

We'd like to help warm up your winter....

As the temperatures drop, warming additions to regular massage therapy are met with great enthusiasm. The humble Thermophore – a specially designed electric pad which produces deep moist heat by using moisture from the air – is one of our best friends. We use it to pre-warm the massage table, as well as to provide warmth to areas of the body before or after being treated.

For more intense applications of heat, we use a hot pack known as a Hydrocollator. This is a silica gel-filled canvas pack, which is heated in a water bath unit to a temperature of 75-85 degrees Celsius. Wrapped in layers of towel, nothing is better to deeply warm and relax severely tight muscles.

For those with arthritic joints in the hands, may we suggest a dip in the wax bath? Hands, or feet, are repeatedly dipped into a mixture of melted paraffin and mineral oil (heated to 48-58 degrees Celsius), which coats the skin completely and warms to the bones – great for pain relief and increased mobility.

For the ultimate full-body warming therapy, try one of Elke's hot stone massages. A spa favorite around the world, this treatment is both therapeutic and luxurious. Smooth river rocks are heated in water, and used with oils to perform a relaxing massage. When used in combination with aromatherapy, this is a delight to the senses.

Before you head back out into the cold world, we'd like to offer you a warm cup of tea for the road. Our water dispenser supplies hot water for tea, coffee, or hot chocolate, so bring a travel mug or use one of our paper cups to brew a cuppa from our selection of beverages and fortify yourself for whatever the rest of your day will bring!

### IT'S THE MOST WONDERFUL TIME OF THE YEAR!

Are you looking for a gift that is unique?

We offer both gift certificates and gift baskets, which can be customized to suit the individual you have in mind. Through the month of December each time you come in for a visit you will be entered in a draw to win a gift basket. Draw to be held December 23rd.

## ART MEETS MASSAGE

As well as being a great place to get a massage, we hope you find our clinic a pleasant place to visit. To this end, we have welcomed a number of artists to display their work in our space. Currently, the photographs of Steve McGowan are on view throughout the reception area and hallway. Feel free to wander either before or after your treatment to take in these lovely views of nature, wildlife, and local harbor panoramas. Should any of them catch your eye, they are available for a very reasonable price.

The needlework talents of Maria Becker are also displayed in our hall, in the form of quilted wall-hangings. They change with the seasons, and are definitely worth a peek.



## YOU ASKED.... WHY 'LADYBUG' ?

In choosing a name for her new business venture, Jessica was drawn to her favorite collectible, the loveable ladybug. This cheery creature is recognized as a symbol of good luck in many cultures, and certainly this has held true for our clinic as business continues to grow! It has also been said that if a ladybug alights on you, it takes away your ailments as if it departs – a very appropriate image for a well-being-centered business.

Be sure to take a look at Jessica's extensive collection on your next visit.

## FROM THE RETAIL CUPBOARD:

Next to our reception desk, you will find a selection of products available for sale. All of these items are carefully chosen for their role in enhancing the effects of your massage and allowing you to take an active role in your ongoing self-care.

For example: Traumeel and Zeel Ointments

Both products of the Heel company – makers of fine homeopathic remedies for over 40 years – these creams are both safe and effective. Traumeel is a great general-purpose anti-inflammatory for muscular aches and pains, as well as bruising. We recommend it after particularly deep or intense massage sessions to lessen rebound pain, and also in case of injuries.

Zeel is a more specific remedy intended for use in cases of joint pain due to arthritis or injury. Both remedies are unscented, have no side effects and do not interfere with the effectiveness of your current medications. Ask for a sample or more detailed information, as we believe in the value of these products!

## WHAT IS....Aromatherapy?

The practice of aromatherapy dates back to ancient times. As long as people have been extracting the aromatic compounds from plants for use in perfume or medicine, they have been using aromatherapy. In the modern context, it can refer to the use of essential oils in either inhalations, massage oil or lotion, or in the bath.

At the clinic we would most commonly apply it in the form of a massage. A number of essential oils, which may be suitable for your current condition or state of mind, are selected, then you sample the aromas and choose between 2-4 which appeal to you. These are blended in an oil or lotion and applied to the body in a relaxing and/or therapeutic massage.

While we're on the subject, I would like to introduce you to one of the most important of the essential oils- lavender. Steam-distilled from the leaves and flowers of the *Lavandula Angustifolia* plant, this oil has a refreshingly floral aroma with woody undertones. It has a wide range of uses, but in general can be considered soothing to both the mind and body. Lavender blends well with almost all other essences, and is also said to boost their effectiveness. Ask for a sample next time you're here!