

The LadyBug

Jessica Westbrook R.M.T., C.R.

Elke Van Meer R.M.T.

Brandyn Fox R.M.T.

905-377-0264

1040 Division Street, Unit 10 Cobourg, ON K9A 5Y5

www.ladybugmassagetherapy.com ladybugmassagetherapy@bellnet.ca

A WORD FROM THE LADYBUG...

We're getting older! On May 3rd, 2009 LadyBug Massage Therapy will celebrate its fourth anniversary. Time flies and we have been having a blast. Thanks to all our dedicated clients, staff, family and friends for your support over the years!

In February Jessica took a four day course on infant massage. In order to complete the training she is required to complete a take home exam and teach 5 parents how to massage their babies. Once the training is complete and she has received her certificate, she will be a Certified Infant Massage Instructor (CIMI) with the International Association of Infant Massage (IAIM). Watch for our announcement that she has received her certification.

Most of you will already have seen that our prices increased January 1, 2009. For those of you who haven't been in, the new prices are listed below.

Rates for Massage Therapy & Aromatherapy:

90 minutes - \$105.00 60 minutes - \$75.00 45 minutes - \$60.00 30 minutes - \$50.00

Rate for Reflexology:

60 minutes - \$75.00

Rates for Hot Stone Therapy:

90 minutes - \$115.00 60 minutes - \$85.00

Clients over 60 will receive a \$5.00 discount on all treatments.

We continue to accept direct billing, Interac, Visa, MasterCard, cash and cheque as methods of payment.



Hours & Holidays

Door open by chance or appointment.

Jessica
Monday-Thursday 12-8 pm
Friday 12-6 pm

Elke
Wednesday and Friday 10 am-8 pm

Brandyn
Check our website for updates

Effective May 4th we will be suspending our Saturday hours.

The clinic will be closed on the following dates:

Friday April 10,
Saturday April 11,
Monday April 13,
Monday May 18,
Wednesday July 1,
Monday August 3 and
Monday September 7

Infant Massage

Infant massage helps parents learn how to read their infant's cues and respond to their baby more readily. It also enhances the parent-infant relationship. It provides a time each day when the parent is totally focused on the baby.

The International Association of Infant Massage (IAIM) believes some of the benefits for babies who receive infant massage are:

- Provides individual focused time
- Promotes parent-infant relationships
- Helps baby be heard and acknowledged
- Helps relieve colic or "gassy spells"
- Helps stimulate circulatory and gastrointestinal systems
- Helps baby learn to relax
- Helps baby handle input while in a relaxed state
- Helps baby increase threshold for stimulation of touch
- May enable a pattern of stress release
- Helps baby sleep longer and deeper

The massage routine is performed on the baby's legs and feet, stomach, chest, arms and hands, face and back. By providing the massage you not only provide relief of certain conditions, you can help improve relaxation, support stimulation and promote interaction such as bonding.

Generally, the primary care-giver is the one to provide the massage. Examples of this can be one of the parents, a grandparent or an individual the baby spends a large percentage of time with. Realistically someone you would want your baby to bond with.

Starting massage with your infant child can potentially lead to a life time of appreciation of touch and its importance in our society. You may even find that as your child grows they will continue to show interest in receiving massage.

Classes will be offered by Jessica at the clinic as 5-one hour sessions, spaced out once a week over 5 weeks. If you are interested in more information or taking the classes please call or email the clinic.

Sourced from IAIM materials

ON THE ROAD AGAIN...

As in the past we have been making appearances around town, with and without our tables.

As some of you may have seen, LadyBug staff participated in the 2008 Cobourg Santa Claus Parade. For those of you who missed it, Elke and Jessica were dressed as ladybug elves and Elke's daughter was a hot stone.

We followed this up with our annual trip to the hospital, volunteering our time to provide massage to the staff of the Northumberland Hills Hospital as part of the fun for their February Blues Day.

Next up you can spot us in Victoria Park, in Cobourg, May 3rd massaging at the Waumer Walk in support of Lou Gehrig's Disease and A.L.S. research. Come out and enjoy the fun of the day with such events as the 5 km walk, a barbeque and of course, our massages! We hope to see you there.



From the Retail Cupboard

Anti-Flamme Herbal Crème

A new product that we are carrying at the clinic, Anti-Flamme, soothes strained muscles, joint aches, bumps, bruises and common sports injuries. It contains natural ingredients such as arnica, calendula, hypericum and peppermint. It can be applied before or after muscle use or as a massage cream.

Anti-Flamme Ingredients - Herbal Properties

Arnica: Helps to reduce the pain and bruising associated with common injuries, and is also thought to decrease joint pain, improve local blood circulation and reduce swelling. It is very popular in homeopathic circles as the first treatment for any trauma.

Hypericum or St Johns Wort: Its historical use has been for the relief of pain associated with local nerve damage such as that found in common neck and back problems, degenerative joint arthritis and sporting type injuries.

Calendula: Known for its soothing effect on irritated tissue, it also reduces swelling, helps improve circulation and acts as a muscle relaxant. For use on sensitive skin, it is often found in cosmetics and wound salves.

Peppermint: The essential oil of peppermint is commonly used for its cooling sensation and gives the feeling of deep absorption into the tissue. It may also encourage an increase in blood flow to the injured area relieving chronic stiffness and removing waste products. It also has pain relieving properties.

Free samples on hand or two sizes are available for sale. 45 g - \$15.00 100 g - \$26.00

Where is Brandyn now?

For those of you who aren't aware, Brandyn, our third therapist, has been travelling abroad for the winter. She spent January and February in New Zealand enjoying all the country had to offer. She was able to take in such things as sky diving, surfing and rappelling. She was also able to take in a lot of the local wildlife and magnificent scenery. She is now travelling through Australia soaking up more sun and seeing the sights. We'll keep you informed as to how she is doing and when she plans to return to Canada.

You Asked...What is Physiotherapy

Physiotherapy is the assessment of physical function and the treatment, rehabilitation and prevention of physical dysfunction, injury or pain, to develop, maintain, rehabilitate or augment function or to relieve pain.

Physiotherapists are skilled in the assessment and management of a broad range of conditions that affect the musculoskeletal, circulatory, respiratory and nervous systems such as:

- neck and back pain, arthritis and other joint injuries
- work-related injuries such as repetitive strain injuries etc.
- sports injuries
- post accident or surgery
- neurological disorders such as stroke, spinal cord injury or Parkinson's disease

When you see a physiotherapist, they will complete a thorough assessment that may include your health history, evaluation of pain and movement patterns, strength, joint range of motion, reflexes, sensation and cardiorespiratory status. They will also examine relevant x-rays, laboratory tests, medical records and surgical notes. Based on this assessment, the physiotherapist develops a diagnosis and works in partnership with you to plan individualized goals and treatment programs. Physiotherapists promote independence, including emphasis on how you can help yourself. For example, you may be shown exercises that you can do between treatment sessions and how to set goals to achieve results. Where appropriate, physiotherapists also advise care-givers on how they can help you.

Some treatment options:

- Strengthening and therapeutic exercise programmes
- Mobility and flexibility improvement
- Improvements in muscle imbalances and alignment
- Balance retraining and movement coordination
- Manual therapy – intervention to reduce pain and stiffness
- Electrical modalities such as TENS (electrical nerve stimulation) or ultrasound
- Gait retraining and general conditioning regimes
- Acupuncture – some specially trained physiotherapists use this technique to help alleviate your pain

Physiotherapists manage and prevent many physical problems caused by illness, disease, sport and work related injury, aging, and long periods of inactivity. Physiotherapy can be added to your regular health care regime. As well, it works hand in hand with massage therapy.

Sourced from the Canadian Physiotherapy Association, College of Physiotherapists of Ontario and Physiotherapy Act

ON THE ROAD AGAIN...

As in the past we have been making appearances around town, with and without our tables.

As some of you may have seen, LadyBug staff participated in the 2008 Cobourg Santa Claus Parade. For those of you who missed it, Elke and Jessica were dressed as ladybug elves and Elke's daughter was a hot stone.

We followed this up with our annual trip to the hospital, volunteering our time to provide massage to the staff of the Northumberland Hills Hospital as part of the fun for their February Blues Day.

Next up you can spot us in Victoria Park, in Cobourg, May 3rd massaging at the Waumer Walk in support of Lou Gehrig's Disease and A.L.S. research. Come out and enjoy the fun of the day with such events as the 5 km walk, a barbeque and of course, our massages! We hope to see you there.



From the Retail Cupboard

Anti-Flamme Herbal Crème

A new product that we are carrying at the clinic, Anti-Flamme, soothes strained muscles, joint aches, bumps, bruises and common sports injuries. It contains natural ingredients such as arnica, calendula, hypericum and peppermint. It can be applied before or after muscle use or as a massage cream.

Anti-Flamme Ingredients - Herbal Properties

Arnica: Helps to reduce the pain and bruising associated with common injuries, and is also thought to decrease joint pain, improve local blood circulation and reduce swelling. It is very popular in homeopathic circles as the first treatment for any trauma.

Hypericum or St Johns Wort: Its historical use has been for the relief of pain associated with local nerve damage such as that found in common neck and back problems, degenerative joint arthritis and sporting type injuries.

Calendula: Known for its soothing effect on irritated tissue, it also reduces swelling, helps improve circulation and acts as a muscle relaxant. For use on sensitive skin, it is often found in cosmetics and wound salves.

Peppermint: The essential oil of peppermint is commonly used for its cooling sensation and gives the feeling of deep absorption into the tissue. It may also encourage an increase in blood flow to the injured area relieving chronic stiffness and removing waste products. It also has pain relieving properties.

Free samples on hand or two sizes are available for sale. 45 g - \$15.00 100 g - \$26.00

Where is Brandyn now?

For those of you who aren't aware, Brandyn, our third therapist, has been travelling abroad for the winter. She spent January and February in New Zealand enjoying all the country had to offer. She was able to take in such things as sky diving, surfing and rappelling. She was also able to take in a lot of the local wildlife and magnificent scenery. She is now travelling through Australia soaking up more sun and seeing the sights. We'll keep you informed as to how she is doing and when she plans to return to Canada.

You Asked...What is Physiotherapy

Physiotherapy is the assessment of physical function and the treatment, rehabilitation and prevention of physical dysfunction, injury or pain, to develop, maintain, rehabilitate or augment function or to relieve pain.

Physiotherapists are skilled in the assessment and management of a broad range of conditions that affect the musculoskeletal, circulatory, respiratory and nervous systems such as:

- neck and back pain, arthritis and other joint injuries
- work-related injuries such as repetitive strain injuries etc.
- sports injuries
- post accident or surgery
- neurological disorders such as stroke, spinal cord injury or Parkinson's disease

When you see a physiotherapist, they will complete a thorough assessment that may include your health history, evaluation of pain and movement patterns, strength, joint range of motion, reflexes, sensation and cardiorespiratory status. They will also examine relevant x-rays, laboratory tests, medical records and surgical notes. Based on this assessment, the physiotherapist develops a diagnosis and works in partnership with you to plan individualized goals and treatment programs. Physiotherapists promote independence, including emphasis on how you can help yourself. For example, you may be shown exercises that you can do between treatment sessions and how to set goals to achieve results. Where appropriate, physiotherapists also advise care-givers on how they can help you.

Some treatment options:

- Strengthening and therapeutic exercise programmes
- Mobility and flexibility improvement
- Improvements in muscle imbalances and alignment
- Balance retraining and movement coordination
- Manual therapy – intervention to reduce pain and stiffness
- Electrical modalities such as TENS (electrical nerve stimulation) or ultrasound
- Gait retraining and general conditioning regimes
- Acupuncture – some specially trained physiotherapists use this technique to help alleviate your pain

Physiotherapists manage and prevent many physical problems caused by illness, disease, sport and work related injury, aging, and long periods of inactivity. Physiotherapy can be added to your regular health care regime. As well, it works hand in hand with massage therapy.

Sourced from the Canadian Physiotherapy Association, College of Physiotherapists of Ontario and Physiotherapy Act