

# The LadyBug

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Greetings from the ladies at the 'Bug! We hope you have all made a safe transition into 2007, and have been looking forward to the return of spring as much as we have. We're pleased to announce that we will be offering our newsletter on a semi-annual basis from now on, keeping you informed and, hopefully, enlightened with both a Spring/Summer and Fall/Winter edition. Please take a moment to read them and let us know what you think. Your feedback is always welcome! If at any time you wish to not receive your newsletter, please let us know and we will remove you from our list. From time to time we may include an insert with our newsletter but rest assured your personal information is not being shared as the newsletter is assembled and sent out by our staff.

## Clinic

## Hours

### Jessica:

Monday - Thursday

12 pm - 8 pm,

Friday

9 am - 6 pm

### Elke:

Wednesday & Friday

10 am - 8 pm,

Holidays: July 16th- 20th

### Summer Holidays:

Yes! Summer is the season of long weekends and laid-back schedules, so the clinic will be closed for the following days:

Monday May 21st-Victoria Day

Monday July 2nd-Canada Day

Monday August 6th-Civic Holiday

Monday September 3rd-  
Labour Day

Please also be aware that we may take the Friday off before a long weekend. Have a safe and happy summer!

## You Asked....

What kind of lotion do you use for massages?

When it comes to giving a massage directly on the skin, some sort of lubricant is needed to avoid uncomfortable drag and allow our hands to glide over the surface. The choices are numerous in terms of products available for massage therapists. The most important criteria - it must not dry onto or absorb into the skin too quickly. This is the opposite of what you might look for in a body or hand lotion, as 'quick-drying' is generally a positive selling feature. In the case of a massage product, however, we need it to stay 'wet' long enough to continue massaging without constantly re-applying the product.

With this in mind, there are three types of products we can choose from: oil, lotion, or cream. Oils are usually vegetable-derived, as mineral oils are more likely to clog the skin and leave a greasy residue. The most common oil we use is almond. Grape seed, jojoba and apricot kernel oils, or a blend of several oils, may be used. Lotions and creams are basically the same thing - oil and liquid blended with a wax. Cream is thicker and thus used more sparingly. Lotions and creams also generally contain many other ingredients. This may be of concern to you if you suffer from allergies, so please let us know if you do. As well, feel free to inform us of your preference in terms of the product we use on you; after all, it's your skin!

## DIRECT BILLING FOR INSURANCE CLAIMS

If you are fortunate enough to have your massage treatments paid for by extended health coverage, we can save you the inconvenience of sending receipts to your insurance company by doing the billing directly. If your insurance provider is willing to accept direct billing from us, we will have you sign three forms. A claim form which tallies the expenses being charged, an assignment of benefits form which directs the insurer to pay us, and a one time insurance billing waiver stating that you will be responsible for your account if the insurer declines payment. The rest is up to us! How simple is that? So, if you are not yet taking advantage of this service, we encourage you to ask about direct billing so you can relax in one more way.

## “AND THE AWARD GOES TO...”

We are very proud to announce that LadyBug Massage Therapy is the winner of the 2006 Business Achievement Award for Emerging Business of the Year. We were acknowledged for our early success as a business and our substantial community involvement. We continue to strive to do our best in the daily operation of the business. It is extremely rewarding to be recognized for all of our hard work. Our thanks to all of you, whose continued support makes us feel like winners every day!

As well, Jessica was thrilled to be nominated for the Northumberland Publishers' Business Woman of the Year award, and to be named as one of the five finalists. Just to be in the running with business-women of such a high caliber speaks volumes about the respect she has earned in the community, and rightly so. The award, however, eluded her this year, giving Jessica something to strive for in the future!

## FROM THE RETAIL CUPBOARD:

“Why do you sell pool noodles and tennis balls?”

Although we are always in favor of increased physical activity, these summertime favorites are not here for recreational purposes. We include them in our product selection so that you can include them in your self-care program. That's right, a simple tennis ball can become a trigger point massager and a pool noodle, cut to the right length, can help you stretch your spine. We often stress the importance of ongoing self-care in the management of pain or injuries, as you are not likely to come for a massage every day. By having these simple items available we can help you to help yourself feel better sooner. So ask how you can make use of a pool noodle or tennis ball as part of your 'homework'. And if you want to play with them too, we don't mind a bit...

## ON THE ROAD AGAIN....

The ever-popular Massage Therapy Road Show is at it again! We were in fine form for the Northumberland Hills Hospital's 'February Blues Day', treating our hardworking health care pros to some free massages. Catch us next on Sunday, April 29th for the 6th annual Waumer Walk for A.L.S., starting at 11a.m. at Victoria Park in Cobourg. Pledge sheets are available at the clinic, if you're up for an easy 5km walk. If not, be sure to stop by the Park anyway, as this is always a fun-filled event featuring a barbecue, silent auction, draws, and of course MASSAGE! Help the Wamsley family and the A.L.S. Society raise funds for the battle against this devastating disease.

## YOUR MEDICINE CABINET DECIPHERED!

Non-Steroidal Anti-Inflammatory Drugs (NSAIDs)

Some common drugs you will find in this group are Tylenol (Acetaminophen), Aspirin (Acetylsalicylic Acid) and Advil (Ibuprofen).

NSAIDs are widely used in the management of mild to moderate pain and inflammation. The properties of most NSAIDs are:

- analgesic (pain reliever)
- antipyretic (fever lowering)
- anti-inflammatory
- anticoagulant

Each drug offers different benefits. Tylenol is effective for pain and fever but not as effective for inflammation. Aspirin is effective in all areas. However if a person is already taking Aspirin for a heart condition they may not be able to take an additional dose for pain. While Advil is also effective in all areas it may irritate a person's stomach.

Muscle relaxants will also provide relief depending on your injury. Certain muscle relaxants like methocarbamol, which is found in the Robax family of drugs, are mainly used to reduce painful muscle tightness related to soft tissue injury or inflammation.

Depending on the severity of the injury, a NSAID may be enough, if not then a person may want to consider taking a combination of NSAIDs and muscle relaxants to provide more effective relief of their symptoms. Each person, in conjunction with their primary health care provider, will need to choose the right solution for them. Along with these drugs, a combination of rest, moderate movement, ice and massage therapy will help you heal faster. And don't forget, just because it doesn't hurt when taking the drugs, doesn't mean you should overuse that area.