



January / February
Newsletter
2009



Relaxation & Retreat
Massages of York, LLC
924 A Colonial Avenue
York, PA 17403
(717) 495-2802

*Located at the intersection of
Country Club Road and
Richland Avenue!*

Every "BODY" needs a little R & R!

Your Question...Answered!

By Kevin Bruck

10,9,8,7,6,5,4,3,2,1...I'm sure all of you have circled your calendar and have been counting down in your head the number of days until our new president takes office. In just a few days, our country will awaken with hope in their hearts that our new president will be able to slow our economic recession and get our economy back on the road to recovery. Like most Pennsylvania roads right now, that recovery process will be filled with lots of bumps and potholes. Nevertheless, as rough as the road may be, it will carry us towards our destination, hopefully with few detours.

With that glimmer of hope ahead of us, I wanted to take an opportunity to also look behind us. 2008 was a rough year for many of us. It affected each of our families differently. Some reduced how often they ate out, others did more bargain shopping. I think we all limited our driving somewhat, especially when gas was nearly \$4.00 a gallon. Geez...that is as expensive as a two quart container of ice cream. Oh, scratch that ...now the containers only have 1.75 quarts in them.

In the last two months, numerous clients have taken the opportunity to ask how R & R Massages as a business, is doing, in light of the tightening economy. We are happy to report that we are stable and doing well.

For the year 2008, R & R Massages experienced a 41.4% increase in total business volume over 2007. We can attribute the increase to the addition of therapeutic staff, a wider range of available hours, and an increase in your personal referrals.

We also took advantage of advertising in the Valpak envelope, the Clipper magazine, and WARM 103.3 radio. We also increased the size of our ads in the phonebooks and enhanced our website.

Finally, R & R Massages reaped the benefit of having an article written about us in "Talk of the Town" and York Newspaper's "Intro's '08." To top it off, R & R Massages was voted "Best in York for Massage Therapists" for 2008!

Your confidence in R & R Massages has certainly been appreciated and was especially recognizable over this past holiday season. Thanks to you, we sold more than double the amount of gift certificates that we sold last Christmas. In fact, we were at 122% over 2007.

In This Issue:

- *Amanda's Advice – Arthritis and Massage*
- *Managing Your Stress – Nutrition vs. Stress!*
- *Tracey's Talk on Techniques – Relaxation Massage*

Massage Therapy & Insurance

By: Tracey Roberts

2008 has been an exciting year here in Pennsylvania for the Massage Therapy Industry. We were finally granted licensure after trying for over 12 years! What does this mean to you? What licensure does is open doors for the Insurance Industry to be able to pay for Therapeutic Massage Services and allows the consumers to be able to choose their style of health care. Some health insurance companies will pay now, but they are few and far between and with a lot of red tape attached. Some companies offer discounts, but are rarely found as well.

One type of Insurance that does pay in Pennsylvania is Auto Accident Insurance. If you have been in an accident in the past 2 years, your insurance may pay for all your therapeutic massage services. There are some stipulations such as needing a doctor's prescription, but for the majority of companies they are very accommodating to your recovery from an auto-related injury. Our office has years of experience in handling auto accident cases and can work with your Insurance company and your Doctor to obtain proper authorization for care.

Another type of payment that is available to most people is their "Medical Expense Accounts". In order to use your account for massage services, you must submit a doctor's prescription along with your receipt. If you intend to use your Medical Expense Account, please notify our office so we can give you the proper paperwork required.

Massage Therapy and Insurance reimbursement are a hot topic these days. The insurance companies are under a lot of pressure to add therapeutic massage to their list of paid services. Hopefully within the next few years we will see this union progress, until then, R&R Massages of York will offer you our best prices with uncompromising quality. If you have any questions or concerns regarding your insurance and/or medical expense accounts, please feel free to call me to discuss your situation.

Yours in Health,

Tracey

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Cont. from page 1...

As we enter 2009, we are excited about the year ahead. The staff already has some great ideas in the works to help make your experience at R & R Massages even better! With that said, need I remind you that Valentine's Day is quickly approaching? What better way to tell your spouse or significant other that you love them than with a couple's massage gift certificate from R & R Massages. Mention "Kevin's Article" and we will drop the normal couple's hour price from \$125.00 to \$120.00! Not a bad deal, mention two words and save enough to pay for your gas!

From all of us here at R & R Massages, we wish you an abundant and prosperous year!

Kevin

"Love is not about loving the perfect person; it is about loving the imperfect person perfectly!"

*Don't Forget ...
Valentines Day!*



Don't forget your Valentine this February! A couple's massage will surely make the perfect gift for you and that special someone!

Nutrition vs. Stress!

By Patti Staub

As we get busy and stressed, we tend to make poor nutritional choices that can actually increase our stress levels and cause other problems. Here are a few tips for getting good nutrition and maintaining a more healthy diet, even under stress. After a few weeks, they'll become habit and you won't even have to think about good nutrition. And your body—not to mention your stress level—will feel the difference!

Eat Breakfast: You may rationalize that you're not hungry yet, that you don't have time, that lunch will come soon enough, that you need to diet anyway, or that the milk in the latte you pick up on the way is all the good nutrition you need. But skipping breakfast makes it harder to maintain stable blood sugar levels and effective functioning during your busy morning; you need it. (You can easily grab a hard-boiled egg and container of orange juice on your way out the door, right?)

Opt For Green Tea: If you're a coffee junkie, you may not realize the effects caffeine has on your system. However, you can reduce your stress levels and improve your mental performance throughout the day if you gradually wean yourself off of large amounts of caffeine. A relatively easy and healthy way to do that is to replace coffee with decaffeinated green tea, which has a soothing taste and the added benefit of loads of antioxidants.

Try Sparkling Juice: If you're a Pepsi drinker, you're probably experiencing the same health consequences from caffeine that coffee drinkers experience. A healthier alternative is sparkling fruit juice, or sparkling water. You'll still be getting a refreshing treat, but you'll be adding water to your system, rather than detracting it (caffeine saps your system of water, so drinking it is akin to un-drinking water!), and you'll be avoiding other caffeine-related side effects.

Carry a Snack: Having some protein-rich, healthful snacks in your car, office, or purse can help you avoid blood sugar level dips and accompanying mood swings and fatigue. Trail mix, granola bars, and certain energy bars all contain good nutrition. Along these lines, you should always have water handy, as it's so vital to health and proper physical functioning.

Adopting stress reducing techniques should also reduce your stress-induced cravings for unhealthy or excessive food. Think about trying yoga, journaling, laughter, or breathing techniques as mentioned in the previous article as your personal "stress reducer"!

All for now!

Patti

AMANDA'S ADVICE

By Amanda Cooper

Dear Amanda,

I have heard about the great results and pain relief massage therapy can bring to everyone; but I am curious as to what and if massage therapy could help in any way with the arthritis pain in my hands? I do not want a flare up, but the pain is excruciating during these cold winter months! Do you have any suggestion?

Sincerely,

Tired of my Arthritis!

Dear T.O.M.A.,

Just as a reminder; massage therapy is great for distressing and overall relaxation. It will have the same affect for individuals who suffer from arthritis. Although massage therapy can ease the symptoms of arthritis, it is not a cure. By using gentle strokes to work and manipulate the muscles surrounding the effected area, you are temporarily free of pain; and also relaxed and stress free.

Different modalities and techniques can be used depending on the type of arthritis; myofascial release would be better for someone with rheumatoid arthritis because of the focus on trigger points, bones and joints on the hands, wrists, feet and ankles.

Paraffin is also wonderful for arthritis. Paraffin involves either dipping or wrapping the affected areas in a warm wax and creating a thermal blanket over the area. Not only does the dip provide pain relief, but it is also very relaxing. (Paraffin can be used for everyone as well! It is a great way to get rid of dry, scratchy skin!)

So even being a common sufferer of arthritis, massage therapy can do a wonder of good for your health. It can reduce your pain and inflammation, possibly shorten the length of flare-ups, and ultimately bring relaxation and comfort to you and your body!

Until next time,

Amanda

Check it Out!

Be sure to check out our new Client Bulletin Board (actually... client bulletin television) located in the lobby. This new multimedia is our way of broadcasting any upcoming news or announcements to you! Give it a look during your next visit!



Tracey's Talk on Techniques

By Tracey Roberts

Relaxation Massage

Have you ever had a day when you sit down at night to relax and can't? Your body is telling you it is under stress and would like you to de-stress it as soon as possible. This can be done in many ways, but the best and most effective way is to receive a regular relaxation massage. Even if you receive other forms of massage, a regular relaxation session should be added to your health program.

A relaxation massage is special because it allows your muscles and mind to be totally at ease throughout the month.

Regular monthly relaxation massages benefit the body in the following ways:

- Reduces Pain
- Enhances your immunity
- Increases flexibility
- Decreases depression and anxiety
- Improves circulation
- Promotes better sleep

Studies have shown that a regular monthly relaxation massage can improve your overall health and wellbeing and can improve your body's ability to fight illnesses; especially winter colds and the flu. Schedule your appointment today!!

Yours in health,

Tracey

Bring in this coupon and take advantage of our newsletter special!

Schedule a Relaxation massage with Tracey, Patti, or Amanda today!

One hour Relaxation Massage for only \$50.00.

Offer good until 2/27/2009. Cannot be combined with any other offer. One coupon per person.

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Dry Skin This Season?



Do you suffer from dry skin in the winter months? You are not alone! Try a paraffin dip at your next appointment! Paraffin is a warm wax that can be applied to your hands, feet, elbows, and even your face. With its special moisturizing qualities, paraffin will leave your skin feeling silky soft!

Every "Body" Loves Puzzles!

As you may know, Kevin loves puzzles! You can easily find them throughout the office for your (or our) enjoyment and entertainment! Lots of varieties exist; jigsaw puzzles, cross-word puzzles, word searches, and the list can go on! We have made up a little puzzle of our own for you to try! If you can correctly finish the puzzle, cut it out and bring it to your next appointment for **\$5.00 OFF** your invoice!

In keeping with the Valentines Day theme...somewhere in this newsletter are four words in a row, each of the first letters will spell out the word "LOVE" Can you find them?

L _____ O _____ V _____ E _____



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Special Announcement!

R & R Massages of York, LLC is excited to share some great news with you! Recently, we were one of many massage businesses in the York area that was evaluated on performance, presentation, customer service, and marketing by the U.S. Local Business Association. We are proud to announce that Relaxation & Retreat Massages of York, LLC was selected as the "Best of York" for 2008. The plaque we were awarded is mounted on the wall in the office for everyone to see.

Thanks so much for all of your support and your patronage!