

# *Connecting Touch News*

**“Healthy Living Through Healthy Touch”**

**June 2010**

**About our new e-newsletter...** I will be sending it out the first of each month. I have included only the individuals who have expressed interest in receiving email from us. If you do not want to receive it, contact me at [jack@connectingtouch.com](mailto:jack@connectingtouch.com), and I will promptly remove you from our email list. If you would like to share this newsletter with your friends, please feel free to do so. You can access a printer-friendly version of our newsletter (as well as prior newsletters) <http://www.connectingtouch.com/newsletter/> .

And as always, I thank you for your continued support and encouragement.

Jack Hayes

## **Whether you want to stay active**



## **or just relax and enjoy the summer,**



## **massage is right for you!**

# Featured Businesses of the Month

## One for dogs and one for cats!



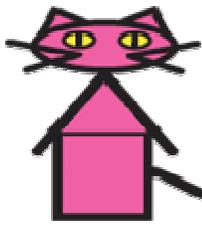
Welcome to **Camp Bow Wow**, North America's Premier Doggy Day and Overnight Camp<sup>®</sup>! Our campers play all day in our indoor/outdoor play yards, and you can view them online anytime with our Camper Cams<sup>SM</sup>. Most importantly, our Certified Camp Counselors<sup>®</sup> are expertly trained in dog behavior, safety and health management and are there to ensure your pup has a great time!

### **Our camps feature:**

- All Day Play, Snooze The Night Away<sup>®</sup>
- Large Indoor & Outdoor Play Areas
- Spacious Cabins with Comfy Cots
- Live Camper Cams<sup>SM</sup>
- Bedtime Campfire Tasty Treats
- Certified Camp Counselors<sup>®</sup>

1403 Main St.  
Cuyahoga Falls, Ohio 44221  
330-923-9663 (WOOF)

[www.campbowwow.com/us/oh/cuyahogafalls/](http://www.campbowwow.com/us/oh/cuyahogafalls/)



**KIT-N-SIT®**

## Watches Your Kat At Home

Debra Martin is the owner of **KIT-N-SIT®**.

**KIT-N-SIT®** is a successful cat-sitting business that specializes in creating "peace of mind" while you travel, whether you travel for business or pleasure.

**KIT-N-SIT®** gives you the opportunity to leave your cat in the comfort of its home. My service visits your cat once a day, twice a day or, even every other day.

My business grew from my own need as a traveling sales rep. I was always looking for a friend or family member to visit my cats, play with them, feed them, and scoop the litter. If I had been aware of a service that would come to my home and do these services, I would have jumped at the opportunity to hire them.

Instead I got married and my darling husband suggested we start a home based business and guess what I chose? That was in 2003.

Today **KIT-N-SIT®** has over 600 cat-clients and is growing. Please take a look at the links and services that I offer. You can contact me by phone (330-571-5515) or email ([kitnsit@yahoo.com](mailto:kitnsit@yahoo.com)).

[www.kit-n-sit.com](http://www.kit-n-sit.com)

# ~Father's Day~



**June 20th**



**Remember your hard-working Dad with a  
massage gift certificate from Connecting Touch  
this Father's Day.**

**3<sup>rd</sup> Year!!**

For the 3<sup>rd</sup> consecutive year, you have voted Connecting  
Touch the best massage in the Akron-Canton area on  
the Fox 8 Hot List of Best Businesses. **Thank you all  
for your continued support!!!**



# The Season of the “Weekend Warrior”

Summer means outdoor activities. Muscles which have been sedentary for months are suddenly called upon to perform Herculean feats. This can easily lead to injuries.

With “weekend warriors” determined to get the most from short weekends, it’s no surprise that many injuries occur. These injuries are fairly easy to prevent with a little common sense, as the vast majority of minor strains, sprains and muscle pulls occur from trying to do too much too soon.

1. **Be patient.** Start out slowly. Think about what you wish to accomplish and what the best approach is.
2. **Warm up.** Whatever your activity, always warm up first by walking briskly or by jogging.
3. **Cool down.** Another way to prevent soft tissue injury is to cool down after rigorous activity with a 5-10 minute walk. This prevents lactic acid from accumulating in the muscles and decreases the incidence and duration of muscle soreness.
4. **Stretch.** Stretching while the muscles are still warm lengthens muscle fibers, allowing them to become more relaxed and flexible. This minimizes the chance of pulls, spasms and prolonged soreness.
5. **Massage.** Massage can be used to prevent injury in many ways. A massage before any workout will help remove stiffness, as well as break up scar tissue and adhesions.

Massage before exercise minimizes the opportunity for injury by creating a warming of the muscle tissue. This increases flexibility and decreases the possibility of strains or tears. It also enhances the availability of oxygen and nutrients to the soft tissue.

After activity, massage therapists often utilize stretching to increase range of motion and lengthen tired or sore muscles. The massage therapist does all the work, by slowly and gently stretching the muscles. Massage will leave you relaxed and energetic...just the way you want to feel before or after any active event.

Call today to schedule your appointment!

# Ice or Heat?

When in doubt about the best way to approach self-treatment of a soft tissue injury, use ice first. Ice reduces pain and swelling, calms nerve endings and minimizes the possibility that you will cause further damage to the area. Apply ice to a muscle injury as soon as possible; no later than 48 hours after the strain or sprain.

Proper application of ice is very important. Apply an ice pack to the injury for at least 20 minutes every 2 hours. Some research suggests that 20 minutes every hour may work best for acute muscle pain. Protect against frostbite by inserting a damp towel between your skin and the ice. Never apply ice directly to an open wound.

If you do not have an ice pack, there are probably substitutes in your freezer that are just as effective. Frozen vegetables, especially peas, make good cold packs because they conform to the muscle or joint. Zip lock bags with crushed ice also work very well.

Heat treatments can be very useful in assisting the body during the healing process when used after pain and swelling subside. When properly applied, heat dilates blood vessels, speeding oxygen and nutrients to the injured area. This reduces stiffness and increases range of motion.

## Did You Know?

Muscle pulls are the most common injury to soft tissue. Sudden force applied to muscles cause fibers to stretch beyond their capacity. Muscles vary in the time they need to restore normal range of motion, e.g. a calf muscle may improve in a week but a hamstring can take up to a month.

Using stretching and resistance exercises, your massage therapist can assist in returning the muscle length to normal.

# ~Comments~

I moved to Michigan and whenever I am back in the area I make an appointment there. This is not a group of employees..... this is a family all working together

KY

The atmosphere is wonderfully relaxing. The staff is friendly and helpful, and I've never had a better massage anywhere. My husband and I are regular customers!

AKP

The staff is amazing. They have a way of making you feel very special as well as providing an excellent massage. They have really helped me get back to my old self after my back surgery.

MC

My experiences with Connecting Touch have always been beneficial and comfortable. The atmosphere is very calming and the massage relaxing. Keep up the GREAT work!

DB

**Do you have any comments or suggestions? Just send them to [jack@connectingtouch.com](mailto:jack@connectingtouch.com)**

## ~Staff~

### Massage Therapists

Cindy Apthorpe

Michael Hale

Audrey Zarachowicz

Jack Hayes

### Reiki Master

Ed Coyle

### Office Staff

Jack Hayes... President

Katie Jernigan...General Manager

Nikki Hayes...Office Manager

## ~About Connecting Touch~

Opened in 1995, we employ only individuals who are licensed by the State Medical Board of Ohio or certified in their field of practice, thus providing a high level of service.

**We are open 6 days a week.**

**Hours**.....Monday–Saturday 9:00am to 6:00pm

Last massage appointments are scheduled for 6:30pm Monday-Friday and 5:00 Saturday.

# *Connecting Touch*

Therapy & Wellness Center, Inc.

960 Graham Road

Cuyahoga Falls, Ohio 44221

**330-945-9354**

**800-565-2926**

**[www.connectingtouch.com](http://www.connectingtouch.com)**

**Fox 8 Hot List Winner for Best Massage  
Akron/Canton Area 2008, 2009 & 2010!**