



Newsletter

Fall/Winter 2003



Website Launch!

Basic Kneads is pleased to announce the official launching of their new website:

www.basickneads.ca

We hope to use our both our *new* website and newsletter as tools to keep you up to date on clinic happenings, refer you to useful web-related links and keep in touch with you via e-mail. Now you can **e-mail us** with appointment requests, account balances, address changes and/or questions regarding treatment.

Please add us to your address book & forward your e-mails to basickneads@rogers.com

You will also find our website useful when recommending us to your friends and family. What better way to direct them to your **Massage or Shiatsu Therapist** than by forwarding them our newsletter or website address! Not only will they find answers to their important questions, but also our "[case history](#)" is now downloadable and printable. Another section worth reading is a list of suggestions outlining "[How to Get the Most Out of Your Massage](#)"

Essential Oils ~ The Basics

Essential oils need not be included in your treatment, but you have certainly been exposed to their aroma if you have been to our clinic. There are many applications for essential oils including massage, air diffusers and adding them to your bath or perhaps scenting your laundry. What is very important to know is that pure essential oils are highly concentrated and knowledge on their safe use is vital. Almost all essential oils need to be diluted prior to being applied to the skin.

[Lavender](#) and [Tea Tree Oil](#) are two of the most common essential oils that can be applied directly to the skin.

For more information on the variety of uses, cautions and properties of essential oils, you can visit: www.aromaweb.com



*Just a reminder,
healthcare benefits are
often renewed with the
calendar year.*

Heat vs. Cold ~ Which should you apply?

When it comes to pain, you may find yourself running to the hot water bottle or the heating pad, but is heat the best thing for your pain? When it comes to injuries, ice is *great* at decreasing inflammation and swelling and controlling pain. Most of the time, heat should not be used for injuries. This includes: sprains, strains, contusions and extremely sore muscles. The physiological effects of ice can actually reduce cellular damage, numb the pain and decrease healing time. Most medical advice cautions not to use cold for longer than 20 minutes at a time, and to wrap a towel around real ice cubes to avoid frostbite or nerve injuries. A bag of frozen vegetables is also an excellent alternative to ice and may cool the area more efficiently than gel packs, which are sometimes not cold enough.

Heat on the other hand, is far more helpful 2-3 days after injury or when the pain has subsided from it's acute stage. Heat is also more useful for stiff muscles and deep aches as opposed to sharp or stabbing pain and inflammation. When applying heat or cold consider the fact that heat brings more blood to the area it is applied to & cold reduces blood to the area it is applied to.

CONTRAST THERAPY uses both heat and cold. This is an alternative to applying just cold, and can expedite healing by both cooling that area down and reducing the heat/irritation followed by heating the area to bring in fresh blood and nutrients. (*Simulates an enhanced metabolism*) The rule of thumb when applying "contrast" is that it should be used in the post-acute stage (24-48hrs) and you should finish with the cold application. Ask your therapist if you are unsure which modality is best for you.

