

Spring is almost here!

Are you looking forward the end of winter?? Even though this winter hasn't been bad for weather, it will be nice to see warmed temperatures and the longer days.

This issue we hope to clear up the on going confusion of when to use heat and when to use ice on an injury. We will also introduce you to Biofreeze, a must for your first aid kit! So sit back, relax and let us begin!

The clinic

Well we have been busy the last couple months. There are new projects in the making and partnerships in development with other local businesses! We have been introducing many clients to the Acuball and now are pleased to have Biofreeze available for purchase at the clinic.

Our online booking system is a hit and most client's are finding it easy to use and prefer being able to book when it is convenient for them rather than waiting for a callback. Our goal of reducing

the amount of paper we use is going well thanks to online charting and health history forms.

We are still in the process of developing an acuball class and treatment program. This should be announced and ready by the end of March. Please watch your inbox for details as they develop.

As always there is lots planned and going on and we will keep you up to date! (are you following us on twitter? @GeorgianBayMT or like our Facebook page)

Thank you to all for your support and we look forward to continuing to provide high quality service to all our clients!

Cheers,
Eryn

INSIDE THIS ISSUE:

Biofreeze 1

RICE 2

Preventing pain
and swelling 2

Heat can hurt 3

See your Mas-
sage Therapist 3

When to see
the Doctor 3

Contact us 4

Biofreeze (information below is taken form E-how.com)

Biofreeze is a cold therapy treatment gel used as a therapeutic aid for sore or damaged muscles. Manufactured by Performance Health in Pennsylvania, Biofreeze is prescribed and used in the U.K. and the United States for quick relief of pain associated with muscle tissues.

Biofreeze is mostly used in cold therapy pain management. Biofreeze has the same impact on the body as an ice pack except it

has the ability to infiltrate deeper into the muscle. Cold therapy is the process in which the area of an injury is cooled below the average body temperature. Since heat is known to increase blood flow to the area in which it is applied, cold does the opposite and reduces the blood flow to the affected area. This process, also referred to as cryotherapy, reduces the ability of your nerves to receive and send pain stimuli.

Lymphedema and ME

Our first educational seminar is March 8th, at 1pm. It will be held at the Georgian Bay Cancer Support Centre (15 Jeffery St. Penetang) - Please call 705-549-6444

The cold also works as a way to decrease the swelling in the affected area.



RICE for your injuries

(Rest. Ice. Compression. Elevation.)

“By putting ice on the injured area, you can reduce your recovery time by half”

It's easy to pull a muscle or sprain a joint. These kinds of injuries may result from simply overdoing everyday activities like gardening or shoveling snow or they can be caused by an accident, like a fall. Use the RICE formula immediately after hurting yourself. You'll

dramatically reduce the time it takes for your injury to heal and get back to your normal routine as quickly as possible.

REST. The simplest and most effective thing you can do is rest. Many people try to “work through” the injury in the hopes that it will go away or work itself out. Injuries don't spontaneously disappear. In fact, the excessive movement may damage the tissue further, increasing the amount of inflammation

and pain.

Unless the injury is severe, absolute rest should not exceed 48 hours. Otherwise, your muscles will become stiff and weak, and scar tissue around the injury will tighten up. So as soon as the initial pain and swelling subside, you should begin to gently exercise the injured area.

ICE. Apply ice immediately. The importance of icing your injury cannot be emphasized enough. Ice is a natural pain reliever and anti-inflammatory. It slows down blood flow to the area and reduces internal bleeding and swelling. Depending on the type of injury, your healing time may be cut in half.

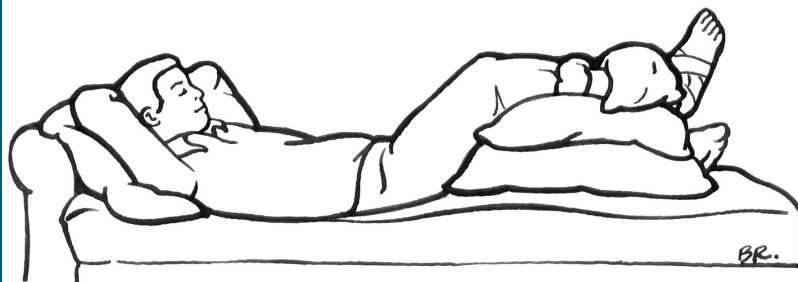
Simply place ice cubes in a plastic bag. You can also use commercial gel packs that you keep in your freezer or a bag

of frozen vegetables. (Peas seem to work well) You may find that these mold better to your body. Wrap whatever you're using in a towel or cloth and apply it to the injured area. Leave it on for 10 to 20 minutes and then allow your skin to warm up. As a general rule, don't leave ice on for more than 20 minutes because you may cause frostbite. Ice the injury as frequently as possible, preferably at least once every waking hour.

COMPRESSION AND ELEVATION. Compression and elevation help reduce swelling. You can apply compression to the area with an elastic type bandage. Be careful not to tie the bandage so tightly that you cut off your circulation. If one of your arms or legs is injured, you can elevate the extremity above

Preventing excessive

Pain and swelling



To help prevent excessive pain and swelling try not to use the injured part. Put an ice pack on the area, use a tensor bandage to provide some compression and elevate the limb.

HEAT can hurt

When your body's hurting it feels comforting to put a hot water bottle or a heating pad on the sore area. But it may not always be a great idea. Heat can aggravate your injuries and prolong your pain, When should you use heat and when should you use ice? If you're ever in doubt use ice, but here are some guidelines:

Use Ice if::

- * Your injury is recent (within 48 hours following the injury)
- * Your muscles are in spasm

Why Ice?

Ice will reduce inflammation and

decrease the time it takes for your injury to heal. It also has an anaesthetic effect that will lessen your pain and relax muscle spasms.

Use Heat if:

- * Your injury is chronic (more than 48 hours old)
- * Your muscles are tense
- * You have pain that's the result of trigger points or muscle knots

Why Heat?

In either of these cases, there is no danger of aggravating the inflammation. The heat will relax your muscles and help improve your circulation.

See your Massage Therapist

Follow the RICE formula for the first 48 hours following an injury and then see your massage therapist. It's not wise to massage the injured area within the first two days because this may aggravate the injury. After that time, however, massage becomes a vital part of the rehabilitation process.

Massage Therapists can use special techniques to drain the fluid out of the swollen tissues. They can also get rid of muscle spasms that develop as a result of the pain.

As your injury continues to heal, massage will help restore or increase your range of motion and stop scar tissue from forming so that you can get back to your daily activities as quickly as possible.

When should you see your Doctor?

This depends on the type of injury and how serious it is. A severe acute injury (one that occurs suddenly) might require immediate medical attention. Call your doctor or go to the hospital emergency ward if you have any of the following symptoms:

- ◆ Stabbing or radiating pain
- ◆ Numbness or tingling
- ◆ Significant swelling
- ◆ Severe weakness
- ◆ Inability to move the injured body part

Over use injuries like tennis elbow or runner's knee are injuries that are the result of the wear and tear of repetitive movements and probably won't require a doctor's care. The doctor will likely refer you for massage or some other form of conservative therapy. However, if the pain is severe, persists for more than 10 days, or gets worse, a visit to the doctor would be a wise thing to do.



Georgian Bay Massage Therapy

170 Main Street
Penetanguishene, ON

Phone: 705-549-1700
E-mail: info@gbmt.ca



Rest. Repair. Restore.

Georgian Bay Massage Therapy is a therapeutic clinic. It is owned and operated by Eryn Lorri-man, RMT/CDT

Eryn received her diploma in Massage Therapy from Everest College in 2008 and worked at a local clinic before starting her own practice. In addition to her Registered Massage Therapist designation, she also has certifications in Structural Integration, Integrated Lymphatic Drainage and Combined Decongestive Therapy.



Please pass this newsletter along to those whom you think may find it useful!

MARCH 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

APRIL 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Days in white indicate days we are open during these months.

To book you appointment either call us at (705)549-1700 or go online to www.gbmt.ca