



w e ' r e w i t h y o u f o r l i f e

**Optimal
Wellness
Center**

Optimal Wellness

Our Mission

Optimal Wellness Center is concerned with the health and well being of the whole person. In a caring environment we will listen and be attentive to our patients. We emphasize the importance of preventing illness through natural, holistic care. We teach our patients to listen to their bodies enabling them to take responsibility for their health and well being.

Massage Therapy – The Healing Power of Touch

What Is Therapeutic Massage?

We hear about Swedish massage, hot stone massage, and a large variety of other techniques. Basically all massage therapies have a common definition: Massage therapy is a scientific method of manipulation of the soft tissues of the body to have specific effect. Its holistic objective is the restoration of function, release of tension and the re-establishment of the contours where this is desirable. Different massage techniques can be applied to specific parts of the body or can be applied successively to the whole body for a wide range of benefits. It is a therapeutic, healing, relaxing application of physical touch. Obviously, there is a lot more to massage than just relaxation; its physiological effects benefit the whole body.

Smoothing Out Those Painful Knots

We all know when we need a massage – perhaps we've overdone it somehow or been injured. We feel tired and achy. Often a muscle feels tight or bunched up under the skin. Our range of motion may be impaired and it may hurt to move.

Knots result when a muscle becomes stressed or tight. They prevent the muscle from working properly or the muscle may stop working entirely. When this happens other muscles step in to take over. Eventually they also give out and another set of muscles takes over. Tension builds and other parts of the body start to react – the immune system crashes, the blood pressure rises, fight or flight sets in. This painful situation is called compensation and therapeutic massage helps in 2 ways.

In the direct, or mechanical, method the massage therapist kneads and pulls the affected muscle to directly stimulate blood flow to cleanse the toxins from the area and to relax the muscle so it can regain elasticity. Indirect responses, called reflex effects, occur when pressure is applied to specific points causing changes to occur in other parts of the body. All massage therapies use and elaborate upon one or both of these



approaches. The simple comforting touch that may have been the worlds first medical treatment has grown to be a well-respected and complex healing system.

A Long And Dignified History

Therapeutic massage dates back at least five thousand years to China from where it spread to other ancient countries such as India, Japan, Egypt and Persia. During the middle ages folk healers and midwives practiced massage and records show massage was a respected medical practice during the Renaissance. In the 1800s Per Henrik Ling of Sweden (the father of physical therapy) adapted the Chinese methods of rubbing/ kneading, and the system of meridians, or pressure points, not only to relax local muscles but also to stimulate and improve the function of internal organs. This type of massage came to the U.S. in the late 1800s. It was used by nurses during World Wars I and II, but was used most frequently by athletes.

The 1960s awakened the need for alternative methods of disease prevention and natural healthcare. Massage schools were born in the 1970s and 80s and states started to develop licensing requirements for schools and therapists. Massage became accepted as a healing art and tool for stress reduction. Therapeutic massage is now an established profession often requiring hundreds of hours of study and rigorous testing for certification.

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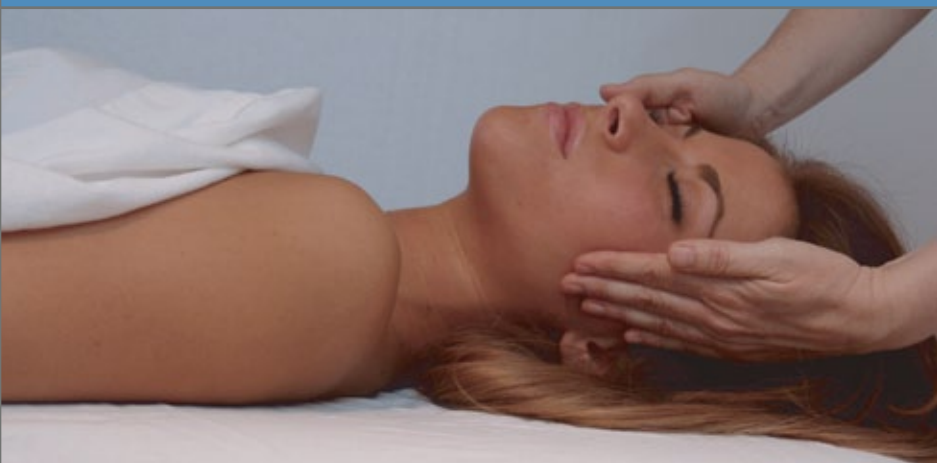
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Massage can have a profound effect on the psychology. By calming the nervous system, it can reduce fatigue, stress, and anxiety.

Our Licensed Massage Therapists (LMTs) have participated in at least 1 year minimum study in massage (600 hours or more). They have had the required practical massage experience at their school, have successfully fulfilled the character requirements and have passed the Ohio State Boards. Specific techniques such as hot stone massage, myofascial release, etc. require further education and separate certification. To view the credentials of our LMTs, visit the biographies page on www.owcenter.com.

At OWC we offer a wide range of massage therapies including: Swedish, sports, deep tissue, neuromuscular, hot/cold stone, maternity/post partum, Trigger Point Therapy, Touch for Health, CranioSacral therapy, lymphatic drainage and myofascial release.

Getting Started

Throughout its history massage has been used in conjunction with exercise, herbs, diet and other health promoting activities.

Your journey at Optimal Wellness Center can start at any point with one of our highly trained holistic physicians, acupuncturists, counselors, and massage/myofascial release therapists, or by enjoying one of our many services. Whole food nutrition and herbal products of the highest quality are custom prescribed by one of our physicians for your specific needs. State of the art steam and sensory deprivation tanks are available to detoxify your body on all levels. A variety of classes inclusive of Yoga, Thai Chi, and art therapy, as well as educational seminars given by our own professionals, empowering the individual to take care of themselves and to listen to their bodies.

It is our hope you will take an integrative approach by choosing several of our services that work together to

enrich your overall health and well being. We encourage you to embrace and integrate all aspects of Optimal Wellness into your life.

For more information on massage therapy and our other services please check the services page on our website, www.owcenter.com or call our office 216.521.2225.

Some Holistic Benefits Of Massage Therapy

- Relief from chronic stress/tension by producing endorphins that promote relaxation of mind and body and/or an improved sense of well-being
- Relief from chronic pain, spasms, sprains, strains, athletic injuries, including headache, sciatica, bursitis and tendonitis
- Improves muscle tone/development, and postural disorders by improving tendon elasticity
- Stimulates breathing, lowers heart/pulse rate
- Improves circulation and promotes healing by increasing the flow of nutrients/oxygen to tissues
- Eliminates toxins and metabolic wastes, provides lymphatic drainage
- Reduces recovery time after surgery and between athletic events
- Promotes weight loss and helps patients become more aware of their body
- Eases pregnancy discomfort/postpartum; can help premature babies gain weight and leave the hospital sooner
- Promotes healthy sleep and can increase energy levels