EXECUTIVE SUMMARY
by DR. SCOTT DONKIN

Panasonic ideas for life

THE EXTRAORDINARY BENEFITS of DAILY MASSAGE

"I DON'T NEED TO SEE A CHIROPRACTOR. I'M FINE," SAID THE HUSBAND OF ONE OF MY PATIENTS.

Ellen had been my patient for many years and was eager for her husband to come in. A friend referred her to me, and Ellen was so pleased with her results, she wanted her husband to have the same pain-free experience.

But Ellen's husband, James, was a tough customer.

She spent months asking, "When are you going to see Dr. Donkin." More to appease his wife than to assess his "nonexistent" health issues, James made an appointment and reluctantly came to my office. He made sure the staff and I knew he was there only to placate his wife and that he did not need to be adjusted. There wasn't anything wrong with him.

During his initial exam, I asked him the customary questions about his health history. He told me about high blood pressure and indigestion, so I was not surprised when he revealed that he was working in a high-stress high-tech position made worse by tough economic times.

But still, he assured me he was "just fine."

It was difficult for me to get James to relax. Even though he insisted he was relaxed, his shoulders were tense and hard. Surely he was carrying the weight of his work on his shoulders, as many of my patients do.

After some exercises, I was finally able to get James to relax. He was astonished at the fact that he had never felt his body so at ease. He had never experienced such a relaxed state of mind and body because he had nothing to compare it to.

For years, he had been walking around on edge—his muscles knotted and tense. A fast-food lunch between clients, the constant pings of emails on his BlackBerry, a laptop filled with work brought home at night left no time for even a leisurely meal or walk in the evening.

We discussed a treatment plan that included regular chiropractic adjustments, progressive rehabilitation, and massage therapy.

"Massage therapy?" he questioned. "What's the point of that?"

I knew he would be convinced once he felt the dramatic effects of regular massage therapy. A customized plan for massage therapy helped him get in touch with the effects his high-stress job and poor lifestyle choices were having on his body.

Our first "win" with massage was improved sleeping. Once unable to get to sleep and sleep through the night, James was now relaxed enough to fall asleep and stay asleep, awaking at an appropriate time feeling refreshed.

One win leads to another, and he began changing his eating habits by making healthier choices. He liked

MAKING THE CASE FOR HEALTHY LIFESTYLE CHOICES

- Unhealthy lifestyle is the primary contributor to the six leading causes of death in the U.S.—heart disease, cancer, stroke, respiratory diseases, accidents, and diabetes—which collectively account for over 70 percent of all deaths.
- People with healthier lifestyles live an average of 6 to 9 years longer, postpone disability by 9 years, and compress disability into fewer years at the end of life.
- Unhealthy lifestyle has a major economic impact. Lifestyle-related chronic diseases account for an estimated 70% of the nation's medical care costs.
- Some 40% of all deaths in the U.S. are premature—at least 900,000 deaths annually—due to unhealthy lifestyle choices such as tobacco use, poor diet, sedentary lifestyle, misuse of alcohol and drugs, and accidents.
- Unhealthy habits contribute to premature aging. People who practiced such habits as smoking, excessive alcohol consumption, poor diet, and insufficient exercise at age 60 had the same risks for death and disease as people age 74 who made healthier lifestyle choices.

Sources: National Center for Health Statistics, CDC, New England Journal of Medicine, Journal of the American Medical Association, Health Affairs, University of Cambridge (complete citations are in the full report)

how he felt. Now he approaches his day-to-day activities with renewed vigor and makes time for himself and his health.

James leveraged his new-found knowledge and understanding of his body to improve his lifestyle, which took him off his path toward cardiovascular disease with its outlook of diminished quality and quantity of life and onto a path of health and well-being.

He continues to see me for regular adjustments as well as frequent massages at the office. James is just one patient of many who recognizes the benefits of massage and how, when supplemented with a healthy lifestyle, massage can make a tremendous difference in the way he lives his life.

LIFE-SAVING HABITS OF HEALTHY PEOPLE

- Maintaining a healthy weight
- Daily exercise
- Not smoking
- Smart eating
- Consuming moderate amounts of alcohol (if choosing to drink at all)
- Sufficient quantity and quality of sleep
- Effective stress management
- Ample water intake

BENEFITS OF MASSAGE FOR EVERYONE EVERY DAY

- Reduces stress (reduces negative and tensing effects of stress)
- Improves blood and lymphatic circulation
- Improves flexibility
- Increases range of motion
- Improves quality of sleep
- Elevates mood
- Improves body awareness (proprioception)
- Aids in recovery from injury (neuromusculoskeletal)
- Reduces pain
- Enhances quantity of relaxation
- Prevents injury
- Reduces severity of injury

BASIC TYPES OF MASSAGE

EFFLEURAGE

Effleurage is a gliding stroke done with the palm, whole hand, fingers, or even your arm. This stroke is used to "open" the tissue and to get it ready for other massage movements. It can be used alone, if you desire.

KNEADING

The lifting and rolling of tissues and muscles with a firm touch.

Benefits:

- Increases flexibility and range of motion
- Speeds recovery time from injuries and illness
- Reduces tension headaches
- Physically relaxes the body

WHAT IS CHRONIC DISEASE?

A chronic disease lasts 3 months or more. Chronic diseases generally cannot be prevented by vaccines or cured by medication, nor do they just disappear. Eighty-eight percent of Americans over 65 have at least one chronic health condition and often more. Health-damaging behaviors—particularly tobacco use, lack of physical activity, and poor eating habits—are major contributors causing long-term illness and disability.

Here are some of the leading lifestyle-related chronic diseases that can be helped with lifestyle change: diabetes, cancer, heart disease, depression, anxiety, fibromyalgia, high blood pressure, job stress, back pain and other specific areas of pain, sleep problems, and arthritis.

Massage just isn't for someone with sore, aching muscles, long-term pain, or a chronic health condition. People who are generally healthy can benefit from daily massage as a way to stay tuned in to overall well-being and delay those chronic health conditions to the end of life or avoid them entirely.

COMPRESSION

Rhythmic compression into muscles is used to create a high level of blood flow and softening effect in the tissues. It is generally used as a warm-up for deeper, more specific massage work.

Benefits:

- Warms up the muscles
- Increases circulation

PERCUSSION (TAPOTEMENT)

Percussion is a simple and repeated stroke that improves circulation by stimulating blood flow and eliminating waste. The massage term for this technique is the French word *tapotement* meaning to tap or pat. The technique is performed in the middle of a massage, when the patient receives the most benefit.

Benefits:

- Increases blood flow
- Improves circulation

STRETCH

The massaging of the muscles helps to warm up and elongate those muscles, increasing their blood flow and improving their circulation.

Benefits:

- Increases blood flow
- Assists in the removal of metabolic waste
- Improves circulation

HAWAIIAN

Lomi lomi is a common and popular form of massage throughout the world, especially in Hawaii, Japan, and Europe. Lomi lomi is a holistic healing tradition beyond simple massage. Practitioners use the palms, forearm, fingers, knuckles, elbows, knees, feet, even sticks and stones.

Benefits:

- Helps digestion

REFLEXOLOGY

More than a basic foot massage, reflexology triggers pressure points in the feet, ankles, ears, and hands that correspond to organs and body systems. It is believed that pressure applied to these areas can improve the health of the corresponding organs through pathways of energy in the body. Reflexology uses kneading, rolling, and grasping techniques.

WHAT'S THE DIFFERENCE?

Massage: the act or art of treating the body by rubbing, kneading, patting, or the like to stimulate circulation, increase suppleness, relieve tension, etc.

Massage therapy: the manipulation of soft tissue of the body to normalize those tissues and includes manual and/or mechanical techniques, such as applying fixed, removable pressure, holding, and releasing.

Massage therapist: a person who applies a single or combination of massage methods for an intended result.

Massage chair type 1: a chair that resembles a recliner and contains internal electronic motors and gears designed to perform various types of massage methods set at different levels of intensity and speed.

Massage chair type 2: an ergonomically-designed chair for positioning a person who will be receiving a massage by a massage therapist.

"While massage is enjoyable and relaxing, it is a serious consideration for people determined to live a healthy and long life. A daily dose of massage—like eating a healthy meal—causes positive activity within your body that can accumulate into improved quality of life. Consider daily massage to be similar to brushing your teeth to prevent unwanted accumulation."

—Dr. Scott Donkin

MASSAGE TECHNIQUES AND BENEFITS

Most Americans think of massage therapy as a service found in luxury spas and resorts. It's far from being a lavish extravagance. Massage therapy provides documented health benefits.

Many people turn to massage therapy to relieve pain and stress when nothing else has worked. Massage, however, can be used as preventive medicine too. And more and more people are routinely tuning in to the many healing benefits of massage therapy.

Here are the types of massage and the health benefits for the particular technique:

REVIVING AN ANCIENT ART

Massage therapy generally describes the laying on of hands for health purposes, according to the federal government's National Center for Complementary and Alternative Medicine (NCCAM). The practice dates back thousands of years. References to massage have been found in ancient writings from many cultures, including those of Ancient Greece, Ancient Rome, Japan, China, Egypt, and the Indian subcontinent.

Massage therapy first became popular in the U.S. in the mid-1800s. In the 1930s and 1940s, however, massage fell out of favor, mostly because of scientific and technological advances in medical treatments. Interest in massage revived in the 1970s, especially among athletes.

Recent reviews reported by NCCAM show that Americans are using massage for a wide variety of health-related reasons such as to relieve pain (often from musculoskeletal conditions, but from other conditions as well); for rehabilitation from a sports injury; to reduce stress, increase relaxation, and address feelings of anxiety and depression, in addition to boosting overall general well-being.

SWEDISH MASSAGE

This is the most commonly used type of massage therapy in the U.S., primarily for relaxation and stress reduction. In this practice, the therapy gently kneads or presses the muscles.

Benefits:

- Reduces stress
- Improves circulation
- Reduces muscle pain and tension
- Speeds healing and recovery

DEEP TISSUE MASSAGE

Therapists use their forearms and elbows to provide the necessary pressure to work deep into the muscle tissue to relieve chronic aches and pains caused by repetitive strain, poor posture, and muscle cramping.

Benefits:

- Loosens tight muscles
- Increases range of motion
- Breaks down scar tissue and adhesions
- Reduces pain

HOT STONE MASSAGE

A heat-induced treatment that uses warm smooth stones formed from the cooled sediment of erupted volcanoes. These stones are highly regarded for their heat-retaining qualities. The stones are heated with hot water and placed on the body to provide the warmth necessary for treatment.

Benefits:

- Provides deep relaxation
- Increases circulation of blood and lymph
- Increases mobility for stiff and sore muscles

SHIATSU

Shiatsu is an ancient form of Japanese healing that means "finger pressure." Therapists apply pressure and stretching on acupressure points that correspond to meridians or energy channels that run along the body. Each meridian relates to a vital organ or body system. Balancing

these channels can strengthen vital organs, balance energy flow, and fortify the immune system.

Benefits:

- Creates whole body well-being, from physical to spiritual
- Can evoke emotions as the body breaks through blocked energy flows
- Used as effective preventive therapy

THAI MASSAGE

Believed to have been developed in India more than 2,500 years ago, this is more energizing and rigorous than traditional forms of bodywork. While the client is fully clothed in comfortable natural fiber clothing, the therapist will move and stretch the client into different Yoga-style poses.

Benefits:

- Promotes relaxation and stress reduction, increased energy, increased flexibility and range of motion, and centering of the mind and body

SPORTS MASSAGE

Specifically designed to treat and prevent injury and enhance athletic performance, this type of massage therapy is usually used by anyone who exercises regularly and by marathon runners and professional athletes.

Benefits:

- Prevents (or relieves) muscle cramping and spasms
- Increases flexibility and loosens tight muscles
- Prevents injury
- Facilitates rapid recovery after strenuous activities

LYMPHATIC DRAINAGE

Lymphatic drainage is a natural approach to help the body remove toxins. Therapists use slow light strokes in concentrated areas of lymph nodes where lymphatic fluid may be building up.

Benefits:

- Promotes a healthy lymphatic system
- Improves circulation
- Increases respiration
- Improves muscular system
- Improves condition of the endocrine system

MYOFASCIAL RELEASE

Fascia is a dense connective tissue that holds together and separates different internal organs. It is also completely uninterrupted throughout the entire body from head to toe, which makes any area of the body truly connected to every other. This technique releases myofascial restrictions in the fascia using sustained pressure.

Benefits:

- Reduces pain caused by restricted, tight fascia
- Increases range of motion and flexibility
- Decreases scar tissue and adhesions

NEUROMUSCULAR THERAPY

Therapists apply a variety of manual techniques to a specific area of the muscle being affected, allowing the body to move how it was intended to.

Benefits:

- Removes trigger points
- Restores flexibility
- Rebuilds strength
- Restores optimal oxygen levels to muscles and tissues

THERAPEUTIC TOUCH

Practitioners believe they can detect imbalances in a person's energy flow and correct the problem. This method decreases pain by moving energy through the body by the laying on of hands. This is believed to be a "mind over matter" approach to decreasing pain.

Benefits:

- Relieves pain
- Reduces stress
- Improves emotional well-being

Selected sources: Mosby's Fundamentals of Therapeutic Massage, www.Myofascialrelease.com, www.Rehabilitationservices.com, Judith D. DeLany for the NMT Center of St. Petersburg, National Center for Complementary and Alternative Medicine (www.nccam.nih.gov)

"Since using my Panasonic Massage Chair at home, I:

- Sleep better
- Have less swelling in my legs after traveling
- Recover from travel much quicker
- Experienced less stress
- Feel better over all"

—Julia,
a patient of Dr. Donkin
and owner of a
Panasonic Massage Chair

Dr. Scott Donkin

Scott Donkin, DC, DACBOH, is an internationally published author, chiropractor, lecturer, and consultant who has been in private practice in Lincoln, Nebraska, for over twenty-five years. Dr. Donkin is considered an expert on the use of the physical environment to promote balance, physical performance, safety, and longevity. He owns and operates a successful HealthSource Chiropractic and Progressive Rehab clinic.

He is the author of *Sitting on the Job,* the co-author of *Peak Performance Body & Mind: How to Make Your Body Last a Lifetime,* and is also the producer of a number of multimedia programs on health and wellness.

He regularly consults with government agencies on safety practices, with companies on ergonomic and health issues for employees, and with manufacturers of such products as office furniture, bedding, pillows, and airline seats. Contact him at *www.ScottDonkin.com.*

To discover why and how you can make daily massage a practical and economical part of your everyday life read the full report, available at *www.Panasonic.com/MassageReport* or *www.ScottDonkin.com.*

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