

SPORTS MASSAGE

Achieving your Goals

Fitness is all about meeting new challenges as you work to improve your physical and mental well-being.

As part of a balanced fitness program, sports massage therapy can help you to get where you want to be. A regular program of massage therapy can help you body recover from the stresses of exercise, maintain the balance between strength and flexibility, and help you avoid injury.

How Sports Massage can help you

Sports massage is usually briefer in duration and more vigorous than a general full-body massage, focusing on the particular muscles relevant to your athletic activity. Additionally, your sports massage therapist may concentrate on reducing or eliminating factors that interfere with your performance potential, such as muscle spasms, tendonitis, and muscle fatigue.

Receiving a massage prior to athletic activity will loosen your muscles. Used in combination with stretching, it can help ensure that your muscles will be warmed up and ready for intense activity that may improve your readiness for performance. Post-event massage can help to relieve your pain, prevent any stiffness, and return your muscles to their normal state more rapidly.

Improving your Performance

A regular program of sports massage can:

- increase the circulation of blood and lymph, providing your muscles and soft tissues with optimal metabolic exchange.
- help reduce the tight feeling that often develops during exercise
- improve muscle tone
- promote flexibility, relaxation and overall muscle balance
- help you recover more rapidly from injury
- reduce the likelihood of injury by increasing flexibility to tight muscles or tendons that might otherwise tend to tear or pull
- help you avoid developing chronic problems, like tendonitis or bursitis
- reduce the soreness in you muscles and improve flexibility
- help you to maintain a more consistent, higher level of training and performance
- effectively reduce adhesions, swelling and some degree of scar tissue formation after injury or surgery, to restore your muscle integrity and full range of motion
- improve your mental focus and sense of well-being
- enhance your awareness of your body, helping you to find the full range of expression and strength for each movement you make

You've been working hard. Reward yourself the healthy way with sports massage.