



NEWSLETTER

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Hi Everyone and Welcome to my first store newsletter! I thank you for signing up for it and hope you'll find it useful in your practice. My aim is to provide helpful products, knowledge, and "just for fun" information for your practice. If you have any ideas for future issues, please let me know.

The Ticklish Client - and what you can do...

A ticklish client won't be able to relax, preventing them from gaining the full benefit of the session. Ticklishness is a sensation and subsequent response separate from pain, itch or pressure. In general, touch receptors interpret skin sensation, by translating movement or distortion of the cell membrane. A lack of understanding surrounds the tickle sensation because it is not one of the currently known touch receptors, which include temperature, pain, light pressure and deep pressure.

Acquiring sensitivity to ticklish stimuli might have been useful in our evolutionary past, says Robert R. Provine, a professor of Psychology and Neuroscience at the University of Maryland. Highly ticklish locations are parts of the body most vulnerable to injury, such as our feet, neck, chest and armpits. For example, feeling a tickle would have warned us if a poisonous scorpion was crawling along our neck.

When it comes to a ticklish response during a session, a number of factors can come into play:

- Uneasiness with unknown touch
- Excessive or stagnant energy in the area being worked

Common ticklish areas include Arch (spinal reflex), Kidney/Adrenal reflexes, and particularly - toes!

Tips

1. Communication is most important - explaining what you are going to do, how, and where - so they'll know just what to expect. This can include your willingness to avoid that particular area if needed.
2. Pressure modification - In general, slowing, broadening and increasing your pressure in that particular area will reduce ticklishness, reducing the element of suspense that initiates many tickle responses.

Something else to consider is that the release of the emotional component creating the tickle response can be a healing event. Because ticklishness is often a protective mechanism, focusing on such an area can promote a powerful release. While most therapists are accustomed to emotional releases in the form of tears, laughter can be just as effective.

What's happening in the Store!



Coming Soon - The Port Authority V-neck $\frac{3}{4}$ sleeve shirt for Fall and Winter. I should have them by the end of October. They'll come in the same colors as the short sleeved v-neck shirt in the store.

Something you won't find in the Store!

For the local Grand Opening, I purchased some products that aren't featured on-line so-as to appeal to my non-reflexologist friends ☺ Terra-Cotta aromatherapy Feet pendants, with original footprints poem, (my personal favorite!) are featured on-line for \$9.99. I also have a limited supply of other images, at the same low price.



1. Promises
2. Blessed
3. Serendipity
4. Kokopelli
5. Quintessence
6. Star of David
7. Kitty Prints
8. Puppy Paws
9. Plain Heart
10. Ankh

Diffuse all day long on just one drop of essential oil, applied to the pendant. You can find out more about the pendants on the website.

www.myreflexologystore.com

To order, simply order the "feet" pendant on-line and **THEN** note the pendant you **really** want in the **"Message To Seller"** box found in the ordering section.

Looking For Clients?

- ALWAYS carry business cards and brochures! Sounds easy, but, I've been caught "empty-handed".
- Put your brochures in appropriate places of business. I've gotten clients from brochures picked up in the local FoodWorks store.
- Collaborate with local podiatrists or chiropractors
- Offer to speak/demonstrate to **local** support groups such as MS, Diabetes, Cardiac on the benefits of reflexology. (I stress local because when I was a beginning reflexologist, I traveled far and wide to Health Fairs, etc. Great experience, but really not practical or good for my business. Better for your business is to educate and demonstrate locally and continue with the folk who become your clients.

Nancy Bartlett, NBCR

In Extremis

I saw my toes the other day. I hadn't looked at them for months.

Indeed, they might have passed away. And yet they were my best friends once.

When I was small, I knew them well. I counted on them up to ten
And put them in my mouth to tell
The larger from the lesser.

Then I loved them better than my ears, My elbows, adenoids, and heart.

But with the swelling of the years We drifted, toes and I, apart. Now, gnarled and pale, each said, *j'accuse!*--
I hid them quickly in my shoes.

by John Updike from Collected Poems 1953-1993 (Alfred A. Knopf)

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