



## *RED BANK ACUPUNCTURE & WELLNESS CENTER*

830 Broad Street, Suite 1, Shrewsbury, NJ 07702

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We are pleased you have chosen our center and look forward to serving your healthcare needs. We hope to help you feel better, more empowered, positive, energized, and vibrant. Your treatment begins the moment you enter our door.

Kindly be mindful of the following to promote a restful environment:

- Refrain from wearing any scented products
- Silence cell phones
- Speak softly

Each treatment room has the following:

- CD player and sound machine
- Call switch to notify us if assistance is needed
- Portable heaters and blankets
- Hooks on the back of each door for your belongings
- Dish for jewelry, glasses, etc. If you forget them, we will hold them in safe keeping; however, we are not responsible for any lost items

Preparation for Acupuncture Treatment:

- Remove shoes, socks, glasses, and jewelry
- Acupuncturist will let you know if you need to remove any clothing
- Acupuncturist will inform you about positioning
- Treatment with needles inserted lasts approximately 20 minutes
- Please stay as still as possible during treatment

**Please Note:** Application of ice is not a recommendation. Acupuncture works by opening up the flow of Qi (vital energy) and blood in the body, whereas ice interferes with this flow.

Preparation for Massage Session:

- You will be draped with a sheet throughout the session
- Take off glasses and jewelry
- Massage therapist will inform you about removal of clothing
- Inform therapist if the massage pressure is too light or too deep for you
- It is recommended for you to keep your eyes closed, relax, take deep breaths when needed, tune into your body, and remain silent.

*\*\*Our center is open seven days, five nights a week to accommodate your busy schedule\*\**



## Breathing into Your Dan Tien

Chinese Medicine states that physical healing emanates from the lower Dan Tien, a place of highly rotating energy located two inches below the belly button. It is important to breathe into the Dan Tien throughout the day and especially concentrate on this special area during an acupuncture session to maximize health and healing.

### Benefits include:

- ❖ Boosts immunity
- ❖ Strengthens lung & heart function
- ❖ Increases circulation
- ❖ Transforms chronic stress
- ❖ Fosters relaxed alertness
- ❖ Improves digestive
- ❖ Increases reproductive function
- ❖ Increases breathing capacity
- ❖ Cleanses toxins from the Blood
- ❖ Nourishes the brain
- ❖ Calms the mind
- ❖ Maintain personal power

## How to practice “Breathing into Your Dan Tien”

### During your acupuncture session:

After your needles are in place, and your acupuncturist has left the room, place tip of tongue on the roof of mouth with lips touching. Begin by taking a gentle, slow and full inhalation through your nose while blowing belly up like a big balloon. Next, exhale gently through your nose while deflating belly like a balloon. Breathe in and out through nose with mouth closed during the entire exercise. Repeat three times.

Please note: If you are face down during the treatment, breathe into both the lower back and belly.

This exercise can also be practiced anywhere, at any time of the day, in any position. Placing a magazine or tissue box on your belly while you breathe reinforces proper form for “Breathing into Your Dan Tien.”



## ALL ABOUT ACUPUNCTURE

Acupuncture is an ancient system of natural healing used for the past 4,000 years in China, which is rapidly taking its legitimate place as a valuable therapeutic technique in modern medicine today. In the United States, the popular interest in acupuncture was motivated by the Nixon visits to China in 1972. This led to an investigation of acupuncture's physiological action in pain management and its eventual integration into other dimensions of medical practice. Because acupuncture provides results for hundreds of millions of people world-wide, the use of acupuncture has spread throughout the United States. Acupuncture is now licensed and/or regulated in most states with well over 10,000 practitioners throughout the country with more currently attending Acupuncture school. Throughout the United States acupuncture is the key modality in many Centers for Integrative Medicine associated with both universities and hospital systems. Throughout the world, there are well over 1.5 million practitioners! These statistics provide strong testimony that people all over the globe are getting relief through acupuncture.

Acupuncture is one of the oldest forms of medical treatment and can be traced back thousands of years. Archaeologists have even found bronze acupuncture needles which, they claim, suggest that acupuncture was practiced during the Bronze Age – two or three thousand years BC.

There are a number of theories about just how acupuncture started. One of the most colorful is that primitive warriors, injured by enemy arrows, discovered that although the wounds they received were painful their chronic muscle and bone pains disappeared in the weeks after injury. They decided that there was a link between their injuries and the disappearance of their chronic pains and, so the story goes, learned to prick themselves with sharp arrow heads in order to get rid of disabling pains.

Whatever the truth may be about the origins of acupuncture there is very little doubt that it was in China where acupuncture was first used widely.

Oriental Medicine is based upon the principle that any symptom is the result of an imbalance in the body's organic, energetic and natural activity. Acupuncture works by opening up the flow of vital energy, also known as Qi, thereby restoring health to the body. When Qi is flowing properly throughout our meridian pathways, all of our processes operate in a rhythmic and harmonious way.

Acupuncture is a complex system of examination, diagnosis, and treatment. There are 359 standard acupuncture body points and there are additional points on the ear and scalp which have their own system. Acupuncture points on the body are located along energy pathways known as meridians. These include the 12 main meridians plus their inner pathways and the 8 extra meridians. These meridians run from the top of the head to the tips of the toes and fingers with each point corresponding to certain vital organs of the body. When any of these acupuncture points are blocked or congested, the result is imbalance or disease.

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“People think they are coming to get stuck, but they are  
actually coming to get un-stuck.”

– Shoshanna Katzman, L.A.C., M.S.

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During an acupuncture treatment, needles are inserted into specific acupuncture points to stimulate the energy that is either blocked or congested. Today, hair-thin, disposable, stainless steel needles are used. Contrary to what our imaginations might believe, they are surprisingly painless.

Application of various means of manipulation to the needle is employed by the acupuncturist to either sedate or tonify the specific point. Acupuncturists activate the acupoint by getting a sensation of heaviness, numbness, tingling, or distension, and then leave the needle in place for 20 – 40 minutes. This manipulation of the needle treats the energetic imbalance through activation of Qi.

Acupuncture is a pleasant experience, one that is deeply relaxing and energizing. The goal of this process is to allow the body to balance and heal itself.



## ALL ABOUT THERAPEUTIC MASSAGE

Touch is one of those basic aspects of life that is often times taken for granted. Yet, touch in the form of therapeutic massage can be one of the most effective means of natural healing. Massage as a holistic practice is increasingly recognized as a valid adjunct to general healthcare practices.

Therapeutic massage is a manual manipulation of the body's soft tissue for the purpose of feeling better through touch. Long, superficial strokes are combined with deep kneading, rolling, and rubbing. Our massage therapists will combine Swedish massage with deep tissue, myofascial, neuromuscular & other massage techniques depending upon your unique needs.

In our highly stressful world, massage provides you with quiet time to focus on yourself and become more connected to your body. It alleviates stress and tension and aids in discovering its source. It relaxes the body, eases stiffness and pain, increases lymphatic flow, promotes circulation, and enhances immune function. Massage is appropriate for people no matter what their age. A massage can be directed toward a particularly painful or tight area or cover the entire body.

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A bas-relief on the tomb of Ankh-Mahor, a 2200 B.C. Egyptian priest, depicts a man receiving a foot rub. Hippocrates, known as the "Father of Modern Medicine," was a proponent of massage and wrote, "The physician must be experienced in many things, but most assuredly in rubbing."

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### THERAPEUTIC MASSAGE BENEFITS:

- Enhances Energy Flow
- Eliminates Toxins
- Improves Circulation & blood flow
- Improves Nutrition to the Cells
- Increases Joint Flexibility
- Reduces Stress and Tension
- Relieves Muscular Aches and Pains
- Promotes well-nourished and healthy skin
- Sports Conditioning
- Teaches one to release, open and relax
- Directs attention within the body to create inner harmony
- Loosens tight muscles
- Revitalizes the whole body
- Helps maintain health
- Prompts one's own healing power

### SCIENTIFICALLY SPEAKING:

**De-Stress & Stay Healthy:** Massage may boost immunity. Several studies have measured the stress hormone called cortisol in subjects' saliva before and after massage sessions, and found dramatic decreases. Cortisol, which is produced when you are stressed, kills cells important for immunity, so when massage reduces your stress levels and hence the cortisol in your body, it may help you avoid getting a cold or another illness while under stress.

**Blood Pressure Benefits:** Massage reduces hypertension, suggests a good deal of research. This may be because it stimulates pressure receptors that prompt action from the vagus nerve, one of the nerves that emerges from the brain. The vagus nerve regulates blood pressure, as well as other functions. In a 2005 study at the University of South Florida, hypertension patients who received 10 massages of 10 minutes each over three weeks showed significant improvements in blood pressure compared to a control group who simply rested in the same environment without any massage.

**Decrease Pain:** Massage stimulates the brain to promote endorphins, the body's natural morphine-like hormones, which suppress pain. By triggering the release of these natural painkillers, massage creates a tranquilizing effect on the central nervous system.

**Increase Cognition:** Massage helps improve circulation by encouraging the movement of blood through the veins back toward the heart, which in turn enables fresh blood to move through the arteries. Good circulation means oxygen and other nourishing materials are reaching cells throughout your entire body, helping you to think more clearly, metabolize your food more efficiently, and rid your body of lactic acid.