



Caring Palms Massage and Reiki Newsletter

January 2008

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Greetings!

Welcome to the January issue of the Caring Palms newsletter. Caring Palms is looking forward to a bright and better new year. We are hoping that business will improve and that there are more people that we can bring healthcare and healing to. This month, we have an updated Reiki class schedule and a couple articles for you.

I hope you like what we have here.

Thank You



Caring Palms wants to thank all that supported the business over the past year. In a year where all service industry businesses have suffered, it was your support that enabled us to stay here so that we may continue our healing work. We hope you continue to support Caring Palms in the coming year. To this end, Caring Palms pledges that we will continue to do our best healing work with every session, helping as many people feel better as we can. Again, thank you.

New Year, New Commitments

by Brian Dean

Each year we hear the same thing: "It's a new year, time to turn over a new leaf." Maybe yes, maybe no. What it is time to do is make commitments. Now I'm not talking resolutions here, as resolutions have become the standard joke. We expect them to be broken, therefore they are temporary. What we need to do is make commitments, and one of the places to make those commitments is in our own healthcare.

With today's rush-rush world, it is hard to take time to care for ourselves. We spend all too much time at our jobs, but we need to. If we didn't, those jobs would be given to someone else. We spend what time we have left taking care of everything else. In that struggle, care for ourselves gets lost in the shuffle. We just never seem to be able to make time to help ourselves. That's where commitment comes in.

Reiki Class Schedule



The following is a list of currently scheduled Reiki Classes. Each class (unless otherwise marked) currently has a status of 'Scheduled'. This means that a date has been set, but no one has signed up for it yet. Once a deposit has been received for a class, the status will be 'Confirmed'. The current schedule is as follows:

Reiki 1

- January 12, 2008 (Saturday) 11am - 5pm
- February 9 (Saturday) 11am - 5pm
- March 8 (Saturday) 11am - 5pm
- April 19 (Saturday) 11am - 5pm
- May 10 (Saturday) 11am - 5pm
- June 14 (Saturday) 11am - 5pm

All classes are open to anyone wanting to learn this unique method of hands-on healing. The cost for each class is \$100 no matter what level of Reiki the class is for. A 50% deposit (\$50) is required a minimum of seven (7) days prior to the class date (or permission of the instructor) to reserve a space in the class. Classes with no deposits received by the deposit date will be cancelled. All class statuses may be viewed on the Reiki side of the web site under 'Class Scheduling and Schedule of Classes'.

Caring Palms Closed for New Years

The Caring Palms studio will be closed Tuesday, January 1st, 2008 for the New Years holiday. Caring Palms wishes everyone a happy and prosperous new year. The studio will reopen Wednesday, January 2nd at the regular hours. To schedule an appointment, call 246-2206.

Modality of the Month

Deep Tissue Massage

One of the most requested styles of massage is Deep Tissue. It almost seems that everyone wants very deep work on their muscles, but that is not what they want at all. Most people just want to feel their massage. The best place to start is to define Deep Tissue massage.

When muscles become very tight and stiff, they need lots of pressure to get them to loosen up and stretch. Deep Tissue is that added pressure that gets way down into the belly of the muscle to get it to relax. Many times this can be painful depending on how

deep the therapist goes, but all too often, that is what is required for someone to feel better.

[read more](#)

Light and Dark

by Brian Dean

Light and dark. Light and dark. Day and night. Ok, let's talk about light and dark. The series of questions and ensuing conversation at the workshop I did brought up some interesting thoughts

We like to think of things in terms of light and dark, black and white. Stay in the light. It's scary to go into the dark (ask any child). Beware the dark side of the force. Walk on the sunny side of the street. What these all have in common is the desire to stay away from dark places. Why? Well, because we've always associated blackness, or darkness with evil. (The good guys wear white hats and the bad guys wear black hats.) Why? What's in the dark? Well, we really don't know. After all, you can't see anything in the dark. If you bring a flashlight to see in the dark well, then it really isn't dark anymore is it?

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By The Numbers:

Comparing Caring Palms to the Low Priced Massage Shop

A lot of people look for bargains. They look for them as they shop for goods and services. But what looks like a good deal is not always the case. There is a national chain that has locations in Jacksonville. They offer massages at \$39 per session. But do they really stack up? Here's the real information:

Caring Palms' price is \$60 for a 1-hour massage session. This session includes a full 60 minutes of massage. That comes down to one dollar per minute of massage. Caring Palms sets aside enough time to talk with you, find out your needs, and create the massage for you (usually about 10 - 15 minutes). We also leave enough time for you to take your time getting up afterwards. (Massage sessions are scheduled with 30 minutes between sessions to allow for this extra time.) This all comes with no long term commitment. (Caring Palms does offer massage packages to save you money if you want. You actually buy packages of sessions to use any time you want up to one year from the date of purchase.)

The low price people will take walk-ins at \$65 per 1-hour massage session. This session includes 50 minutes of massage. That comes down to \$1.30 per minute of massage. Their time allows you five minutes to meet the therapist and get on the table, and five minutes to get up and out of the way of the next customer. (They

schedule sessions hourly.)

They offer a 6-month plan where you would commit to one massage per month for six months. Additional massages within the same month are billed separately (you can't use up your six massage commitment in one month). There is a membership fee for this package, but your massages will be \$49 per session. That comes down to 98¢ per minute of massage, but by the time you add the membership fee to it, it will be more than one dollar. Also, if you do not get all six massages, you will still be billed for them.

They also offer a 1-year commitment plan with no membership fee. Additional massages within the same month are billed separately (you can't use up your 12 massage commitment in one month). That brings the cost of each session to \$39. That comes down to 78¢ per minute of massage. While that may be less than Caring Palms' price, you have to commit to 12 massages (one per month), and you will pay for them whether you get them or not.

Price is important, but the other thing to consider is quality. Many of the people that go to work for the low price massage places go there right out of school. They hope to get enough experience so they can go elsewhere. Compare that with Caring Palms where we have 10 years of massage experience.

So, knowing the numbers, what is the best solution for you?

May light continue to illuminate your path through the new year. Take care.

Sincerely,

Brian
Caring Palms Massage and Reiki
(904) 246-2206