

# find balance newsletter



balance**massage**

Newsletter September 2008

Issue 35

[www.balancemassage.co.nz](http://www.balancemassage.co.nz)

## Products For You

### **Wheat bags: \$17**

Perfect heat for those tired muscles

### **Ice packs: \$12**

Cool down inflammation and speed up recovery

### **Antiflamme crème: \$12**

At home rub when you can't get into balance

### **Foam Roller: \$35**

The ultimate self massage for those ITB's and hips. Every runner & cyclist must have one!

## Gift Packs!

### **Relaxation Pack**

Massage voucher, hand lotion, wheatbag, lip balm.

**1/2 hr \$70 1 hr \$95**

### **Sports Pack**

Massage voucher, GU sports drink sachet, GU energy gel, GU drink

## Iliotibial Band Friction Syndrome

### What the??

You are probably thinking...ok stop throwing big anatomy words at me...what the?? This maybe true but the more you know about your body the better performance you'll get out of it.

Some of you may already know this term because you have been in to see us at Balance to receive treatment for it so you can get on with your running and/or cycling, but for those who don't know... the Iliotibial Band or ITB is the long flat tendon that runs down the outside of your thigh. It connects to one of your hip flexors called Tensor Fascia Latae or TFL and your Gluteus Maximus and then it runs down the lateral thigh and crosses the lateral knee attaching at the head of Fibula.



### So what's the Friction Syndrome?

Well the main function of your ITB is to stabilise the leg, and because the ITB is a tendon it has no blood supply and it has no contractile or flexible capabilities it's just extremely strong. So when the TFL and/or Glut Max get tight and pulls on the tendon it creates tension at the other end as it crosses over the knee, and so when the knee flexes and extends during running or cycling it can create an overuse friction syndrome and pain occurs, often an ache or burning sensation at the knee.

### How to treat it

Firstly by identifying the cause and eliminating that. For example: running or cycling too much, poor running shoes, poor bike set-up, poor biomechanics, running on a road camber or lots of downhill.

Once identified the first plan of treatment would be rest alongside regular deep tissue massage to the hip flexors and glutes and to the quads and hamstrings which the ITB does cover slightly on the lateral aspect. This is where the ITB can get a bit "stuck" and adhere to the underlying muscle tissue, so this is where massage helps the most as stretching isn't as effective. This is where a **Foam Roller** can be very effective too as home treatment. **(on sale at the clinic for only \$35)**

However stretching the hip flexors and glute muscles is highly recommended. Ice around the knee area can also help with any inflammation.

Then slowly building back into your training regime as with any rehab phase.

As this is an overuse injury it is very important to get on to treatment quickly and be regular about your icing and massage and stretching.

So now you know what Iliotibial Friction Syndrome is...tell your friends who might have it to come in and see us!

sports drink, energy gel, GU drink bottle, anti-flame crème, ice pack.

1/2hr \$77.50

1hr \$105

So now you know what Iliotibial Friction Syndrome is...tell your friends who might have it to come in and see us!!

### Two SPECIAL OFFERS available to Balance clients only

**City Run – 30% discount on next block which starts 13<sup>th</sup> of October and runs for 8 weeks.**

**CityRun is your weekly running fix!** We offer social yet structured technical run squads based out of an inner city Auckland location - currently all starting from the Tepid Baths. We cater to runners of between 22min to 32min for a 5k race-pace, who can also run a minimum of 15 minutes non-stop. Each instalment of sessions is structured around 8-week blocks that build through progressions with plenty of coaching feedback to guide, motivate and teach. We provide 1-2 coaches at each timeslot below. **Note - all mornings on hold for Winter**

MON	6.30AM -	EASY ENDUR	(AIM - build gradually up to 45-75min non-stop)
TUE	5.25pm -	DRILLS & REPS	(AIM - isolate and improve movements plus add speed)
WED	6.30AM -	VARIOUS	(AIM - keep you fresh with Drills, Hills, Strength work etc)
THU	6.35pm -	DRILLS AND REPS	(AIM - isolate and improve movements plus add speed)
FRI	6.30AM -	FARTLEK	(AIM - semi continuous run with a hard varied-pace main set)

Check out website [www.cityrun.co.nz](http://www.cityrun.co.nz)

**Women's Only Swim Lessons – 30% discount on next block which starts 16<sup>th</sup> of September. Offer available only for learners and advanced beginners.**

Year round technical pool swimming in blocks of 8x sessions at the Tepid Baths in Downtown Auckland. Catering to a broad range of different abilities with the focus on technique rather than distance.

Check out website [www.swimcoach.co.nz](http://www.swimcoach.co.nz)

(Contact will be made with Balance to verify you are client)

### Congratulations to...

**Well done to Lisa Markwick and Roger Levie who recently competed at the Canada Ironman; and to Alex Lewis, Bronwyn Carruthers, Grant and Belinda Watson and everyone else who competed in the Abel Tasman Coastal Classic run on Saturday 6<sup>th</sup> for the 15km and 33km. Hope you had awesome events free of injuries!**

### Tight times for your wallet doesn't have to mean tight times for your muscles!

Many of you may be feeling the pinch of higher prices and maybe even thinking twice about your massage (heaven forbid!!)...here are a couple of tips to help you keep your muscles loose and your life stress free.

Don't give up completely on your regular massage:

- Move it out by one week, so instead of weekly come fortnightly.
- Or if you have an hour session reduce it down to three quarter hour or half an hour.
- Keep up your regular stretches, exercises and relaxation techniques at home.

It's keeping it regular that prevents injuries and decreases your stress levels so you won't have to do damage control later down the track which can cost you more!

This newsletter is intended for general health information and should not be relied upon without further specialized advice.

To unsubscribe: reply with "unsubscribe" in the subject line. Thank you.

**Balance Massage**

**5 Blake Street, Ponsonby**

**Ph: 09 378 0059**

**jane@[balancemassage.co.nz](http://balancemassage.co.nz)**



