



CANYON RANCH EXPERTS HIGHLIGHT THE BENEFITS OF MASSAGE

March 2019 – You know getting a massage feels good, but you may not realize how good it can be for your health. Massage stimulates the parasympathetic system to “Rest and Digest.” While this is the primary benefit for massage, many other benefits stem from the fact that our body responds to relief from stress. As a result, when we soothe the nerves, and activate the parasympathetic system we get relief from and healing related to many conditions. Here are five of the top stress related symptoms for which a massage may provide relief.



1. ANXIETY

By helping the body to relax, massage can help to reduce feelings of nervousness worry and regulates stress reactions.



2. DIGESTIVE DISORDERS

Increased anxiety and stress can cause or aggravate digestive disorders. Promoting deep restorative relaxation through massage may help to reduce flare-ups. Massage also helps to increase blood circulation to the stomach to help with proper digestion.



3. INSOMNIA

If stress, tension, or muscle pain are the reasons for insomnia, massage may help by improving sleep patterns. Regular massage may decrease depression and anxiety levels through the release of serotonin which may lead to a better night's sleep.



4. EMOTIONAL WELL-BEING

In addition to reducing anxiety and improving sleep patterns, massage may enhance energy levels and vitality. Better concentration and focus have also been attributed to receiving regular massage.



5. IMMUNE SYSTEM FUNCTION

Massage therapy may increase the activity of white blood cells helping to fight viruses. This is especially helpful during the winter months to help resist colds and the flu.

About Canyon Ranch®

Canyon Ranch® has been a trailblazer and an industry-leading proponent of the wellness lifestyle since its founding in 1979, operating the world's most celebrated collection of life-enhancement properties, holistic living developments, and complementary brand extensions. Over the past four decades, Canyon Ranch has imparted their integrative expertise to more than 1 million guests on land, nearly 1.3 million at sea and now over 650,000 in the air. Canyon Ranch has wellness destination resorts in Tucson, Arizona and Lenox, Massachusetts. In addition, Canyon Ranch operates the world's largest day spa at The Venetian® & The Palazzo® hotels in Las Vegas, Nevada and 22 Canyon Ranch at Sea® wellness facilities onboard luxury cruise ships: Cunard Cruise Line, Oceania® Cruises, Regent Seven Seas Cruises®, and on Celebrity Cruises®. Canyon Ranch is a 13-time winner of Travel + Leisure's Best Spa Award, an 11-time recipient of the Condé Nast Traveler Best Destination Spa Award, and both Canyon Ranch resorts were named in the 2019 U.S. News & World Report Best Hotels rankings.