

July 2022 Newsletter

July is here and it's starting to get hot in Florida, but that's why we have air conditioning in our homes, offices, and cars....so that's okay. Meanwhile, we can enjoy outdoor sports in the morning, or later in the afternoon after the sun starts to go down. Or, if you like sunning yourself at the beach, just avoid the strongest sun in the early afternoon.

In late May and June, I spent a good bit of time up north. In May I was in New York for my granddaughter's college graduation, and in mid-June I was invited to Montreal to help a group of people who had tight muscles and long-standing pain.

As you probably know, I love sharing my work. I think one of the most important things I do is teaching people how to do self-treatments, so they know how to stop pain FAST! I was able to do that in Montreal and it was fulfilling for me, and certainly beneficial for the people I worked with. I'd love to teach all over the USA, and the world! Hopefully this trip was just the first of many! 😊

In June I had several conversations with people about bone bruises. It's always interesting how a topic I had already planned on discussing ends up being a part of conversations with clients. I guess it's just confirmation that this is an important topic.

Bone Bruise

Several years ago I was in Hawaii visiting friends. I used to live in Honolulu, so I had a lot of friends I wanted to see. I set out walking to visit one and by the end of the day I had walked at least seven miles all over town visiting different friends. That was fun, but the problem was, I was in flip-flops.

It ended up being a two-fold problem since every step I took my toes would curl down to hold on my flip-flops. This overstrained the muscles that are underneath and next to the Achille's tendon. But that's another story for another time.

As I stepped off a curb my left heel hit the curb and my heel crashed down onto the road. I hit it so hard I thought I had to have broken it. At the minimum I

cracked the bone. Limping I headed back to my friend's house and put ice on my foot.

The pain never lessened so I went for an x-ray. The x-ray showed it wasn't cracked or broken and I was told it would just heal. Nice thought. Months passed, I couldn't put any weight on my heel, and nothing helped it. It didn't matter if I used ice or heat, lifted my leg up onto a chair or had my foot on the floor. Cushions in my shoe didn't help, neither did rubbing it. The ache went all the way up my leg and into my hip, so I was limping because of my foot, and I was limping because of hip pain. Yikes!

That's when I learned about bone bruises.

Google, who knows everything, wasn't much help. It told me that "a bone bruise is a traumatic injury" – you think!!

Then it said:



"A bone bruise causes blood and fluid to build up in and around your injured bone: You may have symptoms such as pain, swelling, and a change in color of the injured area.

Most bone bruises heal without any problems. If your bone bruise is very large, your body may have trouble getting blood flow back to the area."

In any case, I had 3 different x-rays because I couldn't believe you could have this much pain without having a broken bone. All of them showed that the bone was definitely not broken.

It took a full year for the pain to stop!

So, I learned two lessons...

1 – Don't do *anything* that can bruise a bone.

2 – If I do get a bone bruise, just realize it will really hurt for a long time, nothing works to ease the pain, and eventually it will just go away.

It's pretty hard to live life and never do anything that could bruise a bone, so just do your best. It's one of the reasons I looked for the Perfect Ball that I use when I

teach. I give a Perfect Ball to every client who comes to my office or buys one of my books since I want them to have a great ball that won't bruise the bone.

One important suggestion is to never use a baseball, golf ball (on your arch), or lacrosse ball, as these can easily cause a bone bruise.

Here's hoping you never have a bad bone bruise, but if you do, chin up and know it will eventually heal.

Next Month.....

August is a great month for swimming! It's hot out and swimming refreshes the body, plus it's a wonderful form of exercise.

The muscles of the shoulder get strained if you are swimming for extended lengths of time, so that will be our topic of the month.

For My Sarasota Clients

It's incredible how absolutely everything is costing a lot more than it did last year. Gas is more than double, my rent went up, and I've heard clients tell me their rent went sky high. Groceries cost more, and life is just more expensive in general.

We all have our thoughts as to why this is happening, but the bottom line is....it is!

The final straw was learning that after 34 years of doing muscular therapy (not fluff & buff massage), there are brand-new massage therapists charging as much or MORE than me! As you know, my specialty is unique, which I know it is, and I've been told by several clients that I needed to respect my work more and charge a fair rate for what I do.

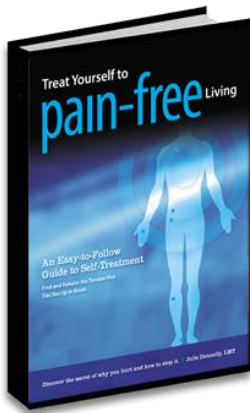
It was brought to my attention that a round of golf frequently is \$150 or more, and that the price of acrylic nails and haircuts is more than what I charge to relieve or eliminate pain. This final straw did it! Not only do I find the source of my client's pain, and then treat it, I also teach everyone how to continue their therapy at home. This is also unique in the massage world.

With that said, I'm raising my rate to \$120 a session. Of course, I'll still continue to teach you how to self-treat which has always been an added value to your session. My primary focus is on showing you how to relieve pain the minute it starts to rear its ugly head.

As a special gift to my regular clients, your next session with me, prior to August 1st, will still be at the original \$90.

Treat Yourself to Pain-Free Living

Not only is this the name of my self-treatment book, it's also a wonderful way to live.....pain-free!



- *Lots of information about “why” and “how” muscles cause pain
- *Over 200 pictures showing you how to release tight muscles
- *Simple instructions for treating each muscle

For only \$47 (plus S&H) you can have direction to find and self-treat aches and pains from your head to your feet! It's easy-to-read and easy-to-do. You don't need to stay in pain when you can *Treat Yourself to Pain-Free Living*. **G, please link the title of the book (both at the top of this section, and here in this paragraph) to <https://julstromethod.com/product/pain-free-living-book/>**

Wishing you well,

Julie