

# Massage Your Stress Away



## ‘Sogno’ = Dream

Finally employees can find some time to unwind, boost their attention span, energy and reduce stress levels and all in just 15 minutes! Read on and you’ll learn how having a massage in the World’s Most Loved massage chair can also leave you feeling ‘powered up’ to face the rest of the day by listening to various ‘Mind Coaching’ programmes.

### For Healthy & Productive Staff

It is generally accepted that more days are lost to employers through back related pains and stress than any other reason. As back pain is an 'invisible' condition it is notoriously hard to disprove or dispute. Every job has its drawbacks. For those driving during the course of their employment, or those sat at workstations or VDUs, there is a particularly high risk of back, neck and shoulder related stress injury. 2007 research by the CIPD lists the 2 major causes of short-term and long-term absence being stress and musculo-skeletal conditions, for both non-manual and manual workers. Employees who are required to lift are particularly at risk from back injury, and even being able to prove that proper manual handling training has taken place does not necessarily exempt the employer from liability.

Installing massage chairs into places of employment has manifold benefits:

1. Massage chairs greatly reduce stress and stress related conditions; our jobs are one of the primary causes of stress.
2. Because Massage chairs provides physical relief from aches and pains as well as the emotional and psychological effects of stress, installing one at work can have direct benefit on employee's health.
3. Employees should perceive the installation of a massage chair as a benefit and may be less likely to be absent from work. The chair will engender within the staff a feeling of value and importance. It is an established principle that employers who reward their staff are in turn rewarded by increased productivity and loyalty.
4. Employees struggling to work their way up through their chosen career path very often work long and tiring hours. Doing so demonstrates their commitment and enthusiasm, but very often tired or over-worked staff may not be performing at their best! A ten to fifteen minute break to relax and de-stress in the Massage chairs revitalizes and refreshes, often enabling the employee to concentrate better afterwards, work more efficiently and be more productive.

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Comprehensive research has demonstrated that there are three central reasons why massage is beneficial:

- Massage improves venous and lymphatic flow. Manipulating muscles increases blood flow. Increasing blood flow facilitates the circulation and absorption of nutritional elements into the muscles and tissues. Increasing lymphatic circulation clears toxins out of these areas. Together, this revitalizes the massaged area.
- Massage therapy decreases tension and improves flexibility. Massaging helps loosen tight and strained muscles. Stretching and kneading problem areas allow muscles to relax as well.
- Massage therapy increases endorphin levels. Possibly the most beneficial aspect of massage. Endorphins are the 'feel good' chemicals that run through the body—increasing their levels induces positive results. Among other benefits, increasing endorphin levels has been correlated with quicker recovery, reduced pain, and reduced anxiety.

## On the Opposite Side of the Coin

It can be argued that employers who fail in their duty of care could be held directly responsible for not taking sufficient preventative measures to care for their staff. Staff who can prove that their employers were negligent in caring sufficiently well for them may have a case against their employers.

Show your employees that you care, and protect yourself in the process! Install a Massage chairs now and reap the rewards of increased employee loyalty, efficiency and productivity.

## How to make it work and achieve a win-win

We have installed massage chairs in many workplaces and following feedback from employees it confirms that they feel more relaxed and more willing able to focus on their work after having a massage.

They also report that they are happy to pay £1 or £2 for a 15-minute session. When just 10 people use the Massage chairs each day it will generate at least £200 per month in revenue for the Company that can be used to either;

- Off-set against the purchase or lease price (full cost/benefit analysis available)
- Purchase additional massage chairs for other sites
- Contribute towards wellness training
- Assist with expenses towards your internal social club
- Contribute towards your chosen charity

## Trial and Costing

You can trial our massage chairs (Sogno or W.1) for one full working day for just £175, which will be reimbursed against the purchase price. We will also be delighted to collect feedback from your teams on the benefits of having a massage, so you have some data upon which to make your final decision.

**To book your one-day trial and get a full product costing, please contact Michael de Groot on 01827 881360 / 07866 471596 or email [michael@stayingalive.eu.com](mailto:michael@stayingalive.eu.com)**

## W.1

