

The Power of Touch

In a High-tech World, It Pays to Reach Out

Nora Brunner

Physician and holistic health pioneer Rachel Naomi Remen once confessed that as a pediatric intern she was an unrepentant baby kisser, often smooching her little patients as she made her rounds at the hospital. She did this when no one was looking because she sensed her colleagues would frown on her behavior, even though she couldn't think of a single reason not to do it.

The lack of basic human contact in our high-tech medical system reflects a larger social ill that has only recently started to get some attention--touch deprivation. The cultural landscape is puzzling. On the one hand, we are saturated in suggestive messages by the

skin-to-skin contact is beneficial to human health, American social norms inhibit this most basic form of human interaction and communication. Despite our supposedly enlightened attitudes, we Americans are among the most touch-deprived people in the world.

"Touch deprivation is a reality in American culture as a whole," writes Reverend Anthony David of Atlanta. "It's not just babies needing to be touched in caring ways, or the sick. It's not just doctors and nurses needing to extend it. It's all of us, needing connection, needing to receive it, needing to give it, with genuine happiness at stake."



High-tech can mean low-touch. Ensure you're getting the tactile connection humans require.

mass media; on the other hand, the caring pediatrician is afraid someone might look askance at her planting a kiss on a baby's forehead. What's wrong with this picture?

Social Norms

Unfortunately, touch has become, well, a touchy subject. Though there's growing scientific evidence that

Distant, Disconnected

How did we come to deprive ourselves so tragically? According to Texas psychology professor David R. Cross, PhD, there are three reasons Americans don't touch each other more: fear of sexual innuendo, societal and personal

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*A smile is a
curve that sets
everything
straight*

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disconnection aided by technology, and the fact that the ill effects of non-touching are simply not that obvious and don't receive much attention.

It's no surprise Americans are often afraid physical touching signals romantic interest, which leads to the twin perils of either having our intentions misunderstood or wondering if someone's gesture is an uninvited advance. This ambiguity is more than enough to scare most people from taking someone's arm or patting them on the back.

The potential for the loaded gesture is further complicated by our litigious society in which unwelcome touch can mean, or be interpreted as, dominance, sexual harassment, or exploitation. People in the helping professions are regularly counseled on how to do their jobs without creating even a hint of ambiguity. In one extreme example, counselors at a children's summer camp were given the advice that when kids proactively hugged them, the counselors were to raise both arms over their heads to show they hadn't invited the contact and weren't participating in it. One wonders how the innocent minds of children will interpret this bizarre response to their spontaneous affection.

Another reason for touch phobia, according to Cross, is that we live in a society with far-flung families and declining community connections. Technology plays a significant role in the way we communicate, and it seems we move farther away from face-to-face communication with every new invention. How ironic that the old telephone company jingle that encouraged us to "Reach Out and Touch Someone" gave way to the slew of electronic devices we have today, all ringing and beeping for our attention. While these devices were invented to improve communication, some people wonder if the net effect is lower quality in our exchanges of information.

While there is scientific research showing non-touch is detrimental to health, Cross says those negative effects aren't obvious. The effects of a lack of touch are insidious and long-term and don't amount to a dramatic story for prime time.

"Humans deprived of touch are prone to mental illness, violence, compromised immune systems, and poor self-regulation," Cross says. So serious are the effects of touch deprivation, it's considered by researchers to be worse than physical abuse.

Benefits of Touch

Stated more positively, science does support the preventive health benefits of touch. For example, Tiffany Field, PhD, founder of the Touch Research Institute, notes that in a study on preterm infants, massaging the babies increased their weight and allowed them to be discharged earlier. Discharging babies earlier from expensive neonatal intensive care units could save the healthcare system \$4.7 billion annually.

In other research, scientists at the University of North Carolina found the

stress hormone cortisol was reduced with hugging. Cortisol is associated with anger, anxiety, physical tension, and weakened immunity.

Massage therapy has been found useful in reducing symptoms such as anxiety, depression, pain, and stress, and is helpful for those suffering with a variety of illnesses, including anorexia nervosa, arthritis, cancer, fibromyalgia, and stroke. While more research is needed, massage therapy has also been shown to reduce symptoms associated with alcohol withdrawal and smoking cessation, and can strengthen self-esteem, boost the immune system, increase flexibility, and improve sleep.

As a nation, we are still finding our way in terms of increasing our touch quotient; but those who make their way into a massage therapy room are farther along than most.



Massage helps boost self-worth and contribute to emotional well-being and connection.

Healthy Energy Boosters

Tips to Staying Energized and Alert

Rebecca Jones

Here are some tips for keeping your energy levels up.

Snack Smart

Strategic snacking can be a good way to smooth out dips in your energy level and avoid hunger cravings that can lead you to overeat. Go ahead and snack---just be as choosy in your snack selection as you are in meal planning.

Grab an Energy Bar

Don't fall for the fiction that all so-called "energy bars" are unpalatable but good for you. A lot of energy bars are filled with chemicals and with sugar, so read labels, and look for high fiber, high protein, and limited carbs.

Pick-Me-Up Snacks

Nuts such as almonds, Brazil nuts, cashews, and hazelnuts are among the best choices for healthy, pick-me-up snacks, nutritionists say.

Stay Hydrated

Even slight dehydration can leave you

tired and lethargic. The answer is, of course, to drink plenty of water. If the taste of plain water doesn't excite you, consider some of the flavored varieties, keeping in mind that loads of extra sugar should be avoided.

Get Your Beauty Sleep

The number one myth about sleep is that you can get by on six hours a night, but the further away you deviate from getting eight hours sleep a night---and some people get too much, not too little---the greater the risk of cardiovascular disease, depression, obesity, and a host of other maladies.

Avoid Caffeine, Get to Sleep

Caffeine is a great pick-me-up first thing in the morning, but it has a six- to seven-hour "half-life," meaning that half the caffeine in that cup of coffee you consumed to ward off the 3:00 p.m. doldrums will still be lingering in your bloodstream after the 10:00 p.m. news.

Rebecca Jones is a Denver-based freelance writer.



Stay hydrated to keep energy up.

Tips for an Even Complexion

Diminishing Freckles and Age Spots

While freckles tend to develop in people with fair skin, red or blonde hair, and blue or green eyes, age spots happen later in life regardless of skin type. But both are caused by an accumulation of melanin in the skin, the pigment that makes us tan. Both will also likely darken in the summer with sun exposure and fade in the winter months.

A PREVENTION PLAN

The best way to avoid these unsightly spots is with a prevention plan. Use a sunscreen with at least a sun protection factor (SPF) of at least 15 as a part of your daily skin care regimen, and wear protective clothing when outside. Age spots will concentrate on the backs of the hands, so be sure to apply sunscreen there, as well as your face.

When you do notice freckles or age spots

gaining ground, the following options may be beneficial.

LIGHTEN NATURALLY

Lemon juice is a natural lightener. Used twice a day, it will help fade age spots and freckles. Apply fresh lemon juice to skin with a cotton ball and allow it to dry before applying sunscreen and makeup.

EXFOLIATE

Human skin constantly sloughs old dead cells as new ones are produced. With aging, the skin tends to lose some of its ability to eliminate these skin cells. Alpha hydroxy acid (AHA) loosens the glue that holds old skin cells in place. When used regularly, AHA helps eliminate old cells and excess melanin. Many skin care products contain AHAs, but they can also be found in fruits and milk. Apply a mask of sour milk and

allow it to dry before rinsing, or, for a more aromatic option, make a fruit mask of pureed ripe papaya. This fruit contains papain, an enzyme that helps dissolve dead skin cells.

SUPPLEMENT WITH C

Taking a vitamin C supplement helps reduce skin's sensitivity to the sun and can prevent melanin buildup.

TALK TO A SKIN CARE PROFESSIONAL

Estheticians can provide products and treatments to help reduce or eliminate skin spots. Discuss your spots with a skin care professional to determine the best options for you.

*A good laugh
recharges your
battery*

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