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August 2010

## **Acupuncture and Myofascial Cupping: How it can help YOU!**

### **Acupuncture and Dry Needling**



**Acupuncture and dry needling** is the procedure of inserting and manipulating needles into hypersensitive points on the body to relieve pain and promote blood flow.

**Acupuncture** is a component of traditional Chinese medicine that originated in China over 5,000 years ago. It is based on the belief that living beings have energy lines known as *meridians* in the body. **Western Acupuncture** utilizes these meridian points as reference but applies it to relevant neurophysiology and

anatomy.

**Dry needling** is a procedure in which a thin needle is inserted into a hypersensitive point in the affected muscle which is also known as a myofascial trigger point. Trigger points may be painful when touched, but the pain is often referred to another area of the body. Trigger points result from accumulation of waste products within the muscle from physical activity. This causes localized muscle tension and spasm which may make the points feel like small nodules (knots). Needling into the trigger point will reduce the spasm relieving localized and referred pain.

**[Click here](#) to receive a **50% discount** off your next Acupuncture session - **a saving of \$47.50!****

### **Benefits of Acupuncture**

- Needling **increases blood circulation** to the affected area thus accelerating healing.
- **Promote tissue healing**- Insertion of the needles sets up a cascade of events in the body which results in the release of chemicals that improve blood flow and restore normal tissue structure.
- **Pain and discomfort** can be relieved by insertion of the needles along specific pathways or points both.
- Needling **decreases muscle tension and connective tissue tightness** as a result of soft tissue injury.



The Physiotherapists at PHYSIO4ALL use acupuncture/dry needling, against a background of sound research and evidence, as a means of enhancing pain modulation via the

stimulation of the brain and spinal cord to produce NATURAL pain relieving chemicals, such as endorphins; melatonin to promote sleep, serotonin to promote well being, to name a few.

## Injuries Treated with Acupuncture and Dry Needling

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A large range of conditions can be treated successfully by all our physiotherapists using Acupuncture and Dry needling. Some common injuries we treat are shown below:

- Low back and neck pain
- Repetitive strain injury (eg. tennis and golfer elbow, Achilles tendinitis)
- Headaches and migraines
- Sciatica
- Sprains and damage to ligaments
- Strains and injury to muscle
- Swelling and oedema
- Osteoarthritis



## Myofascial Cupping

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**Myofascial Cupping** is a therapeutic technique originally used in traditional Chinese Medicine (TCM) for certain health conditions. Glass or bamboo cups are placed on the skin with suction, which is believed to influence the flow of energy and blood in the body.

Myofascial cupping is a modified version of the ancient Eastern-style cupping which major differences include targeting the musculoskeletal system rather than meridian systems used by traditional Chinese practitioners and using the cups in a moving sequence, rather than stationary.



[Click here](#) to receive a **50% discount** off your next Myofascial Cupping session - **a saving of \$47.50!**

## Benefits of Myofascial Cupping

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- A safe and non-invasive technique
- Effective relief from muscle spasms and joint pain and spasms, particularly in the back.
- Assists with the release of fascia, found at the first layer under the skin. Tight fascia is the leading cause in tension within a person, particularly in the back.
- Cupping can be used on people for whom the insertion of acupuncture needles poses a problem or risk.
- Stimulates blood circulation and penetrates much deeper than a conventional massage.

## Injuries Treated with Myofascial Cupping

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- Back and Neck pain

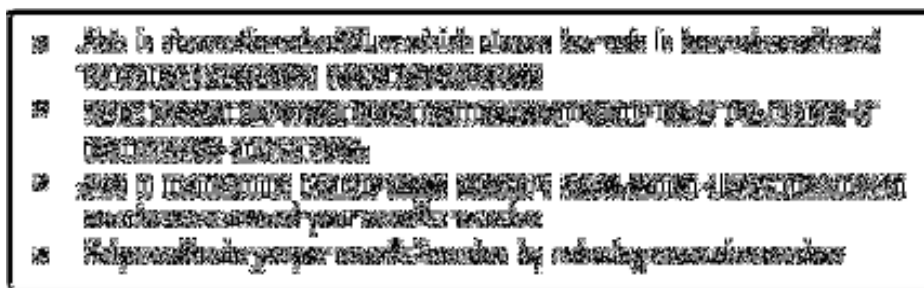
- Myofascial pain
- Repetitive strain injuries
- Muscle spasm and tightness

### SPECIAL OFFER!

As a loyal reader of our monthly newsletter, PHYSIO4ALL would love to offer you a **50% discount** (a saving of **\$47.50!**) on your next Dry Needling and Myofascial Cupping session.



Also, we would like to give you **discount of 15%** off when you purchase two of our fantastic Bioceutical Ultra Muscleze! Health benefits include:



Please mention this email and present the voucher below to receive your discounts.

## Family & Friends

### Gift Certificate

This voucher entitles the bearer to **50% off** an Acupuncture or Myofascial Cupping session from the team at PHYSIO4ALL, valued at \$95.00 - **a saving of \$47.50!!!!**

This voucher also entitles the bearer to a **15% discount off** when they purchase two Bioceutical Ultra Muscleze, valued at \$35.00 each - **a saving of \$10.50!**

Present this voucher to receive this very special offer.

**Expiry date: 30th September, 2010**

\*Conditions apply.



Offer only valid at the PHYSIO4ALL clinic in North Sydney.

Appointments: 02 9922 2212

No obligation for future care.  
Please mention this voucher when booking your appointment.

Yours in health,

PHYSIO4ALL



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