A Dog Lover's Guide

to

Canine Massage

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by

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&

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A Dog Lover's Guide to Canine Massage

New Illustrated Workbook Teaches Professional Therapeutic Techniques Anyone Can Learn

If you've ever had a massage you know how much better it makes you feel. The benefits of canine massage are about the same…for you and your 4-legged friends. Massage can help your dog relax, decrease chronic pain, speed up recovery from injuries, and help condition a working or competitive dog. What's more, massage can allow you to relax and strengthen the bond between you and your canine companions.

A Dog Lover's Guide to Canine Massage (Satya House, October 1, 2008, $19.95) is a practical workbook designed for all dog lovers, as well as professionals — veterinarians, groomers, kennel and shelter operators, trainers, etc. — and dogs of all ages, sizes, and conditions. Fully illustrated with more than 100 photographs and diagrams, the book provides a strong foundation in massage technique, canine anatomy, and a solid grounding in the how-to's, what-for's, and why not's.

The authors have a wealth of experience and expertise that made them uniquely qualified to create this easy-to-use workbook. Jody Chiquoine, RN, MSN, FNP, CCRT, is the director of Fitter Critters (www.fittercritters.org), a canine rehabilitation and hydrotherapy facility in Lee, MA. She is a Certified Canine Rehabilitation Therapist, a member of the American Canine Sports Medicine Association and certified in canine massage. Linda Jackson, Lic.Ac, MAcOM, MEd is the director of the Centre for Acupuncture (www.centreforacupuncture.com) which offers massage, acupuncture and herbal medicine for both human and canine clients in Great Barrington, MA. She is certified in Holistic Animal Care and is on the faculties of Kripalu Center and Berkshire Community College.

A Dog Lover's Guide to Canine Massage includes an easy-to-understand section on canine anatomy from head to tail with useful charts and anatomical labels geared toward teaching the everyday pet owner about their dog's body and needs. Each chapter includes short exercises that help the reader build their knowledge and confidence experientially, not just theoretically. You'll learn what to look for before, during and after massage; why certain techniques are better than others for particular conditions such as arthritis; and how easily you can incorporate massage into your canine companion's daily life.

"Last night I practiced a few of the moves from the book on my 13 year old dog, Riley. Today he is glued to my leg and staring up at me as if waiting for something more. For all of us who are dog lovers and who also understand the value of touch, this is the book to help us keep our canine pals healthier, happier and, perhaps, even with us a little longer," says Jody Seay, award-winning author, and creator, producer and host of the TV show, Back Page.

Luke Robinson and his two dogs are on a 2,400-mile trek from Austin to Boston to raise awareness about cancer in dogs. "I start our day with stretching exercises from ***A Dog Lover's Guide to Canine Massage*** and end it with massages," he says. "Using the techniques in this book has made our pack closer and stronger, able to overcome the countless challenges we encounter on the road."

"Jody and Linda's workshop on Canine Massage is always the most popular session at Camp," says Annie Brody, Director of Camp Unleashed, a holistic weekend retreat for dogs and their guardians in the Berkshires. "Their understanding and enthusiasm for the benefits of massage is infectious and they know how to simplify instructions just enough to maintain quality while building confidence in the participants."

A Dog Lover's Guide to Canine Massage will be available from bookstores, pet shops, veterinarians, pet groomers, directly from the publisher and online at www.caninemassagebook.com as well as Amazon.com.

/Editor Note: Review copies and interviews with authors arranged on request./

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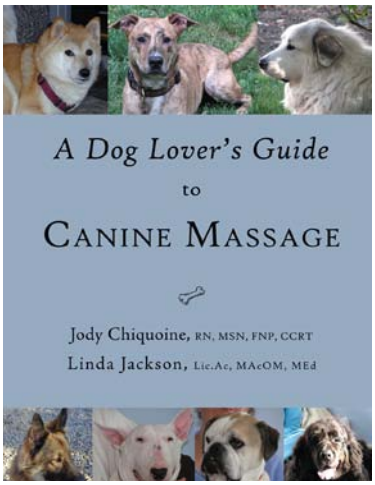

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Both authors are available for interviews, presentations, etc. Please contact julie@satyahouse.com for more information or to request review copies or hi-res photos.

www.caninemassagebook.com

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Some Benefits of Massage

From **A Dog Lover's Guide to Canine Massage**

You know from experience that massage not only feels good but it helps release tight muscles and assists you in finding your calm center especially after a stressful day. The same is true for dogs and all animals.

- Massage relieves stress. When done regularly, it helps prevent the negative effects of stress. Of course dogs experience stress and although they don't seem to hold stress in their bodies the same way we do, stress, over time, can cause deeper long-term problems that require more serious intervention.
- Massage is soothing and comforting. Who doesn't need soothing and comforting? Consider times when your dog might need soothing or comforting.
- Massage triggers the body's natural ability to heal itself from injury, strain, surgery and exhaustion. There are those times when we or our dog are injured, or perhaps even have had surgery. Massage is often the best therapy to assist in the healing process.
- Massage is an effective tool to detect stiffness, pain, swelling, tension and in the long run can avoid costly complications from overlooked problems.
- Massage maximizes normal function of tissues, organs and bodily systems such as digestion, absorption of nutrients, elimination and the lymph system. Simply by the stress release and relaxation that massage produces, the entire body works more efficiently.
- Massage helps muscles function more efficiently by loosening restrictions as a result of misuse or over use of our muscles. We all know the pain created when we continue to work when exhausted. One example is working out too long or too hard at the gym, or when we take longer walks after a sedentary winter.
- Massage reduces the build-up of adhesions in the muscles that result from inflammation due to injury, surgery or trauma. Adhesions limit range of motion by shortening the muscles. We can feel adhesions as ropey areas in muscles surrounding an injury.
- Massage improves our dog's agility whether in play or competition because of its positive effect on stretch receptors, tendon apparatus, muscle fibers and fascia.
- Massage encourages relaxation of the tissues through aiding in more efficient functioning of the nerves and chemical changes in the body.
- Massage, through the friction strokes and stretching, creates a deliberate inflammatory response that in turn has the effect of "jump starting" the healing process. The resulting inflammatory responses inspire tissue repair in cases of injury and strain by calling forth the healing and energy cells of our body.
- Finally, and perhaps most importantly, massage increases the physical and emotional bond between you and your companion canine.

Advance Praise for *A Dog Lover's Guide to Canine Massage*

This book is a welcome edition to the library of dog lovers and dog therapists. As a veterinarian and personnel masseuse to my own three dogs I can't express enough the importance of touch. The oldest medicine known to mankind is the 'laying on of hands', the art of touch. Once thought of as a distant adjunct to the healing process massage therapy has come full circle and is now a mainstream practice for our pets. I strongly encourage my clients to take the massage class taught by the authors of this book. It truly is a beautiful gift to give our pets. Now I will be recommending my clients buy this book! *A Dog Lovers Guide to Canine Massage* is an articulate, well organized and comprehensive how- to manual on giving this gift to our pets. Every consideration to the practice of canine massage is covered in this book. Each chapter is easy to read and well diagramed. The contents of each chapter build on one another, fully preparing you to massage your pets. Especially useful is a chart listing specific breeds and where they are likely to have issues based on their anatomy and use. Buy this book, read it and practice on your dog(s). Your dog will thank you!

— Dr. Elizabeth Tullett, veterinarian and co-owner of Allen Heights Veterinary Hospital

After reading *A Dog Lovers Guide to Canine Massage,* I wish I were a dog! This magnificent contribution to the world of massage and the dog world, is easy to read and put to immediate use. I found myself massaging the next dog I saw, to the delight of both of us! The layout and design is very practical and user-friendly for neophytes as well as experienced massage practitioners wanting to incorporate canine massage into their practice. This is a truly valuable and informative guide with great tips and techniques for supporting a dog's health and well being, as well as deepening the beautiful bond between humans and canines.

— Arti Ross Kelso, LMT, Dean, Kripalu School of Massage

My two dogs and I are on a 2,400 mile walk across the country and their health and happiness are my top priority. I had the good fortune of meeting Jody shortly before we left and she gave me a copy of *A Dog Lovers Guide to Canine Massage* to take with us. It's been in my backpack since day one. I start our day with stretching exercises and end it with massages. Using this book has made our pack closer and stronger, able to overcome the countless challenges we encounter on the road.

— Luke Robinson (and Hudson & Murphy, too!) , 2 Dogs 2,000 Miles

There are so many reasons that putting your hands on your dog in a meaningful way can enhance your relationship with her while giving you both pleasure. This book is a valuable tool in learning how to give massage to an older dog with arthritis or other physical compromise, to a dog after surgery, for a competition dog who pushes his body to the "max" and even for a dog who is just the family pet with no special physical needs but who will greatly appreciate the special one-on-one time with you. All these dogs and their different physical situations are addressed by this wonderful workbook, which has clear explanations and even more helpful photographs to guide you through how to touch each part of your dog's body. *A Dog Lovers Guide to Canine Massage* will teach you and guide you in how to use your hands on your dog to release tension, promote healing, increase overall health and most of all to enhance that loving bond you have with your dog that is greater than words can describe. There is no better way to express your appreciation and devotion to your pooch than by following the advice in this much-needed book.

— Tracie Hotchner, Host of Dog Talk® Radio Show and author of *The Dog Bible*

A Dog Lovers Guide to Canine Massage is the most instructional, easy-to-follow, detailed book I have ever seen on the subject. The book is encouraging for dog owners who may want to try massage on their own dogs but are not sure how. After many years of working on my own agility, Frisbee & dock-diving dogs, I still learned a great deal from the images and explanations and enhanced my knowledge and understanding of canine structure. As a conditioning and cross-training geek (for my dogs, that is) I know this book is bound to be a best-seller amidst our customers and fellow performance dog enthusiasts as a resource for how to keep our dogs in great shape through massage.

— Nadja Palenzuela, Owner, Hooked On Dogs
Purina Incredible Dog Team member, (with incredible dogs: Clementine, Wee-la, Squirt, Bandit & Lolita)

What a delightful guide! Well organized, well thought out, a real WORKbook! Every dog will be begging his human to read, re-read, then work through this book with them as a most willing study subject. Easy to understand, without being "dumbed down", a great instruction book for the professional, as well as the first time pet owner. For anyone who wants to do the best they can for their canine – whether they are a performance athlete or a stay at home best friend.

— Sherry Holm, owner No Place Like Holm, Dog training, boarding, showing, 30 years

To date I've lived with 23 dogs and thought I understood their body language. Now, I truly do. An informed and informative manual for all of us who want to give the gift of health and happiness to our canine partners, this is an essential book.
— Marion Roach Smith, author of *Another Name for Madness, Dead Reckoning*, and *The Roots of Desire*

Continued on next page

Jody and Linda's workshop on Canine Massage is always the most popular session at Camp. Their understanding and enthusiasm for the benefits of massage is infectious and they know how to simplify instructions just enough to maintain quality while building confidence in the participants.

— Annie Brody, Director of Camp Unleashed, a holistic retreat for dogs and their guardians in the Berkshires

Linda Jackson and Jody Chiquoine have written a masterpiece here with *A Dog Lovers Guide to Canine Massage*. Indeed, after practicing a few of the moves from the book on my 13 year old dog, Riley, last night, today he is glued to my leg and staring up at me as if waiting for something more. (It's a look similar to the one he gets whenever there's a steak bone somewhere close by, only there's not as much drool involved.) So, for all of us who are dog lovers and who also understand the value of touch, THIS IS THE BOOK to help us keep our canine pals healthier, happier and, perhaps, even with us a little longer on this earth plane. And, hey, I'm all for that. (Riley says he is, too.)

— Jody Seay, Advanced Certified Rolfer
Award-winning author, and creator, producer and host of the TV show, Back Page

I read this book, and my dog couldn't be happier! I easily followed the well-written instructions, and before I knew it, my dog had gotten his first massage. The illustrations were especially helpful when learning to put the massage techniques into practice. Through massage, I've built an even stronger bond with my dog. I even used massage to keep him calm during a thunderstorm, and it worked! This book is a "must have" for dog lovers – and their deserving dogs.

— Gina M. Barry, Esq., Partner, Bacon Wilson, P.C.

As a Licensed Veterinary Technician and the proud owner of two performance dogs, Skotch, a 9-year-old Golden Retriever, and Basil, a 7-year-old Flat-Coated Retriever, I am very excited to finally have a basic guide to follow regarding the various stretches and massaging of various muscle groups that are needed to keep my dogs performing at the highest levels in the canine sports of agility, flyball, dock jumping, hunting, and tracking. This book will serve as an excellent tool for dedicated dog enthusiasts who enjoy spending that extra time that is needed to keep our performance dogs feeling their best and remaining active in performance events throughout their lifetime. The various workbook sections offered in this book are extremely helpful in identifying the individual aspects of canine anatomy, and how they apply to the various breeds. I would highly recommend this book to all performance dog owners!

— Becky Ellis, LVT, B.S. in Exercise and Sport Science, and proud canine performance enthusiast

As a dog owner who has experienced the talents of both Chiquoine and Jackson firsthand – Jody did rehabilitation on both my dogs; Linda did acupuncture and massage on one of them – I can attest to the expertise of these two canine caregivers. Dogs cannot do yoga, and their instinctual stretching routines consist of only one or two actions. The authors have collaborated to produce a book that is written in clear, concise language with easy to follow instructions and photographs that will show the way to anyone who wants to keep the joints and muscles of their animal(s) supple into old age. Every dog owner who cares deeply about the comfort of their dog(s) will want a copy of this book for their library.

— Daniel Lorber, owner, Down in Denver Rare Books

A Dog Lover's Guide to Canine Massage is a very detailed and user friendly account for anyone interested in having a more intimate relationship with the well being of their dog. Massage has many benefits for dogs, and this book makes those benefits accessible to all dogs . . . the techniques are explained in a simple, systematic and thorough way so that any beginner human can do this. My favorite section of the book describes dog anatomy as related to human body parts. In one photo the dog is wearing a woman's dress shoe – informative and humorous at the same time!

— Dawn Allen, Animal Communicator, owner, Dawn's Animal Connection

On the whole the books is easy to read, understand, and use. It is detailed enough to allow quick use and effective results. It fills a niche along with other books on canine care. And it goes further: not only providing a dog with food, shelter, medical care and exercise, but adds hours of love.

— Marie Cargill, LIC.,AC., Medicine for People and Pets
first alternative medical provider for dogs and first instructor in Holistic Animal Care in New England

A Dog Lover's Guide to Canine Massage is a great teaching device to learn how to stretch and massage your dog yourself. I find it very intuitive that it starts out with helping the reader to understand body language of your dog. The authors are both stressing how important it is that the reader starts with understanding their dog. I believe that without understanding the body language of a dog it is very difficult to maintain the dog's good health. Through the course of the book the authors not only impart their knowledge of the canine body and proper techniques of massage and stretching, but their knowledge of dogs as a whole. They teach the reader what to watch for and feel for from their dog as to make it a pleasant experience for both. This book is so well thought out and well written that I am sure that everyone who reads it, whether they have just a little experience with dogs or a lot experience with dogs, will take something useful away from it. Most importantly, the reader's dog will benefit from the reader's increased knowledge.

— Eric London, Esq., dog rescue volunteer and member of registered therapy dog team with his Great Pyrenees, Josh