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THREE QUESTIONS WITH

Pam Shifrin of Local Revival

compiled by KIM FULLER



Local Revival's new space is comfortable, cozy and clean.

IN NOVEMBER OF 2016, LOCAL massage therapist Pam Shifrin founded Local Revival. Her services have evolved from a mobile massage business to a cozy studio space in EagleVail.

“As my clientele and my professional relationships with other massage therapists grew, it was clear that a space was needed for us to do what we wanted to do,” shares Shifrin. “I wanted to create an environment that was more fitting for us and our clients, a professional business space with a really comfortable feel, without

the spa prices. I wanted clients to feel at home and I am proud to say that almost everyone that walks through my door says just that.”

The office is simple and the focus is on the client. There are a small handful of massage therapists who work with Shifrin at Local Revival — those who she says she believes are “some of the best in the valley.”

“We aren’t just cultivating a clientele, but long-lasting relationships,” Shifrin adds. “We will even travel to Summit and Denver to see our clients when needed. Although it is not our

main service, mobile massages are always an option for people, so don’t hesitate to inquire.”

VAIL VALLEY HOME: What are some of the standout services that Local Revival provides?

PAM SHIFRIN: Just like no painting is the same, no body or massage will ever be the same. The variables are constantly changing. It is true that each and every massage therapist has their own creative style that is a strong constant, but we tailor every massage to each individual’s needs each session.

Local Revival mainly attracts locals who are committed to regular massages, but we do get some visitors traveling through the valley. We recognize that living in this valley means working hard and playing harder. Specializing in integrative bodywork, blending deep tissue, Swedish, trigger point, myofascial release, neuromuscular therapy, stretching and more, we are dedicated to making sure you receive everything you need out of your massage session. Our little hidden gem is the restoration room. Everyone that comes in has full

SELF CARE IS A LIFESTYLE CHANGE, IT IS NOT SOMETHING THAT HAPPENS OVERNIGHT. ONE SMALL ADJUSTMENT AT A TIME ... WHY NOT START WITH MESSAGES!

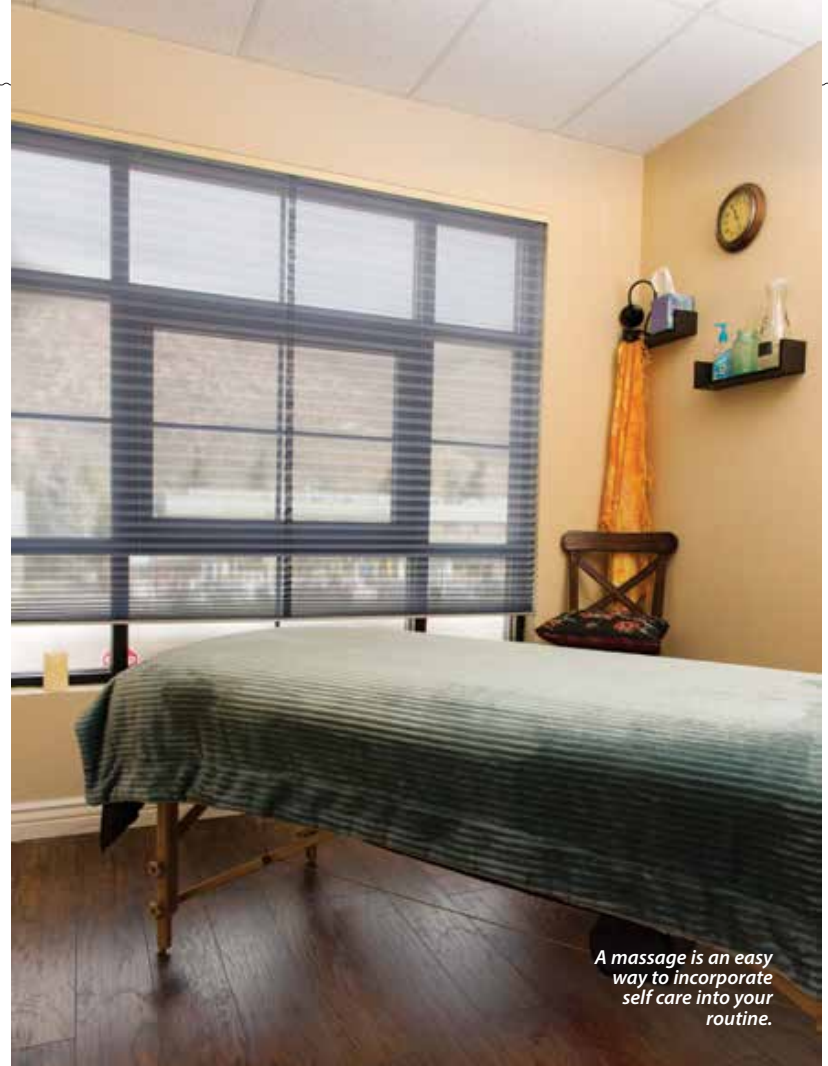
access to our inversion table, yoga mat, rad roller, foam roller, stretch strap, theracane and doTERRA essential oils. Most of our locals take advantage of the package deal, buy four get fifth one free!

VVH: *How do you help clients get in touch with more wellness and self care?*

PS: Numerous studies have shown that touch will facilitate a healthier and longer life for humans, actually all living organisms. Simple

and intuitive touch is enough to stimulate the nervous system and release endorphins, to release tension and promote relaxation. It does not have to be a full-body massage, this can be whatever you are comfortable with.

I remember a few years ago, a woman came to see me for the first time as her husband bought her a



A massage is an easy way to incorporate self care into your routine.



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massage and suggested she go. I could tell she was so nervous and that there was much deeper distress going on. I suggested many times that we did not have to do the massage if she did not want to, but she did get on the table. I held her head and guided her through a light meditation for an hour and it was exactly what she needed.

We believe that our clients deserve our deepest respect and gratitude for trusting us to touch their entire life when we work with them. By listening to our clients, the goal is help facilitate a positive change in whatever way that may be. Listening and educating them to the best of our ability. I have found that most people get overwhelmed with all the practices they could be doing when it comes to wellness and self care. We try to stick with one at a time. Self care is a lifestyle change, it is not something that happens overnight. One small adjustment at a time ... why not start with massages! I always say, "You never know how good you can feel until you get a massage."

vvh: *What would you say are the benefits of receiving regular bodywork/massages?*

ps: The physical, emotional

and mental benefits of regular massage are endless. Massage really should be as routine as diet, exercise or even brushing your teeth. People always ask me how much massage is recommended and the answer is simple — however many your schedule and finances allow. It is a necessity for your body to have a strong balance between physical and mental health, and massage is a key element to achieving that. In general, the more physical activities and other stresses your body endures, the more massages you should receive.

Keep in mind as well, that if you have a career or hobby that puts your body in a constant position or repetitive motion (like sitting at a desk or golfing), your body will constantly be compensating for that and you will not be in alignment, unless you work at it. Massage is immensely helpful when it comes to that, along with muscle recovery, chronic pain, circulation, stress, sleep, headaches ... and that is just to name a few. Feel free to check out our website, www.localrevival.com, for a full list of benefits. Following us on Facebook will keep you in the loop with wellness practices and our off-season specials. **vvh**

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