

## **Why Massage is the Perfect Gift for Dad**

It's not just stressed moms who appreciate a massage – hard working dads love to receive massages too, and what better time to treat your dad than Father's Day?

Dads can be so hard to buy gifts for at the best of times. They probably smile when they are presented with yet another tie, gift set or Amazon voucher, but how happy could you make your dad with a thoughtful gift that will really benefit his health and wellbeing too?

For Father's Day, it can be difficult to decide what to give the man who has given you so much. How do you show him just how much you appreciate him? This year, why not give the most special man in your life the gift of health and well-being and treat him to a massage?

### **Why a massage is a great gift**

Even if your dad is a newcomer to massage therapy and probably wouldn't book a massage session for himself, he's probably always wondered what a massage would be like. Take the decision out of his hands and give him an opportunity to find out for himself with a massage voucher for Father's Day.

As any massage lover knows, a massage isn't just something you get after an injury or to relax when you've been overdoing it, it's an important part of a healthy lifestyle that's good for you in its own right. Massage therapy is a good preventative step you can take to keep yourself healthy; treating your dad to massage is a way of telling him that you care and want him to stay well. What better way to show a great dad just how much he means to you? If you need any more convincing, here are a few benefits you might like to share with him on Father's Day.

### **What a massage can do for your dad**

- Regular massage can help to improve his physical performance. As men (and women) get older it undeniably gets a bit harder to stay fit, but scheduling in regular massage therapy can help by improving flexibility and overall physical performance, which means your dad gets to stay more active for longer.
- It helps to keep his blood pressure lower. Cardiovascular health is a big health concern, especially for men, and a dose of regular massage can be a real help with lowering blood pressure if it's on the high side. It also helps reduce stress and tension.
- It's good for raising immunity. Rather than dealing with the misery of colds and minor illnesses, strengthen his immune system with a massage so that he can fight them off better. Studies have shown that massage really does help to boost natural immunity and increase well-being, which will help your dad to fight off disease and improve his quality of life too.
- It helps to boost energy, and improve feelings of wellbeing and vitality.

With all those benefits, you have to admit that a massage voucher is much better for your dad this Father's Day than another pair of socks or some whisky!