Massage Envy Aims for New World Record

The location: Arlington, Virginia.
The event: the Marine Corps Marathon.
The purpose: to set a new Guinness World Record for the most people massaged at one time.
The nation’s largest massage-therapy franchise company, Massage Envy, is spearheading the attempt to set a new world record for massage on Oct. 25.
The current record is 154 people, set in 2007 in London, England. The current attempt will aim to have 220 people massaged.
Therapist volunteers will receive the opportunity to network with the runners and other therapists, a free T-shirt and food—and the chance to be part of a new Guinness World Record. Massage Envy will provide lubricants and massage tables.
Massage therapists who would like to participate in the attempt may send an e-mail to organizer Charles Fisher at marathon@massageenvydc.com.

Soda is Bad for Muscles

The next time you think soda could be a good pick-me-up between sessions, think again. Researchers found excessive cola consumption leads to muscle problems.
"We are consuming more soft drinks than ever before, and a number of health issues have already been identified—including tooth problems, bone demineralization and the development of metabolic syndrome and diabetes," says Moses Elisaf, M.D., from the Department of Internal Medicine at the University of Ioannina in Greece.
"Evidence is increasing to suggest that excessive cola consumption can also lead to hypokalaemia, in which the blood potassium levels fall, causing an adverse effect on vital muscle functions," he adds.
A research review carried out by Elisaf and his colleagues and published in the International Journal of Clinical Practice showed symptoms can range from mild weakness to paralysis. The case studies looked at patients whose consumption began at two quarts per day.
The researchers posit that soda consumption results in low potassium levels, and note that affected patients made a rapid and full recovery after they stopped drinking cola and took oral or intravenous potassium.
In the U.S., average soda consumption has reached 56 gallons per person per year, the researchers note. Worldwide, average consumption is 22 gallons per person annually.
"We believe that further studies are needed to establish how much is too much when it comes to the daily consumption of cola drinks," they add.

Hurt Feelings Really Do Hurt

When a person’s feelings are hurt, the pain is real. University of California, Los Angeles, psychologists have determined for the first time that a gene linked with physical pain sensitivity is associated with social pain sensitivity.
Their study indicates that variation in the mu-opioid receptor gene, often associated with physical pain, is related to how much social pain a person feels in response to social rejection. People with a rare form of the gene are more sensitive to rejection and experience more brain evidence of distress in response to rejection than those with the more common form.
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