

# Beach House News



## Clinic News

### Toys For Adjustments Day



In support of local children's charity Chestnut Tree House, we'll be running our annual Toys for Adjustments event on Saturday 15<sup>th</sup> December. Simply book in for an extra adjustment on Saturday and donate a child's gift in exchange for your Adjustment. If you're unable to make the day but still want to donate a gift / toy then please feel free to do so at any time up until 15<sup>th</sup> December. Gifts / toys should be to the value of an adjustment, be new and unused, wrapped and labelled with suggested age and gender. Thank you for your support!

### Supporting Local Athletes

We live in a very active town. Worthing boasts an enviable range of sports teams and individuals who are dedicated to success and the enjoyment of physical activity. We're thrilled to support two local athletes **Joshua O'Kang & Ben Hawkes**, through the clinic. Joshua is an up and coming athlete who specialises in 100 & 200 meters sprinting. Based at Worthing college and representing both his college and Worthing Harriers, Joshua has big goals for the season ahead. Ben already has an impressive sporting CV as Sussex Champion across three disciplines of Hammer, Discus & Javelin, 2017 England Athletics Champion (Hammer) and 2018 World Championship qualifier. We'll keep you updated with their seasons, which we're sure will be full of success.

### Broadwater Village Christmas Event



Local business owners are coming together to organise a special community event in Broadwater. Save the date, Saturday 15<sup>th</sup> December.

There'll be lots for the whole family, including a festive market, children's rides, a local youth orchestra supported by brass band, tombolas, Broadwater Carnival Society raffle, great local trader discounts and plenty of mince pies and mulled wine to enjoy!

### Postural Muscle Focus – Latissimuss Dorsi (Lats)

One of the most important postural muscles is the Latissimus Dorsi. Meaning 'broadest muscle of the back' the lats are a pair of muscles that sweep from the spine to the sides and under the arms. When contracted, the muscles are responsible for:

- 1 Extension: The shoulders are opened which results in the movement of the arm in a backwards direction.**
- 2 Adduction: The shoulder and arm is brought closer to the mid-line of the body.**
- 3. Medial Rotation: The arm is rotated inwardly.**

When relaxed the lats allow contraction of the pectoralis muscle group (chest). Effective exercises for the lats include the pulldown, rowing, chin ups and floor angels. As the lat muscles originate from the spinal vertebrae T7 – T12 (mid / lower back) they have an important role to play with posture. The lats are innervated by nerves at C6, C7 & C8 in the neck. Therefore, the curvature of the neck is important for a healthy nerve supply to the muscles.

An imbalance or tightness in the latissimus dorsi muscles can lead to general muscle pain in the back, shoulder impingement and rotator cuff imbalance whereas weak lat muscles can lead to rounding of the shoulders and neck pain. Ask our team about mobility and strengthening exercises for the latissimus dorsi muscles.

## Thank You For Your Referrals

Thank you to everyone who referred Family, Friends and Work Colleagues to us during September & October. Your confidence in us is greatly appreciated.

**Ellen Brown, Fay Hooper, Philip Newsom, Joanne Leggatt, Nicci Yarnold, Nigel Regan, Patricia Cabinallis, Richard Smith, Chris Garten, Clive Sage, Dan Brayfield, Dan Cotton, Dorothy Yeates, Julianna Parker, Julianne Smith, Karen Coleman, Lisa Heeler, Mike Medway, Mindy Placzek, Nicola Coventry, Ruth Tate, Sharon Preece, Sophie Hall, Steven Ripper, Sue Linfield, Sue Turner, Thomas Hoare, Caroline Green, Charles Maskey, Matt Mitchell, Natalee Akhtar, Paul Purdie, Shane Mott, Zena Hendry, Alan Stride, Claire Gumpright, Fiona Wallace, Jane Barrass, Jemima Mitchell, Maria Lobb, Mark Puddle, Sianna Munday, Valerie Hiley, Zaf Sirihan & Rita Offen.**

Your recommendation is the greatest compliment you can give. We're pleased to offer you 50% off your next Chiropractic treatment visit. Do you know someone we can help? A friend, loved one or colleague can receive a full introduction to Chiropractic for just £35, saving £41.

## Quote of The Month (Courtesy of Practice Member Wendy Smith)

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*Smiling is infectious,  
you catch it like the flu,  
When someone smiled at me today,  
I started smiling too.*

*I passed around the corner  
and someone saw my grin.  
When he smiled I realized  
I'd passed it on to him.*

*I thought about that smile,  
then I realized its worth.  
A single smile, just like mine  
could travel round the earth.*

*So, if you feel a smile begin,  
don't leave it undetected.  
Let's start an epidemic quick,  
and get the world infected!*

- Author unknown

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## Practice Members of The Month

### Congratulations Reg & Luisa; Running...It's in The Family!

Sports Massage clients Reg and Luisa have made this a year to remember. Reg has been a long distance runner for about 30 years now. He has run many marathons all over the world recording his best time in his early 30's. A keen local runner, so far this year Reg has now completed the Boston, London, Lake Windermere, Berlin, Chicago and most recently the New York marathon. This is all part of his main goal of completing the Major Series of Marathons with only Tokyo left in the early part of 2019.

Luisa ran her first marathon at the 2017 Brighton Marathon with little training and afterwards swearing she would never do it again. Since then she has had a change of heart and this year gone on to complete Brighton, Lake Windermere, Berlin, Boston and Chicago as well as local events.

Both Reg & Luisa have been consistent with their Sports Massage, working closely with Matt on pre and post event therapy. They have both been relentless in their training whilst also juggling a busy work and family life. Reg and Luisa are always a joy to have in the clinic, recounting their events with humility and humour, always keeping a smile on their face and a positive 'get it done attitude'. They are both truly inspirational and we take our collective hats off to them!



Reg & Luisa pictured with Dave after the Three Forts Challenge