

Calgary Sun Article that features Patti Wood, Spokesperson for Vaseline Intensive Care Touch Campaign in Canada. 2005

Read more about Patti's body language explanations on her web site www.pattiwood.net
To have Patti speak to your group or train your sales people to understand the body language signals sent in selling, contact her at 404-371-8228.

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Stay in touch

By STACY SHAIKIN, Calgary Sun

Health experts advise us to get enough vitamins A, B and D -- but Patti Wood says we're still short of "Vitamin T."

That's her term for touch, saying Canadians are suffering a "touch deficit."

A new survey by a major Canadian skin-lotion company shows nearly one-third of us regularly go a day or more without touching a single person. And 44% say they want more touch in their lives. Wood, a body language expert, says human touch provides real health-care benefits.

"Meaningful skin-to-skin contact releases chemicals in the body that ease depression and help alleviate pain," she said. "It can change your blood pressure and bring down your heart rate."

Wood, dubbed the Babe Ruth of body language, says those without enough touch can feel isolated and depressed.

"It's analogous to an entire week of eating junk food and no healthy food, your system will break down."

She cites touch therapy, used on cancer patients, can help them through difficult treatments. The therapy can be as small as a caring pat on the shoulder or as involved as a full massage. Wood says it is especially important for infants to get enough skin-to-skin contact.

The safe zone

"When your infant is crying you must pick them up to soothe their health," she said.

"It's especially contact."

During their first foundation for their constant crying stunt this neural Touch is the first so when they don't withdrawal.

Wood says touch in working

Well, within reason.

"Obviously it has to "The safe zone is should be brief. All second to get the Wood maintains a pay off with less

"I have this feeling if everyone got a massage every day, there would be no wars."



FIRM HANDSHAKE ... Patti Wood says Canadians are touch-deprived, and would be healthier and happier even if we shook more hands.

-- Stacy Shaikin, Calgary Sun



them, it's so important to their

important for it to be heart-heart

year, babies are still laying the neural pathways. Experts say releases the drug cortisol that can development.

sense babies develop, says Wood, get that contact, they go into

the office can also breed a better environment.

be appropriate," she says. the fingertips to the elbow and you really need is one-40th of a right effect."

more touchy-feeling society would aggression and violence.

Albertans feel the love

You gotta hand it to Albertans: They're the most touchy-feely of all Canadians, according to a new survey for Vaseline Intensive Care Lotion.

The survey, conducted by Leger Marketing, found Alberta residents touch others about 13 times (78%) a day.

Conversely, survey respondents from Quebec and the Maritimes are least likely to touch (7.8 times/day).

Other survey highlights:

- * On average, Canadians report 8.9 incidences of touching each day.

- * Canadians spend an average of 7.4 minutes each day engaged in meaningful touch.

- * One-third of Canadians do not touch anyone; a quarter of Canadians go two or more days without physical contact with another person; 15% of Canadians will go three or more days without physical contact with another person.

- * Western Canadians (68%) are the most likely to believe that a meaningful connection through touch can be made in mere seconds; Quebecers (33%) are the least likely to believe in instant connection through touch.

- * Men (70%) are more likely than women (52%) to think a hug should last less than 30 seconds. However, men (37%) are also the most likely to feel comfortable hugging someone upon first meeting.

- * On an average day, women will spend almost four more minutes engaged in touch than their male counterparts (9.2 minutes vs. 5.6 minutes). Men (37%) are more likely than women (24%) to say they spend less than a minute touching each day.

About 1,500 people across Canada were surveyed by Leger.

