

Functional Living



The Keys to Unlocking Your Own
Innate Potential in the Modern World

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Chapter 1

Your eyes slowly open, your vision is cloudy and your brain seems sluggish and firing at half speed. So you lazily roll out of bed possibly thinking of the bathroom and you magically make your way in front of the coffee machine. The magic genie somehow starts brewing you a pot as you are staring at it while waiting for

enough to be brewed so that you may pull out the pot to fill your cup, while it gently spills some out. You now slowly start sipping the hot brew, while you feel your neurons start firing with a small increase of alertness being stimulated inside. Your morning blues are slowing turning into a sunny day. Your family just started to emerge out of hiding as if they had not been there prior. I would hope to believe that breakfast would follow, but for most of my patients initially this is skipped.

Now the day begins, off to work and on your way with a small pep in your step with a smile. How long does this last? A few hours until after lunch or does your crash start before lunch? Is your focus starting to fade along with your smile? Is the grouchy you, starting to reemerge? Is it time for the next round of coffee? How long will this period last, a few hours or until you head home? So now the long day ends and your possibly feeling tired, sluggish, moody, cloudy and your body aches. Is this the way

your return to your castle feels and if so how do you turn it all off to become loving and caring to return to your beautiful family? Now you have the opportunity to have quality time and catch up with your love ones, eat some dinner and go to bed to repeat that rat race tomorrow. Or could that whole day be totally different? Is there a possibility that everything you have been habitually doing can all be different? Did I forget to add in the part of the previous scenario your basic body aches, your daily

headache, your arthritic pains or your current medicinal remedies that you have taken to further push you along your day and life?

Is that truly the way you thought your life would be when you were a child? Was that your big dream? Are you living up to your greatness? Are you fulfilled with all of your relationships? Are you the best parent, loved one and or person you dreamed of being?

Have you looked around lately?

Are any of your peers and family members living like you or up to there greatness? If not why is that? Could it simply be that we have been duped, that all of our energy and time have been mismanaged? Are we just meant to be spinning around the hamster wheel? Could we really have been taught wrong or been habitually patterned to not be live a healthier, more prosperous life.

These answers have been my questions since I was a young man.

The ability to think outside of the conventional box so to say or the rational thoughts that if my neighbor felt or acted this way, should I? Has been like a splinter in my mind for years ever processing and learning through various books and seminars. The all elusive answer of why am I here and what is my calling and how can I live my dream life. That is going to be my intent of this book, which will be to possibly show you an easier path to your own greatness. One that can be filled with increased

happiness, prosperity and improved
personal balance.

Chapter 2

The Journey Begins

Realizing your surroundings

Please take a calm, gentle and deep breathe and enjoy its beauty as you inspire. As you fill your lungs with air, appreciate the grace and elegance from the source. Now that you are energized and filled with oxygen let start with a basic concept of health.

What is this elusive word? Is it just a lack of symptoms or a reduction of pain in your body? If health is either of those thoughts how come so many of our family members and friends are sick and not optimal.

What is your take on this concept, can you be healthy with no symptoms and then have a heart attack and die or have cancer growing inside of you and feel great until diagnosed.? It almost seems almost seems to be a silly question. But people including yourself possibly think this way. If

you have low back pain Monday and then a headache on Tuesday, are you still healthy? Or another very common situation is that a person is hundred pounds overweight and has no pain or other visual symptoms, is this person healthy by these standards. ? What if that same person has high sugar levels and high cholesterol which was diagnosed by blood tests and still feels average. Now a medical doctor prescribes them two different medications for the previously mentioned conditions

and then we retake their blood tests.

If the tests come back as they probably will that this person is now within the normal range of blood levels, is that enough to stay in the definition of being healthy? Does this seem like a conundrum or what?

What if I add one more variable to this fictitious patient, friend or loved one and give them some low back pain and chronic fatigue, could this be a side effect of the medications or a side effect of their poor lifestyle. The answer is depending on the person or

did that person feel like that before the medication. Either way is this the way you want to be labeled or the picture of health you thought of when you were a child. The epidemic in our society is one of “I Have Something Society....” It could be that as simple as a descriptive term or the way you assimilate yourself with. But either way are you just the sum of your thoughts and if so, what are you thinking? Are you complaining that today you are tired, have a muscle ache some where, have

a headache, have a stomach ache or even trendier have acid reflux, do you have joint aches or pain everywhere; like fibromyalgia, or have you already been diagnosed with high blood pressure, depression, anxiety, high cholesterol, diabetes, chronic asthma, infertility. allergies, breathing problems or irritable bowel syndrome to name a few. And if so how did you feel when you were diagnosed? Did the doctor tell you to start changing your lifestyle with nutrition modifications and an exercise

protocol? Or were you just given a medication and told to take them with no real description of change.? What was the timeline to be on the medications? What were the potential side effects?

Back to my initial concepts of the chapter, is this health? Or have we possibly grown so sick as a society that this is our new normal? When is the last time you can think about hanging out with your friends and remember that everyone there was in

good shape, eating well and were taking no medications? Now they could all be talking about their healthy families, their children excelling and enjoying school, their new physical activities they just started, yoga, mediation, and new books they were reading on personal growth principles or prosperity. Probably, not since the Brady Bunch or another TV sitcom has this occurred.

Our sad reality may be described

as this scenario. Mom and Dad host a barbecue for their four best friends. The conversations are about their new diagnosis that was given to one or more of them, the frequency of another loved ones headaches, complains about their children's behavior, how somebody hates there job, how much weight one of them just gained, how one of them or their family members was just diagnosed with cancer, while bonding over alcohol and cigarettes. In observation of this group the Mom and Dad are in

pretty good shape aesthetically,
couple one are forty pounds
collectively overweight and couple
two are sixty pounds overweight.

Is this health? Does this sound
like your own perception or your
own past or present experiences?
Have we been so culturally duped
that this almost seems like health?
That being in shape, eating well,
exercising and having positive
thoughts does it really seem that
different or far fetched. Are the
nuances of our daily lives that we

have been witnessing, finally won over, thereby creating it as our reality.

Health is not a mysterious, nebulous word even though if you ask twenty different people what they would define this word as you would receive a myriad of different answers. Some would relate to the reduction of symptoms, others would state in the answer that they feel good, others may state that they need to eat and exercise. So why would there be such

a cacophony of answers about something so primal as health? Yet if you ask children which I do daily in my own chiropractic family practice, what is health. They usually answer something like eat fruit and vegetables, move, play and sleep. Which is more closely to the current reality of health and wellness.

Health can be defined as the optimal state of cellular adaptability that you can be in at a given point in time. This can be achieved by living

through the five healthy pillars and then over time we can subdivide other aspects for your further blueprint towards greatness. The five pillars of health can be easily stated as proper amounts of exercise, proper nutrition, proper rest and relaxation, proper mental attitude and a proper working nervous system.

Chapter 3

The 5 Pillars of Health to Living a Vibrant Life

Healthy Pillar

#1

Proper Nutrition

Proper nutrition, you must be thinking I know that, “ I already know how to eat”. I am hopefully about to blow off the cobwebs in your brain to retouch ideas that you already know and are possibly already practicing. The first rule in proper nutrition is the concept that every piece of food you eat is meant to supply the brain and your body with fuel for nourishment. This fuel will be used by your body to allow all the systems in your body to self regulate

and repair. To do this efficiently and effectively your food choices that you make on a daily basis become a huge responsibility.

The ability to create a roadmap and potential destination will become your utmost ally in the realm of proper nutrition. There is an extreme amount of the next potential trendy diet or the newest and coolest new fad that will promise you all to become slim and trim. But will you get excited and start on a monday and end on a wednesday? Maybe a week

on board this new roller coaster before you hit rock bottom and return to the old you.? My goal here is to teach you about proper nutrition at the most basic level to allow you to thrive and achieve your greatness. The first three letters of diet spells die and that is what most of my patients feel like they are going to do when they start this nutritional changes.

The first goal is to state to yourself that you are worth it and that the ability to properly nourish yourself is

your primary role in your own health. This can be achieved by creating an action plan for you to follow, which will increase your probability for a new healthier you. We all know for the most part what foods that we have been eating that are not good for us. Or what times of the day are the worst for us habitually that we seem to cheat and eat out or emotion or boredom. These basic concepts are some of the universal pitfalls that until addressed cannot be solved. Which may be why your past

experiences have not been so successful or have allowed you to lose the initial weight only to have gained it back after some time or after a major internal excuse. Such as a major holiday, a birthday, after a vacation or after time starts to slip away back to the old you. This is why by changing your own internal dialogue you can now start to achieve your own excellence with a clean mental slate.

Lets start by closing our eyes for a

few seconds and taking five deep calming breaths, while each breath is being appreciated into your lungs I want you to imagine that you are at your desired weight or own external appearance. Now that you are inspired let us begin diving deeper into proper nutrition.

I am not currently writing to inform you about all the current diets or weight lose fads, I will be intending to give you some health inspiring guidelines to improve your current beliefs. The first concept to

understand is that the more organic vegetables you eat the better. If you assume that some of the biggest most powerful animals in the world are herbivores than your understanding should expand or start questioning, how is that possible? How are they getting enough protein for their exponential growth? Then this will start a new internal dialogue that protein does not have to come from the most common taught forms such as: dairy, fish, poultry, eggs, meat and pork. What if I tell you that you can

get more or equivalent forms of proteins from beans, nuts, seeds, and soy products like tofu and tempeh and certain vegetables? Does this seem crazy or stir up an emotional response? If so you can join most Americans who are currently obese and in disbelief of these statements.

My simplest recommendations to start us on this journey will be to first get a visceral reality about your current nutrition for you and your family. Then the best concepts to

start this new beginning is to start reducing your grain intake. Grains have been longly abused in our diet as a binding ingredient in almost all of our foods. What we have not been told is how pro inflammatory they truly are once ingested into our body. That is right I said they can increase your probability of increasing your inflammation within your body thereby increasing your chance for global pain anywhere in your body.

The next advising principle is that

each meal that you eat should contain a vegetable. This simple concept will start to fuel your body with invaluable nutrients, vitamins, minerals and fiber. The concept of eating a vegetable may seem scary for some of you but I am realist, start small with some celery or carrots then move on to salads for two meals a day. Then you can start adding in more exotic looking ones with diverse colors to spice up the appearance of your plate. Such as collards, spinach, kale, broccoli, asparagus, radishes,

onions, mushrooms, endives, spouts and so on. Just this small change will help you regulate your digestive track and cleanse your blood and immune system.

The third recommendation for a new you is to add in more fruit into your daily ritual. If you are worried about weight gain start with the less sugaring fruits such as mangos, apples, bananas, pomegranates and papayas to name a few. But for the most part just start eating two fruits a day and

try to change them up often to consistently feed your body with more diverse nutrients and vitamins. This can easily be achieved due to the delicious abundance of choices that are out there to fuel your body.

The last concept for you to try is to reduce your global dairy intake. Dairy is another pro inflammatory food that can also stimulate your body's inflammation as well as the increased fat and sugar constituents

A new you can be designed by

challenging your known beliefs and emotions about food in just a short period of time. Your body can start transforming and rejuvenating much quicker than you perceive once you start giving it the right fuel. In summation, I simple challenge you to reduce your daily grains and dairy consumption and implement two or more vegetables and fruits a day with the majority of your fluids to be water. By the end of the first two weeks you will be feeling an increase in energy, libido, happiness, and

global well being. Then as you take some more advanced steps in your refinement of other foods and lifestyle choices your health benefits and global well being will grow exponentially.

Healthy Pillar

2

Proper Exercise

Let us all visualize either our children or children in general. What is one of the most common traits of being a child ? The simplest answer is that they are almost always moving from the moment they wake up to the time they go top bed. You are probably thinking right now that they have an abundant energy source

and that is why they are always moving. I will challenge to think that the reason they have this spark of energy is because they are refueling there battery all day from the moment they get up by running, jumping, and simply moving. It is our universal privilege to move, thereby feeding the brain with a positive feedback and stimulus to energize us for optimal health and function. It has been said before that movement is the key of life. Did you ask yourself how that could be or that seems hard

to believe.

If you look at other animals in nature the first universal response is motion. Without the initial movement the animal will perish. Most animals need to be consistently on the move; such as pods of whales, packs of elephants. or herds of zebras. An absence of the ability to move can either increase the probability to be picked off by predators or place their own groups at risk.

The brain is a sensory machine it

thrives by continual input from the body. There are receptors that pick up movement in the body in all spinal and peripheral joints, muscles, tendons. Thereby our movements can truly be a quintessential source of positive feedback to help regulate the brain with proper neurological tone.

On a visceral level, do you believe that you move enough daily that you perceive you are adequately feeding the brain.? How do you feel and look on a regular basis? Are you

energized, positive, and have good muscle tone with minimal body fat? If the answer is not yes to those and you are thinking that I feel tired, weak, filled with daily muscle pains, and not physically fit. Then you are probably not moving enough.

We can start by prefacing that the post common misconception that I see in my chiropractic practice is that everyone thinks they are moving enough daily. I commonly hear that I walk up and down the stairs all day, I

walk all day at work or I chase after my kids all day. If that was true then they would feel good everyday with proper energy and minimal body aches and pains. The minimal amount proven to energize the body and thereby your brain is 15 to 20 minutes of continual movement. Remember that I said that is the minimum amount time to stay ahead of the average person in society not the true way to achieve your greatness we spoke of earlier. So before I push on to some optimal

recommendations for you and your
love ones lets get the fun
procrastinators favorite excuses out of
the way.

I perceive that all of us have
either heard these or have used these
in the past. I cannot work out or
exercise because I have no time, I
work to much, I simply do not like to
work out, I do not like the gym, I
have done it in the past and got no
results, I have pain, its too painful
after I work out and on and on the

excuses play out inside your head.

We are the only animal in the creation of the animal species that links an emotion to time. So thereby the time coefficient excuse is nothing more than an internal priority problem. The other excuses are your brains way of justifying your inability to become expectable to you your conscious being. If you truly new the benefits that I am about to tell you then any excuse to take you further from those benefits is ludicrous and

self sabotaging.

The basic benefits of exercise are: increased control of your weight and overall appearance, improves your mood, improves your energy, improves your sex life and libido, increases your immune system, and improves the functional output of your brain. It also will reduce the risk of premature death, diabetes, the risk of developing and or dying from heart disease, high blood pressure, high cholesterol, osteoporosis and

risks of developing cancer to name a few plus of course obesity.

Healthy Pillar

3

Proper Mental Attitude

Where you aware that what you say on a daily basis create a huge portion of who we are? Where you also aware that what you think about is the rest of who we are? Seems strange at first when you read that, didn't it? It almost seems magical that the words that we say and the thoughts that we think create our

reality.

Researches states that we can say around 20-40,000 words to our selves all day in what is referred to as our internal voice. Men speak around 7000 words while women say around 20,000 words daily.

- ◆ How much of those words are positive about ourselves or about others?
- ◆ How many times do you look in the mirror and say something nice and or flattering about yourself?
- ◆ Versus how many times do you look in the mirror and say; “I’m Fat or ugly, or look at my skin or hair; what a mess?”

The ability to learn control about

what you say to yourself throughout your day will be the most rewarding opportunity for positive change you can make. Some wonderful suggestion to start this uncanny change towards a better more fulfilled life is to start truly monitoring your dialogue.

- Every time that you say an internal or external negative statement instantly replace it with a positive one.
- ◆ Anytime that you notice that your thoughts are not allowing you to feel or act in a positive way, replace them with positive ones or think of a positive, happy experience from your past
- ◆ Any time that your day's attitude does not feel positive or you just do not feel happy, change your

thoughts to something funny
that has occurred in your past or
of a positive past emotional
experience

Another amazing tool to
create an increased positive
mental attitude is to say a daily
affirmation. An affirmation is
simply defined as a positive
statement about your self or your
life. It can be as short as “ today
is a great day” or it can be a series
of sentences strung together to
forecast your ideal life. An
affirmation said out loud
preferably with emotion can
help open a trap door into your
subconscious mind. The
subconscious mind is like a
master recording of your whole
life that can be accessed with
emotions or by stress. This
previous recordings are usually

to blame when act out of context about something big or small, or when we under perform or disappoint our selves for no apparent reason. These previous recordings where hard wired into our subconscious brain from your past history via observations that you saw or actual things we experienced. The great news is that they can be changed! We have the mental ability to change our subconscious brain to be rewired into a happier and healthier you that the world can see. My personal recommendation and challenge to you that can change your life for the better is to start saying a daily affirmation. This will allow you new possibilities to excel and grow your own personal power and to allow you the possibility to change your

state and attitude into a more positive more enjoyable life.

Healthy Pillar

4

Proper Rest and Relaxation

This is usually the only one of the pillars that most people excel at initially. Most people in our current society most definitely rest or should I state are excellent at sitting. The current trend with most jobs is to sit for the eight-hour day and then come home after sitting in a car or train and then sit for dinner and then sit on the couch and watch television. This by the way is not really resting its simply not moving. The ability to truly make time to rest is quintessential for

your body to rejuvenate and repair itself. Proper relaxation is essential for global balance in our daily life. The ability to allow the body to restore is vital to our daily existence. To truly rest your mind and your body you need to designate some time every day that you can relax without any interruptions. That will be different for everyone but the one lynchpin that is common for all is NO electronics, no phones, no computers, no texts, no Ipads, no kindles , ect.. This simple baby step is critical for your success. Just give your self a few minutes a day to start this journey of increased rejuvenation and repair with out distractions and watch the difference at the end of a week or month. As you build up this amazing tool you can add more time and then add meditation, deep breathing, relaxing music or guided meditation.

How do you get proper sleep? What is proper sleep? Do you ever wake up fully rested and realize how good you feel? When your morning starts that way how does your day typically follow? What if you did not get a good night sleep, how did that morning and day go? When is the last time that you took a sleeping aid to go to sleep? Proper sleep is your birthright; every animal requires it and has that inborn ability from birth. Proper sleep can be simply defined as 6-8 hours of continual sleep (not counting bath room needs) that started by your own conscious effort when you want to go to bed. Some helpful suggestions to achieve this are to try to go to bed at the same time daily, start reducing your caffeine intake after lunch, eating dinner the same time each night several hours before your desired bed time, avoid snacking before bed and after dinner,

reduce your television or electronics before bed.

In summation please remember that your brain needs to rest and relax to recharge, no different than any other battery or computer. Your body needs to rest and relax to heal and unwind, so that it can perform at a higher more optimal level. Your ability to separate your day into chunks of time; to work hard, play hard, to be fully engaged with your family, spouse and yourself ... YOU DESERVE IT

Healthy Pillar

5

Proper Functioning Nervous System

Before we can start talking about your proper working nervous system, I believe I should answer the basic question of what is your nervous system? This pillar is so very important to everything that is vital to you and your family's health that I am only going to give you a glimpse of the following chapter.

- The nervous system is made up of the brain and spinal cord
- 💧 This system acts like the super computer controlling and regulating the 70-100 trillions cells that make up THE LIVING COMMUNITY CALLED YOU.
- 💧 In essence the brain send and

receives neuronal messages
through the spinal cord and out
through spinal nerves which exit
the spine

- ◆ Without the neuronal inference
the brain will properly be able to
self heal and self regulate the
body
- ◆ Thereby in this example all
processes and function are
properly working thereby pain
and symptoms can not sustain or
exist

What if I have interference in my
nervous system?

- ◆ This will reduce the efficiency of
the brains messages wherever
that spinal nerve would go to
- ◆ This is how we represent

symptoms in the body in both muscles, organs and or glands

- ◆ This is called vertebral subluxation; which is defined as a malposition of one spinal bone in comparison from the one above and below thereby causing an indirect pressure scenario on the spinal nerve

How can I see if my spine has a subluxation in it?

- ◆ The only doctor to check your spine for subluxations is a CHIROPRACTOR
- ◆ I highly recommend that you allow myself or you find another chiropractor to check and maintain your spine's health for you and your family

- ◆ This will give you the highest probability to having a proper working nervous system, thereby allowing you to better self heal and self regulate your body

Chapter 4

A Century Old Secret to Living Well

What Is Chiropractic?

That is a question that many people ask, especially as they consider

alternatives to the medical practices of drugs and surgery. Yet, depending upon whom they ask, they will get many different answers.

In the past if you asked a medical doctor about chiropractic, the response may not have been quite positive. Today, however, many medical doctors not only refer their patients for chiropractic, they also choose this safe and natural care for themselves and their families as well.

This is true because chiropractic education and research has come a long way. We spend as much time as a medical doctor getting our degree. We also are well versed in the sciences including anatomy, physiology, nutrition and other studies that are relevant to the

advancement of a proactive wellness model of healthcare.

Studies have shown that in many cases chiropractic is beneficial and typically more effective than drugs or surgery. Studies have also shown that chiropractic is one of the safest healthcare treatments available.

If you ask a chiropractor how to define it, we might get pretty technical and say something like, “The discipline of detecting and reducing vertebral subluxation” or “A science, art and philosophy which utilizes the inherent recuperative abilities of the body and deals with the relationship between the spinal column and the nervous system and the role of this relationship in the

restoration and maintenance of health.”

Yes, these are true statements, but what do they mean to the average patient? What does this mean to you? Later in this chapter, you will learn about subluxations and the musculoskeletal system, but suffice it to say, at this point, that chiropractic is helping your nervous system (brain and spinal cord) and your body talk to one another without any interruptions.

If you were to ask a patient of chiropractic the questions, you might hear something like, “Chiropractic has brought me back to a life without pain and with freedom of movement that I haven’t experienced in a number of years” or “I have noticed

incredible changes in my body, mind and spirit since starting chiropractic.”

What wonderful testimonials! And these are but a few of the things you might hear from someone that has tried chiropractic care. However, despite the glowing recommendations, it still leaves you wondering, “What exactly is chiropractic?”

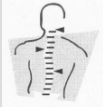
Chiropractic Defined

Here is chiropractic in a nutshell.

1. Your body is a self-regulating, self-maintaining and self-restoring organism.

2. Your brain and spinal cord, “the central nervous system,” controls, communicates to and coordinates every organ, tissue and cell of your body.
3. Anything that interferes with this communication such as vertebral subluxation causes dysfunction leading to disease and symptoms.
4. Anything that removes this interference, such as a chiropractic adjustment, restores proper communication and allows the body to function efficiently and heal itself.

So, a chiropractor is a doctor that can locate the vertebral subluxations and



Words Defined: Vertebral Subluxation

An interference of the nervous system due to a misalignment and/or abnormal motion of spinal vertebra which causes improper communication with associated organs, muscles and tissues of the body.

remove them through the use of specific adjustment techniques.

Chiropractic is a science, art and philosophy. A diagnosis is made through testing and observation and then treatment is performed based on experience and training.

This is the same process that a medical doctor uses. The difference is that a medical doctor treats with

drugs and surgery in order to deal with the symptoms of pain and illness. Chiropractic, on the other hand, works by detecting the root cause by making adjustments to correct the subluxations in your spine.

And what about the art and philosophy? Chiropractic is the art of restoring the body to its natural state utilizing many different techniques and styles. Pain reduction and organic healing are simply a wonderful side effect.

The chiropractic philosophy is the understanding that the body wants to function correctly and be as healthy as possible and that our bodies know how to do this and will

do this as long as there is no interference.

Subluxations, pressure or irritation of the nerves, is interference.

Research shows that pressure on the spinal nerves causes the body to break down. Removing that pressure causes the body to begin to heal.

Chiropractic's primary goal is to remove that spinal nerve pressure.

Through the Years

Chiropractic as a profession started in Davenport, Iowa in September of 1895 by a man named DD Palmer.

DD Palmer had been taught a new way of healing called magnetic healing and opened an office.

Shortly after opening his practice, he met the janitor that worked in his building and found out that he was nearly deaf. The janitor, Harvey Lillard, explained that he had lost his hearing one day when he had bent over for a long period of time and then straightened up. When he straightened, he heard a pop in his upper back and hadn't been able to hear since.

Dr. Palmer examined his back and noticed that there was a bump on the spine that appeared to be an out of place vertebrae. Harvey explained that he began to notice that bump about the time he lost his hearing. Dr. Palmer put two and two together and believed that the two incidences were related. He convinced Harvey to allow him to push the bone back in

place. Once in place, Harvey could hear again.

From then on, DD Palmer no longer practiced magnetic healing, but began to help replace bones in the spine that were out of alignment. This was the birth of chiropractic. He was also the one to develop the philosophy of chiropractic that the body is meant to heal itself. Within two years Dr. Palmer opened the first school of chiropractic.

DD Palmer once said, "I am not the first person to replace subluxated vertebrae, but I do claim to be the first person to replace displaced vertebrae by using the spinous and transverse processes as levers...and to develop the philosophy and science of chiropractic adjustments."

What Dr. Palmer meant was that he was not the first one to understand the relationship between health and the spine. Hippocrates, the man known for the oath that medical doctors take, advised, "Get knowledge of the spine, for this is the requisite for many diseases."

Herodotus, who lived during the same period of time as Hippocrates, became famous for curing diseases by correcting spinal abnormalities. He did so through exercises and manipulation.

Aristotle was not impressed. In fact, he would fit right in with many medical doctors of today. "He [Herodotus] made old men young

and thus prolonged their lives too greatly."

But until Dr. Palmer, the treatment of the spine was not well understood.

As word spread about the healing of Harvey's deafness, patients began to come to Dr. Palmer for a variety of illnesses. DD Palmer found that spinal adjustments helped such things as:

- Flu
- Sciatica
- Migraine headaches
- Stomach complaints
- Epilepsy
- Heart trouble

He began to understand that fixing the spinal misalignments, subluxations, got rid of nerve interference. Once the interference was gone, the patients' complaints were resolved.

Although the success was phenomenal, chiropractic was not accepted. The news media called Dr. Palmer a charlatan. The medical community criticized his methods and accused him of practicing without a license. He was even put into jail once for practicing chiropractic.

Dr. Palmer was not alone, however, in his enthusiasm about chiropractic. His son, Bartlett Joshua (BJ), continued his father's work. He took what his father had done and helped

to define it and explain it as a health care system. He also was influential in getting chiropractic recognized as a licensed profession.

Today there are over 60,000 licensed Doctors of Chiropractic in the United States and thousands more throughout the rest of the world. Millions of people each year seek chiropractic care and benefit from the treatments. In fact, chiropractic is one of the largest non-medical forms of health care today.

Even though chiropractic has advanced tremendously in the last century, the philosophy is still the same. The body can heal itself without drugs and surgery if the subluxations are removed.

The Brain–Spine–Nerve Connection

In order to truly understand what chiropractic does, it will help if you understand how the nervous system works.

It all starts with the brain. It will help if you think of the brain as a super computer that controls the body. The nervous system is the master communication network that sends the messages from the brain to the rest of the body.

Now, here is where the spine fits in. The nervous system sends these messages via the spinal cord. The spinal cord is not your actual backbone (vertebra), but the cord that runs within the bones in your

back. It contains threadlike nerves that form an amazing neural network that branches out to every organ and body part.

When a message comes in to the brain, the brain then tells the body how to react. For instance, if you touch a hot stove with your hand, the pain message is sent to your brain, where the signal to quickly pull away is sent through the spine and out to the hand. All of this is done very quickly.

Although you can take several courses to understand the nervous system completely, all you really need to know is that every cell, tissue and organ of your body is controlled by your nervous system through a massive neural network of

communication. When this communication is working correctly, you are healthy. When it is interfered with, this causes dysfunction leading to pain, symptoms and increases your probability for disease.

Since these nerves are so close to many structures and can be easily irritated by light pressure, they are extremely vulnerable. That is why you need a chiropractor [in your life to check and monitor your nervous system, via spinal check ups.](#)

Subluxations Explained

We've talked some about subluxations. And from the information about the nervous system, you have seen that a

subluxation causes a breakdown in the body.

To enjoy wellness, your nervous system must be functioning at its optimal level. To do so, it must be free of subluxations. Therefore, the goal of chiropractic is to remove subluxations so that the body can return to its highest level of health **and function**. Only chiropractic care can achieve this level of wellness, because only chiropractors are trained to detect, locate and correct subluxations.

So, how and why do subluxations occur? There are many different reasons, but they all fall into three main categories of stressors.

- **Physical Stress:** These subluxations are due to trauma or repetitive movements. For instance, a fall, bad posture, typing or lifting something incorrectly can cause a physical subluxation.
- **Emotional Stress:** These subluxations are due to emotional stress. When you are feeling grief, anger or fear, your muscles contract in ways that are not normal. If you are under repeated stress, these muscle contractions can cause unusual posture and lead to subluxations.
- **Chemical Stress:** Chemicals that are harmful to the body cause the nervous system to

become overwhelmed. This causes nerve function to be imbalanced. When the nerve is a motor nerve, a nerve controlling a muscle, the muscles will contract harder on one side than on the other. This will cause a subluxation. Chemical causes include certain foods, alcohol, prescription or recreational drugs, and pollution.

Most people have subluxations and don't know it because they occur before the pain or any warning signs. In many ways, subluxations are a silent killer – they begin to deteriorate your body without giving you any symptoms.

Therefore, how you feel is a poor indicator of how healthy you actually

are. For example, do we know what undetected cancer or heart disease feels like? Of course not, they are undetected, but the body is in a state of disease where outward symptoms have just not developed yet.

The only way to identify subluxations is through a chiropractic spinal exam. Such an exam will show the locations of any subluxations as well as let you know how severe the subluxations are. So, even if you aren't experiencing pain, having a spinal check-up on a regular basis will help you remove subluxations early and keep your body filled with vitality.

Although you may not have any symptoms at first, eventually subluxations will cause problems that you can see and feel. Some of the

most common signs and symptoms include:

- Pain, tenderness, soreness or stiffness of the neck
- Pain, tenderness, soreness or stiffness of the upper back
- Pain, tenderness, soreness or stiffness of the lower back
- Headaches/Migraines
- Feeling dizzy or vertiginous
- Muscle spasms in the spine
- Tightness or weakness of spinal muscles
- Loss of range of motion in the neck and back
- Pain, numbness or tingling in the arms or legs
- Pain or stiffness in the joints
- Lack of energy
- Inability to heal quickly

- Poor overall health

How Does Chiropractic Work?

Chiropractic is more than just a “structural” approach to health. Yes, it is true that a chiropractor will remove subluxations caused by structural issues, and yes, it is true that this helps to restore health and wellness.

But, in addition to structural components, chiropractic focuses on the whole picture. It does not just focus on the bones and nerves, but on your life. While speaking with your chiropractor, you will be asked about your spine, but also about how well you eat, if you exercise, your stress level and ways you reduce stress, your family life and so on.

Then, using all this information, your chiropractor will create a treatment plan based on correcting the cause of your subluxations and possible associated symptoms.

This makes perfect sense. For instance, if you have a leaky tire on your car, do you go to the gas station and fill it up day after day, or do you go to the tire store and have it repaired or replaced? The same is true for pains you may suffer. Why would you take pain meds daily when you can remove the subluxation and get to the root of the problem?

When you have a subluxation, your chiropractor will correct it through an gentle adjustment to the spine.

This adjustment puts your spinal vertebrae back into alignment, allowing proper communication between the brain and body to flow freely.

Subluxations often do not go away and stay away with just one adjustment. Several adjustments over the course of a few weeks to several months may be necessary. Remember, chiropractic isn't about simply relieving pain on a temporary basis. The goal is to fix the problem, keep it fixed, and keep it from happening again.

There are many different types of chiropractic procedures and techniques. Some techniques work better for some people and others for other people. It is important to find

the one that works for you and use it as part of your overall health care strategy for you and your family.

So, there you have it – you now know what chiropractic is and what it does. As you learn more and more, you will understand its effectiveness and its growing popularity.

As the American Chiropractic Association states:

“As evidence supporting the effectiveness of chiropractic continues to emerge, health care consumers are turning in large numbers to chiropractic care — a form of health care aimed primarily at enhancing a patient's overall health and well-being without the use of drugs or surgery. More

than 30 million people visit doctors of chiropractic annually for a variety of conditions, and more and more medical doctors are referring their patients to doctors of chiropractic.”

Stress and Its Control on Your Health

Killing Us Softly

Research and current statistics tell us that the leading causes of death today are heart disease, stroke, diabetes and cancer.

Major chronic health problems include depression, anxiety, obesity, osteoporosis, fibromyalgia, fatigue, chronic pain, insomnia, learning disabilities, ADD/ADHD, accelerated aging, stomach dysfunction, decreased sex drive and libido.

The interesting common link between all of these diseases or conditions is that they are virtually all are preventable and related to

your current lifestyle and stressors. Your body's physiology of the sustained stress response plays a large part in leading to your reduction of health. Let's learn more about this amazing process by taking a magical journey from the unknown to the known.

Uncovering the Physiology of the Stress Response

Why would we have a stress response in our body?

Fight or Flight, in other words our body has an inborn natural detection system to detect a stressor and then instantly figure how best to direct our body to handle that by either running away or fighting the stressor.



Your natural physiological stress response:

- Your body first detects a stimulus (like a tiger about to eat you)
- Your brain sends information to your Sympathetic Nervous System (SNS)
- Your SNS tells your organs about the stressor and then

forces instant changes inside your body

- All catabolic activities are increased, including heart rate and blood pressure
- All anabolic activities are decreased; sex glands, sex drive, digestion, growth hormone production and immune function
- SNS sends a signal to your adrenals to produce an increase in catecholamines, such as adrenaline/noradrenaline-epinephrine/norepinephrine

Catecholamines cause the following functions to occur:

- Stimulate a part of your brain to increase emotional/ anxiety-based memories (as in

remembering to run from the tiger)

- Inhibit factual learning, working memory and focus
(because you have no need to memorize something when running from a tiger)
- The stressed person becomes easily distracted
- This causes liberation of free fatty acids (FFA)
- FFA goes into the blood that can be used for gluconeogenesis
- This will provide potential energy for the fight or flight response
- The extra glucose in the blood will be stored as Cortisol, mostly in the hips, thighs and belly fat, if not used quickly

The effects of cortisol in your body:

- Acts on the liver
- Reduces HDL(High Density Lipoproteins) cholesterol
- Increases LDL (Low Density Lipoproteins) cholesterol
- During your stress response the extra cholesterol in the blood is used in healing wounds
- Used for clotting blood if bitten by the proverbial tiger
- Cholesterol is the backbone for your steroid based hormones (testosterone, estrogen, DHEA, progesterone)
- Cholesterol is very important for your mood regulation
- Increased cravings for the substrates that make up the stress hormone (cortisol) , such as Fat and sugar, which leads to

further insulin resistance and
easier weight gain

Cortisol and Catecholamines

- Down regulate insulin receptors
- In acute situations like a tiger jumping out, it is very smart, because of the rapid release of energy that can be used right away to fight or run
- However, in chronic situations like day to day stresses it can lead to Type 2 Diabetes

Does all of this seem Intelligent? Yes, it is called innate intelligence. Innate intelligence is the natural healing potential in your body that started working from your first breath. It has the power to heal a cut or to regulate your heart beat. It also has the power to regulate your blood sugar and

control the triglycerol levels in your blood.

Your Physiological Stress Response Summary

- Increased Cortisol
- Increased Catecholamines
- Increased Heart Rate
- Increased Vasoconstriction
- Increased Blood Pressure
- Increased Blood Glucose Levels
- Increased Blood Lipid Levels
- Increased Cholesterols (INC LDL, DEC HDL)
- Increased Insulin Resistance
- Increased Feelings of Stress, Fear, Worry and Depression
- Decreased Short Term Memory
- Decreased Ability to Concentrate
- Decreased Ability to Learn New Material

- Decreased Serotonin Levels
- Increased Sensitivity to PAIN
- Decreased Immune System
- Decreased Anabolic Hormones (Growth Hormone and Testosterone and more)

The list of the previous Physiological Stresses are:

- Increased Heart rate and Blood Pressure
- Increased Fatty Acids and Glucose in Blood
- Increased Blood Clotting Factors
- Ask Yourself
- IS This a Heart Attack or Stroke Waiting to Happen!

Physiological Stresses Causing Decreased Serotonin Levels Which Produces:

- Depression
- Anxiety
- Fatigue
- Memory Loss
- Learning Weakness
- Attention Deficits
- Decreased Sex Drive
- Decreased Fertility
- Accelerated Aging

More Physiological Changes from stress

- Insulin Receptor Resistance
- Increased Blood Glucose
- Increased Blood Lipids
- Causes Obesity and Type 2 Diabetes?

Does all of this sound like most of the reasons our NATION are prescribed drugs? Does all of this sound like an innately driven physiological series

of events that are our bodies natural defense against stressors?

Do You Know Someone Suffering from anything on the lists above or taking a drug to treat it?

If all of this is not Addressed Where are we going as a Society? OR





We are sadly Exactly Where You
Think We Should Be!!!

- Children living a shorter life span than there parents
- An Obese Nation
- An increase in deaths toll from ages of 35-55
- An increase in pharmaceutical drug use in society of all ages

- Increased diagnosis of : Heart Disease, Diabetes, Cancers, Auto Immune Dx, Organic Brain Dx, MS, Chronic Allergies and Illness, Chronic Pain Syndromes, Anxiety, Depression, Stomach Problems, ect.....

What can we do to Change All of THIS!!!

- Learn how to Control and Manage your daily stressors
- Start increasing your own inner health and vitality
- Start to live optimally, one step at a time

Where do we begin?

My Top Suggestions for Reducing Stress and its physiological effects

- Chiropractic Adjustments
- Better Eating
- Start Exercising
- Positive Thinking
- Proper Rest and Relaxation
- Meditation / Deep Breathing
- Do more things that make you Happy
- Using Technology to optimize your brains function like Mindfit (self-masterytechnologies.com)
- Laugh and Smile Often
- Increase Intimacy
- Surround Your Self with Positive Relationships

In Summation; stress is a normal variant in life and is unavoidable. But with the right preparation and self-love to

your body, your body will be able to handle all of daily obstacles without the formation of symptoms. So please remember that:

- You are Fully Equipped to Reduce Your Stress and become EVEN Healthier
- You have what it takes RIGHT NOW to LIVE MORE VIBRANTLY
- You DESERVE to be HEALTHY!
- You CAN COMMIT RIGHT NOW TO START REDUCING YOUR STRESS AND LIVING A BETTER LIFE FOR YOU AND YOUR FAMILY!



6

Health Care Crisis – Is America Dying?

Who's to Blame – Is the Finger Pointing At You?

When asked, most people think of the current health care crisis in the United States as a health insurance crisis. Although the lack of health care insurance is a problem, it pales in comparison to the real crisis – overall health. This crisis is not discriminatory. All segments of the population are affected.

Fingers have been pointed at many for this health crisis:

- **Government:** The lack of universal and affordable insurance
- **Pharmaceutical Companies:** The price of prescription drugs **and**

there crazy side effects and
promotion to sickness

- Health Care Industry: Current managed health care practices
- Food Industry: Unhealthy food choices for lower income individuals, **GMO**
- FDA : **Vaccinations made with all of there chemicals and additives**

Although each of these has a hand in perpetuating the crisis, none are the true cause. The real reason behind the health care crisis is an individual's poor choices and lifestyle, mostly in the areas of food, exercise and stress.

This leads to health related issues such as:

- Blood (fat) lipid abnormalities

- Cancer
- Depression
- Gallbladder disease
- Vertebral Subluxations
- Gynecological problems, such as infertility and irregular periods
- Heart disease
- High blood pressure
- Metabolic syndrome
- Nonalcoholic fatty liver disease
- Osteoarthritis
- Skin problems
- Sleep apnea
- Stroke
- Type 2 diabetes

Whether we like it or not, we need to take personal responsibility for our health. This means taking personal responsibility to educate ourselves on the choices that will make a

positive change for us and for those we love.

Biggest Health Issue Is Big Indeed

One of the biggest health issues in the United States is obesity. In fact, it is at epidemic proportions:

Stat Fact

Between 1960 and 2000, average waist circumference expanded by almost 4 inches for men and nearly 7 inches for

- 66% of adults are overweight or obese
- 34% of adults are obese
- 16% of youth are overweight or obese ²

Millions of dollars are spent to find the causes and solutions for obesity. The answer, however, doesn't take

millions of dollars to discover. All you have to do is look in homes across America, specifically in the kitchens and on the couches.

To understand this further, let's look at a few statistics. In the last 100 years:

- Sugar consumption has increased from 5 pounds to 158 pounds per year.
- Processed grains consumption, such as chips and crackers, has increased by 62 pounds per year.
- Meat consumption increased by 60 pounds per year.
- Cheese consumption increased by 28 pounds per year.

- Soft drink consumption increased by 53 gallons per year.
- 500 calories per day have been added to our diets.



Words Defined: Obesity

According to the Cleveland Clinic website, “Overweight refers to an excess of body weight compared to set standards. The excess weight may come from muscle, bone, fat and/or body water. Obesity refers specifically to having an abnormally high proportion of body fat. A person can be overweight without being obese, as in the example of a bodybuilder or other athlete who has a lot of muscle. However, many people who are overweight are also obese.”

- TV watching has increased to 4 hours per day.³

The answer to the obesity crisis, and the health care crisis in general, is simple – returning to a more natural diet rich in fresh fruits and

vegetables, while avoiding processed foods, and being active every day.

The SAD Facts

Early in the 20th century, the American diet was quite different from what it is today. If you could peek onto the shelves at the local store you would find produce, living plants, seeds and grains. You might also find some home canned products. You would not find what is typical on shelves today:

Stat Fact

In March 2004, a study co-authored by CDC director Dr. Julie Gerberding claimed that, in 2000, obesity and physical inactivity killed 400,000 Americans; that is, obesity caused more than 16 percent of all deaths in the U.S. 4

- Hormone injected meat
- Processed foods

- Fast foods
- Junk foods

With these different food choices comes, of course, a completely different diet – the SAD diet (Standard American Diet). The foods found in the SAD diet have many imbalances.

1. An excessive amount of certain foods such as meat, fats and sugar
2. Too little fruits and vegetables
3. Lack of nutrients in the food due to overcooking and processing

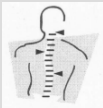
Too Much Meat? Really?

Do you know how many ounces of meat the average person needs per day? Just four ounces. Do you know how much the average American eats daily? Twenty-five ounces!! That's as much as a person needs in a whole week! Ok, so we eat a lot of meat. What is the harm? Well, let's take a look.

- Too much protein makes the pancreas decrease enzymes. Enzymes are necessary for the digestion of food and the absorption of vitamins and minerals.
- Too much protein requires an excessive amount of vitamins and minerals to be used in digestion leading to B6, zinc,

calcium and magnesium deficiencies.

- Uric acid from the meat builds up in the body and causes gout and arthritis.
- Too much meat causes the stomach to produce less acid causing digestion to slow down.



Words Defined: Enzymes

Proteins that trigger activity in the cells of the body. The most well-known enzymes are those found in the digestive tract.

Not to mention that a diet high in meat is the primary cause of heart attacks and has been linked to obesity, diabetes and cancer.

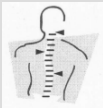
Trying to Make the Perfect Food Better

Man in all his wisdom has worked tirelessly at making the perfect foods – fruits, vegetables and grains – better by refining them and processing them and adding chemicals to them. By doing so, man has created an American diet that is deficient. **GMO**

For decades, people have tried making the best even better only to find out that there was no way to improve upon the product. For instance, prior to World War II, food factories in Denmark were processing brown rice and wheat flour to make white rice and white flour. Once the war hit, they didn't have the money to continue the

processing and began selling more and more brown rice and wheat flour. Guess what? The death rate in Denmark went down 39% and there was a marked decline in cancer, diabetes and kidney disease. ⁵

Despite such examples and hundreds of studies, processed foods make up nearly 90 percent of the American diet.



Words Defined: Processed Foods

Processed foods have been altered from their natural state. The methods used for processing foods include canning, freezing, refrigeration, dehydration and aseptic processing.

Most processed foods are loaded with:

- Sweeteners
- Salts
- Artificial flavors
- Factory-created fats
- Colorings
- Chemicals that alter texture
- Preservatives

Processed foods not only have additives but have nutrients and vitamins stripped away. This adding and subtracting from our food is a recipe for disaster.

Whole, natural foods are perfect foods. Eating a wide variety of fruits, vegetables and **organic proteins grains** will give your body everything it needs for good health. The SAD diet will not.

Foods Not Worthy of the Name

Another big SAD fact is that the foods we eat, even if we are eating fruits and vegetables, do not have enough nutrients to really be called “food.” We are cooking our food to **death – our death.**

When plants are heated above approximately 107 degrees F, certain enzymes in food are destroyed. Vitamin C is destroyed if food is heated to approximately 130 degrees F. Although pasteurization (145 degrees F) is considered good, it destroys many nutrients within the food. Of course, the solution is to eat raw fruits and vegetables whenever possible.

The CDC says to eat five servings a day. More aggressive literature suggests nine servings a day. Yet, even at the low end of the scale, less than one-third of Americans are getting their daily allowance of fruits and vegetables, making up less than 20% of the American daily diet.

What It Is and What It Isn't

The Standard American Diet, sadly, is high in calories and low in nutrition. It consists of foods such as:

- Refined flour
- Refined sugar
- Refined cooking oil
- Soft drinks
- Coffee

- Margarine
- Distilled liquor
- Saturated Fats

In order to be healthy, we need to replace low nutrient foods with high nutrient, non-processed foods including:

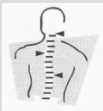
- Vegetables
- Fruits
- Grass Fed Meats in moderation
- Fish
- Free Range Chicken

A healthy body needs a diet high in vitamins, minerals, enzymes and antioxidants.

- Vitamins and minerals: Fuel for bodily functions

- Enzymes: Digestion and absorption of nutrients
- Antioxidants: Regulate cells to keep them healthy and eliminate free radicals which cause cell mutation

When your body doesn't have the nutrients it needs, the aging process speeds up along with all the diseases associated with aging as well as many types of cancers.



Words Defined: Antioxidants

A group of vitamins, minerals and enzymes that help protect the body from forming free radicals. Free radicals are atoms or groups of atoms that can damage the cells, impairing the immune system and leading to infections and various degenerative diseases.

Have You Been Dumbed Down?

If you eat your share of foods you've seen advertised on TV, the internet, in print, or heard on the radio, then the likelihood is that you've been dumbed down. In other words, the food industry has gotten you to eat unhealthy foods and believe you are doing the right thing for your body!

Stat Fact

Large, diversified food companies spent approximately \$27.2 billion on advertising in 2007, up 5.5% from the previous year. ⁶

Having trouble believing this is true? Think about this: When was the last time you saw junk food advertised on TV? And vegetables? Junk food is consistently advertised and simple fruits and vegetables are rarely advertised. We know that fruits and

vegetables are good for us, yet we buy what the food advertisers are selling.

Junk food and fast food marketing has become big business. Food companies are willing to spend top dollar on advertising to capture their audience. Pepsi spends more than \$2 billion per year on marketing, McDonald's more than \$1 billion, and Coca-Cola just under \$1 billion. And the price tag is worth it because the marketing is working - Americans spent \$110 billion on fast food in 2001 and consumed 56 gallons of soda per person. ⁷

10 Things the Food Industry Doesn't Want You to Know

Makers of popular junk foods have an obligation to stockholders to encourage people to eat more — not less — of the foods that fuel their profits. So, even though they make the right noises when it comes to combating obesity, they aren't telling you the whole story.

Here are 10 things that junk food makers don't want you to know about their products and how they promote them.

1. Junk food makers spend

Studies Show

Fast Food TV Advertising Has Direct Link to
Childhood Obesity

A study by the National Bureau of Economic Research has shown that a ban on fast food advertisements could reduce the number of obese 3 to 11 year olds by 18 percent and the number of obese 12 to 18 year olds by 14 percent. The study is the largest of its kind

billions advertising unhealthy foods to kids.

Nearly half of all food industry spending is aimed at children. Promotions to entice children include the use of cartoon characters and free giveaways, as well as fun websites. Think about the number of kids' cereals that now have cartoon figures such as SpongeBob SquarePants, Scooby Doo, Shrek and Barbie. Children are attracted to flashy colored characters and packaging, and despite many parents' protests, in the end, the kids often win out.

2. Food studies minimize health concerns associated with

their products.

The health effects of items like milk, juice and soda were more favorable if the research was sponsored by the food industry. However, the research does not have a food industry sponsor. In other words, a food company's research is not really scientific. It is just another avenue of advertising to prove the value of their product.

3. Large food industry leaders give money to professional nutrition associations.

For example, the American Dietetic Association accepts money from large food companies. In return, the

company gets access to decision makers in the food and nutrition marketplace via ADA events and programs. Then the large company can pass along their nutrition information, which will then be passed on to consumers.

If you look at the ADA website, you will find many nutrition fact sheets: Lamb: The essence of nutrient-rich flavor sponsored by the Tri-Lamb Group, The Benefits of Chewing Gum by the Wrigley Science Institute, Making the DASH Difference by the National Dairy Council, Eggs: A good choice for moms-to-be by the Egg Nutrition Center (The Center exists under an cooperative agreement between

the American Egg Board [AEB] and United Egg Producers [UEP]) and more.

At the bottom of each fact sheet is a disclaimer by the ADA: “The contents of this fact sheet have been reviewed by the American Dietetic Association’s Fact Sheet Review Board. The appearance of this information does not constitute an endorsement by ADA of the sponsor’s products or services. This fact sheet was prepared for the general public. Questions regarding its content and use should be directed to a registered dietitian.” In other words, don’t blame us.

ADA’s dietitian, Martin Yadrick, believes it is important for ADA

to be involved with the large food industry so that the ADA can be a positive influence on them. But, the question is, who is having the biggest impact on whom.

4. More processing equals more profits equals less-healthy food.

Fresh fruits and vegetables don't bring food companies big profits. Big profits come from turning government-subsidized commodity crops like corn, wheat and soybeans, into processed foods and beverages. These high-profit products are typically high in calories and low in nutritional value.

5. Natural foods such as fresh fruits and vegetables are more filling than their highly processed counterparts.

Fresh fruits and vegetables have an abundance of fiber and nutrients that satisfy hunger easily. Through each processing step, more fiber and nutrients are lost and, therefore, more has to be eaten to satisfy hunger.

Adding sugar or other sweeteners increase the number of calories without making the processed food any more filling. Therefore, selling foods full of empty calories that do not satisfy the body's need for food means that the public will have to buy more and more of the processed food in order to be

satisfied. More sales equal more profits for the food industry.

6. Foods touted as healthy replacements for unhealthy foods are not as healthy as you would think.

For instance, removing soda from your diet and drinking sports drinks and vitamin waters instead may save you a few calories, but they aren't that much healthier. They are still packed with sugar and calories. Therefore, a food company that sells both soda and sports drinks can keep their profits by "helping" you switch from one product to the other while making you believe you are doing more for your body.

7. Labels don't mean a thing.

Just because a food has "0 trans fats" or "contains whole wheat" does not make a product healthy. If the product is loaded with salt or sugar or saturated fat, and lacks fiber or other nutrients, having whole wheat isn't going to help much. Label claims are meant to distract you from reading the entire label and the contents.

8. Nutritional guidelines are confusing due to food industry pressure.

The food industry likes to use scientific jargon to confuse consumers or make advice more ambiguous. What exactly does it

mean to the average consumer to “Choose meats, poultry and fish that will reduce saturated fat intake.”

9. Food lobbyists are often funded by large food companies.

For instance, the Center for Consumer Freedom (CCF) is a group that lobbies against obesity-related campaigns. The argument in Washington that campaigns to increase public awareness of obesity or those that regulate food choices in schools should not be carried out. Interestingly enough, the CCF is funded through donations from big food companies such as

Coca-Cola, Cargill, Tyson Foods and Wendy's.

10. The food industry doesn't like critics.

According to a 2008 *JAMA* (Journal of the American Medical Association) article, the Center for Consumer Freedom boasts that "[our strategy] is to shoot the messenger. We've got to attack [activists'] credibility as spokespersons." And they do a good job, too. They call Dr. Marion Nestle, the author of *Food Politics: How the Food Industry Influences Nutrition and Health*, a hysterical anti-food-industry fanatic. Of Dr. Frieden it says, "If you're searching for a powerful public official driven

by unbridled activist zealotry,
look no further than the Big
Apple's health czar Thomas R.
Frieden." ⁹

It Isn't New

Although you may think this health care crisis is new to the 21st century, it has been a long time coming. In 1988 the Surgeon General, Everett Koop, put out a report stating that the American diet was the major cause of death in the United States.

In that report he states:

"Although the precise proportion attributable to diet is uncertain, these eight conditions (coronary heart disease, cancer, stroke, diabetes,

*atherosclerosis, chronic lung disease, pneumonia and influenza, chronic liver disease), accounted for nearly 1.5 million of the 2.1 million total deaths in 1987. Dietary excesses or imbalances also contribute to other problems such as high blood pressure, obesity, dental diseases, osteoporosis, and gastrointestinal diseases. Together, these diet-related conditions inflict a substantial burden of illness on Americans.”*¹⁰

In this same report, Koop listed some statistics on some of these diseases. Although the numbers in 1988 were alarming, the numbers today are staggering. For instance:

Coronary Heart Disease (CHD)

About 600,000 people die of heart disease in the United States every

year – that's one in every four deaths.¹¹ Coronary heart disease alone costs the United States \$108.9 billion each year.¹²

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Stroke: In 2009, stroke caused one of every 19 deaths in the United States. On average, every 40 seconds, someone in the United States has a stroke and dies of one approximately every four minutes.¹³

High Blood Pressure: Based on data dating from 2007 to 2010, about 78 million people in the United States age 20 and older have high blood pressure.¹⁴

Cancer: In 2012, in the United States there were approximately 13.7 million Americans who have had a history of cancer. Some of these men

and women were cancer-free and others still had evidence of cancer and could be undergoing treatment. In 2013, there were expected to be 1,660,290 new cancer cases.¹⁵

Diabetes: Data from, the 2011 National Diabetes Fact Sheet states that 25.8 million people in the United States have diabetes. Additionally, 1.9 million new cases of diabetes were diagnosed in people aged 20 and older in 2010. An update in 2013 states that the total cost of diagnosed diabetes in the United States in 2012 was \$245 billion.¹⁶

Obesity: The American Heart Association states that in 2013 there were 154.7 million Americans 20 years or older who are overweight or obese. Of these, 78.4 are obese. The

total healthcare cost attributable to obesity is estimated to be \$254 billion.¹⁷

Osteoporosis: In the U.S. today, more than 40 million individuals are estimated to already have the disease.¹⁸

The United States is reported to spend over eight thousand dollars per person on healthcare.¹⁹ It is hard to believe that there are people dying of an inadequate diet in the United States where there is a surplus of food, but it is true. And there appears to be little hope of reversing the trend.

The World Health Organization (WHO) ranked the U.S. number one in health care spending. But, even

with all this spending, the U.S. ranked

Studies Show

Junk Food Advertising Far Outspends Healthy Eating
Promotion

Food, beverage, candy and restaurant advertising was \$11.26 billion back in 2004. The money spent to advertise the *Five A Day campaign, which promotes eating five or more servings of fruits and vegetables daily*, was \$9.55 million.

Just to give you an idea of the difference, the ad budget for the top-spending fast food restaurants is about 240 times greater than the budget for the Five A Day campaigns.

The junk food industry is spending billions of dollars to flood consumers with messages to buy and consume food – junk food with little nutritional value. Public health and nutrition messages like the Five A Day campaign are being

72 in overall health – lower than
many Third World countries. ²⁰

The Real Answer

Individuals think that modern medicine is the answer to the health care crisis. This however is simply not true. Using modern technology to cure disease is very expensive and often ineffective. Experts in the field of medicine realize that despite the use of advanced technology, there has been no decline in the health crisis.

The real answer does not rely on the curing of disease, but in the prevention of disease. And one of the best ways to prevent disease is through a healthy lifestyle. For many people, understanding what constitutes a healthy lifestyle is daunting. However, understanding how to live a healthy lifestyle doesn't have to be difficult.

1. **Eat well** – Kick the SAD diet out of your life and replace it with a diet filled with fresh fruits and vegetables, whole grains, lean meats and fish.
2. **Exercise well** – Exercising just 30 minutes three times per week will promote heart health, help you lose weight by increasing your metabolism, build strong bones and boost your immune system.
3. **Sleep well** – Proper sleep allows your body to recharge and rebuild. Most cell repairs happen during sleep as well as memory assimilation of the day's events. Most people need seven to eight hours of sleep

each night in order to function at their best.

4. **Live well** – Believe it or not, kindness and love, as well as having a set of principles to guide your life, will help you to be healthier and live longer.

5. **Seek Optimal Nervous System Health** – Everything that goes on in our body begins with the nervous system. Ridding your body of blockages in the nervous system, known as subluxations, can help you reach your full potential.

Following these five simple steps can help you easily live to over 100 years old without the usual complaints of aging.

This puts the burden for health squarely on your own shoulders. You cannot rely on others to watch out for your health. You cannot find good health at the doctor's office or in the pharmacy. You can't find it in the junk food aisles of the grocery store or in fast food restaurants. Good health can only be found within you through a healthy lifestyle.

In this country, modern medicine is used routinely for major surgeries such as bypasses and transplants. However, there is little attention paid to prevention. Seventy-five percent of health care costs are due to chronic diseases and only two percent are spent on prevention. To get healthy again, this will have to

change and the change must start with you.

By taking care of your body now, learning everything you can to make good choices, and finding practitioners, such as chiropractors, that promote the prevention of disease, you will be well on your way to a healthier you.

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7

**Can You Name the Safest
Treatment Option for
Common Complaints?**

If you answered chiropractic, then you are right. It is recognized as one of the safest drug-free, non-invasive therapies available for the treatment of back pain, neck pain, joint pain, headaches and other neuromusculoskeletal issues.

Not Risky Business

Stat Fact

Chiropractors enjoy the lowest malpractice rates in the entire field of medicine. ¹

So, you may be asking, are there any risks associated with chiropractic?

Risks are small and typically involve some mild soreness or aching after an adjustment. This is the same kind of soreness found after exercise. It simply means that your muscles, bones and ligaments have moved in ways they are not used to. Based

on studies, this minor soreness typically fades within 24 hours. In most instances, however, patients feel immediate relief.

Why is chiropractic so safe? First of all there are no drugs. Drugs can have potentially dangerous side effects. Secondly, there are no surgeries. If there are no surgeries, then you cannot have surgical complications. Thirdly, when a spinal vertebrae is gently placed back into its proper alignment, your brain will innately start to better self heal and self regulate itself. Thereby causing a natural stimulation of healing and a better neurological communication between your brain and your body.

Possible Risks of a Common Medical Treatment

One of the most common treatments prescribed by medical doctors for neck and back pain are nonsteroidal anti-inflammatory drugs, known as NSAIDs. These drugs carry significant risks far greater than a bit of soreness from an adjustment.

Such risks include:

- Potentially life-threatening allergic reaction
- Gastrointestinal bleeding
- Increase the risk of heart attack
- Increase the risk of stroke
- Skin reactions
- Cancer

In fact, according to a study from the American Journal of Gastroenterology, nearly 33% of

hospitalizations and deaths related to gastrointestinal bleeding are due to NSAID painkillers like ibuprofen. ²

Even such advice as bed rest can cause problems. These problems include:

- Muscle atrophy
- Heart and lung weakness
- Bone mineral loss
- Blood clots

Chiropractic has none of these risks.



Words Defined: Vertebral Subluxation

An interference of the nervous system due to a misalignment and or abnormal motion of spinal vertebra which causes improper communication with associated organs, muscles and tissues of the body.

What Have the Researchers Found?

Chiropractic researchers are involved in studying the benefits and risks of chiropractic care. All available studies, literature and case studies show that chiropractic treatment holds an extremely small risk for many different reasons.

1. Education
2. Training
3. Postgraduate education
4. Basic philosophy

The basic philosophy of chiropractic is that the body can innately heal itself and that it is not the job of a chiropractor to heal. The job of a chiropractor is to remove

subluxations so that the body can and brain can function optimally.

Canadian researchers analyzed scientific literature on chiropractic and stated the following:

"Chiropractic manipulation is safer than medical management of low back pain. Chiropractic management is greatly superior to medical management in terms of scientific validity, safety, cost-effectiveness and patient satisfaction." ³

Another analysis of the literature in Ontario found that:

"There is no clinical or case-control study that demonstrates or even implies that chiropractic spinal manipulation is unsafe in the

treatment of low back pain. Some medical treatments are equally safe, but others are unsafe and generate iatrogenic (doctor-induced) complications for low back pain patients. Our reading of the literature suggests that chiropractic manipulation is safer than medical management of low back pain." ⁴

And the Agency for Health Care Policy and Research (AHCPR) of the U.S. Department of Health and Human Services found that:

- Serious complications from spinal manipulation is rare
- Spinal manipulation should be used before considering surgical intervention
- Prescription drugs such as oral steroids, antidepressant

medications and colchicine are not recommended for acute low back problems. ⁵

AMA Tries to Vote NO

So, where do the reports of danger originate? Most of the misinformation and misunderstanding comes from the American Medical Association (AMA).

This determination to have chiropractic seen as something unsafe and performed by “quacks” pretending to be doctors began as far back as the early 1960's. At that time, the AMA tried to eliminate chiropractic as a profession. The purpose was to keep medical physicians from referring patients to

chiropractic among other things such as have access to hospitals, doing joint research projects or teaching at colleges. To do this, they told its membership, medical students, insurance companies and the general public that chiropractic was an unscientific cult. This information was so hidden and compelling that it inspired movie producer Jeff Hayes to create a recent documentary called *Doctored* to expose and explain the amazing story.

Studies Show Chiropractic Safe for Neck Adjustments

A study published in "Spine" in the October 2007 issue shows that the risk of any serious side effects to chiropractic care was relatively unknown to them and the medical community. This study looked at the outcomes from 19,722 chiropractic patients who had received some form or another of neck adjustments that they referred to as "chiropractic manipulation of the cervical spine." The results as quoted in the study were that "There were no reports of serious adverse events."⁶

In 1976, five chiropractors filed a lawsuit against the AMA for violation of the Sherman Anti-trust Law. Finally, in 1991, the U.S. Court of Appeals stated that the AMA intended to "destroy a competitor," and that there was evidence "showing that the AMA was motivated by economic concerns." It also stated that the AMA doctored evidence to try to prove that chiropractic was unsafe.

One of the studies most touted by the AMA talks of 113 cases of injury after spinal manipulation. What you won't hear, however, is that these 113 cases were over a period of 53 years and that only 66 were injured after manipulation was performed by a licensed chiropractor.

If we look at the numbers, we will find that:

- There are over 60,000 chiropractors in the U.S.
- Approximately 286 million adjustments or more are made each year

Studies Show Chiropractors Don't Raise Stroke Risk

A study published in the medical scientific journal "Spine" in February 2008 shows that chiropractic does not increase the risks of stroke or other similar problems. Researchers looked at 818 patients with a specific kind of stroke that some suggested might be the result of neck manipulations. There was no incidence of increased stroke for a visit to the chiropractor than for a visit to the medical doctor. This scientific study shows that past assumptions attempting to relate chiropractic care with certain types of strokes were not due to the care, but rather to the fact that the people who went to chiropractors and medical doctors with certain types of problems were slightly more likely to suffer this type of problem anyway. ⁷

Therefore, the injuries sustained through manipulation are about one case per 286 million adjustments. Stated in statistical terms, the risk of manipulation to the neck is 0.0002% or two to three cases per million.

Now let's look at that number and compare it to the risk of death from

surgery to the cervical spine – 700 per million.⁸

So, you can see, chiropractic manipulation is far safer and as studies have shown, far more effective, too!

Looking at these numbers in comparison to what is happening in the medical community will help you understand more fully the safety and efficacy of chiropractic care. Let's take a look at drug injuries.

First, Do No Harm

Janet Woodcock, the Chief Medical Officer of the FDA has stated, “1.3 million people are accidentally injured by medical therapy in the U.S.

and that the misuse of medicines cause thousands of preventable hospitalizations every year and results in estimated costs ranging anywhere from \$20 to \$75 billion.”⁹

Wow! 1.3 million people per year, and that’s only an estimate. Great Britain tracks their patients more carefully, and based on their own observations, it is likely that the real number is closer to five million injuries due to medication.

So, what medications are likely to produce injury? Most medications, whether over-the-counter or prescribed can cause problems, some of them so severe that hospitalization is required. Let’s look at trendy and popular medications such as antidepressants, painkillers,

Ritalin, statin drugs and diabetes drugs DO. You know anyone taking any of these medications? Are you taking any of these medications? Did you try any natural remedies or natural ways to reduce these symptoms before you were put on medication? Then let's look at a human error problem - abbreviation errors on prescriptions.

Pregnancy and Antidepressants

http://www.chiropracticresearch.org/News_antidepressant_poses_risk_to_unborn.htmImagine this warning:

"Women who take a common type of antidepressant during the second half of their pregnancy are about six times more likely to give birth to a baby with a rare but potentially fatal heart and lung condition."

It is scary and it is true. If a woman takes an SSRI antidepressant, the baby can be born with PPHN: persistent pulmonary hypertension of the newborn. PPHN kills up to 20 percent of babies and half the survivors are left with serious abnormalities.¹⁰

Additionally, studies have shown that 33% of infants born to mothers using SSRI antidepressants experienced withdrawal symptoms known as neonatal abstinence syndrome, or NAS. Babies with NAS experience high-pitched crying, tremors, and sleep disturbances. Even more distressing is this fact: "The long-term effects of prolonged exposure to SSRIs have yet to be determined."

Painkillers and Heart Failure

In 2006, a study in Spain determined that taking NSAIDS for pain and inflammation has been linked to heart failure. Researchers concluded that those using NSAIDS were at a 30% higher risk for first time heart failure hospitalization than those not using the drugs. ¹²

One thing that is quite concerning is that the dosage or the duration of the use of NSAIDS made little difference on the increased risk. This means that someone taking NSAIDS for a short period of time is not safe from heart complications.

For years, researchers have been doing studies about NSAIDS and how they can exacerbate heart failure symptoms. However, this study

shows that heart failure is happening to those who previously had no history of the disease.

Researchers termed this as a "considerable public health impact." And rightly so.

Risks of Ritalin

A long-term government study showed 30% of preschool children suffered severe adverse reactions after taking Ritalin. The study was published in the November 2006 issue of the Journal of the American Academy of Child and Adolescent Psychiatry. During the 70-week study, preschoolers taking Ritalin didn't grow like their peers. They grew a half-inch and two pounds less. ¹³

Although the drug isn't approved for children under the age of six, Ritalin is widely used in younger children. In general, Ritalin is being used on many children with any degree of ADHD or ADD, when, in fact, it is only supposed to be used in cases that are deemed severe.

Studies suggest that Ritalin can have long-term consequences on normal-functioning brains. In other words, those misdiagnosed with ADHD and placed on Ritalin could face possible impaired brain performance as adults. The most recent studies, in fact, say that Ritalin may have a similar impact on the brain like cocaine.

Statin Drugs Kill Cells

A new scientific review of 900 studies of statin drugs shows that statins disrupt energy production by cells.¹⁴ Anything that disrupts cell energy is an anti-life drug. Drugs that are anti-life are not good long-term drugs, yet statins are being used long-term.



Words Defined: Statin Drugs

Cholesterol-lowering drugs. Statins are among the most commonly prescribed drugs in medicine.

Due to this energy loss, statins can cause:

- Loss of muscle function
- Cognitive loss
- Neuropathy

- Pancreatic and hepatic dysfunction
- Sexual dysfunction

Side effects are worse with age and the new data clearly demonstrates that the risks for any person over the age of 70 may outweigh the benefits. This is true even for heart patients.

Despite the studies, statins are still widely used and accepted. Why? Statin drugs make the pharmaceutical companies a lot of money.

Diabetes Drugs Don't Improve Health

In December of 2008, the *New England Journal of Medicine* reported that aggressive use of blood-sugar-lowering medication to prevent heart disease was a failure. In fact,

lowering the blood sugar of patients made them heavier and more hypoglycemic. The study shows that there was a 22% increased rate of death in diabetic patients who were aggressively treated with medications.¹⁵

Although counterintuitive to the idea that lowering blood sugar would produce benefits, the studies show that it simply doesn't work that way. The reasoning is that there is a big difference between normal blood sugar of a healthy person and artificially lowered blood sugar due to medications.

In healthy people sugar goes into muscles and gets burned as fuel. Blood-sugar medications move sugar out of the blood and put it into

cells that then create fat. Although the numbers look good from a blood glucose standpoint, the health problem actually gets worse.



Words Defined: Hypoglycemia

The over-secretion of insulin by the pancreas in response to a rapid rise in blood sugar or "glucose". In other words, the body's inability to properly handle large amounts of sugar.

Abbreviated Errors

Have you ever looked at your prescription and wondered what it meant? What is bid or po or qid? These are abbreviations from Latin terms. Bid means twice daily, po means by mouth, and qid means 4 times a day. Although efficient, this use of abbreviations can cause errors that put patient safety at risk.

A study shows that nearly 5% of all reported medical errors between 2004 and 2006 were caused by abbreviations, 81% of which occurred during prescribing. One of the most common abbreviations threatening patient safety is the use of "qd" in place of "once daily." The reason is that qd is often seen as qid, so instead of getting a medication once a day, a patient will now get it four times a day. ¹⁶

As William J. Lauretti, an ACA member and chiropractic researcher from Bethesda, Maryland has put it, "The time has come for the medical community and the media to focus their efforts on warning patients about common procedures with very real risks associated with them --

such as the inappropriate use of drugs and surgery." ¹⁷

Are you sick and tired of feeling sick and tired as nation?

Are you ready to hear about the next great wellness movement?

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The Great Wellness Movement

Have you heard of the “healthy” man that had a heart attack shoveling snow or jogging through the neighborhood? Or know of someone that seemed very healthy but seemed to deteriorate overnight due to cancer or arthritis?

These conditions take 10 or more years to show any symptoms that you would notice. So, although they appeared to be healthy, they were not. Without their even knowing it, those diseases were limiting their health potential and quality of life.

When is the last time you walked in any store and did not see some one over weight? When is the last time you went to a beach and everybody looked like Bay Watch the old television show? The current trends

toward sickness and disease have made it to mainstream America. I find this unacceptable and completely out of universal harmony.

Crisis Motivation vs. Wellness Motivation

Crisis management. That is what our society is all about. And when applied to health, it makes little sense – we are motivated to be well when we get sick. When we find ourselves sick with osteoarthritis, obesity, diabetes, or heart disease, high cholesterol, stroke then some of you finally find the motivation to eat right, get exercise and try to live a healthy life. Some people sadly do not change they simply add in a medication or multiple medications

to there life without making the proper lifestyle choices.

Shouldn't we, instead, be motivated to change in order to have and keep a great quality of life? Of course we should!

That is what the wellness movement is all about. Instead of being at the crisis end of the spectrum and seeking cure, you want to be at the wellness end of the spectrum seeking improvement to live an optimal life.

The big question when considering wellness is:

“How can I improve my current level of functional living?”

By asking this enlightened question, you can apply the wellness five pillars of health model at any point in your life. If you are currently suffering from some illness or disease, or simply do not feel your age, then let's start a healthy lifestyle today. Let's start instantly, do not procrastinate, they are so worth it. It is never too late! Paradoxically if you already feel well and are living a life free from any symptoms, then kudos to you and you can also start optimizing your life by continuing your journey towards health and wellness.

Living Life – a Long Life

Have you ever wondered why it takes a crisis to want to be healthy?

The answer lies in the philosophy of modern medicine.

We are taught to believe that aging is a process of disintegration in our body and brain. The Merriam Webster Dictionary's definition of aging is: A declining phase of life. So many people believe that we are born, we live, we get disease, and then we die. This doesn't have to be the truth! We were all born and designed with an innate intelligence that is always changing and adapting our cells in our body towards health and vitality, as long as we take proper care of our body.

There was a time when 40 years was a long time to live. What if we all still believed that – imagine how much of life we would miss. Now that is said

of 80 years. But what is our real potential? And does our life at the end of our years have to be sickly?

Scientific evidence says NO! Many people live well past 80 years and are happy, healthy and energetic.

Instead of thinking about a body design meant to deteriorate with disease, think instead of a body design meant for continuous healing progress. That is not to suggest that you can live forever. You can, however, live up to your best potential throughout all your years. Isn't that a much better way of seeing life?

Demanding Wellness

As more and more people are getting sicker and sicker and are taking more and more drugs with deleterious side effects and a smaller part of the population is realizing that the wellness model allows them to live a longer and healthier life, they are beginning to demand wellness care.



Words Defined: Wellness Care

Treatment or measures designed *not* to cure a disease or reduce pain, but *prevent* them from occurring or reoccurring.

This demand is happening all around you. For instance:

- Dads are now in birthing rooms
– there was a time when the father smoked cigarettes while pacing a waiting room.
- Alternatives to using an OB-GYN for childbirth such as a midwife or doula.
- Eating organic food instead of food laden with chemicals. The U.S. is now the largest market in the world for organic foods.
- Seeking complementary health care such as chiropractic.

Stat Fact

Harvard Medical School survey says Americans make about 425 million visits a year to holistic providers. ¹

According to a nationwide government survey released in

December 2008, approximately 62 percent of those in the U.S.

use some form of alternative medicine.

Because of this demand, virtually all health insurance companies and HMOs cover alternative medicine practices. Once they begin to offer these benefits, the trend is that they continue and expand to add other services. Kaiser Permanente's Senior Vice President of Health Plan Strategy and Product Innovation has said, "It's interesting how chiropractic started out alternative, then became complementary, and is now mainstream." This is what happens when consumers demand wellness over crisis.

(Any newer studies to put in above?)

In addition to demanding wellness, people in general are becoming more educated about their options. In fact, they are often as informed or more informed than their primary care doctor.

Although patients still view doctors as an expert and seek their opinions, they no longer take those opinions as facts. The patient has become the decision maker where health is concerned. And that decision is often toward wellness.

Modern Medicine Has a Place

Modern medicine does have a place in health care. It just isn't at the top of the list like it used to be. Instead,

there are three levels of health care, with crisis care listed last.

The three levels of health care are:

1. Self Care
2. Health Care
3. Crisis Care

Self care is about you. It is about what you choose to do every day. Will you eat correctly? Will you exercise? Will you choose to drink alcohol or smoke cigarettes? Will you find ways to relieve stress? The answers to these questions will determine how strong your mind and body will be.

Health care is a step beyond self care. It is what you cannot do for yourself. For instance, you cannot remove

your own subluxations. You cannot give yourself a massage. You may need coaching to eliminate stress or to determine proper nutrition.

People on your wellness health care team might include:

- Chiropractor
- Massage therapist
- Life coach
- Health coach
- Personal trainer
- Nutritionist
- Acupuncturist
- And more

Both self care and health care are all about prevention. Many people confuse prevention with early detection, but there is a big

difference between the two. Early detection is the use of diagnostic testing to identify a disease in its early stages. Prevention, on the other hand, is making healthy choices that will keep you from getting the disease in the first place. Most medical doctors detect and treat, but they don't prevent. That is why you will rarely find a medical doctor as part of your health care team.

Crisis care is taking care of an injury, illness or disease. There are times when crisis care is exactly what you need. If you have been in a car accident and broken three bones and have a ruptured spleen, you will want the right specialists to set the bones and perform the needed surgeries. The problem is that crisis

care has become the dominant part of U.S. health care system.

Our current system pushes drugs and surgery. In fact, Americans spend \$3 billion on prescriptions per year and \$2 trillion on healthcare. ²

(Any newer studies to put in above?)

Yet, despite all the money spent, the nation is getting sicker and sicker. It is a never-ending cycle. The sicker we are, the more we seek crisis care and the sicker we get. Our current medical system is good for emergency crisis situations, but not for staying healthy.

Chiropractic Wellness Care

Chiropractic can be an effective component of wellness care since the nervous system is central to the health of your body. Communication flows back and forth between the brain and the spine and the cells, tissues and organs. If the communication gets blocked, then a breakdown of the body occurs.

If you already have aches, pains, illness and disease, correcting the subluxations will allow your body to operate at its optimal level. Once operating efficiently, the body's innate power will seek to heal itself.

Once this optimization is achieved, you will want to keep it there. It makes no sense to be functioning at an optimal level and assume that

there will never be another
subluxation. Our lives are so full and
busy these days that subluxations are
simply a fact of life.

Imagine getting your engine tuned
up so that your car now sounds
beautiful, uses a minimum of oil, has
great gas mileage and rides
smoothly. Now, you take that car on a
cross-country trip. After the trip, you
continue to drive the car without
taking it to the mechanic again. In
short order, your car will not be
running smoothly. It uses more oil
and your gas mileage is lower. Then
the “check engine” light come on and
you have to rush the car to the
garage.

A regular tune-up after the trip
would have prevented the crisis. The

same is true for our bodies. Once you have your body working well, a “tune-up” in the form of chiropractic maintenance care will keep your body running smoothly. This is what wellness care is all about.

Just as a tuned up car has benefits, so does chiropractic wellness care. They include:

- Flexibility
- Healthy joints
- Improved posture
- More energy
- Properly functioning nervous system
- Stronger immune system
- Better sleep
- Stress relief
- Disease prevention

- Improvement of balance
- The brains ability for risk evaluation
- Improves motivation and thinking
- Improves digestion
- Improves daily quality of living

Maintaining a properly functioning nerve system is essential if you want to be your very best. Treating disease is important and everyone deserves the best chance to heal and recover. However, we need to change the focus from treating to preventing.

We ride in cars that have the latest and greatest in safety features. We are strapped in and surrounded by air bags in case of a crash. We have anti-lock brakes to keep us from

hydroplaning when we try to stop. Everything about the driving experience is meant to prevent problems and keep us safe.

Wouldn't it be great if we could do the same with the care of our body? We can. It's called wellness care, and wellness care can and should begin with a chiropractic spinal checkup.

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Chiropractic and Pregnancy

Ah, the joys of pregnancy. It's an exciting journey to become a new mom. As wonderful as the process is, there are some hefty challenges to bear such as morning sickness, swollen appendages, headaches, nausea, back pain, sciatica, heartburn, sleep disruption, general discomfort and the always possible Cesarean section glooming in your thoughts. Did you know that most of those common ailments may be helped by regular spinal check ups.

Chiropractic care is not only safe for pregnant women, it's the ideal form of health care because it is truly holistic, drug free, and promotes a healthy body. Since the nervous system is the control center for the body, any misalignment will cause interference in the proper

functioning of the body. This may cause or worsen the “challenges” mentioned above. So, if the communication between the body and brain are restored and working without restriction or less resistance, there will be fewer discomforts that the pregnant woman will endure.

Not only that, the benefits of using chiropractic care may provide you with a more comfortable pregnancy, faster and easier delivery, and higher chances of having a natural birth, better head control of your newborn and quicker recovery from the birthing process.

Changes During Pregnancy

When you're pregnant your body undergoes many changes.

- The Placenta is Created

When the fertilized egg implants on the uterine wall a placenta begins to form. The placenta is an organ that becomes the pathway for exchanging nutrients between the mother and fetus. It also secretes hormones and provides immunities present in the mother to the baby to protect it until it develops its own immunities.

- Hormones are Produced

When you're pregnant your body produces estrogen to stimulate the growth of the uterus and assist in opening up the vessels to ensure blood flow between baby and mom. As a matter of fact, a

pregnant woman produces more estrogen in one day than a non-pregnant woman produces in three years! Other hormones become activated, such as HPL (human placental lactogen), and this speeds up your metabolism while it provides nutrients to your baby. Even though it's commonly said that once you're pregnant you're eating for two, the truth is that you only need 10% more calories than when you're not pregnant for a healthy baby.

- Your Brain Changes

As your metabolism changes and during the third trimester, your brain changes too. Your brain restructures the connection between cells and this can lead to

forgetfulness, and foggy thinking (pregnancy brain). This is a temporary condition and right before birth your brain will rebuild neural circuits and become strong again.

- The Structure of Your Body
Relaxes

The placenta will also release a hormone called relaxin which helps the body adapt to the growing fetus. Relaxin helps the whole body become physically looser. It relaxes the intrauterine ligaments and allows the uterus and pelvis to expand. It also relaxes arteries, joints and the musculoskeletal system.

Some of the above changes as well as the added weight to the body of the pregnant woman causes neuromuscular as well as biochemical problems such as:

- Joints can misalign
- Spinal and pelvic muscles undergo stress
- Spinal and pelvic muscles become fatigued
- Lumbar and thoracic spine curvatures are stressed
- Changes in the normal spine curvature are possible
- Vertebrae can misalign
- Strain of pelvic and spinal ligaments
- Strain of muscles, joints and spinal structures

- Changes in the spinal biomechanics

These stress induced situations cause pain and discomfort.

Chiropractic adjustments throughout pregnancy may alleviate these issues as they develop.

Why Chiropractic Care Is the Perfect Companion for Pregnancy

The techniques a chiropractor uses are noninvasive, safe and drug free. The procedures that will assist a woman dealing with the structural changes and stress her body is undergoing can include:

- Gentle Spinal Adjustments
- Gentle Extremity Adjustments

- Proper Exercises and Stretches
- Perinatal Massage
- Nutritional Counseling
- Education

Spinal adjustments for a pregnant woman are performed on special tables or adjustments to tables to provide safety for the baby and allow for the expectant mom's growing belly. The table has an adjustable drop piece that allows the expected moms to relax comfortably while there spinae is getting checked and corrected. It is a comfortable and safe procedure. The adjustments themselves are gentler than a customary adjustment. Since the body has released the relaxin hormone and the body is looser than normal, less pressure is required.

Regular chiropractic care to correct subluxations will prevent further misalignments of the spine. This will help maintain proper posture and keep the pelvis in the correct position. This provides a more comfortable environment for the baby as well as less pain and stress on the mother. Being properly aligned will also ensure optimal tissue function and biomechanics throughout the pregnancy.

Your chiropractor will show you cardiovascular exercise and stretching techniques which are safe to perform during pregnancy. Exercises and stretching are extremely beneficial during pregnancy. They will help:

- Keep muscles strong
- Build endurance
- Elevate mood
- Improve sleep
- Build flexibility and strength
- Reduce aches and pains
- Manage weight gain
- Lessen fatigue
- Assist the spine in supporting the body in the proper posture

Excellent exercises while pregnant include:

- Walking
- Low impact aerobics
- Swimming
- Yoga
- Limited weight training

Pregnant women can safely have a wide variety of massages and soft tissue work. A pregnancy massage is usually an hour-long massage performed on a special table that accommodates the pregnant belly or propped against bolster pillows on your side. Benefits from massage and soft tissue work include:

- Keeps muscles relaxed and flexible
- Reduce muscle aches and pains
- Reduce spinal stress
- Reduced anxiety
- Improved sleep
- Relief of back and leg pain

An expectant mother has specific dietary needs and chiropractors are

well versed in nutrition. They will counsel the mother to be sure she has the proper diet and natural supplements to ensure that she and the baby are getting the essential nutrients. Having the proper nutrients is important to:

- Prevent neural tube and other birth defects
- Provide optimum energy to the mom
- Increase the chances for a health baby
- Keep the mothers' moods balanced

Your chiropractor is your wellness advisor. Their goal is to teach you how to be as healthy as possible. They will be available to answer your

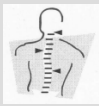
questions, assist you in having a carefree pregnancy and optimize the birthing process.

Lower Back Pain During Pregnancy

During the latter part of pregnancy it is common to incur lower back pain. The excessive weight and pressure to that region shifts the center of balance of the body. As the baby grows the uterus expands, causing the connective tissues in the lower spine and pelvis to become constrained. In addition, to accommodate the extra weight, the pelvis and hips tilt, creating postural strain. The pain can range from mild and uncomfortable to severe and debilitating.

There are two types of back pain associated with pregnancy.

- Lumbar pain
- Posterior pelvic pain



Words Defined: Lumbar Spine

The lumbar spine refers to the lower back, where the spine curves inward toward the abdomen. It starts about five or six inches below the shoulder blades, and connects with the thoracic spine at the top and extends downward to the sacral spine.¹

Lumbar pain is a common form of back pain. It's felt in the waist area and can radiate down towards the legs. It's common to incur this type of pain if you stand or sit in one position for long periods of time, such as if you work at a desk all day and don't move around much.

Posterior pelvic pain is a little lower than lumbar pain. It is a deep pain that can be felt inside the buttocks and can radiate into the groin or thighs. It can be more painful to stand, walk, climb stairs, rest on one leg, get into or out of a chair, and roll over in bed. It is usually less painful to lie down. Posterior pelvic pain can be triggered by any of the following:

- Walking
- Running
- Stooping
- Twisting
- Lifting
- Bending

Sciatic pain is classified as low back that radiates down one or both

of the back of your legs. This is usually caused by a prior herniated disc in the lower spine that has been exacerbated by pregnancy that often causes severe leg pain. It can also be caused by the baby in the slightly not optimal position causing an internal pressure inside thereby causing an internal stressor on the nerve.

The Webster Technique

As mentioned, one of the hormones released in the body when pregnant is relaxin. This helps the ligaments loosen to adjust to the growing uterus. But in doing so, the pelvic bones can become misaligned and unstable. The Webster technique, developed by Larry Webster, is used to create an optimal internal

environment for the baby and restore the proper pelvic balance and function to the mother.

Interesting Fact: The Webster Technique

The Webster Technique can prevent, and even convert, breech birthing positions. The Webster Technique should be started as soon as you find out your baby is in the breech position. Babies can flip as late as nine weeks, but anytime after 35 weeks the chances for success are reduced due to limited mobility in the womb.²

This technique is done by analyzing and adjusting the pelvic area. When the body is properly aligned, it provides a more spacious area for the baby and more comfort for the mother. Although our definition states that the Webster Technique

should be done as soon as you find out your baby is breech, it can be started before the baby is found to be breech to optimize pelvic alignment and give the baby the best chance to find the best position. The adjustments can reduce or eliminate the following conditions:

- Low back pain
- Sciatica
- Dystocia
- Poor positioning of the baby due to sacral misalignment



Words Defined: Intrauterine Constraint

Intrauterine constraint is defined as any force external to the developing fetus that obstructs the normal movement of the fetus.³

- Painful labor

The girdle of the pelvis, which holds the uterus, undergoes challenges as the uterus expands. Whether the mother is sleeping in a poor position, sitting for long periods of time, or compensating for distorted balance due to the additional weight of the pregnancy, the pelvis is bound to become misaligned. This misalignment creates intrauterine constraint to the baby. With assessment of the imbalance and correction via adjustments, the pelvic area is brought back to the proper position, allowing more space for the baby and more comfort for the mother. This space is extremely helpful in allowing the baby to get in to the proper positioning for a natural childbirth. The reduction in stress and strain on the spine and

lower back creates an easier labor with less pain for the mother.

Chiropractic care is a wonderful way to ensure a comfortable and stress-free pregnancy. In addition, there are some things you can do yourself to allow for fewer discomforts and better alignment during your pregnancy.

- Be conscious of unbalanced stances, or lifting and carrying on one side of the body. Alternate sides to ensure you are not favoring one side.
- Avoid long periods of time being immobile, in positions that do not support your spine and that do not reinforce proper posture. Try not to have your knees higher than your

hips and try to avoid crossing your legs.

- When sleeping use a pillow under your legs to support your spine.
- Avoid wearing high heels.
- Make sure you exercise and stretch to maintain strength and flexibility.
- Make sure you are drinking adequate water daily
- Make sure you take a high quality prenatal vitamin daily
-

Regular visits to your chiropractor, physical fitness and proper nutrition can make all the difference in your having a comfortable and healthy pregnancy. In addition, these elements make a natural childbirth

more likely as well as a faster and easier delivery more possible.

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Pediatric Chiropractic – Start Early For Better Health

**--Starting Early is the
only true prevention**

The early years are very important in determining how healthy our children will be in later years. It is for exactly this reason that chiropractic care is essential for your child's health.

When Is the Right Time to Start?

Just as with anything, stopping a problem when it is small is always better than trying to stop it when it has grown. And, as with any health issue, preventing the issue in the first place is the best choice of all.

Think about a dentist and the care he gives to your child. You don't wait until your child is complaining of a toothache before you go to the dentist the first time. Instead, you

begin taking them to the dentist at the point that they get teeth and do so twice a year for the rest of their childhood. When there, the dentist will clean their teeth, and fix any problems while they are still small. The dentist will also evaluate your child – her mouth and her dental habits – to help you with a plan of action for the right care in the future.

The same is true for chiropractic, only for chiropractic you are talking about your child's spine. Since the vertebral column and central nervous system is the master controlling system of every organ, tissue and cell, maintaining a healthy spine is imperative.

You can begin taking your child to a doctor of chiropractic from birth and

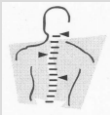
continue to do so for maintenance checks based upon your child's specific needs.

Just as a dentist teaches a child to brush and floss, a chiropractor will teach your child how to care for their spine. They will learn from a young age that spinal degeneration and spinal injury is often preventable.

What Parents Need to Know About Pediatric Chiropractic

Most people wonder, "What in the world could my young child have wrong with their spine that would need a visit to the chiropractor?" The answer is simple. Your child lives a traumatic life. Think about a small child learning to walk and the number of times she sits down

hard. Think about the bicycle wrecks, the tree climbing or simply carrying around a school backpack. All of these things and more contribute to spinal problems called subluxations and the need for early adjustments.



Words Defined: Vertebral Subluxation

An interference of the nervous system due to a misalignment and or abnormal motion of spinal vertebra which causes improper communication with associated organs, muscles and tissues of the body.

Most children come into the world with perfectly formed spines. It is the world and there daily stressors that causes there spinal problems. From the birth process itself to bicycle

riding, everyday life can cause vertebral subluxations.

So how can a parent recognize spinal problems in their children? Unless there is an obvious problem, you aren't likely to know. It would be like asking you to know if your child had tooth decay. Unless there was a black spot you wouldn't know. Only a dentist would find a tiny speck at the base of a tooth, for instance. That is why you need a highly trained chiropractor to evaluate your child's spine.

There are, however, signs that you can be aware of:

- Child's head being consistently tilted to one side
- Restricted head or neck movement on one side

- Poor sleep patterns
- Infant feeding problems
- Difficultly nursing as well on both breasts
- Constant ear infections or sore throats
- Colic
- Headaches
- Bed-wetting
- Growing pains
- Chronic allergies and asthma
- Constipation
- Chronic skin reactions

**Studies Show
Chiropractic Helps Relieve Colic in Infants**

316 infants with colic received spinal evaluations and chiropractic care. Improvement was noted within a two-week period in 94 percent of the infants treated, on average, after only three treatments. ¹

You may be wondering why a chiropractor would be called to treat ear infections instead of a pediatrician. Pragmatically this situation is very common in my practice, and the first thing I explain to the parents is that it appears that the myriad of antibiotics usage to treat your child's ear infections does not seem to be working. The repetitive nature of the ear infections seems to be returning thereby the cause of the infections may not have been found yet. I would then ask the parents why do you think your son has these constant ear infections but not your other children? Why do they keep returning? Why do you think the ear infection is caused? This is when they look baffled and state "I don't know doc".

If the problem is the spine, a pediatrician will not catch the problem because they are not trained to find vertebral subluxations. If the neurological control to the eustation tubes comes from the upper area of your neck, then what if your child has a minor misalignment in that region causing a neurological reduction of proper brain communication. This will cause an increase potential that there tubes may not be able to drain the right way thereby causing a increased probability for an increased amount of fluid. Then if your child is exposed to a bacterial agent has a much higher chance of getting an ear infection. When this is gentle corrected and the body is able to get the proper neurological message from your brain it will self

heal and self correct the tubes and excess fluid naturally and safely

How Can My Child Already Have Back Problems?

It is a common belief that “back problems” are for adults and kids simply don’t have them unless they are in some terrible accident.

Nothing could be further from the truth. In fact, many childhood spinal issues are the root cause of spinal issues as an adult because they were never taken care of. Let’s take a look at some of the problems your child might encounter.

Infant and toddler issues

(symptoms seen include poor eating and sleeping habits):

- Birth Process- how gently was your child delivered into this world?
- Falls/Trauma – Rolling off the bed, learning to walk, daily falls, motor vehicle accidents
- Daily Movements- Weird body mechanics from being held, rough diapering, crazy sleeping positions; especially in a car seat
- Spina bifida - a developmental congenital condition caused by the incomplete closure of the embryonic neural tube. Some vertebrae are not fully formed and remain unfused and open. If the opening is large enough, this

allows a portion of the spinal cord to stick out through the opening in the bones.

- Klippel-Feil Syndrome - a rare disease where there is a fusion of any two of the seven cervical vertebrae
- Malignancy
- Meningitis - inflammation of the protective membranes covering the brain and spinal cord due to infection
- Discitis - an inflammation of the vertebral disc space often related to infection

- Vertebral osteomyelitis - infection in the vertebral body itself caused by either a bacteria or a fungus; it is different than a disc space infection and shows up as an infection elsewhere in the body.

Children ages 3 to 10 (children are able to communicate and locate pain if pain exists):

- Trauma - from falls, playground injuries, jumping and landing on floors, motor vehicle accidents or child abuse
- Sibling rivalry- fighting with siblings
- Acquired torticollis - an abnormal position of the head

and neck, where the head is laterally tilted, with the chin rotated to the opposite side caused by subluxations

- Spondylolysis or spondylolisthesis - a stress fracture in one of the vertebra; it usually affects the fifth lumbar vertebra in the lower back, although it can affect the fourth lumbar vertebra
- Meningitis, Vertebral osteomyelitis, Discitis
- Juvenile rheumatoid arthritis - a common type of chronic arthritis in children causing joint pain and swelling

Adolescent (Any of the 3 to 10 year old issues, plus the following):

- Facet tropism – due to overuse associated with certain sports that require hyperextension causing a variation between the left and right sides of the same vertebral segment
- Sports- Excessive training, not properly stretching, over using under developed muscles
- Coach potato syndrome- Too much video games and electronic usage, poor posture while playing electronics, neck stuck in flexion for hours, body is weird position when playing games

- Adolescent Scoliosis - sideways, curvature, and a rotation of the vertebrae, giving the appearance that the person is leaning to one side

**Studies Show
Chiropractic Care Helps Adolescent Scoliosis**

Children with mild scoliosis treated with chiropractic adjustments have shown a reduction in their spinal curvature and provides a distinct advantage in the management and monitoring of early stage scoliosis over the typical medical treatments. ²

- Ankylosing spondylitis - a chronic, inflammatory arthritis and autoimmune disease that mainly affects joints in the spine and in the pelvis, causing eventual fusion of the spine

- Scheuermann's disease - a condition where the normal roundback of the spine is increased creating a hunch back but no pain

Let's Talk Treatment

When you take your child to see a doctor of chiropractic, he will conduct a careful evaluation of your child's spine. A child's spinal evaluation involves examining the entire spine, from the upper cervical region down to the pelvis. The examination includes motion palpation of the spine to detect subluxations areas of muscle spasm. Due to the intensive training that chiropractors get, most are trained in

pediatric evaluations and know the gentle skills needed to do so.

Once a problem is identified, a doctor of chiropractic will adjust the spine. For infants and children, adjustments are done through the use of light



fingertips. Such an adjustment uses no more than two pounds of pressure. An activator instrument may also be used to replace their spinal vertebrae into proper alignment. **Activator Methods:** This technique uses the Activator Adjusting Instrument instead of a by-hand adjustment. This gives a consistent mechanical low-force that

is extremely well liked and tolerated by the pediatric patient. Adjustments with the Activator are so quick that your muscles are less likely to resist, allowing for a more precise and accurate adjustment.



Words Defined: Motion Palpation

Method of locating subluxations and loss of mobility in the spine by feeling the motion of specific spinal segments while putting the patient through specific ranges of motion.

Unlike adult spines, children's spines are more mobile and usually require only a few adjustments to restore normal functioning. However, there is no "set in stone" number of adjustments that your child will need

for any particular problem. This will depend not only on the problem, but on the length of time the problem has existed.

Chiropractic Is Safe for Young Children

Since vertebral subluxations affect individuals at any age, chiropractic care from birth is often needed to optimize your child's nervous system. As with any age group, however, care must be taken to select adjustment methods most appropriate to the patient's stage of development. Pediatric chiropractic is highly specialized and those who provide this care ensure that all adjusting procedures are modified in

order to cater to each child's size, weight and unique spinal condition.

According to the American Chiropractic Association,

“Chiropractic is widely recognized as one of the safest drug-free, non-invasive therapies available for the treatment of neuromusculoskeletal complaints....Children are very physically active and experience many types of falls and blows from activities of daily living as well as from participating in sports. Injuries such as these may cause many symptoms including back and neck pain, stiffness, soreness or discomfort. Chiropractic care is always adapted to the individual patient. It is a highly skilled

treatment, and in the case of children, very gentle.”³

A survey study was done in 1998 in the Boston area to determine the safety of chiropractic.⁴ That year, there were 420,000 pediatric chiropractic visits made. Of the 420,000, there was no evidence of harm to children from chiropractic.

No matter whether a child is experiencing neck pain, earaches, headaches, growing pains or any other symptom, as a parent you can feel confident that your child will receive relief safely and effectively.

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11

Athletes and Chiropractic

Tune-Ups or Blow-Ups? Your Choice

Athletes today, both professionals and amateurs like your jogging neighbor, are constantly discovering the benefits of chiropractic. You can, too!

Tom Brady, New England Patriots quarterback

All Pro and Super Bowl MVP quarterback Tom Brady uses chiropractic to keep him at the top of his game.

“Chiropractic just makes you feel so much better. When I walk out of the clinic, I feel like I’m about three inches taller and everything’s in place. As long as I see the chiropractor, I feel like I’m one step ahead of the game.”

The role of the chiropractor in respect to athletic performance is fourfold:

- General tune-ups to Performance optimization
- Nutrition
- Conditioning programs

- Injury care

Let's look at each of these.

Evander Holyfield, heavyweight champion has been quoted as saying, "I do believe in chiropractic. I found that going to a chiropractor three times a week helps my performance. Once I drove 20 miles to see a chiropractor before a fight. I have to have my adjustment before I get in the ring." ¹

Dan O'Brien, an Olympic runner said, "You obviously can't compete at your fullest if you're not in alignment. It was the holistic idea that I liked about chiropractic. I really think chiropractic is essential in running. If I could put a percentage on it, I think I compete eight to ten percent better

from regular chiropractic use, if not more. It is essential for me and my training routine.”²

Ten percent? Is ten percent really worth a trip to a chiropractor? Let's take a quick look:

- In a 100 meter dash, an 11-second time won't qualify for the Olympic team. A 10-second time can get you a medal.
- The 10% difference that Dan O'Brien experienced was the difference between gold and not even making the podium.

Now try to imagine your own life if everything was functioning at least 10% better. The difference would be astounding! You would be happier,

healthier, and more energetic. You would sleep better and heal faster. You would be less likely to suffer from hormonal imbalances or illness. You would experience true wellness.

**Studies Show
Chiropractic Has Positive Effects on Athletic Ability**

In a 1991 issue of Chiropractic: The Journal of Chiropractic Research and Clinical Investigation, a study shows that chiropractic enhances athletic performance. Fifty athletes were tested – 25 receiving chiropractic care. After 12 weeks, those receiving chiropractic improved 30% in balance, kinesthetic perception, power and reaction time. ³

So, what is it that athletes understand about chiropractic that most people do not understand? They understand the concept of wellness. They realize that wellness isn't about how you feel. They are

aware that you can feel fine and still be unhealthy.

Athletes look at their body the way a mechanic looks at a car. Proper preventive maintenance will keep the car running smoothly. Oil changes and tune-ups, even when the car seems to be running perfectly, keep big problems from happening later on. No one wants to find out that they've blown an engine! Athletes do not wait until they are sick or injured to begin taking care of their bodies. They fine-tune their body at every opportunity. This is the idea of wellness and they realize that the best form of wellness care for fine-tuning their body is chiropractic.

Testimonial – Emmitt Smith

Emmitt Smith, despite his small size, is a giant in the eyes of professional football. Because of his longevity, he has become the NFL's all-time leader in yards rushing. When asked about his longevity, he attributes it to his chiropractic care. He said that he has found a chiropractor "that's really good in balancing out my body to make sure my hips are rotated right, and my body is functioning properly. I remember somebody telling me that what I put myself in during the games is like having a car wreck every Sunday. It's against the norm. You can find yourself in awkward positions. That stuff takes its toll. But if you take advantage of the health care, balance your body back out, put it back where it's supposed to be, you function better, and you recover faster." ⁴

But this is not all they understand. They understand the intimate relationship between their nervous system and every other function in their body, from cell function to organ function and everything in between.

Your brain takes in information from the environment and sends out signals to your body to let it know what to in response to the environment. If there is a block in the pathway, the brain can't get the information correctly and can't send out the appropriate signals to the rest of the body. With such neural interference, the body cannot function at its peak performance.

Stat Fact

Dr. Chung Ha Suh, a researcher out of the University of Colorado, found that the weight of a quarter pressing on a nerve can reduce that nerve's function up to 40%. Remember the 10% increase? Can you imagine a 40% decrease? ⁵

Removing this interference is the role of chiropractic to keep your body functioning at its best.

Finally, athletes prefer not to use drugs. In fact, world-class athletes

are banned from using many drugs traditionally used for pain.

Chiropractic is drug-free. The chiropractic model is not one about masking symptoms. It is one that believes the body can heal itself if allowed to work efficiently. Spinal adjustments to remove subluxations do this naturally, with no side effects. It makes no sense to add the side effects of drugs when you are trying to create a beautifully operating system, does it?

This is why athletes use chiropractic. They understand the necessity of keeping their body operating at optimal levels. This leads to better performance, fewer injuries and quicker recovery. If they don't, they lose their status as a top athlete.

You may not be a top athlete. You may not even be an athlete of any kind. But you can learn from these athletes. You can make a choice to achieve wellness through chiropractic care.



Words Defined: Vertebral Subluxation

An interference of the nervous system due to a misalignment and or abnormal motion of spinal vertebra which causes improper communication with associated organs, muscles and tissues of the body.

If You Are What You Eat, What Are YOU?

Nutrition is one of the key ingredients of the holistic principles of chiropractic. The benefits of proper nutrition include:

- Enhanced performance
- Greater speed
- Faster injury rehabilitation
- Increased endurance
- Enhance clarity of thinking

Chiropractors qualified in the field of nutrition are able to give pertinent advice on vitamin supplementation and dietary intakes, as well as environmental dangers and homeostasis.

Individualism Counts

Stat Fact

A 1983 study published in the British Journal of Sports Medicine found that 60% of runners reported injury from training for a marathon. 55% of the injured runners did not seek professional help.

- 6% never recovered pre-race
- 43% reported partial recovery
- Only 51% reported full recovery ⁶

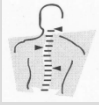
A chiropractor is highly educated in all areas of the body, particularly in the mechanical function of the

nerves, muscles and bones and how they interact with one another. This education can help an athlete learn more about their own body and how to get each system functioning together.

Due to this extensive education and understanding about the neuromusculoskeletal system, a chiropractor can help an athlete develop a conditioning program perfect for them and their situation. This isn't a "boxed" program like you find on late night TV infomercials, but a truly tailored plan that takes into account the athlete and the sport in which the athlete participates.

For instance, a weekend runner with a weakness in the right knee would

get a completely different program than a



Words Defined: Homeostasis

A body's ability to regulate in order to achieve a relatively stable state of equilibrium.

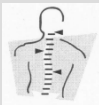
professional marathon runner with a past ankle injury. Such a program will not only enhance their performance but will help with injury prevention.

Fix Me Fast!

Professional athletes log in a large amount of time training. The numbers can seem staggering. For instance:

- Runners may run 200 miles a week
- Swimmers may swim four or five hours a day
- Pentathlon participants may work on all their skills up to eight hours per day

With such sheer volume, it is quite likely that professional athletes will experience injuries. But injuries are not limited to professionals. You don't have to log in 200 miles running each week to become injured.



Words Defined: Neuromusculoskeletal System

The neuromusculoskeletal system comprises the human frame, muscular system and nervous system.

High school sport injuries are quite common. Out of 100 participants, 30% of cross country runners, 8% of volleyball players, 35% of gymnasts, 29% of basketball players, 30% of baseball players and 75% of wrestlers will become injured in a two-year period of time. ⁷

The goal of chiropractic is to bring an athlete back to optimal performance and allow the body to heal itself. The difference between masking an injury and actually correcting the cause can make the difference between an athlete performing again or sitting on the bench.

Testimonial – Derek Parra

Derek Parra, a U.S. Olympic speed skater, believes wholeheartedly in chiropractic. "I've always believed in chiropractic care. I've used a lot of other treatments for injuries and pain, but the problem doesn't get fixed until I go to a doctor of chiropractic." Since chiropractic deals with subluxations, interference to the nervous system, he can compete at a higher level. At the Olympic level, any edge can make the difference between a medal and going home without.⁸

The sports chiropractor also understands the mindset of an athlete. Suggesting to a runner that they stop running and their pain will go away is not a good solution. A runner wants to run. In fact, a runner is likely to dismiss the idea to stop running, continue running on an injury, and eventually do enough damage that they have no choice but to stop running altogether.

A sport chiropractor understands this. Instead of stopping the runner from running, a chiropractor will diagnose the problem, treat it, and suggest activities such as stretches and exercises that can be done at home to help strengthen the athlete. The goal is to get the runner running again as quickly as possible. And not just running, but running at their optimal level!

Teams Benefit From Chiropractic Care

In addition to individual athletes, many teams are using chiropractic as part of their overall fitness and injury programs.

Stat Fact

Almost all NFL trainers have referred a player for chiropractic care.⁹

The Baltimore Ravens, a professional football team, has had a team chiropractor since 1995 who was on the sidelines as part of the medical team when they won the Super Bowl in 2000 and again in 2013. The Ravens' trainer refers his players to receive chiropractic care because he realizes that even slight injury can cause alignment problems and that chiropractic is the answer to these issues. Although the Ravens were one of the first to have a chiropractor on board, almost every NFL team now has a chiropractor on staff.

Studies Show Chiropractic Improves Movement Time

In a 2005 Journal of Manipulative and Physiologic Therapeutics, a study analyzed movement time – coordination and speed. People who use chiropractic improved their scores five times with just one adjustment.¹⁰

But it isn't only professional teams that have found the benefit of chiropractic. College football teams are also getting in on the act.

For instance, Virginia Tech has an impressive football team and the head coach attributes much of the success to chiropractic. He realizes that chiropractic is responsible for their physical health as well as faster recovery from injuries. When the team has players functioning at optimal health, winning is much

easier! Once other athletes at Virginia Tech began hearing about the success of chiropractic in achieving better flexibility, range of motion, and general wellness, they started receiving care as well. Now athletes from the swimming, diving, lacrosse, soccer and basketball programs have begun regular adjustments.

Testimonial – Dan O’Brien

Dan O’Brien, a decathlon gold medalist, has said, “If it were not for chiropractic, I would not have won the gold medal. You obviously can’t compete at your fullest if you’re not in alignment. And your body can’t heal if your back is not in alignment. It was the holistic idea that I liked about chiropractic and that is what track and field is about. Every track and field athlete that I have ever met has seen a chiropractor at one time or another. In track and field, it is absolutely essential. Chiropractic care is one of the things I think that no one has denied or refuted.”¹¹

¹²

Olympians are also benefiting from chiropractic care. In 2002, the first

year that the USA winter Olympics team had a chiropractor as part of their sports medicine team, the USA did better than it ever had. Many of the coaches attribute some of that success to the ideals of chiropractic: correcting misalignments and treating injuries so that athletes can be stronger and return after injuries faster and better than before.

With such success, the winter team of 2006 also had a chiropractor on board. In a news story prior to the games, it was noted, "[http://www.chiropracticresearch.org/News chiropractors help olympians.htm](http://www.chiropracticresearch.org/News_chiropractors_help_olympians.htm) athletes seek chiropractic care to maintain their health and improve their competitiveness." Additionally, with the extreme drug testing to detect performance enhancing drugs,

athletes feel that chiropractic is a safe, drug-free alternative to the modern medical practice of medications for pain and swelling.

With such successes, other countries began looking towards chiropractic care. Canadian athletes for the 2006 winter games also had a chiropractor as part of their sports medicine team.

Chiropractic care has been benefiting athletes for years. The wellness model fits perfectly with those that want their body to be the best it can be without the use of drugs and unnecessary surgeries. The point of chiropractic care, to enhance a body's function so that it can perform at optimal levels, allows athletes to perform better and heal faster from injuries.

Even if you are just a weekend athlete, you too can benefit from chiropractic.

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12

Lives of the Rich and Famous

Part of the “In” Crowd

The rich and famous have the ability to choose any kind of healthcare that money can buy. Money is not an issue. Distance is not an issue. Time is not an issue.

Testimonial – Montel Williams

Montel Williams was diagnosed in 1999 with multiple sclerosis. After suffering from constant daily pain, he decided to try chiropractic treatment. He says that he experienced relief with his first chiropractic adjustment.

His chiropractor noted a misalignment of the spine, particularly at C1 and C2. This was causing mechanical compression of the nerve roots that exit the spine.

In a 2008 interview, Montel stated, "I am walking differently, my pain is less, I've already regained strength in my left leg." He also said he was able to stand up straight, without pain, for the first time in five years. ¹

So, what do they choose? Wellness. The rich and famous almost unanimously choose the wellness model of health that includes chiropractic care. They don't wait for sickness or injury to compel them to see a physician. Instead, they want their bodies to operate at optimal levels at all times and seek health care professionals that share their same level of consciousness.

Testimonial, John Robbins

Author of Pulitzer prize-nominated international bestseller, *'Diet For A New America'* "Chiropractic works in harmony with the basic healing forces of the body, whereas the allopathic, western medical establishment doesn't have nearly as holistic a vision." ²

Let's take a look at Who's Who in Chiropractic Care: ^{3,4,5}

- Dixie Carter
- David Cassidy
- Mel Gibson
- Dennis Weaver
- Adam Arkin
- David Duchovney
- Sylvester Stallone
- Robin Williams
- David Copperfield
- Denzel Washington
- Penny Marshall
- Kim Basinger
- Alec Baldwin
- Richard Gere
- Whoopi Goldberg
- Ted Danson
- Macaulay Culkin
- Demi Moore
- Johnathan Lipnicki
- Tea Leoni

- Steven Segal
- Dianne Carroll
- Jim Brolin
- Cher
- Jerry Seinfeld
- Burt Reynolds
- Robin Wright
- Meredith Baxter
- James Earl Jones
- Alan Thicke
- Christie Brinkley
- Patrick Stewart
- Clint Eastwood
- Linda Hamilton
- Jane Seymour
- Dolf Lundgren
- David Spade
- Shirley MacLaine
- Liza Minnelli

On Tour

The touring schedules of entertainers can be quite intense.

Testimonial – Bob Hope

"Chiropractic is a wonderful means of natural healing!" ⁶

They have late hours, constant physical exertion, travel time and different beds every night. Chiropractic is essential for addressing these issues, especially since relief is often immediate.

Those that dance, such as the dancers with The Wiggles, a children's performing group, end up with shin splints, sore knees, hamstring issues and more. This is due not only to their

intense schedules but due to lack of proper exercises to prevent injury and improper footwear.

Every step we take each day puts stress on the body. If we aren't walking correctly, due to poor posture, subluxations or even improper footwear, this stress can cause aches and pains, as well as injury. Improper footwear can cause an improper realignment that can displace the back, hips and kneecaps.



Words Defined: Vertebral Subluxation

An interference of the nervous system due to a misalignment and or abnormal motion of spinal vertebra which causes improper communication with associated organs, muscles and tissues of the body.

Don't Hit a Sour Note

Most people do not consider musicians, dancers, actors and singers as athletes, yet they rehearse just as intensely. Although they are not likely to have the same injuries as a football player, they are prone to what is known as repetitive stress injuries. This is often due to improper motion techniques.

Chiropractors dealing with musicians look at both the patient and the instrument and the connection between the two. We analyze the musician's posture, movement patterns and range of motion to find the dysfunctional areas. In addition to clearing subluxations, we provide the musician with things to

do before, during and after playing to keep the body in top working condition.



Words Defined: Repetitive Stress Injury

Injury that happens when too much stress is placed on a part of the body, resulting in inflammation (pain and swelling), muscle strain or tissue damage. This stress generally occurs from repeating the same movements over and over again.

Just as professional athletes like Tiger Woods visit a chiropractor to enhance performance, musicians also want to have the best performance possible. They too need to have their body working at its optimal level.

Repetitive performance injuries for a musician can destroy careers as quickly as knee injuries for an Olympic runner. Although told that practice makes perfect, this is not true when it comes to the body. The more a performer practices, the more likely they are to experience injuries due to repetition.

Performance-related injuries tend to include both numbness and pain. The reason is that to play an instrument, for example, a musician will sit in an ergonomically odd position while making repetitive movements.

Think of holding a violijn for hours on end, or the way a musician must hold his guitar. Even a singer must hold their body a particular way to expand the diaphragm fully or hold the microphone in the right position. The body is meant to

move in specific ways. When used differently than intended, injuries can occur.

Guitarists often have numbness in their fourth and fifth finger and pain in the forearm due to a compression of the ulnar nerve. This comes from putting their hand on the fretting board and reaching out with the little finger.

Pianists tend to have a lot of mid- back pain and carpal tunnel. Drummers have wrist problems, shoulder issues and carpal tunnel. No matter what instrument a musician plays, repetition of movement can cause pain and injury.

Rather than surgery that can take months for full recovery and is often not successful, many musicians choose chiropractic. Chiropractors work on alignment and nerve blockage due to subluxations. We get to the root of the problem without being invasive. We are experts in anatomy and how that anatomy can affect those that perform. When a chiropractor clears the spine of subluxations, thus freeing the communication from the brain to the body, these injuries often disappear.

The goal of chiropractic is to get the musician playing again as quickly as possible. And not only playing, but having the capacity to play better than ever.

Keep on Your Toes

Have you ever seen a Broadway musical? Or even a local theater's production of a Broadway musical? If so, you have seen the performers twirl and leap across the stage in ways that amaze the audience. And the singing is just as intense with notes higher than high and lower than low. All of this takes a body that is fit and at full health.

Studies Show Chiropractic is Effective for Carpal Tunnel Syndrome

A study of 25 individuals diagnosed with CTS reported significant improvements in several measures of strength, range of motion and pain after receiving chiropractic treatment. These improvements were maintained for at least six months. ⁷

When a body is not functioning properly, a dancer will not be able to dance, or at least not at a level an audience will want to pay to see. For such Broadway shows as Cats and others, chiropractors are often part of the staff. We can perform adjustments prior to shows and even during a show. Many performers have benefited from a quick adjustment during a show that could have been disastrous otherwise. Performing such athletic moves while in pain can lead to damaging injuries.

In addition to adjusting on location to simply “keep them going,” these performers are also seen in the office for more thorough exams and treatments. Once adjusted correctly, these performers come in for maintenance treatment to stay as optimally well as possible.

For dancers, if they are performing with biomechanical deficiencies, they are likely to get hurt. That is why dancers rarely dance beyond the age of 40 – they didn’t identify the weaknesses in their movements and these weaknesses caused career-ending injuries. Early chiropractic care can help identify these weaknesses and strengthen the body so that fewer injuries occur.

Chiropractors can help with relief of specific pain being experienced at the moment, or as part of an overall wellness program, which also includes exercise, proper nutrition, emotional stress reduction and rejuvenation techniques. No matter how you participate in the performing arts, chiropractic can help you achieve greater heights.

Testimonial - Emmitt Smith and Cheryl Burke - Winners of Dancing with the Stars in 2006

The Oct. 10 episode highlighted Smith's relationship with his doctor of chiropractic, Robert Parker, DC. The video footage showed Smith receiving a few "minor repairs" before the week's samba competition. After receiving treatment from Dr. Parker, Smith went on to deliver "the best samba of the night," according to head judge Len Goodman. ⁸

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Studies Show Fewer Side Effects with Chiropractic Treatments for Carpal Tunnel Syndrome

A controlled clinical trial compared traditional medical and chiropractic care for CTS. People with CTS received either standard medical care (ibuprofen and nighttime wrist supports) or chiropractic care (manipulation of the wrist, elbow, shoulder, neck and spine, as well as massage to the soft tissues). People in both groups improved significantly and similarly in terms of pain reduction, increased function and improved finger sensation and nerve function, but the chiropractic group reported fewer side effects. ⁹

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13

Functional Chiropractic, You and True Health

Your MD and Health

What exactly does being healthy mean? We use this term all the time. “I went to the doctor and she said I was healthy” or “My grandma is very healthy and rarely has to visit the doctor” or “I wish I could get rid of these aches and pains so I could be healthy.”

Studies Show Chiropractic Treatment Effective For Fibromyalgia Patients

24 subjects, all who had fibromyalgia for at least three months, received 30 different chiropractic treatments combining ischemic compression and spinal manipulation. After treatment, subjects were evaluated for pain, fatigue levels and sleep quality. After 15 treatments, subjects noted significantly less pain and fatigue and improved sleep. After 30 treatments, subjects noted average lessening in pain and improvements in fatigue levels and quality of sleep. These improvements remained constant one month after the study ended. ¹

Have you ever really considered what you mean when you say or think these things? “Healthy” is one of those words that can mean a lot of different things to a lot of different people. In general, the idea of health between the medical model and the chiropractic model of care differs significantly.

Ask a medical doctor what health is and they will likely say, “A state free from disease.” This definition does not state what health

is, but what it is not. It is not disease. So, according to their definition, if you do not have a specific disease you are healthy.

Studies Show Chiropractic Helps Infants Sleep Better

An observational study of children less than one year of age was conducted at the Anglo-European College of Chiropractic (AECC) teaching clinic in Bournemouth, UK. 117 infants were included in the study. The parents were asked to complete questionnaires about their infant’s sleeping pattern at the initial consultation and the 4th and 7th treatment visits. Improvement in consecutive hours of sleep, quality of sleep and the time taken to settle before sleep all showed statistically significant improvements. This study suggests that chiropractic management may have a place in caring for the infant with sleeping difficulties. ²

But, what if you have:

- Headaches
- Stomach disturbances
- Body pain
- Fatigue

Unless there is a specific disease attached to these complaints, you are still considered healthy. In pain, yes. Healthy, yes. How can a person be healthy if they have health complaints?

On the other hand, sometimes a healthy body does have health complaints. It’s true! At least if you think of a body that is acting correctly as one that is healthy.

For instance, if you have eaten food and now have what is known as food poisoning, your body will respond by vomiting and getting diarrhea. This means that your body is

functioning in a healthy manner. Yes, you have symptoms. Yes, you feel terrible. But your body has recognized the “poison” and is working efficiently to rid the body of this poison.

Studies Show Crohn's Disease Helped with Chiropractic

Research published in the November 2002 issue of the Journal of Vertebral Subluxation Research (JVSr) demonstrates that chiropractic care may be effective in helping patients with Crohn's Disease. 57 patients were divided into two groups. One group was a control group that received only standard medical care for their condition. The second group consisted of 17 patients who also received their standard medical care but additionally received chiropractic care. The results were that 12 of the 17 patients who received spinal adjustments showed long-term and stable remission of their symptoms. ³

Other signs that some say show lack of health that can actually mean your body is reacting in a healthy manner include:

- Vomiting
- Sneezing
- Coughing
- Fever

So, what is health if it isn't about symptoms?

Chiropractic

Health Is True Health

Chiropractic does not look at health in terms of what it is not, but in terms of what it is.

The World Health Organization defined health as “a state of optimal physical, mental and social well-being and not merely the absence of disease or infirmity.”

Chiropractors understand the intimate relationship of a healthy body to the nervous

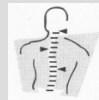
system, which of course includes the vertebral column. The nervous system controls everything in your body. All your cells, tissues, organs and systems get information from the nervous system and learn what they are to do and not to do based on that communication.

Studies Show Chiropractic Increases Wellness

A study by Blanks, Schuster and Dobson surveyed 2,818 respondents in 156 clinics. Those receiving chiropractic care self-reported improvement in health, wellness and quality-of-life. 95% of respondents reported that their expectations had been met, and 99% wished to continue care. ⁴

Since this is true, real health is about how well your nervous system can communicate with the rest of your body. That is why subluxations cause such big problems.

Subluxations cause a block of communication. This blockage causes a variety of disease and illness.



Words Defined: Vertebral Subluxation

An interference of the nervous system due to a misalignment and or abnormal motion of spinal vertebra which causes improper communication with associated organs, muscles and tissues of the body.

It is amazing how many people come to a chiropractor with a spinal complaint, only to realize that chiropractic care has resolved not only their back pain but other issues as well. Reducing subluxations creates positive results through the entire body!

Mechanist vs. Vitalist

Essentially, the medical model of health sees the body as a machine – a series of parts that need attention. That is why there are specialists – specialists deal with your parts.

- Cardiologist = Heart
- Gastroenterologist = Digestive system
- Urologist = Urinary tract
- Podiatrist = Feet
- Orthopedist = Bones
- Gynecologist = Female reproduction
- Neurologist = Nervous system

In order to “fix” the machine or “get rid of” disease, these specialists look to drugs to alter blood chemistry. In many instances this approach does not address the root of the problem. This reductionist thinking is a big part of the current healthcare problem and contributes to a patient having to see a team of doctors for a host of health challenges.

What if you had a wellness captain that can look at you as a whole and not as a symptom? What would that be like if someone’s main purpose per visit was to optimize and vitalize the whole you?

Those that see the body as a whole are known as vitalists.



Words Defined: Vitalist

The concept that the functions of an organism are due to a “vital principal” or “life force” distinct from the physical forces explainable by the laws of physics and chemistry. Chiropractors refer to that force as “Innate Intelligence”.

A vitalist doesn’t see the body as just a sum of parts, but realizes that the body has an “innate intelligence” – an ability to heal and the desire to be whole and well. Chiropractors are vitalists, along with acupuncturists, homeopaths, massage therapists, and naturopaths, among others.

The purpose of vitalist care is to restore your body to balance so that it can perform at the optimal levels. We do not merely mask symptoms and declare health when the symptoms are gone. Instead, we look for the root cause of the problems and work to eliminate that root cause.

Generally speaking, chiropractors are both mechanists and vitalists, at least in respect to the following:

1. Mechanist: Chiropractors pay attention to the mechanics of the spine.

2. Vitalist: Chiropractors look at a blocked nervous system and how it affects the entire body, understanding that correcting the subluxation will allow the body to heal itself.

Studies Show Chiropractic Affects More Than Just Pain Reduction

In one British study, chiropractic patients' most dramatic improvements were associated not only with pain reduction but with many of the factors that contribute to the quality of life such as sitting more comfortably, sleeping better, lifting, walking, standing, sex life, social life and ability to travel. These benefits became evident as early as 1-3 months under care, and showed continuing improvement as long as patients stayed under care. In other words, there appeared to be no end to the benefits of chiropractic care. ⁵

What Healthy Feels Like

Most people have no idea what it feels like to be truly healthy. We may understand what it feels like to be free of illness or disease because most of us have experienced one or the other. The difference between having the flu and not having the flu is significant. We can definitely define what it

feels like to not have the flu!

But what about true health? How does that feel?

Did you know that it is not natural to get sick and take medications? Did you know that having any kind of pains, aches or other complaints is not normal? Did you know that all the symptoms associated with aging do not have to exist? It's true!

A healthy person has no:

- Sleep issues
- Skin rashes
- Dandruff
- Depression
- Colds/flu
- Heartburn
- Aches and pains
- Headaches/

Migraines

- Fatigued

Chiropractic Helps Those with Migraines

A study published in the Journal of Manipulative and Physiological Therapeutics followed 218 headache sufferers who were given either chiropractic care or drug therapy or both. Pain was reduced 40 - 50% in all groups initially. However, four weeks after all care was stopped, only the chiropractic group still retained the benefits, while those who received the drug therapy lost about half of their improvement. ⁶

Studies Show Chiropractic Helps Kids with ADHD

In a recent study, a group of 24 ADHD students were split into two groups: those that received stimulant medications and those that received chiropractic care. The group receiving chiropractic care had both hyperactivity and attentiveness improve along with gross and fine motor coordination. In the medicated group, hyperactivity and attentiveness improved initially, but not the gross and fine motor coordination. Additionally, the medication effectiveness decreased requiring higher dosages. Over half the medical group had personality changes, loss of appetite and insomnia relating to their treatment. The study concluded that chiropractic care was 20-40% more effective than medication. ⁷

Instead, a healthy person is full of energy, motivation and vitality.

For over 100 years chiropractors have understood that the body heals itself. By correcting subluxations, chiropractors can help the body heal itself and rid itself of illness

and disease. Removing subluxations also allows you to feel more energetic, less stressful and more at peace.

Chiropractic allows true health to occur within your body, because what if you had the ability to live in your body without neural interference and allowed your brain to fully control, heal and optimize you daily.

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