

WHAT IS CHIROPRACTIC?

Simply stated and to the point, chiropractic is a way to improve a person's whole life, not just how they feel. It does this without taking anything out of the body or putting anything in. That makes chiropractic much safer than most things done in health care.

An Art, Science and Philosophy

Chiropractic achieves all this by correcting a common, but nasty problem in a person's spine called, *subluxation*. We could describe chiropractic as the life enhancing science of spinal subluxation.

But it is more than that because the correction of subluxations is also an art, done with the chiropractor's hands. We use scientific methods to find the subluxations and once we find them we go about the art of correction (adjustment).

Chiropractic is also a contemporary health science because it is based on the inborn ability of the body to self-regulate. This makes chiropractic a philosophy, too. This philosophy of life and health helps people to express more of their potential.

WHY *SUBLUXATIONS ARE BAD* (or said in other words, why is chiropractic so good?)

The movable bones of our spinal column are called vertebrae. Motion is important, but the key function of the vertebra is to protect our spinal cord and nerves.

The brain controls the rest of the body through a system of nerves (like wires). These nerves are essential because *every* function of the body is controlled and coordinated this way.

If a vertebra gets slightly misaligned it insults the nerves it was designed to protect. It can even affect the spinal cord, the main link between brain and body. The result is interference with the transmission of mental impulses (communication between the brain and the body). Imagine the implications of having your heart out of contact with your brain. How would the heart know what to do next – whether to beat faster or slower? Or imagine your stomach out of contact with your brain. How would the stomach know what to do next – become more or less acidic? Now take these two simple thoughts and add all of the other body parts we did not consider. Then multiply that by thousands of times a day and we can now begin to appreciate all of the communication that our brain regulates, without our even having to think about it! Subluxations in the spine interfere with this critically important communication system and that is why this common problem is so bad. But it is also what makes chiropractic so good because when your chiropractor adjusts a subluxation, he or she is putting the brain back in touch with the body.

Is Chiropractic Safe?

The public demands safe and effective care. Every year millions of people take advantage of services provided by chiropractic professionals. Chiropractic is gentle, safe and effective when done with precision by a qualified doctor of chiropractic.

This is evidenced by actual experiences people report and their satisfaction with chiropractic as confirmed by published studies. It is also confirmed by the low rates chiropractors pay for malpractice insurance. For example, a chiropractor may purchase malpractice insurance for a few hundred dollars a year. In sharp contrast many medical doctors face staggering costs, often well over \$ 50,000 a year in malpractice premiums! Physicians are quick to blame unethical attorneys and greedy patients for their high premiums. But let's keep in mind that claims are based on injuries and death caused to patients by medical professionals.

We know that nothing in health care is totally without risk. This is why it is important that the benefits far outweigh the risks. The low cost of chiropractic liability premiums and the great results in people clearly tip the scales in favor of its safety and benefits.

What Are the Benefits of Chiropractic?

This is where it gets really exciting because the benefits of chiropractic care cover such a wide range of valuable advantages. People often think about using chiropractic to feel better and in countless cases this is the result. But feeling better is just the 'tip of the iceberg.' What lies below the surface is much bigger, so a good way to think about it is to consider that feeling better is the visible part, above the surface (important, but the smallest part of the picture). Now let's look below the surface...

Many families that have chosen to include regular chiropractic care as part of their healthy lifestyle report having a more productive, vital and enjoyable life. They tell us that their family health care costs *drop dramatically* when they are under chiropractic care and that their lives improve physically and emotionally.

How can this be?

Eliminating vertebral subluxations allows the brain to more freely coordinate function. This permits natural regulation of body chemistry, essential for good function. We also know that when body chemistry is out of balance all kinds of problems can result. That's why we don't allow athletes to take drugs to artificially alter performance. We know that it hurts them in the long run. But since chemistry is essential to performance, improving the communication network within the body naturally enhances performance. Many athletes have discovered this (including superstars) and seek chiropractic regularly to improve their performance.

Wow, better performance without the harmful effects of drugs and surgery!

People in all walks of life can enjoy the same benefits and this is why we find writers, movie stars, teachers, television personalities, neighbors, prominent people and everyday folks all using chiropractic to improve their health, performance and life. For more information on how your family can enjoy the many benefits of chiropractic please call our office to speak with us about it.

What about children?



For many people chiropractic is a regular family event. To them chiropractic checkups are simply a part of good hygiene. Children in those families grow up having their spines checked and adjusted

periodically as a preventive measure. It's a happy experience that kids seem to love. There are a lot of good reasons to be sure your kids get chiropractic checkups, but perhaps one of the best is clarity of thought. School children need a good nerve supply to get the most out of their education – just as much as teachers need a good nerve supply to effectively support kids' learning efforts.

Correcting vertebral subluxations means improved nerve system function, allowing the body to do *what it is already trying to do*, better. Innately the body already knows what it needs to do, and reducing nerve interference gives a child's body the opportunity to do those things more effectively. We shouldn't wait for a child to complain about pain, because subluxations often interfere with function without producing any pain at all. That's why kids should get their spine checked as a regular part of good health and hygiene. Family chiropractic care is affordable and its one of the great loving things we can do for our children. It gives them the opportunity to grow up subluxation-free.

IS CHIROPRACTIC GOOD FOR ELDERLY PEOPLE?

As we age many of the same challenges that we faced earlier in life seem harder to adapt to. The difference is often that the aging process may have slowed the healing time some and the effects of long-term damage may also be a factor, too. This is especially true with long-term subluxation damage.



Most subluxations did not cause pain or symptoms immediately, but they still interfered with function, whether or not we felt it at the time. Just like with children, adjustments reduce interference to the nerve system and this allows our natural health and healing to be better expressed.

Adjusting techniques are modified for whatever state our body is in. A chiropractor will use a different approach to adjust an infant than an adult. Similarly elderly persons have their own specific needs. The chiropractor is trained to provide the right adjustment needed for an elderly person, child, adult, pregnant woman, etc. Chiropractic is a family event and the adjustments are specifically designed to meet the needs of each family member.

CHIROPRACTIC...
...it's not just about your back...
...it's not just about your pain...
IT'S ABOUT YOUR LIFE!