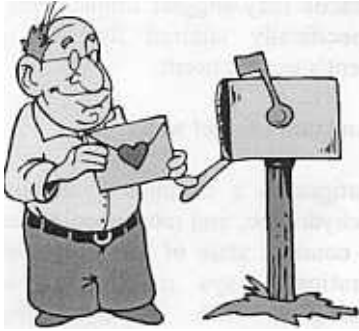


OPTIMAL HEALTH UNIVERSITY™

Presented by Team Chiropractic GTA

Say “I Love You” with Chiropractic

Forget the flowers. Forget the chocolate. (OK ... maybe just a bite or two of chocolate!) Instead, give your special valentine a gift he or she will reap a lifetime of benefits from: a referral for a chiropractic visit.



The flowers will wilt and the chocolate will make the numbers on the scale climb. Chiropractic, on the other hand, has no calories and no harmful side effects.

As a special Valentine’s Day gift, your doctor at Team Chiropractic GTA Centre is encouraging patients to refer their loved ones for a free consultation during the month of February.

Following are the top 10 reasons you should encourage your valentine to schedule an appointment.

#1 Focus on Prevention

Your doctor at Team Chiropractic GTA Centre is committed to helping patients adopt the *chiropractic lifestyle*, a way of life that focuses on prevention. This **proactive** — rather than **reactive** — philosophy is the hallmark of the unique chiropractic approach to health care. This system focuses on wellness care, aimed at warding off illness before the onset of symptoms (as opposed to patients waiting until they are sick before visiting the doctor).

#2 Avoid Unnecessary Medication

Doctors of chiropractic urge patients to avoid the use of unnecessary medications. Drugs — more often than not — simply mask symptoms. They rarely stimulate the healing process.

The fact that many drugs also generate dangerous side effects is another reason chiropractors remain skeptical regarding their misuse and overuse.

Patients are often lulled into a false sense of security because a drug is marketed over-the-counter. But even seemingly benign medications, such as nonsteroidal anti-inflammatory drugs (NSAIDs) — marketed under brand names such as Advil®, Midol® and Motrin® — have distinctly negative side effects.

For example, these NSAIDs inhibit the body’s production of chemicals called prostaglandins (PGs). While PGs are linked to the inflammation of joints (arthritis), tendons (tendonitis) and muscles (myositis), they are also instrumental in maintaining adequate blood flow in the stomach: protecting its lining against digestive acids.

“The risk of adverse reactions seems to rise with the daily doses of these drugs, and the elderly, as well as those having kidney disease, heart failure, excessively high blood pressure, or chronic heart disease, should be particularly careful about using

over-the-counter ibuprofen. Also, ibuprofen should not be given to patients with ulcerative colitis, active peptic ulcer disease, or gastritis. The drug should be used with caution if there is a history of these disorders.” (*Medical Update* 1991;14:1.)

#3 Posture Perfect

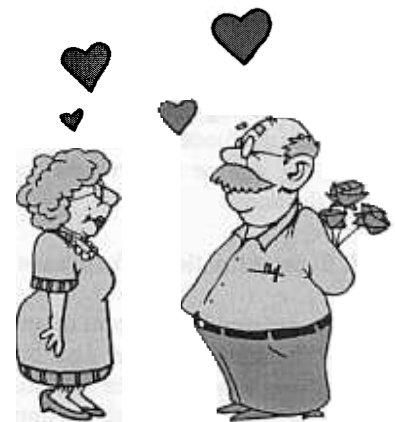
Regular chiropractic visits encourage faultless posture by keeping patients in touch with their spines.

When spinal movement is restricted or spinal bones (vertebrae) become misaligned, the result is a common condition known as *vertebral subluxation*.

Vertebral subluxations are linked with a myriad of health concerns, such as carpal tunnel syndrome, headaches, backaches, infantile colic and ear infections. Your doctor at Team Chiropractic GTA Centre corrects vertebral subluxations with safe and gentle maneuvers called *chiropractic adjustments*.

#4 Anxiety Tamer

Chiropractic is a prevention-based wellness strategy. Chiropractors help patients take control of their health by preventing anxiety.



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Why is it so important to tame the anxiety tiger? Because emotional stress stimulates the overproduction of natural hormones such as cortisol and adrenalin: also known as the fight-or-flight responders. During a chiropractic adjustment, cortisol and adrenalin levels drop off in response to a heightened sense of well-being and the gentle, calming effect of the all-natural process.

#5 Arrest Allergies

The Asthma and Allergy Foundation of America estimates that 40 million people have allergies and 17 million have asthma. According to research, "the primary cause of allergy is a compromised immune system." (*Original Internist* 2002;9:19.)

Doctors of chiropractic, through nutritional counseling and elimination of vertebral subluxations, work to bolster patient's immune systems: thus reducing allergies.

#6 Prevent Pain

Numerous studies and expert panel reviews support the use of chiropractic adjustments for low-back pain, neck pain, whiplash and headaches. "Chiropractic, in general, offers safe and cost-effective procedures for selected musculoskeletal problems." (*Prim Care* 2002;29:419-37.)

Chiropractic has long been recognized as an "effective means of resolving or ameliorating pain and functional impairment" (*J Manipulative Physiol Ther* 1997;20:235-40).

How does chiropractic prevent pain? By eliminating the instigators — such as dysfunctional areas in the spine — *before* they wreak havoc with the body.

#7 Boost Athletic Performance

Sports demand 100 percent of an athlete's muscles, tendons and bones. Chiropractic works to ensure that all of these elements achieve optimal functioning.

Chiropractic is well-respected by coaches of a wide range of sports. For instance, certified athletic trainers in the National Football League (NFL) see a particular role for chiropractors in helping players reach peak physical condition.

"A substantial majority of NFL trainers have developed cooperative relationships with chiropractors, with 77 percent having referred a player to a chiropractor. Thirty-one percent of NFL teams have a chiropractor officially on staff, and an additional 12 percent of teams refer players to chiropractors." (*J Manipulative Physiol Ther* 2002;25:E2.)

#8 Get an Ergonomic Overhaul

Doctors of chiropractic consider all aspects of a patient's life, including the physical environment. How high is the patient's office chair in relation to his or her desk? What about the location of the computer monitor: is the patient having to keep his or her neck locked in one position, to the right or left, for hours on end? Does he or she wedge the phone receiver between his or her shoulders and chin or use a headset?

Then, and only then, do chiropractors map out a relief strategy that includes renovating work spaces and correcting existing spinal misalignments with chiropractic adjustments.

#9 Boost Energy

Tired? Listless? If so, it's time for an energy boost!

Instead of a cup of "leaded" coffee or a can of caffeine-laced soda, doctors of chiropractic suggest patients look for drug-free, all-natural ways to recharge their inner batteries.

Regular chiropractic visits are a wonderful way to boost energy. Keeping the spine free from subluxations allows energy to flow freely throughout the body.

#10 Learn about Nutrition

The old adage is right on: We truly are what we eat.

Study after study confirms what doctors of chiropractic have stressed for the last century: There is a distinct connection between diet and the prevention of disease.

When patients' diets aren't providing sufficient nutrients, doctors of chiropractic may suggest supplements — specifically tailored for each patient's unique needs.

And don't forget water.

Fatigue is a common symptom of dehydration, and most people "are in a constant state of low-grade dehydration," says naturopath Mark Stengler, N.D. (*Natural Health* 2002;32:8).

Schedule an Appointment!

Education is the foundation upon which good decisions are made. Now that you are educated on the numerous benefits of chiropractic, make an appointment for yourself and your special valentine today!



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