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## A Unique Place

Chiropractic occupies a unique place in modern health care. It draws upon modern scientific knowledge of anatomy and physiology using X-rays, infrared and electronic scanners and other tools, yet chiropractic respects the ancient concepts of self-healing, life energy and a holistic approach to health. Your chiropractor's goal is to turn on your "inner healer" and awaken your natural healing ability.

So if you're tired of being sick and tired, being told "you've just got to learn to live with it," and are looking for a natural method of regaining health and wholeness without polluting your body with chemicals and worrying about side effects, why not join the millions who have discovered the wonders of this amazing health care system?

To many millions chiropractic has made the difference between living with pain and living without pain, between living with sickness and living in health, between a fast recovery and a

## What Is Chiropractic?

### Can Chiropractic Help You?

Each year millions of people are enjoying the most popular natural, drug-free health care system in the world—chiropractic! Chiropractic helps people function closer to their physical and emotional best, recover from sickness, disease and disability faster and minimize the use of drugs and surgery in their lives! Many chiropractic users report less

stress, more vitality and more enjoyment in life!



### What is Chiropractic?

Chiropractic is a system of health care that releases a serious stress from your body: the vertebral subluxation complex or VSC (sometimes just called a "subluxation". A subluxation is an often painless, tiny, spinal distortion that can affect our nerves, muscles, internal organs, discs, bones, brain function, posture and overall health.

### How Do We Get Subluxations?

Subluxations are caused by stress of all kinds: poor posture, accidents, sitting or working in the same position for long periods and sports. Even emotional stress can suddenly knock us "out of whack." Adults can carry subluxations in their bodies that were originally caused by a stressful birth or a childhood fall. Unless they have a chiropractic spinal checkup these long-standing subluxations may never be corrected. They may develop physical and/or emotional disease or body malfunction and subsequent health problems due to these long standing subluxations.

Studies reveal that nearly everyone has subluxations in their spine; it is a "hidden epidemic." For that reason you and your family need to have your spines checked periodically by a doctor of chiropractic—just as you get your eyes, teeth and blood pressure checked!

### How Was Chiropractic Discovered?

Modern chiropractic was discovered in Davenport, Iowa in 1895 when Dr. D.D. Palmer performed the first chiropractic

slow recovery and even between life and death. Why live with health problems when you can live without them? Discover chiropractic-discover how natural healing can be.



“spinal adjustment” on his deaf janitor, Harvey Lillard. Lillard’s hearing returned and Palmer thought he had discovered a

cure for deafness. But as patients with digestive troubles, sciatica, menstrual troubles, migraine headaches, epilepsy, heart problems, back pain and many other conditions responded to his “hand treatments” (as he first called them), Palmer realized that he had discovered something more far-reaching indeed.

Palmer was aware of his place in history. He realized that his discovery was not new, as he wrote: “I am not the first person to replace subluxated vertebrae, for this art has been practiced for thousands of years.”

### Why Choose Chiropractic?

People like chiropractors because they approach health care in a unique manner. Instead of diagnosing and treating disease, your chiropractor’s purpose is to enhance your health by analyzing your spine and eliminating your vertebral subluxations. Without subluxations your body and mind function better, heal better and you feel better.

The medical approach of waiting for symptoms to appear before addressing one’s health is limited-by the time symptoms first appear you could have been deteriorating for years. The chiropractic approach is to get your body working well now! You could have subluxations in your spine for years, eating away at your health unawares. Chiropractors can analyze our spine and locate (and correct) your subluxations before symptoms appear.

Of course, if you presently are ill and suffering, you need your natural healing ability enhanced so you can better fight disease and return yourself to a state of balance and health. That is a fact no matter what disease or condition you may have. By correcting your subluxations, chiropractors help activate your natural healing ability to function at its optimum; to awaken your “inner healer.”

That’s why increasing numbers of people are seeing chiropractors for health problems-and not only for health problems. Many people are also seeing chiropractors to maintain and enhance their health, for better sports performance, for natural immunity-and a drug-free lifestyle.

### What Does a Chiropractor Do?

Your doctor of chiropractic is specially trained to analyze your body for subluxations. Using special chiropractic spinal “adjustment” techniques your chiropractor safely, gently and painlessly corrects them, ridding your body of dangerous conditions. What can this do for you?

### Could You Benefit From Chiropractic?

Walk into a chiropractor’s office and who do you see? People with all kinds of problems: colds, flue, allergies, hearing problems, ear infections; spinal or disc problems; pain; whiplash; arthritis; insomnia; stress; vision problems; headaches; PMS; allergies; bed-wetting; colic; high blood pressure-the list is very long. For over a hundred years people have visited their neighborhood doctor of chiropractic

for nearly every health condition!

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