

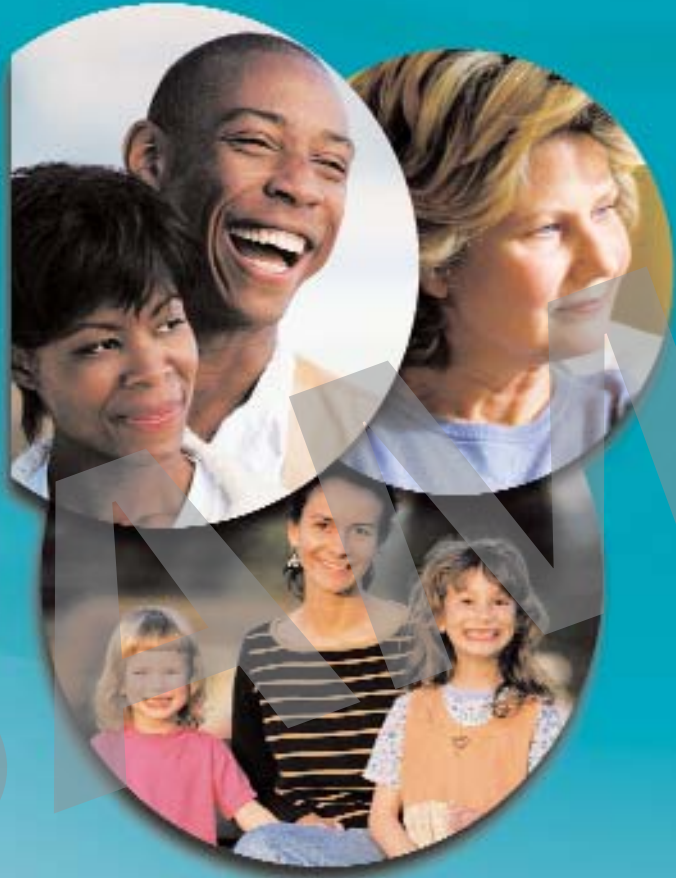
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# What Is Chiropractic?



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Bringing out  
the **Best**  
in you

# What Is Chiropractic?



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PUBLIC

People like  
chiropractors  
because they  
approach  
health in  
a natural,  
safe,  
drug-free  
manner.

## Can Chiropractic Help You?

Each year millions of people are enjoying the most popular natural, drug-free healthcare system in the world—chiropractic! Originally discovered in America, chiropractic now spans the world, with practitioners in most countries and with chiropractic colleges in North America, Europe, Japan, Australia, Africa and New Zealand.

## What Is It About This Healing Art That Makes It So Popular?

It's simple: chiropractic helps people function better physically and emotionally. People feel better, recover from sickness, disease and disability faster and minimize the use of drugs and surgery in their lives! Many who choose a chiropractic lifestyle report less stress, more vitality and more life enjoyment!<sup>1-7</sup>

## What Is Chiropractic?

Chiropractic is a healthcare system that releases a serious stress from your body: the subluxation. A subluxation is an often painless, tiny distortion in your structure that can affect your nerves, muscles, energy, brain function, internal organs, discs, bones, tendons, ligaments, posture and overall health and vitality.

## How Do We Get Subluxations?

Subluxations are caused by stress of all kinds: physical stress such as poor posture, accidents, sitting or working in the same position for long periods, sports injuries and any kind of physical trauma even if seemingly mild.

It may surprise you to discover that a stressful birth or a childhood fall can cause health problems that may not surface until decades later. Without a chiropractic checkup these old, long-standing subluxations may never be found and corrected. The result? Adults with physical and/or emotional dis-ease or mal-function and subsequent health problems.

Studies reveal that nearly everyone has subluxations; it is a "hidden epidemic." For that reason you and your family need to see 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 "adjustment" on his deaf janitor, Harvey Lillard. Lillard had been deaf for seventeen years after a slight accident and yet his hearing returned after Dr. Palmer worked on him.

At first Dr. 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), he realized that he had discovered something more far-reaching indeed.<sup>8</sup>

## Why Choose Chiropractic?

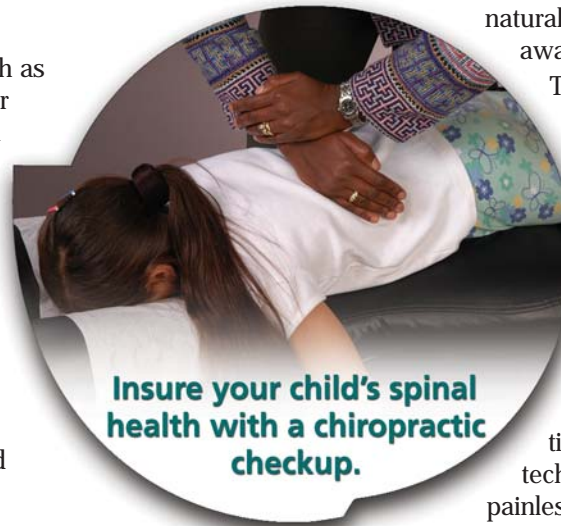
People like chiropractors because they approach healthcare in a unique manner. Instead of a disease orientation (diagnosis and treatment of disease), your chiropractor's purpose is to enhance your health. He/she does this by analyzing your body for, and eliminating, your subluxations. Without the stress of subluxations your body and mind function better, your healing ability is enhanced, your immunity to disease strengthens, your sleep deepens and your energy improves.

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! Chiropractors can analyze your body and

locate (and correct) your subluxations before symptoms appear and before problems get worse.

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—but 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?

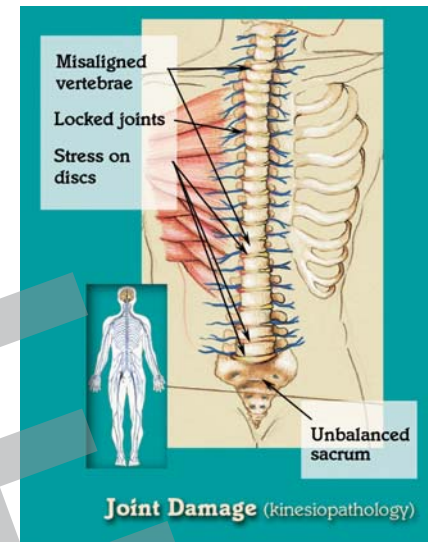
Your doctor of chiropractic is specially trained to analyze your body for subluxations. Using special chiropractic adjustment techniques, your chiropractor safely, gently and painlessly corrects your subluxations, ridding your body of this dangerous condition.

## Could You Benefit From Chiropractic?

Walk into a chiropractor's office and who do you see? People with all kinds of problems: colds, flu, 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!<sup>9-14</sup>

## A Unique Place

Chiropractic occupies a unique place in modern healthcare. It draws upon modern scientific knowl-



**Nerves touch every part of your body. A misaligned vertebra can interfere with the function of your nervous system. This is called a subluxation.**

edge of anatomy and physiology using imaging tools such as X-rays and MRI, 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, tired of 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 healthcare system?

Why live with health problems when you can live without them? Discover chiropractic—discover how natural health can be.

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Chiropractic's goal is to awaken your "inner healer."

