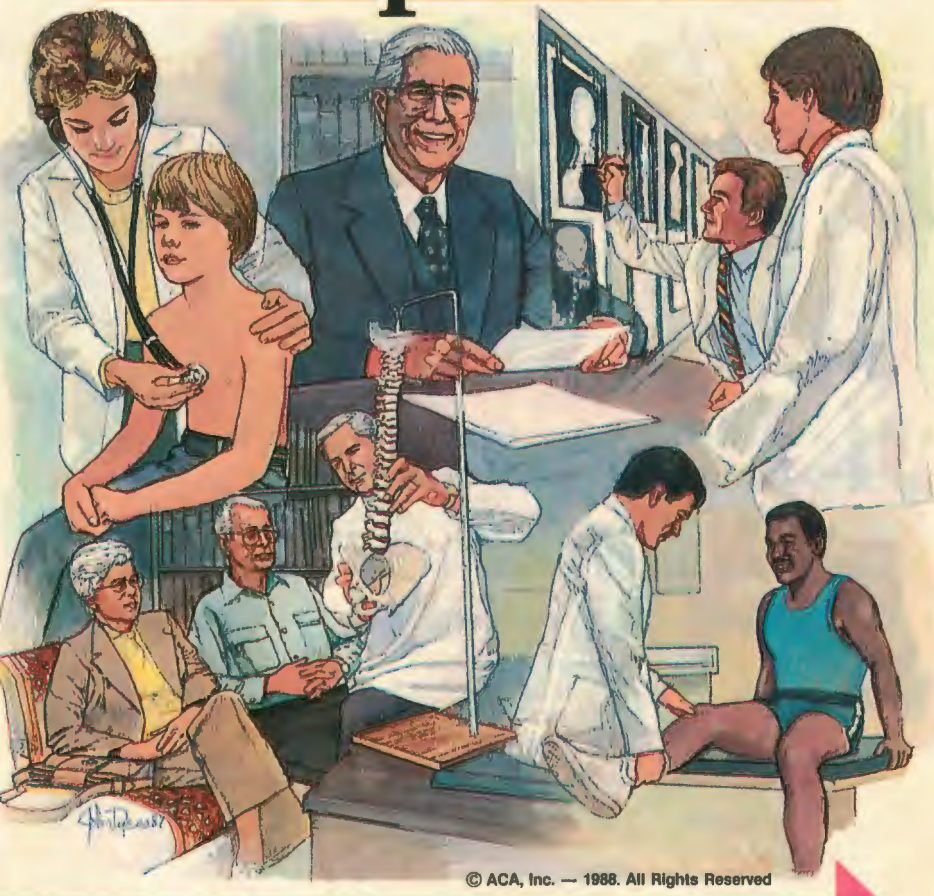


Which of these doctors are chiropractors?



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**This Advertising Supplement Is Presented By America's Doctors Of Chiropractic.
DETACH AND SAVE THIS IMPORTANT HEALTH INFORMATION.
IT COULD MAKE YOU, OR SOMEONE YOU LOVE, FEEL BETTER.**

They all are.

All of the doctors illustrated on the front cover of this information booklet are doctors of chiropractic. Chiropractic is an effective method of treatment for many different types of health problems which originate in the spine and nervous system. As a result, doctors of chiropractic provide preventive and corrective care to patients from every walk of life: from infants to senior citizens; from office workers to factory workers; from weekend sports enthusiasts to professional athletes. The doctor of chiropractic assists the patient to enjoy a better quality of life and a higher level of physical performance.

historic roots can be traced back to early civilizations. Some of the earliest indications of spinal manipulation go back to 2700 B.C. during the Chinese Kong Fou period. Much later, between 460 B.C. and 377 B.C., Hippocrates, the father of modern medicine, was known to have taught the philosophy of the body's innate (in-born) ability to heal itself.

Chiropractic's primary concern is with the integrity of the nervous system. Its approach is to establish and maintain optimal physiological activity by correcting abnormal structural relationships—in other words, by aiding the body to repair itself utilizing its own natural ability to return to normal function. Its goal is to bring the functions of the body into balance.

While chiropractic is considered a relatively young health science, its

Chiropractic is...

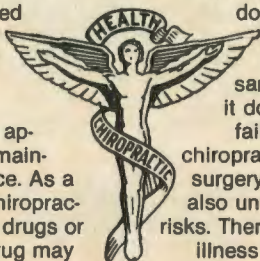
...an approach to health which utilizes the body's inherent and natural recuperative powers.

...a healing science which places emphasis on maintaining the structural integrity of the body.

...a method of health care which is conservative and which does not utilize drugs or surgery.

The chiropractic profession, which was established in 1895, derived its name from the Greek words "cheir" and "praktikis," meaning "done by hand."

Chiropractic is a conservative approach to health restoration, maintenance and disease resistance. As a natural health-care method, chiropractic, by choice, does not utilize drugs or surgical procedure. While a drug may



be helpful in alleviating symptoms, it does not necessarily address the cause of those symptoms.

While surgery may be necessary to remove a diseased organ, it does not address why the organ failed to function normally. While chiropractic recognizes that drugs and surgery may be necessary at times, it also understands their limitations and risks. Therefore, chiropractic approaches illness from a non-invasive viewpoint.

A natural method of health care.

The doctor of the future will give no medicine but will interest his patients in the care of the human frame, in diet, and in the cause and prevention of disease.

ATTRIBUTED TO THOMAS EDISON

THE IDEA OF HEALTH MAINTENANCE

Maintaining physical fitness and practicing preventive health care appears to be a new concept because of the recent media coverage given to the benefits of staying well versus seeking a cure to a health problem after it becomes known. However, this is not a new approach. Chiropractic, from its early beginnings, has endorsed this idea of "wellness."

Chiropractic is a holistic (total person) method that deals with treating the cause of the problem rather than just the symptoms.



Fact Sheet

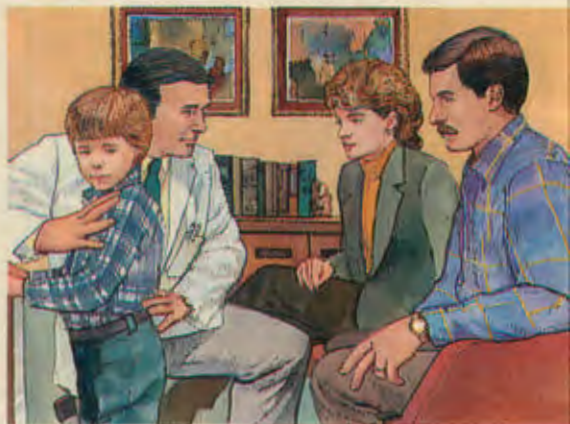
- Chiropractic is the second largest of the three primary health-care providers in the U.S.
- There are approximately 30,000 doctors of chiropractic in the U.S. serving more than 10 million patients, and the use of chiropractic is growing.
- All 50 states, Puerto Rico and the District of Columbia have statutes recognizing and regulating the practice of chiropractic.
- Chiropractic is included in government and private health-care programs, including Medicare and Medicaid.
- In all 50 states and the District of Columbia, chiropractic is authorized under Worker's Compensation. Over three-fourths of the states also require inclusion of chiropractic services under commercial health-and-accident policies.
- Licensed chiropractors are entitled by law to use the title, "Doctor of Chiropractic" or "D.C."

Chiropractic considers all aspects of the patient's life: family history; work; lifestyle and environment; diet; exercise regimen; the attention to prevention; and, the patient's physical and emotional stress factors.

Meet your chiropractor.



The doctor of chiropractic (D.C.) is a well-recognized member of the health team who considers the human body as a total functioning unit and gives special attention to the spine, muscles, nerves, circulatory and skeletal systems. The chiropractor seeks to relieve pain, illness and disability utilizing skillful manipulations (adjustments) of the vertebrae and other joints, and other clinical procedures as necessary. The chiropractor is a family physician.



The procedures utilized are primarily focused on the spine. The chiropractor is concerned about the spine's relationship to the nerve system, which controls important body functions. The chiropractor knows that a malfunctioning spinal joint can not only cause excruciating back pain or headaches, it can also interfere with the nerves leading from the spine, thereby affecting other portions of the body.

The doctor of chiropractic is especially skillful in treating neuro-musculo-skeletal problems such as disc and other back and neck disorders, postural problems, and conditions of the joints. But the chiropractor treats much more. Millions of Americans are chiropractic patients for a wide variety of health

disorders. They depend on their chiropractor as their family doctor to help them maintain their health through proper diagnosis, treatment, and referral when necessary. They also rely on his or her preventive counselling to stay healthy.

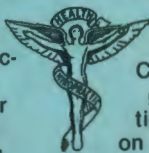
CHIROPRACTORS ARE HIGHLY TRAINED HEALTH CARE PROFESSIONALS

A minimum of six years of college study including internships go into the making of a chiropractic physician. Many doctors of chiropractic choose to limit their practices to certain specialties, such as sports injuries, nutrition, orthopedics or radiology (x-ray). Additional training is required for certification in these specialized fields.

As a licensed and regulated member of the heal-

ing arts, the doctor of chiropractic must pass a state licensing board examination in order to practice.

Chiropractic colleges gain their accreditation from the Council on Chiropractic Education (CCE), which is recognized by the Secretary of Education as a specialized accrediting agency. CCE is also recognized by other reliable authorities for the maintenance of high educational standards.



Your first visit.

If you have never been to a chiropractor's office and know nothing about chiropractic, it is only natural that you might have some questions. Basically, consulting with a doctor of chiropractic for the first time is no different than consulting any other competent health-care professional. The chiropractor will take a complete health history and discuss your specific problem as well as your overall lifestyle. You might be asked about your family history, dietary habits, prior treatment received, job duties, and other questions to determine other important health information. If deemed necessary, the chiropractor will give you a complete examination. This might include x-rays, measurement of your blood pressure, laboratory analysis or other accepted specific tests to determine your general health condition and specific problem. In addition, a careful spinal examination and analysis will be performed to detect any structural abnormalities which might affect your particular health condition.

You may not see any connection between a bump, jar or fall you experienced many years ago and your present health problem, but these factors are

significant to your doctor of chiropractic who evaluates your total health profile.

Only after the chiropractic physician determines that your condition could be helped with chiropractic does he or she initiate treatment. There are many specialized types of techniques effectively employed by doctors of chiropractic. Specific procedures will be determined by a careful evaluation of your x-rays, laboratory tests and physical findings. Treatment will usually involve corrective spinal adjustments; however, other therapies may or may not be used to supplement the adjustments.

It is important to remember that your chiropractor is a member of the health team, who as a health-care professional works for the benefit of the patient. As a primary-care physician concerned with the "total person," the chiropractor seeks to enable your body to operate as nature designed it—efficiently and comfortably. Doctors of chiropractic take pride in their ability not only to relieve pain and suffering without the use of drugs or major surgery, but also to assist their patients to gain more productive and satisfying lives.

WHAT IS AN "ADJUSTMENT" ?

An "adjustment," as doctors of chiropractic use the term, means specific manipulation of vertebrae which have abnormal movement patterns or fail to function properly. This altered spinal function may interfere with nerve function. Functional disorders, such as those that involve organs and glands, may also respond to chiropractic adjustments.

Corrective spinal manipulation as performed by the doctor of chiropractic is usually done by hand on an adjustment table. The adjustment involves applying specific pressure to certain areas of the spine that demonstrate abnormal movement patterns which may cause altered body function.

The purpose is to relieve pressure and irritability on sensitive nerves and correct abnormal structural relationships. Adjustments are precise maneuvers which put spinal joints through their normal ranges of motion. Techniques utilized require special knowledge of anatomy as well as manual skill and dexterity.

Where (& why) does it hurt?

MUSCLE PAIN AND SPASMS:

Muscle spasms can occur in any muscle, but often occur in the low back or neck. Spasms may range from a dull ache to a severe incapacitating pain. Spasms may result from an old or recent injury and may come on suddenly or gradually. While in some cases they may be self-limiting, if spasms persist consult your doctor of chiropractic.

JOINT STRAINS/SPRAINS:

Strains are simple injuries from overuse or improper movements. Sprains, on the other hand, are injuries to a joint with some possible tearing of ligaments or tendons, but without fracture. When these injuries to a spinal joint occur, there is usually enough force to cause some abnormal function of the joint. Pain is a common symptom caused by irritation of the local soft tissue or the nerves which are in close alignment to the joint.

SLIPPED DISCS:

"Slipped disc," "ruptured disc," and "degenerated disc" often are used interchangeably, but are not the same. Disc herniations occur as a result of injury, often from forceful movements of the spine such as falls or auto mishaps. Most disc conditions do not require surgery and can be successfully treated by conservative methods. Pain in the neck or back with radiating pain/numbness in the arms or legs are early warning signs.

CURVATURE OF THE SPINE:

Scoliosis or curvature of the spine can result from a birth defect in which the vertebrae are malformed, and therefore proper spinal balance is not possible. Other causes can be leg length discrepancies, spasms of the spinal muscles, improper posture, trauma, and developmental defects. An examination of the spine, especially during adolescent years, can show how the problem may be helped.

Treat your body with respect

Many factors affect the body's ability to remain in a state of health—nutrition, rest, exercise, control of stress, pollution-free air and water, as well as proper functioning of the nervous system. If any of these factors, along with environmental, social and occupational influences are out of balance, the body is more susceptible to disease or ill health.

A balanced diet is important. Fad diets and crash diets should be avoided, as should alcohol and tobacco. The elimination of many of the "junk" food snacks will greatly aid in maintaining a balanced diet. Attention to labels so as to avoid foods with potentially harmful additives will aid in achieving and maintaining good health.

Being overweight increases the risk of heart and circulatory disorders such as

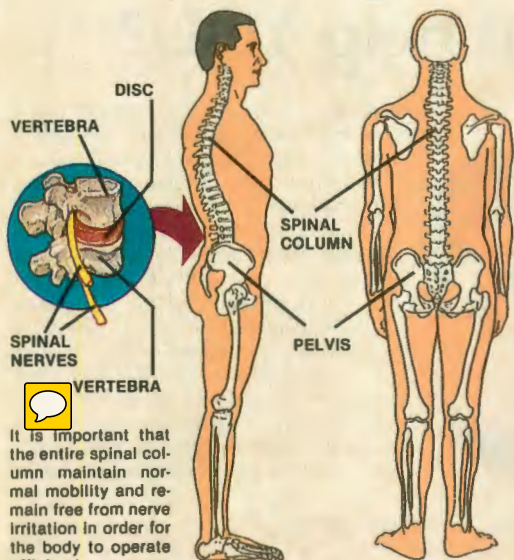
high blood pressure. It also is a factor which can increase stress on the spine and affect the delicate body balance so essential to good health.

Exercise is important. Proper exercise improves circulation and generally helps to keep the muscles trim and fit. If any exercise results in pain or discomfort, it should be discontinued immediately. A recommended exercise program can be provided by your doctor of chiropractic.

Illustration 1:



Meet your back.



It is important that the entire spinal column maintain normal mobility and remain free from nerve irritation in order for the body to operate efficiently.

THE SPINAL COLUMN

The spinal column is a series of 24 individual movable bones which begin at the base of your skull and end at your hips. The spine is formed like a series of building blocks with cushions in-between. The discs allow movement and absorb shock. Exiting from the vertebrae are 31 pairs of spinal nerves which control the various organs and tissues.

ARTHRITIS

There are many forms of arthritis which affect the spine and other joints. A common type is osteoarthritis. Osteoarthritis may thin the spinal discs and create bony spurs on the vertebrae which can cause pain and pressure on the spinal nerves and surrounding tissue. Chiropractic manipulation often can help restore flexibility and reduce discomfort.

Exercise:

Illustrations for strengthening the abdominal muscles are shown. Many people suffer more from weakened abdominal muscles than from weak back muscles.

Illustration 2:

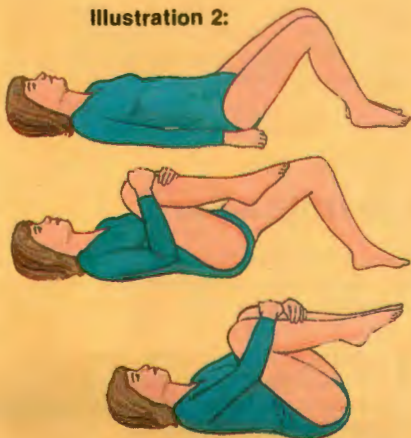


Illustration 1:

A basic exercise to help the abdominal musculature. Lie on the floor with knees bent. Tighten the buttocks and at the same time lift the head and shoulders 2-4 inches without pulling on the neck region. Hold for 3-5 seconds and return to normal position. Repeat five times.

Illustration 2:

This isometric-type exercise is primarily designed to stretch and strengthen the abdominal muscles. Lie flat on the floor, pull the right knee with your arms toward your chest, while at the same time exerting leg pressure in the opposite direction. Repeat with the left leg. This can aid in acute or very painful low back conditions, but consultation with your chiropractor is suggested.

Can chiropractic treatment help YOU?

Chiropractic has been successful in many cases where medical treatment has failed.

However, no healing art has all the answers to the many problems of disease and disability. Doctors of chiropractic, as well as other members of the healing arts, must always be alert to refer when necessary. Oftentimes a condition is so complex that it requires the services of more than one type of doctor to achieve results. If your health problem indicates a need for treatment not within the chiropractor's general or specialized practice area, you will be referred to the proper health specialist.



Chiropractic Oath

I do hereby affirm before God and these assembled witnesses that I will keep this oath and stipulation:

To hold in esteem and respect those who taught me this chiropractic healing art; to follow the methods of treatment which according to my ability and judgment I consider for the benefit of my patients; to abstain from whatever is deleterious and mischievous; to stand ready at all times to serve my fellow man without distinction of race, creed or color.

With purity I will pass my life and practice my art; I will at all times consider the patients under my care as of supreme importance; I will not spare myself in rendering them the help which I have been taught to give by my alma mater; I will keep inviolate all things revealed to me as a physician.

While I continue to keep this oath unviolated, may it be granted to me to enjoy life and the practice of the chiropractic healing art, respected by all men at all times.



How do I find a chiropractor?

1 ASK A SATISFIED PATIENT, FRIEND, RELATIVE OR NEIGHBOR

Many people use chiropractic care for better health. No doubt they will be happy to refer you to their doctor.

2 CONTACT A LOCAL CHIROPRACTOR

Most telephone directories list doctors of

chiropractic under "chiropractors." You may want to consult one whose office is near your home or place of employment.

3 CONTACT YOUR NATIONAL, STATE OR LOCAL CHIROPRACTIC ASSOCIATION

Chiropractic societies maintain a register of members. Call for referral.