



Dr. Your Name

Patients for Life

Secrets behind the science of Chiropractic...
and methods for successful living! - A newsletter by Dr. Bill Brooks

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Ask the Doctor

“Ok Doc, why do people get back pain and what can I do about it?”

Answer: Whether you've ever been in to see us or not, I think you'll find my answer to this question quite intriguing. The bottom line reason that someone gets back pain is (a) they have done something to damage or "pull" their back muscles, but really this is merely a symptom for (b) a condition known as a "subluxation."

What the heck is a "subluxation" you ask? A subluxation is the term we use to describe what happens when a vertebrae goes out of its normal position. This condition is like wrapping a rubber band tightly around the end of your finger. It stops blood and nerve flow. This my friends, is why you experience back pain. How did this happen? Who knows. Could have been due to repetitive motion or stress, like a sport, or lifting the kids, or moving, or work related habits. But the important thing to know is **what happens when you have a spinal subluxation**. I reveal this on the next page... it's pretty eye opening the damage that a subluxation left untreated can do to an ordinarily healthy person. Now a common question that I get when I discuss subluxations is...

Why is the Human Body so Prone to Having Back Problems?

Most animals on earth are on all fours. Human Beings are unique in that we are one of a few animals that are bipeds, i.e. we walk on two feet. Gravity also exerts its wear and tear on the human because we are trying to walk upright while gravity tries to pull us down our entire existence. Because we walk on two feet, because of gravity, and because we weight 100-200 pounds (or more) ... our bodies are subject to tremendous amounts of wear and tear. This wear and tear shows up as back problems. **Have you been feeling like your back needs a tune up?** If you or a loved one has experienced some pain for more than 48 hours, you should schedule an appointment immediately.

Call with Q's, we're here to help!

Many people don't realize the growing role of chiropractic care in treating whiplash cases:

Here are some stunning facts about whiplash, that you didn't know

Many people don't realize the growing role of chiropractic care in treating whiplash cases. Here are some facts about whiplash that you'll find eye opening and, perhaps, even stunning! **Did you know...**

- **FACT #1:** In general, the term *whiplash* is preferred more by lawyers than by doctors.
- **FACT #2:** Whiplash symptoms can be extensive. They include ringing ears, headache, deafness, memory loss, dizziness, & difficulty swallowing.
- **FACT #3:** Estimates are that up to 74% of people in auto accidents DON'T REALIZE they have suffered a case of whiplash
- **FACT #3:** Even a minor fender bender can cause whiplash. It's been shown that going only 5 miles an hour when a collision occurs caused whiplash injuries
- **FACT #4:** An automobile traveling only 25 miles per hour creates 3,400 pounds of force. The impact of a crash at this speed will place several tons of force on the victims neck.
- **FACT #5:** It is quite common for there to be no discomfort immediately after an accident. When the vertebrae are misaligned after a jolt, it may take some time before the irritation become severe enough to feel pain.
- **FACT #6:** It is a medical fact, published in *The Journal of Clinical Orthopedics*, that strain injuries to the spine, like injuries typically received in vehicular accidents, increase arthritic development **6.5 times**. Yikes.

If a loved one have been involved in a motor vehicle accident or are experiencing any of the symptoms described in this article and you are concerned, please give my office a call and we'll try to help you as best as we can. There's no shame in inquiring about your condition, the only shame is not doing anything. **Call, we're here to help!**

Fast Facts for Life!

Chiropractic for cats & dogs? It's not as far-fetched as it sounds! More chiropractors are treating their patients' pets for spinal-related problems. Specific numbers are tough to come by. But with 64 million households containing a pet, spending an astounding \$6.7 billion in veterinary care, you can bet chiropractic for cats and dogs is sure to grow.

Successful Living Breakthroughs!

Jane Eisner columnist, *Philadelphia Inquirer*, offered this interesting perspective on dietary fat: "You need fat in your diet. Fat becomes a scourge only when consumed in excess..." She goes on to say, "Imagine if we treated nutrition as seriously [as other public health threats]. We'd serve a bowl of fruit alongside that iced carrot cake... Alas, how true!

Breakthroughs/Fast Facts for Life

Helpful Tips

“Who cares if I have a spinal subluxation? What’s the big deal? I’ve gotten along just fine, until recently.”

Hey, you’re not alone. Most people have subluxations that, for the majority of their life, haven’t acted up. But eventually, just like death and taxes, that spinal subluxation *will* rear its ugly head sooner or later. A fair question to ask is, “Why must I go through the hassle of coming into a doctors office to get subluxations taken care of? Won’t the problem just go away?” Sometimes it can go away. Temporarily. Until another triggering event occurs. And then it could be much worse. You see, that’s the risk of ignoring spinal subluxations. We never know how bad you’ll end up or if it’s only a mild condition. Probably you wouldn’t be surprised to learn that we chiropractor’s think that subluxations should *never, ever* be ignored for long, because **three things can happen when you have a spinal subluxation:**

(1) Nerve flow drops - Did you know that only 40 millimeters of pressure on the nerve for just 5 minutes causes a 60% reduction in nerve flow? That is quite a lot. Especially when you consider that ideally you want to be at 100% yet you’re less than half of that.

(2) Ever hear of a condition called arthritis? When a subluxation exists there could eventually be an arthritic change that develops around the area where the vertebrae is out of position.

(3) Permanent damage can occur - We call this a degenerative change. When a nerve dies, it is dead forever. It can’t be fixed.

These are three things that can occur if you have spinal subluxations that are left untreated. And of course, you’ll just feel a heckuva lot better when you *do* get the subluxation taken care of because your pain won’t be nagging at you constantly. If you haven’t been into our office for some time, it might be time for an annual check up. *We’re*

“Little known facts about the #1 reported workplace medical condition, carpal tunnel”

Did you know that because of the prevalence of people desk jobs, carpal tunnel syndrome has now become the #1 most common medical problem in the workplace? The course traveled by many is surgery but this can have many long term consequences. When you’re working at your computer do you feel pain, numbness, tingling or aching in your hands? Do your hands ever feel swollen or clumsy? These are the most common symptoms of carpal tunnel.

According to the U.S. Bureau of Labor and Statistics, carpal tunnel is now the most common reported medical problem in the workplace. Until recently, there were only three choices for sufferers: (1) Do nothing and keep suffering (2) Take anti-inflammatory medication or wear hand splints (that looks good!) (3) Surgery. I’ve known patients who opted for 3 or 4 surgeries on the same hand before relief was obtained! And the recovery period is lengthy often leaving you out of work for months.

Well, new techniques being used in our office that are producing great results yet don’t involve surgery or even medications. We are using advanced methods that are all natural and have no side effects like would be present from prescriptions or surgery. Also, no “recovery period” so you can still be productive and live your life like normal. To determine whether someone is appropriate for this procedure, we welcome patients or their referrals to call our office and we’ll schedule them for a diagnostic appointment. We will review your symptoms, tell you what your options are, and explain in detail how our non-surgical approach might help. Please, look into all your options before succumbing to invasive surgery.

We’re here to help make you the healthiest person you can be. Just call if you have questions or need a second opinion...

Fascinating Facts!

It’s winter. It’s cold. And in many parts of the country it’s snowy outside. With that comes the insatiable wish to shovel snow—a leading contributor to back pain in mere mortals across the globe. The solution: Proper technique and proper tools. The technique is simple and involves not hoisting and heaving more than your back can stand. Tool-wise there are a number of ergonomically designed shovels, some with long or specially contoured handles, designed to make shoveling a more back-friendly experience. Check out your neighborhood home center’s supply this season.

Important News about You!

Referrals Mean the World to Us!

We dedicate this space to say thank you to all of our patients and friends who have so kindly made referrals to our office. There is no greater compliment you can pay us than to entrust us with the referral of a friend or family member.

Your trust and confidence means the world to us and has helped our practice to grow over the years. We'd like to say a very big THANK YOU to the following patients who have sent us a referral this month:

*Randy Hoffman, Maria Nitche,
Cindy Ingalls, Miriam Gould,
Peter Cantwell, Teri Douglas,
Bonnie Wolff, Rita Nied,
Laurie Allen, Katie Warren,
& Stephanie & Kevin Kelly*

**THANK YOU FOR THESE
REFERRALS!**

Patient of the Month

A well deserved recipient for this months honor goes to a long time advocate of DeLoe Chiropractic. Sue Savage has been a dedicated patient and a huge referral source for our office. She is very consistent with applying the basic chiropractic lifestyle principles as part of her wellness program. Number one, she gets her spine adjusted on a regular basis and has massage therapy to augment that. Secondly, she exercises on a regular basis. Third, she eats healthfully. She just completed our detox-weight loss program and has added regular supplementation to her routine with the Standard Process line of products.

Without her I'm not sure we would be in business! She has sent in a long list of patients. Heck, she even picks up her mother in law and brings her in for regular care! In addition, she is a mother, a grandmother and helps her husband run a very successful company. Tired yet! She's not! She is in Florida on her annual trip getting some R&R.

Welcome to our Practice

Patients are the lifeblood of our practice. We realize that you have a choice, and we are proud that these new patients have chosen us as their health care provider! We hope that we exceed your expectations and help you progress towards a health lifestyle! **We would like to proudly welcome the following new patients:**

*Linda Lange Lea Nitche
Norma Smith Agatha Martin
Jeff Douglas Abbey Wolff
Ann Marie Giuliano Barbara Ciccolone
Bonnie Wetzel Paul Weidman Kathleen Laloggia*

**Thanks for allowing us
the chance to serve you!**

Product of the month!!!

Last month we started this new section where I will discuss specific products from the Standard Process line. This month's product is the company's oldest, Catalyn, which was developed in 1929! Catalyn is a multiple vitamin and mineral whole food supplement. It contains all of the vitamins and minerals known and unknown. Whenever a "new" vitamin is discovered they always check Catalyn. Invariably, it's in there. Because it is made from whole natural sources-liver, wheat germ, yeast and many other whole foods-it has all of the essentials. This company developed the cold processing of foods into supplements. Heat is never used because it damages raw food. Also, most of you taking supplements are taking synthetic products. They are man made chemicals. They are not food. In addition, they are a fraction of the vitamin. For example, vitamin C is often sold as ascorbic acid. Ascorbic acid is the anti-oxidant portion of vitamin C, not the whole vitamin. Calling ascorbic acid vitamin-

-C is like calling the second hand on your watch a watch! You know you are taking a synthetic by looking at the percentage of the RDA listed on the bottle. If it is 100% or even 1000% then it has to be synthetic. The key is quality, not quantity. Catalyn is as high quality as you can get. So, if supplements are part of your wellness program, let me check to see if you are taking a quality product. If you want the best, look no further than Catalyn! It has proven itself for the last 70 years!

Health Success Story of the Month!

I recently had a patient who was ready to 'throw in the towel' after two weeks of care. I encouraged him to follow through with care and the following week he 'turned the corner'! Now he is feeling better than he has felt in a very, very long time. One of the many keys to success in any endeavor is to be persistent and consistent. In other words, LISTEN TO DR. DELOES RECOMMENDATIONS!!!!!!!

Fitness & Successful Living Breakthroughs

Would you like to add years of "quality health" to your life!

There are four things we encourage our patients to take action on, that will assure you many extra years of "quality health." Trust me, no one ever lay in long term care in their old age wishing they could have had one more Happy Meal. Just the opposite. Often they have many regrets about past health behavior. **Here are the 4 "health priorities" to consider:**

- 1. Health through NUTRITION:** How do you add quality to your life in a very real way? One way is through nutrition. Did you know that 2/3rds of the leading causes of death are directly related to diet? This is why we encourage patients to combine chiropractic care with a good nutrition program, to attain maximum health.
- 2. Exercise:** Yes, I know I may sound like a broken record. But even walking for a few minutes per day, will extend your lifespan. It's been proven that walking has numerous health benefits.
- 3. Rest and Sleep:** A recent news story showed that lack of sleep can cause weight gain. Your body needs 8 HOURS OF SLEEP. Period.
- 4. Maintain Proper Nerve Flow:** You've already seen what this feels like, that's why you came to our office.

Smart patients know the value of investing in themselves and by that I mean a WELLNESS APPROACH to care.

An estimated 80% of chiropractic patients are clinically obese and could immediately benefit from a weight loss program. Studies indicate that most weight loss programs begun without doctor supervision will fail. Isn't it time to make 2008 the year you and your family place a primary emphasis on health? **Without good health, not much else matters.**

Now is the perfect time to begin!
If you'd like to learn more about proper nutrition, please call us!

Win A FREE GIFT by Answering this simple question! Why not give it a try?

Would you like the chance to win a special **FREE GIFT**? Each month the free gift changes. It might be a **FREE** tube of **Blu Emu**. Or a **free massage with Leah**. This month we are giving away **a free bottle of a supplement of your choice!** Unlike other contests, the odds of you winning this contest are *really good*. Why not give it a try? To win you need only read this newsletter to find the answer to the Health Question posed below. If you think you know the answer or want to guess, pick up the phone and call us! The third caller will win a fun **free gift!** You could be our winner this month. *Are you ready?*

The contest question for this month is...

When it comes to a spinal subluxation, only 40 millimeters of pressure on the nerve for just 5 minutes causes a reduction of what % in nerve flow?

Referrals Mean the World to Us!

I consider it a privilege to be trusted with the health care of my patients. In fact, there are some weeks we are so busy that we have to extend our hours or stay late just to see everyone!

Why have we grown so fast? It's because of patients like you who refer friends, family and co-workers. I don't often have the chance to say thanks for all your support and friendship, but I really do appreciate it.

I consider it a pleasure to work with my patients. That's why I am always so interested in your feedback on this newsletter and any questions you may have about your health, nutrition and chiropractic.

Please feel free to call—even if it's only to get an answer to a quick question. Remember that we are available when you need us, so call anytime! I look forward to seeing you. (or e-mail me!!
drdeloe@yahoo.com)

Gift Certificate – For Friends or Family Who Need Help!

Often our patients tell us they know of someone in pain who could use our help. That's what this *special Gift Certificate* is to be used for! Do you know of a friend or family member who needs chiropractic care? Clip this coupon and give it to your friend. This entitles them to **One Free Chiropractic Consultation!** This special "Patient Appreciation" coupon expires soon. To schedule your free chiropractic examination, please call [Insert clinic name] at [insert ph. #]

This coupon expires: **February 29th 2008 at 5p.m.**