



Patients for Life

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

Dr. Your Name

Your Clinic • Address, City, State Zip

Ph. Insert here • Fax Insert here • E-mail address: insert here

Ask the Doctor "What should I do if I suffer with joint pain?"

Answer: Did you know that one-third of Americans suffer with joint pain? I recently learned that the leading cause of disability in the U.S. is arthritis and arthritis related joint pain. We expect to see this problem get worse. **Currently arthritis pain affects over 70 million Americans!** What is interesting about joint pain is that very few people realize that chiropractic is an effective treatment for easing / helping / aiding the pain of joint pain. Most understand why chiropractic is effective treating back pain. But few understand it can be used for treating joint pain.

George Bivins, a father of an M.D. in Jacksonville, and a D.C. in Thomasville, was recently diagnosed by an M.D. as having an arthritic knee. He sent George to an orthopedic surgeon who recommended knee replacement. With a heavy heart he went to his son, a chiropractor. What were the results? Within three months, George was walking without a cane. He had no arthritis. He had misaligned hips. **Today, George has no knee pain.**

Hey, sometimes surgery is needed, no doubt. But we have a belief that before you engage in an invasive, potentially unsafe procedure like surgery... you should first exhaust all the NON-invasive options first. And based on my experiences working with patients who come to me with "arthritis", we have found that the problem can often be corrected without surgery. Without expensive medications. The natural way. Again, not always, but in many instances. Note: Chiropractic treatment is about 90% less expensive than surgery.

As you can see, with joint pain affecting 70 million American's, this is a big problem. If you or someone you love has experienced joint pain for more than 48 hours, you should schedule an appointment immediately. And if you're reading this and have been suffering with arthritis or joint pain, it's possible that chiropractic could successfully address some of your problems. That's great news, for over 70 million Americans!

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

Here are some important and shocking facts about obesity...

Why Losing Weight is Even More Important Than You Thought!

A few issues back I mentioned a study in The New England Journal of Medicine showing that if you are age 55 and considered obese, that you had a 50% higher likelihood of getting a heart attack. We received many comments about that rather shocking article. Most realized that being overweight had negative health consequences... but few realized it could increase your risk of heart attack by fifty percent. I have received many inquiries about obesity and I'd like to address some of these in this article.

Why losing weight is so important in woman, too: Many heart failure studies focus on men. But let me assure you, the negative health consequences of obesity also affect my female patients. A recent study showed that overweight women were 50% more likely to experience heart failure than women of normal weight, based on an average of 14 years of follow-up. This is consistent with what they discovered in men.

Obesity leads to diabetes... back pain... and more: Ask any chiropractor and they'll tell you that overweight patients seem to experience dramatically higher rates of back problems. When the body carries more weight, more strain is placed upon the spine. Obesity also leads to a higher chance of diabetes. A study in the *Harvard Journal* showed that obese patients have a dramatically higher chance of being diagnosed with diabetes. Obesity also puts additional strain on the kidney, liver, and other vital organs, thus increasing the chance of complications. Finally, numerous studies have been made showing that obesity leads to a shorter life span. There are so many negative health problems that can affect someone who is overweight. Just because someone doesn't "look" overweight, doesn't mean they aren't. Another study has shown that as much as 6 pounds over your recommended weight can lead to negative health issues. Let me tell you about another alarming study...

The negative impact of the "Spare Tire": Many men get what's been called the "spare tire" as they age. A new study in the *American Journal of Clinical Nutrition* showed that in both men and women, waist circumference was a better predictor when determining the health impacts of excess body fat in overweight or obese patients. *Waist circumference accurately predicted odds for obesity-related risk factors like poor cholesterol levels, high blood sugar and high blood pressure.* In other words, the larger the waist, the greater the chance you will experience negative health complications like those discussed above. **There is no shame in being overweight. The only shame, is not doing anything about it, right now. Call... we're here to help!**

Fast Facts for Life!

Not all foods and medications mix. Some medications don't jive with certain foods, sun exposure or even driving. The trick is figuring out what **doesn't** work with what. Let your pharmacist be your first line of defense. Never take medication without first understanding the possible interactions. Press your doctor or pharmacist with every new prescription.

Successful Living Breakthroughs!

A recent study in the *Journal of the American Medical Association* found that eating lots of vegetables may reduce LDL, the bad cholesterol, nearly as much as drugs. In the study, 46 adults with high cholesterol followed one of three diets. In a twist, the group on the high-fiber vegetarian diet reduced its cholesterol nearly as much as the drug group.

Breakthroughs/Fast Facts for Life

Helpful Tips

"Doctor, I packed on the pounds over the holidays. What can I do to lose some of this weight? Help!"

Hey, you're not alone. According to nutrition experts, the average American gains **6 pounds during the holidays**. There are a number of excellent & simple things my patients can do to shed pounds. Let's dive right in to some of them...

** Start with diet and nutrition!

A recent study showed that 2/3rds of all disease is linked to diet. Another study of people diagnosed as obese showed that a better diet would help 82% of them to lose weight. For guidance on proper diet and nutrition combined with an effective chiropractic program, please speak to me the next time you're in. We can help get you started in the right direction, and it's easier than you think.

**** Change behavior!** A study made by the Mayo Clinic found that being overweight was linked to *negative behavioral patterns*. Patterns such as smoking, drinking too much coffee, eating unconsciously, snacking and the like. All these are nothing more than **behaviors**, and behaviors can be changed.

**** Begin a light exercise program!** The key is to generate positive momentum. How many bites does it take to eat an elephant? One bite at a time. In other words, the task of losing weight can seem daunting. However it's better to just **start**. Do something, anything, to begin making small positive changes in behavior. This small "first step" will bleed over into other areas of your life (i.e. changing negative behaviors, improving self-esteem, etc.) which will only propel you further down the right health path.

- Take an evening walk with a loved one.
- Join the local gym.
- Purchase (or rent) a yoga video
- It's better to just do something, even if it's considered light exercise...

By the way, no health program would be complete without Chiropractic Wellness. (You knew that was coming, didn't you?) Seriously, if you haven't been into our office for some time OR you have experienced pain for more than 72 hours, it's time to come back in. **We're here to help!**

Power Nutrition Facts:

Here's how to get the Vitamins & Minerals You need!

Ok, as you can see much of this issue centers around diet, nutrition and good health... following the busy holiday season. What you eat can affect your health, energy, and even how you feel about yourself. Below are some tips from author *Kathleen Zelman, MPH, RD, LD* who is a specialist in nutrition:

Rule #1 – Select a Palette of Colors in Your Foods

Kathleen says, "To make sure your eating plan contains all the nutrients you need, choose a rainbow of colorful foods. The pigments that give foods their color are also the nutritious substances that can reduce your risk of cancer and chronic diseases like heart disease. Foods with the most "pigment power" are mostly fruits and vegetables -- yet another reason to fill your plate with these fiber-filled, low-calorie, fat-free, super foods!"

Rule #2 – Vitamins and Their Foods

The hottest subject in the world of nutrition are *antioxidants*, which help gobble up those nasty free radicals. Kathleen says, "A diet rich in antioxidants has been linked to a host of health-promoting, disease-fighting activities in the body. Antioxidant-rich foods include:

- Vitamin A and beta-carotene: Pumpkin, squash, carrots, spinach, sweet potatoes, cantaloupes, dark leafy greens, and mangoes
- Vitamin C: Citrus fruits, strawberries, bell peppers, cauliflower, broccoli, tomatoes, sweet potatoes, asparagus
- Vitamin E: Vegetable oil, almonds, whole grains, wheat germ, sweet potatoes, yams
- Selenium: Salmon, haddock"

Rule #3 – The Link of Calcium and Weight Loss

Calcium is the sweetheart of minerals these days because of its weight-loss power. Research has shown that foods rich in calcium and protein can enhance weight loss by revving up your metabolism. Calcium is also the super-nutrient for keeping bones and teeth strong and preventing osteoporosis. The best sources of calcium are dairy foods, though it's also found in:

- Dark leafy greens; Fortified products like cereal and orange juice

***We're here to help make you the healthiest person you can be.
Just call if you have questions or need a quick tune up...***

Fascinating Facts!

Quick! Name three things we all do every day that contribute to back pain or at best aren't good for your back. (1) Improperly carrying a backpack slung over one shoulder instead of the way it was designed. (2) Leaning, stretching or bending in ways that aggravate the lower back. Think vacuuming, leaning over a car engine or pushing a lawn mower. (3) Bending from the back and not from the knees. It's not rocket science, but bending from the waist when bending from the knees is a perfectly viable option is just plain not good for your back. Therefore, think first!

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 then 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:

Carol Stahl
Meghann Powell
Miriam Gould
Cassie Felice
Marilyle Sweet Page
Lindsay Ferrin
Sue Wheaton
Diana Heliotis

THANK YOU FOR THESE REFERRALS!

Patient of the Month

This months honor goes to Joe Capruso. Joe consulted with me for pain in the neck, low back, shoulders and left knee. After following my recommendations, his symptoms are gone and he feels great. Joe, who is retired, is committed to staying active! He is eating right, taking supplements, thinking right and exercises regularly. His passion is Handball! Basically, Handball is like Racquetball but you use either your left or right hand to hit the ball. This game requires speed, agility, stamina, bilateral hand skill, strategy and flexibility. All of this is augmented by chiropractic care. Joe's opponents notice the difference as he whoops them and they ask what he has been doing to play so well. His response, "Nothing". Thank for the referrals Joe! I understand

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:**

Lou Gould
Victoria McLouth
Kyley O'Brien
Wendy Hilsinger
Corey Ryan
Karen Eskildsen
Sharon Bloom
Jonah Yezzi
Marian Wilder

Thanks for allowing us the chance to serve you!

Product of the Month!

I want to start the new year out with a new section in my newsletter. If getting healthier is your new years resolution then this section is for you. As many of you know, I carry and prescribe a very high quality line of whole food supplements from Standard Process. The featured product this month is called CONGAPLEX. Conga- is for congestion. This is the primary product for colds, flu, congestion, inflammation, and any systemic infection. This product is a natural antibiotic and antiviral supplement. It contains foods (carrots, alfalfa, mushrooms, echinacea) which are high in vitamins A & C and minerals. In addition, it contains cellular nutrition for the thymus gland. This is a gland that sits over our heart and plays a primary role in our immune system. By 'feeding it', we provide the raw materials it needs to function and we stimulate it to 'kick into overdrive'. Your immune system is stimulated by a healthy nervous system (chiropractic adjustments) and foods high in anti-oxidants. Congaplex is ideal for the ladder!!!

Exercise of the Month!

Ouch! Heel Spurs! One of the most stubborn conditions I treat. In addition to the effective treatment I provide, try this exercise twice a day. Get a golf ball and put it on a carpeted floor. With your bare foot, rub the ball firmly up and down your foot and then across the heel right where the pain is! Do it hard! This deep tissue, cross friction massage stimulates the cells to heal. So, push hard! With faithful attention these will clear up. Be persistent!!!

Healthy Advice of the Month!

For sure, one of the most damaging injuries to the spine is a whiplash injury. To help prevent this from happening, your car needs to be able to stop and turn where you direct it!!! PUT SNOW TIRES ON YOUR CAR!!! You will be amazed at the difference snow tires make. To expensive you say? Have you checked the prices of auto body repair? How about your bodies repair? How about neck surgery?

Fitness & Successful Living Breakthroughs

Why are you “last on the list” when it comes to finding time for health & fitness?

When it comes to taking care of yourself chances are you're last on the list...after spouses, children, parents, jobs and even pets. In today's time-pressed work-a-day world patients often come to the office with aches and pains that manifest their stress. Smart patients know the value of investing in themselves and by that I mean a WELLNESS APPROACH to care:

- Fitness
- Diet and nutrition
- Chiropractic Maintenance
- Perhaps massage or other alternative therapies and treatments, as applicable.

Frankly, over the years the definition of health care has changed to include chiropractic and massage therapies. The whole concept of fitness has evolved to include more than exercise and embrace alternative therapies

How important is nutrition? Two-thirds of the causes of death in America can be directly linked to a **failure of diet**. This is why we encourage patients to combine chiropractic care with a good nutrition program, to attain maximum health.

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. Studies also show that weight loss programs that involve a primary doctor have a much higher success rate. Isn't it time to make 2008 the year you and your family place a primary emphasis on health? **Without good health, no amount of time or money in the world matters. Right?**

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 FREE movie tickets. Or a **free cervical pillow**, which is excellent for supporting your neck properly while you sleep. This month we are giving away **a free nutritional analysis including the computer scan (\$70 value)**! 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 answer will win the **free gift**! Last month's winner was Rita May from Mendon. You could be our winner this month. *Are you ready?*

The contest question for this month is...

According to nutrition experts, the average American gains how many pounds during the holidays?

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.

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: **January 31st 2008 at 5p.m.**