



Patients for Life

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

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Ask the Doctor...

"I want to refer a friend to you, but they said they are concerned about chiropractic. What gives?"

Let me tell you a story: I once had a patient who was getting treatment from me *and* a physiotherapist at the same time. On his next visit he came in looking worried and said to me, "What my physiotherapist has said about chiropractic has me worried. He said that the manipulation of the neck is very bad for you and can cause brain tumors and brain damage over time. Is that true?" **Here was my reply:** "What your physiotherapist said to you was so ridiculous that I can hardly believe he/she was serious. Neck manipulation does not cause brain damage or brain tumors. 60,000 chiropractors are still in practice, have been for over 100 years, and last year more than 30 million people sought chiropractic treatment." Then I told him about a medical study that showed how incredibly SAFE spinal manipulation was vs. the majority of medical treatments including over the counter and prescription drugs!

In a recent article on "Life Threatening Complications of Spinal Manipulation," by E. Ernst, MD, PhD, Dr. Ernst wrote: "Spinal manipulation... for the many thousand manipulations carried out daily, 200 or 300 complications in 5 years could be almost negligible..." That's right, over 5 years and literally millions of adjustments given by D.C.'s around the world, only 300 complications over five years as compared to...

- 250,000 deaths per one year (USA) from prescription drug reactions.
- And how about 1:10,000 odds of death from a car crash?
- Last year, 1168 people died AFTER coming in contact with filthy hospital rooms

Lastly, malpractice insurance costs for chiropractic healthcare is small in comparison to other professions. In the USA, DC's pay a fraction of what the MD pays. In fact, most financial advisors pay more for liability insurance than DC's do! That should speak volumes. So in summary, tell your friend that chiropractic is safer than most any other medical treatment, and that he is more than welcome to come in and learn more about... **the powerful and SAFE benefits of Chiropractic Care!**

Mark, chiropractic care has been deemed very safe. Modern doctors of chiropractic are trained to know who to treat and how to treat to minimize the risks of accidents.

Doctors of chiropractic are part of the

Warning – how to keep your children free of this common back problem... **Here's why Children Account for 11,200 Backpack-Related Visits Per Year to Emergency Rooms & What You Can Do!**

Would it shock you to learn that backpack misuse leads to chronic back pain and discomfort? And no, I'm not being melodramatic either. Let me explain why this has developed into quite a problem. It seems that our kids backpacks have gotten **bigger and heavier** over the years. When we were kids, we had a folder and maybe one book. Today the kids have their Game Boy, iPod, three school books, their music book (and maybe instrument!), their soccer clothes to change into, their cleats, study folder, designer lunch pail, etc., all crammed into a bigger, bulging backpack. *This is becoming a serious problem.* Ask any parent and they will freely admit that their kids are massively "overscheduled" compared to when they were kids. This has naturally led to bigger backpacks, crammed with all the essentials for all these extra curricular activities that our kids are involved in these days. (*Sheesh, am I starting to sound old or what?*) In my own practice and those of my peers, we have all noticed a marked increase in the number of young children coming to use who complain of back, neck and shoulder pain. It never used to be this bad. Today when I see a child whose complaining of these pains, the first question I ask them is, 'Do you carry a backpack to school?' Almost always, the answer is 'yes.' That is often the cause of their pain, because of the sheer weight of them and what it can do to a young body. *Allow me to explain...*

Here's the facts: According to an article from the American Chiropractic Association titled, "Backpack Misuse Leads to Chronic Back Pain", this new back pain trend among youngsters isn't surprising when you consider the disproportionate amounts of weight they carry in their backpacks - often slung over just one shoulder. According to Dr. Bautch, a recent study conducted in Italy found that the average child carries a backpack that would be the equivalent of a 39-pound burden for a 176-pound man, or a 29-pound load for a 132-pound woman. Of those children carrying heavy backpacks to school, **60 percent had experienced back pain as a result!** The solution is to reduce the burden, only carry the essentials, and look out for the health of your child's back by making sure they're not carrying the equivalent of a 39-pound burden on their little frames. Also, I suggest **THROWING OUT** your giant oversized backpack (which just BEGS to be stuffed to the rafters with sheer volumes of stuff) and instead purchase a smaller backpack - and just dealing with new smaller size restrictions. Finally, make sure your child's backpack doesn't hang more than four inches below the waistline. A backpack that hangs too low increases the weight on the shoulders.

If you'd like to talk to me about the role that chiropractic can play in keeping your kids healthy, please just ask or call... we're here to help! Often there is NO COST for the initial exam of your child, so just ask!

Fast Facts for Life!

"75% of American's are eating out every week. The problem with this is that the average calories per restaurant meal is a whopping 1000 to 2000 calories and an average of 100 grams of fat."

Lori Corbin, ABC news story

Successful Living Breakthroughs!

Numerous studies prove that optimists live longer. Here's my favorite quote from author Norman Cousins with regards to living a full life:

"Death is not the greatest loss in life. The greatest loss is what dies inside us while we live."

Breakthroughs/Fast Facts for Life

Helpful Home Tips What Are Some Safe Yet Powerful Exercises that Seniors Can Do, To Stay in Shape and Lose Weight?

Life is full of ironies. At the time of our lives when exercise and strength training are MOST needed – in our retirement years – people are statistically *least likely* to exercise. According to Dr. Richard Brassard, president of the American Chiropractic Association (ACA), “Perhaps the most debilitating influence in people’s health as they age is a sedentary life. Exercise of some type is all but mandatory.” As I reflected upon why some Senior’s don’t exercise, I realized it’s simply because no one explained the options. If you’re a senior, then I hope this article which focuses on safe yet powerful exercises will motivate you to *immediately* begin a daily exercise program. Here are some specific tips:* (*source: ACA, Key To Senior Fitness article; others)

5 exercise tips for Seniors!

1. **Begin a Walking Program, today!** It’s amazing what 30 minutes of walking can do for your health. Walking improves elasticity in blood vessels, which makes them less susceptible to formation of aneurysms or rupture. Make it fun, make it interactive time with your loved ones, and commit to your walking program 6 days a week. Take of Sundays to rest. The results will be immediate, I promise!
2. **Begin a Stretching Program!** Sports & exercise therapists say that stretching should be done 3 times a day: first thing upon waking; just before bed; and immediately following exercise. There’s a difference between being fit vs. flexible. You want to be both. Being flexible also reduces injuries.
3. Stretch the groin muscles by sitting Indian fashion on a cushion and watch television. What you want is to “relax” into the stretch.
4. Stretch the back leg muscles by standing up straight and bending over.
5. **Begin an “Eating Right” Program!** Since 2/3rds of disease is linked to diet, you simply *have to* place a large emphasis on eating “right” if you want longevity.

And the other important tip... is a life of wellness which starts with chiropractic care and a focus on a healthy lifestyle. If you’d like to talk to me about chiropractic and anything related to stretches or exercise for seniors, or pain has shown up again, please just ask or call... *we’re here to help!*

Facts About Your Nutrition...

“Ok, everyone says ‘Eat healthy.’ But we’re busy! Can you give me some specific healthy snack alternatives that are realistic for busy families?” One order of power-foods, coming right up...

Despite the sometimes negative political view of America given to us by other countries, even they can’t argue that we are without compare the richest country in terms of **food choices**. In fact, we’re the envy of the world for the sheer vastness of our food stuffs, crops, and selections that we take for granted every day. Yet only in a country so rich with food could proper nutrition *be so difficult!* For busy families it seems that incorporating nutrition into their snacking seems challenging... which is *exactly* why I prepared this article! Here are 4 terrific snack alternatives, that will keep you healthy, that are nutritious, and that can help you lose weight too. Happy eating!...

- **Apple and peanut butter.** Virtually all dieticians agree that we should be eating more servings of fruit daily. Are you? Well, every kid loves apples and peanut butter. Key point: Get the all natural kind, not the kinds loaded with sugar. For some variety, you can do banana with peanut butter too.
- **Whole wheat sesame bagel with almond butter.** Heck, you can even toast it too. Almond butter is healthy for you and tastes good too. With regards to carbs, it is a fallacy that all carbs are somehow bad and evil for your body. Whole grains are excellent for good health. So always go “whole wheat.”
- **Cottage cheese, low fat vanilla yogurt, mixed with some fresh berries.** You’ll mix this up in a bowl and trust me – not only is it loaded with protein and good for you, but it’s also a staple in most effective weight loss programs. **Celery and peanut butter (or almond butter).** Most grocery stores now sell pre-cut celery sticks. Rub some peanut or almond butter on them and you have a powerfully healthy snack that everyone loves.

Don’t forget low-fat yogurt—always a good choice or pita bread with nut butter. You get the idea. The secret is to look for healthy snacks containing around 200 calories or less, a reasonable amount of protein, whole grain breads, and LOW amounts of sugar. Look. You can’t have great health when you’re putting junk in your body. However we’ve seen patients lives transformed with chiropractic, exercise, and some simple diet changes. The question is... are you going to take action? Of course you are! *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!

Calories are calories. All too often in our focus on food and nutrition we forget that a substantial number of calories can come from beverages—particularly alcoholic ones.

The bottom line is that calories in alcohol can add up to increased body fat. But consider this: Calories from alcohol tend to be stored in the gut—not the place most of us would like to see those empty calories go! There are 150 calories in a 12-ounce beer, 226 calories in a 5-ounce dessert wine and 110 calories in a 1.5-ounce shot of 90-proof liquor. It’s enough to make you think before you drink!

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:

Dawn Ortega	Tom Fanizzi
Laura Park	Dave Hart
Lucy Lupo	Tim Doherty
Julie Wilsey	Rob Campbell
Amy Cox	Eileen Scoville
Mike Clarcq	Todd Wehner
Bob Magrin	Denis Gurnett
Karin Kellman	Chris Blieden
Gina Adams	Margie Alloco
Chris Newton	Jamie Tyrell

And Stacy Slocum!!!!!!

THANK YOU FOR THESE REFERRALS!

Patient of the Month

This month I want to honor one of the many children that comes in to the office for care. Rene Wilsey is a cute and happy six year old little girl who, at birth, was injured during the delivery process. The injury was to her neck area and has caused damage to her spine and the nerves that go into her right arm. Because of the significant misalignments to her neck, she has also suffered from headaches. Her initial x-rays reveal these misaligned areas (subluxations) very clearly. After only ten visits, she is not complaining of headaches and seems to have straightened her spine to some degree! We are anxious to see what a follow up x-ray will reveal! Children respond so well to chiropractic care and Rene is a great example of that. Her infectious happiness is contagious!!!!

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:**

Valene Alicea	Tony Fanizzi	Tucker Henderson
Ellen Hart	Haley Root	Shannon McGarigle
Greg Wilsey	Renee Root	Michelle Grasby
Spencer Scoville	Mike Arena	Stacey Bianchi
Leslea Caschette	Malcolm Collis	John Beck
Jett Kellman	Colleen Blieden	Jim Lanson
Brad Maltman	Karen Verone	Dawn Ortega
Mike Shamberger	Michelle Lancaster	Kris Lancaster
Monica Prunty	Chris Ashley	Beth Slocum

A special tribute to my mentor!

My mentor, Dr. J. Larry Troxell, passed away on April 16th from a stroke at the age of sixty six. While at Chiropractic College in the late 80's I had heard about this great chiropractor and his dynamic seminars that he held at his 16,000 sq. ft. clinic in Iowa. I began attending his seminars regularly and soon became a regular! I eventually went to work with this great teacher and became one of his instructors for his popular seminars. I was the best man in his wedding and he attended mine. I also taught seminars with him around the country! It is fair to say that Dr. "T" taught me almost everything I know! His influence on my profession was global. I was proud to be his friend and with his passing I have lost a brother, a father figure, a friend and my mentor! In life, your lucky to have any of the above, I had them all in one man! Thanks for everything Dr. T! I couldn't have done it without you!!!!

Dr. Petes Exercise of the Month!

A simple maneuver that I often recommend, which is good for the whole spine, is to stand in a doorway and put both arms on either side of the doorway. Your upper arm is straight out and your forearms are straight up along the doorsill. Now lean forward and stretch your chest muscles and at the same time tilt your head back. Hold for 10 to 15 seconds and repeat three times! Ahh!

Health Success Story of the Month!

I continually see the great impact and value that whole food supplements make on my patients health, healing and overall vitality. We carry and prescribe, what I consider to be, the finest supplements on the planet! Please talk to Dr. Deloe about getting a thorough nutritional evaluation so that you to can benefit from these powerful products!

Fitness & Successful Living Breakthroughs

Fitness Facts!

Why Nutritional Supplements Are So Important to Helping Chiropractic Patients Get Better Faster!

Good chiropractors often want their patients to supplement their adjustments with good nutrition and dietary supplements. Why? For the reason that it's been found that good nutrition *speeds up the body's ability* to recover from muscle and tissue damage.

In my work with hundreds of chronic pain patients, we have routinely found that the combination of specifically targeted supplements combined with chiropractic treatment, to be a powerful one-two punch in helping the patient recover faster. Today's patient needs a speedy recovery, and if that sounds good to you, then you will want to consider the use of certain supplements which we can talk to you about if its of interest. But first a word about this whole issue of "*should I be taking supplements*"...

Unlike mainstream medicine, chiropractors are frequently schooled in the non-pharmaceutical supplements that can greatly aid their patients recovery. The cost of these supplements is much less than pharmaceutical drugs without the negative side effects. There are all-natural safe supplements that can:

- Cause rapid and safe weight loss?
- Can increase the bodies metabolism, speeding up the rate at which fat burns?
- That can slow the aging process?
- Aid in good healthy digestion?

The art of dietary supplements is not a new phenomenon. Chinese medicine has proven successful in using supplements to reduce many ailments and health problems. If you would like information on which dietary supplements might be right for you, please call our office or schedule an appointment. We're happy to help! **It's been said that true friendship is like sound health - the value of it is seldom known until it be lost.** We can help match your body type to the optimum nutritional products for more energy and wellness. **For advice about correct nutrition, please call... That's what we're here for!**

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 Blue Emu**. Or a **free cervical pillow**, which is excellent for use to support your neck alignment. This month we are giving away *a free 15 minute massage with our new Massage Therapist Leah!* 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 the **free gift!** Last month's winner was Ray Tice from Pittsford! You could be our winner this month. *Are you ready?*

The contest question for this month is...

How many calories are there in a 12-ounce can of beer?

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: June 30, 2007 at 5p.m.