

## Health Is Not an Accident!

When we get sick or experience various aches and pains, it's tempting to look for causes outside ourselves. The most convenient culprits:



**Bad luck.** Accidents often fall into this category—being in the wrong place at the wrong time.

**Germs.** Blaming a cold or the flu on germs overlooks one critical ingredient—being a hospitable host!

**Genetics.** The newest fall guy is having a "bad gene." Yet, research shows that gene expression is a reaction to our environment.

Thankfully, we live in a world of cause and effect. Every symptom has a cause. As tempting as it is to look to outside causes, many health problems are the result of our choices, beliefs and habits. Sometimes the effects can take decades to appear.

Ill health is not an accident, but the result of your body's inability to deal with physical, chemical or emotional stress. Similarly, good health is not an accident. It results when your body works the way it was designed—orchestrated by your nervous system.



## Is Detergent a Chiropractic Subject?

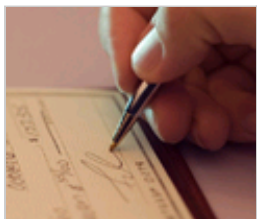
We often talk about the three types of stress, physical, emotional and chemical. The chemical stress from deodorants and laundry detergent are often overlooked.

You probably have a favorite laundry detergent. It would take a chemical engineering degree to decipher its ingredients. And never mind trying to pronounce them!

Many people add more chemicals to their clothing by using a fabric softener. All these chemicals attach themselves to your favorite shirt and lucky socks.

Don't forget the clothing you dropped off at the dry cleaners from which you can still catch a lingering whiff of cleaning solvent!

Better living through chemistry? We're not convinced. We think better living comes from *less* chemistry. Give some thought to the potential carcinogens, allergens and chemical stressors in your life. See what you can do to reduce them—improving your health in the process.



## Overdraft Protection

Think of your health as a bank account. You can make deposits (good nutrition, exercise, proper rest, chiropractic care, etc.) and you can make withdrawals (neglect, stress, pepperoni pizza, over doing it, etc.) Like your bank account, if you make more withdrawals than deposits, you get some expensive overdraft notices from the bank.

If you've lost your health, you'll need to make some immediate deposits to get yourself out of the red. We call that Relief Care.

Then continue making deposits into your account, building up your balance and giving yourself some breathing room. Think of that as Corrective Care. The smartest option is to continue making still more deposits, opening up a savings account that can serve as a buffer you can call upon in moments of stress. We call that Wellness Care.

## Pain PR Campaign Announced

(New York, NY) The public relations firm of Sensori & Partners has been named by Pain, Inc. to lead a major campaign to upgrade the public perceptions of pain.

"Pain has acquired a bad reputation," observed a spokesperson for the firm. "We're looking forward to refurbishing its tarnished image so it can assume its proper place in the lives of the public."

Pain, which used to be seen as merely a warning sign of some other issue, is today increasingly perceived as the problem itself. Correcting this misperception will fall on the shoulders of the Sensori organization, which similarly turned around the smoke detector industry.

"We'll employ some of the same strategies we used to successfully stop the effort to lower the piercing sound made by smoke detectors," says the company spokesperson. "People need to know that pain, like the smoke detector alert, is rarely the problem. It's merely a warning sign that something else needs attention."

Experts predict a battle from the pain reliever manufacturing industry. Prescription and over-the-counter pain medications account for billions of dollars of sales each year and are taken by about 10% of the population daily.

"Bring it on!" says an unidentified spokesperson for the drug-lobbying group. "Most people prefer the easy way out and popping a pill is convenient. Drug users can suppress the pain and carry on with their life. We don't expect any significant changes."

*(Naturally, this is a parody. It's the kind of press release we often see when a new drug concoction is announced. But it makes a great point. Pain isn't the problem, but many think it is! Dr. Raymond)*