



How Well Do You Adapt?

Scientists know that one of the things that distinguishes something that is alive from something that isn't, is its ability to adapt to its environment. A rock doesn't adapt. But we do if we're alive.

Moving out of the path of an approaching vehicle or squinting in the bright sun are adaptations. These and the many other ways we adapt to our environment are governed by the integrity of our nervous systems - the focus of your chiropractic care. Our interest in your spine is because it's the most vulnerable part of your nervous system. Nerve interference along your spine can wreak havoc with your ability to adapt to your environment.

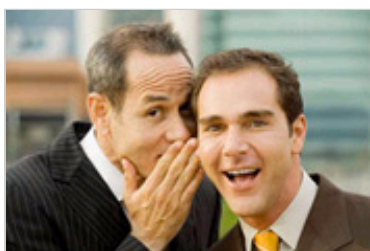
If chiropractic helps you with an ache or a pain, we're delighted. Sometimes less obvious is its ability to help you adapt and optimally perform mentally, physically and socially... which is the true definition of being healthy!

Bones or Nerves?

We live our lives through our nervous systems. Whether it's enjoying a sunset, digesting dinner or warding off an infection, our nervous systems control everything. Better nervous system = better life.

Our culture is focused on blood, such as pulse, blood pressure and cholesterol. Yet these largely result from nervous system directions. So even the smallest nervous system disturbance can dramatically affect the way your whole body works.

Many people think chiropractic is all about bones. But I see myself as a nerve doctor, not a bone doctor. The spinal column is merely where we find the vertebral subluxations that are often the source of nerve disturbances between the brain and body. Reducing nervous system tension allows your body to work normally so health can return. Simple, really.



Now Accepting New Patients

If you've experienced great results from safe and natural chiropractic care, we hope you'll share your experience with friends. We depend upon delighted patients like you to spread the word. If you know someone you think we could help, we offer many ways of finding out more about chiropractic:

In person. Bring your friend or family member along on your next visit. Or encourage them to schedule a complimentary consultation to see if they're a good candidate for chiropractic care.

By mail. Let us know, and we can send a "care package" of helpful information about specific health complaints and details about our office to answer questions and address apprehensions.

By phone. Have them give us a call (or email us). There's no obligation and they can remain anonymous if they wish. Informed patients get the best results!

Online. Easiest of all, forward a link to our website so they can learn what we're all about. We know that people you like will be people we'll like too.

The Healing Power of the Mind

Question: What do the spells cast by voodoo practitioners and researchers testing the effectiveness of the latest drug concoction have in common?

Answer: The placebo effect. The placebo effect means the more you believe you'll benefit from a drug or procedure, the more likely it is that you will experience a benefit.

From time to time we encounter skeptics who dismiss the sometimes amazing results our patients receive. Writing them off as merely the placebo effect, these cynics virtually ignore the mind/body connection that most forward-thinking health care experts are finally recognizing.

Placebo (from the Latin "I will please") is often a sugar pill or some type of sham treatment designed to specifically invoke the beliefs of the patient, and in double blind studies, the beliefs of the doctor. Some studies show that placebos are 30% to 40% effective.

Don't overlook the "nocebo" effect: Nocebo (from the Latin "I will harm") is based on the effects of negative beliefs. Telling someone to get their affairs in order because they have two months to live is almost a death sentence! Being "scared to death" or "worried sick" can be equally powerful expressions of our self-talk.

Is the success that chiropractic patients enjoy merely the placebo effect? Hardly. Chiropractic helps newborns, infants and even pets, for which the power of the believing mind is difficult to explain.

As you know from personal experience, chiropractic results are real. If you know someone you think could benefit, would you direct them our way? We'd love to help!