

We Got YOUR Back!!

Special points of interest:

- Now That the Kids are Back in School, It's Time for YOU to...
- Famous Folks Who LOVE Chiropractic!
- So You Think You Can "Adjust Yourself"...?
- Not Just For Humans!
- More Chiropractic Wisdom from Dr. B.J. Palmer.



"I am very fortunate to have, so-to-speak, my in-house chiropractor, Dr. Franco Colombo, as my own personal chiropractor. So, I visit Franco regularly, and he comes over to my house. He adjusts my wife, my kids, me, everybody gets an adjustment. And we feel always great when Franco leaves. Even when I have athletic injuries he's always there for me, and helps me. So it's really terrific, and I know that first hand. That's why I always will be traveling around, all over the world, talking highly about the profession of chiropractic. You chiropractic doctors are really miracle workers, and that's why it's really great to have you here, part of the Arnold Classic. Because, like I said, the Arnold Classic and Fitness Weekend are about health and about fitness and preventive care." — Arnold Schwarzenegger

Now That the Kids are Back in School, It's Time for YOU to...

Actually, most parents use the time when their kids go back to school to take some special care of THEMSELVES, be it a new exercise program, a relaxing morning at a spa, or even a manicure or pedicure. Although ANYTIME is a good time to get your spine checked by your friendly neighborhood Doctor of Chiropractic, fall is an optimum time. Why is that? There are several reasons.

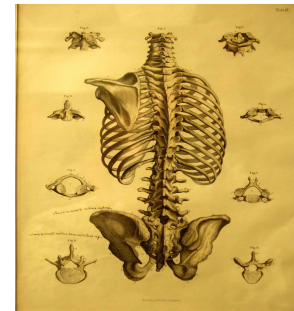
One.... You have more time to devote to yourself now that the kids are being taken care of at school.

Two... WOW, summer was just **HECTIC** with all those trips, sports activities and outdoor games! And you're feeling it in your back/hips/shoulders/neck/etc., etc. Now is a great time to get your spine checked out by an expert and to begin the chiropractic care plan that will enable you to heal and no longer hurt in all those places that you hurt.

OK, the list is long and distinguished, but here are a very few of the most famous, and this list includes athletes, actors, comedians, authors and other celebrities.

John Smoltz, Michael Jordan, Charles Barkley, Arnold Schwarzenegger,

Three... how can you be a good parent when you're in constant pain and under stress?? Chiropractic has been shown, by researchers who really KNOW what they're talking about, to bring stress levels down and pump endorphins into the bloodstream via chiropractic adjustments, not to mention



So many bones in my body, so little time—until NOW!! Call us TODAY!!

enabling your body to heal itself, as nature intended!

Four... your nervous system can only take **JUST SO MUCH ABUSE!!** Since the skeleton is the bony structure that protects our soft and vulnerable body parts, it undergoes a LOT of overuse and mistreatment, especially if we are active and/or under stress. Bones become misaligned, and this affects your nerves and nerve roots, especially when they become compressed (or "pinched"). Nerve tissue really DOESN'T

like being compressed. In fact, nerve tissue takes such insult with little or no patience, and it will let you know, sometimes in very painful ways, that it is NOT HAPPY.

It's very simple, really. See your Doctor of Chiropractic for a spinal checkup, which will also give you an idea of how well your nervous system is functioning.

Proper Bone Alignment =
Happy Nervous System =
Happy You = The BEST Parent You Can Be!!

Famous Folks Who LOVE Chiropractic!

Tiger Woods, Dan Marino, Sugar Ray Leonard, Wayne Gretzky, Bruce Jenner, Tracy Austin, John McEnroe, Lance Armstrong, Dr. Phil, Montel Williams, Dan O'Brien, Mel Gibson, Richard Pryor, Bob Hope, Dixie Carter, David Cassidy, Denzel Washington, Robin Williams, Sylvester Stal-

lone, Richard Gere, Whoopi Goldberg, David Copperfield, Demi Moore, Steven Segal, Cher, Jerry Seinfeld, Van Halen, Madonna, Alabama, Bon Jovi, The Eagles, Peter Frampton, the Atlanta Falcons, San Francisco 49ers, Denver Broncos, Dallas Cowboys, Olga Korbut, the Detroit Lions.....!!!!



I get this response ALL the time when I speak to folks about chiropractic... "Oh, I don't need a chiropractor, I can adjust myself!"

Well, it takes a lot of good humor on my part to keep from being so rude as to roll my eyes or snort at the person saying that. On the other hand, before I went to chiropractic school, I used to think the very same thing.

Boy, was I wrong. Just like all the folks who claim to be able to adjust themselves are wrong. Why is this? Why CAN'T you "adjust yourself"?

To be truthful, in SOME cases, you actually CAN adjust yourself, if you are talking about fingers, toes, and using

an adjusting tool like the Activator to adjust your own atlas (the very top spinal vertebrae, so named because it supports the weight of the head). In fact, I do adjust my fingers on a regular basis (NO, I don't crack my knuckles, my mom didn't allow that!). Now, if it were really possible to "adjust yourself" then why would chiropractors go to other chiropractors for adjustments??

It takes someone with skill and knowledge to first find your misalignments and then to PROPERLY adjust them. All that popping and cracking you hear when you "adjust yourself" is NOT a result of you moving your

bones. Most doctors believe that those sounds come from gases escaping from



ligaments or other tissues and DO NOT come from bones.

So... wouldn't you MUCH rather have YOUR adjustment done RIGHT and done by a PRO?? **Oh, yeahhhh!!**



WOW!! Thanks, I really needed that adjustment!! I love my equine chiropractor ALMOST as much as I love my owner!

Did you know that other species that inhabit the Earth can get adjusted, besides humans?

It is true.... The most common other species that get regular chiropractic care (if they are LUCKY!!) are canines (dogs) and equines (horses).

In top-dollar sports such as horse racing and Grand Prix

Not Just for Humans!

eventing, jumping and dressage, owners of these special, talented and very expensive horses obtain chiropractic care for them, most often resulting in improved performance, smoother and faster gaits and animals that are less moody and are SO MUCH HAPPIER!

Dogs also can get chiro-

practic care, often helping them maintain their strength, agility and better movement in their joints.

So the next time your 4-legged friend is having joint and/or back troubles, call your experienced animal chiropractor to the rescue! Your animal friends will thank you in many ways!

More Chiropractic Wisdom From Dr. B.J. Palmer.



This quote is from one of Dr. B.J. Palmer's early works, in describing having faith in yourself:

"It takes guts, intestinal fortitude, to have a vision and stand by it until it comes true. If you would be a man, not a flunky, do not put on the degrading livery of mental slavery which organizations keep for their members. The man who is true, who has merit, must have his own opinions, must speak his own mind, and Live his own life. People know this and judge accordingly.

Stick to your own gifts; insist upon your own talent; be absolutely loyal to yourself don't let others tempt or persuade you to abandon the calling your soul tells you is yours. Be true to your own convictions if you hope to develop the progress in life. The thought, dreams, and aspirations someone else has for you do not belong to you if they conflict with what your intuition tells you is your calling. Don't try to adjust your eyes to another; you can't do it."

-B.J. Palmer, 1908

from Preface of Vol VI, *The Philosophy of Chiropractic* 1920

