

We Got YOUR Back!!

Special points of interest:

- Spinal Health—Is It THAT Important?
- I Need Chiropractic Care for HOW Long?
- Who Needs Chiropractic Care, Anyway?
- What Exactly IS Chiropractic?
- What is happening when my back hurts?



Spinal Health—Is It THAT Important?

When I was about 13 years old, my sister had to have braces put on her teeth to keep her from looking like a vampire. Turns out that her canine teeth—both of them on the upper jaw—had decided to grow at a 90 degree angle that just wasn't normal OR attractive.

Our mother took her to the family dentist, who referred them to an orthodontist. Yeah... you know the story here. Braces were in order to correct the problem. My sister wore her braces for two very LOOOOONG years (to her thinking, anyway) but emerged from the experience with a devastatingly pretty smile, which she still sports today.

It was neither easy nor inexpensive for our mother to obtain the braces for my sister. After all, our mother was newly divorced with 3 young kids, and she was working 2 jobs just to make

ends meet. The moral of the story, if you will, is that my mom did what was necessary to ensure my sister's oral health.

Your spinal health is AT LEAST as important (actually it is MORE important than) as the health of your teeth. Face it... you have around 32 teeth as an adult, and you can stand to



Your spine encases and protects your spinal cord inside a covering of hard, strong bones that are flexible and moveable.

lose one, several or even ALL of your teeth and still live a healthy life.

Ever hear of anyone living without a spine?? I haven't, either. The reason is that inside your spine is your SPINAL CORD, the essential nerve "highway" which transmits signals to and from your brain, which controls ALL of your bodily functions, responses, perceptions, etc. No spinal

cord = NO LIFE AT ALL.

Get your spine checked TODAY! It'll love you for it. And reward you for many years with a long, healthy life.

This can be done by visiting your local chiropractor. It is quick, easy, painless and non-invasive. Not like having teeth pulled, cleaned or even braced. Don't put it off... call us at 678-822-0221 today for your appointment.

I Need Chiropractic Care for HOW Long?

Twice a week for the REST OF YOUR NATURAL LIFE! I've heard that saying, too. I've also heard that if you wish upon a star, your wish will come true. Funny, I keep wishing on that star, and I have YET to end up on a date with Brad Pitt. Or

to win one of the huge MegaMillions lottery jackpots.

Your chiropractor—who is a REAL doctor, by the way—is the best person to have on your team with the goal of obtaining the wellness that you and your

body deserve. He or she can evaluate your spinal health, and with your input can offer you the care plan options that will work best for you and the health of your spine.

Hey—proper chiropractic care takes time. Period.



Who Needs Chiropractic Care, Anyway?

To put it simply... EVERYBODY! Everybody with a spine, that is. Look at it this way... you go to the dentist every 6 months for a checkup, just for maintenance. If you put that off, you could be headed for trouble, such as needing a cavity filled or a root canal if

proper maintenance is not done on your teeth. Of course, if you are in terrible pain, your dentist will see you quickly.

Seeing your chiropractor is a lot like seeing your dentist. You could go when you are hurt or in pain or if you've experienced a trauma such as a fall or car wreck, but you really should go for regular spinal health checkups instead of waiting until the pain is so bad that you can hardly move or hold your body or head straight.

babies, teenagers, athletes, weekend warriors, armchair quarterbacks, overworked office staff, executives, housewives, househusbands, pregnant women... *everyone* can benefit from this wonderful health care system that is natural, painless and non-invasive.

What are YOU waiting for? Call us today at 678-822-0221 to make your appointment. Don't wait for the pain to get worse or even to start... **DO IT NOW!** Your back will thank you.



This young lady is getting an early start with her education to becoming a chiropractor!

Chiropractors see patients anywhere from 3 days old to a century old. Men, women, children,



“Chiropractic uses no drugs, no surgery, no invasive procedures.”



OUCH! My aching back!! What's causing this terrible PAIN?? Your Doctor of Chiropractic is specially trained to find out and to help treat it!

Chiropractic is an alternative form of health care that addresses bones, joints and the soft tissues that surround them. Most often, Doctors of Chiropractic focus on *the spine*, since it encases the all-important spinal cord and allows for varied movement and flexibility of the human body. When someone experiences a

stress or trauma, the bones of the spine (called vertebrae), often become misaligned and can cause injury, damage or degeneration of the spinal cord itself. This interferes with the transmission of nerve impulses, which are essential for the body and brain to communicate with each other. Chiropractors seek to remove

misalignments and to restore the healthy and optimum functioning of the nervous system.

Chiropractic uses no drugs, no surgery, no invasive procedures. It is an extremely safe form of alternative health care. It is also very inexpensive when compared to other forms of care.

What Exactly IS Chiropractic?

What Is Happening When My Back Hurts?

Back pain can be caused by several different things, and some of these things can all be happening at the same time. Back pain continues to be somewhat of a mystery to medical doctors, who often treat it with muscle relaxers, pain relievers, physical therapy or surgery. The CAUSE of the pain is most often left unaddressed and unsolved.

The human spine is made up of 24 vertebrae, with

discs that separate each vertebra from the one(s) above/below it. These discs can tear, herniate or rupture, causing the material within the disc to press on nearby nerve roots. Result = PAIN! Other things that can cause back pain are misaligned vertebrae, stretching or tearing of ligaments and muscles close to the vertebrae, and torquing or twisting motions that tear soft tissues around the vertebrae.

All of these things can cause back pain by compressing or irritating the nerves and nerve roots in the back, since inflammation causes swelling and swelling causes compression. Result = PAIN!

Each person's back pain can be caused by different things. It takes a trained Doctor of Chiropractic to evaluate your spine, figure out what the CAUSE of your pain is and how to treat it.