

# We Got YOUR Back!!

## Special points of interest:

- Reasons to Continue Your Chiropractic Visits, Even When You DON'T HURT Anymore.
- NEW on the Clinic Website!!
- Water vs. Coke.
- Let's Go to the Bodybuilding & Figure Show!!
- Chiropractic Wisdom from Dr. B.J. Palmer.

## Reasons to Continue Your Chiropractic Visits, Even When You DON'T HURT Anymore

I've done it, too. Listened sort of halfway to what my doctor says, then I leave the doc's office and either forget about the advice or just dismiss it for something more fun to do. I soon get to feeling MUCH better, then I figure... why "waste" the money to go back, when I'm not in pain anymore?

This might be OK for some types of doctors, but it just WASN'T the thing to do when I was under the care of my Doctor of Chiropractic. Why not??

The reason is that there is a certain progression of things that happen when your spine is misaligned. These things are... the brain interprets misalignment as an INJURY. The signals go out from the brain to the rest of the body to deal with the injured area(s). Inflammation results, as that is your body's natural response to injury.

Then comes swelling, which as we know is fluid building up in the affected area(s). Finally, PAIN makes an appearance, in most cases. Sometimes, there is no pain, so you don't know that your body is still trying to deal with what it interprets as an injury but what in reality is a spinal mis-



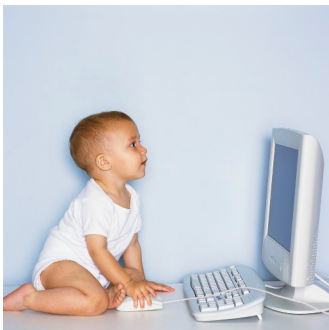
**PAIN is only a SYMPTOM that a problem (misalignment) exists, not the CAUSE !**

alignment. So what? I'm not in PAIN anymore... everything must be OK, huh?

**WRONG!!** There is still a problem, and although you might not feel pain NOW, chances are that you will after a period of time. The reason that chiropractors advise several visits over a period of time and for the visits to CONTINUE even when the pain is gone is that pain is often the LAST thing a patient feels in a misalignment situation, yet

it is the first thing to disappear when regular chiropractic care is being given. Also... care given after pain is relieved is geared towards addressing the CAUSE of your misalignment problem, rather than just the symptom of pain.

Look at it this way.... Would you rather pull over to the side of the road and have your flat tire FIXED, or would you prefer to just keep going on a tire that could be saved if only it can be repaired? EXACTLY!!



Be sure to visit us online at [www.blueribbonchiro.com](http://www.blueribbonchiro.com) and check out the NEW WEB STORE!!

Some of you have visited the clinic website. I know this because the visitor number counter keeps going up, and also because some of you talk to me about the site.

When you'd like to visit, just go to: <http://www.blueribbonchiro.com>

and have fun! There are lots of pages to visit and enjoy.

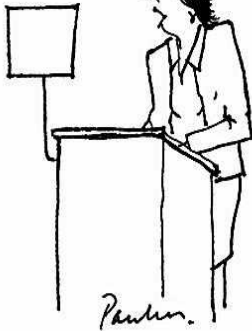
NEW on the website is a tab that says **STORE**. If you click on the STORE tab, it will take you to the entrance page of the new clinic web store. There, you can purchase lots of items

that you might be looking for, including supplements, TENS units, therapeutic pillows and more.

Go ahead.... Check it out! Let me know how you like it.

Click on the **STORE** tab, then click on **ENTER STORE** to start shopping!

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"I'm going to make eye contact only with this side because of the crick in my neck."

It just makes sense that water is better for your body than colas or other carbonated drinks. But WHY??

Here are a few of the reasons why colas are OK once in a while, but NOT on a daily or regular basis...

Many state highway patrols routinely carry 2 gallons of cola in the trunk to remove blood from the highway after an accident.

You can put a T-bone steak into a bowl of cola and it will be gone within 2 days.

Cola can be used to: clean car battery terminals, remove rust from a chrome car bumper, loosen a rusty bolt, clean truck engines and remove grease from cloth-

## Water vs. Cola

ing. Wow, no wonder those Coke machines are so essential in car repair garages!

The active ingredient in cola is phosphoric acid. This stuff can dissolve a metal nail in about 4 days. It also leaches calcium from your bones and is a MAJOR contributor to osteoporosis.

Ughhhhhhhh.

Now some facts about water...

Even MILD dehydration can slow your metabolism by about 3%.

In 37% of Americans, the thirst mechanism is so weak that thirst is mistaken for hunger.

ONE glass of water will effectively shut down mid-

night hunger pangs.

Lack of water is the #1 trigger of daytime fatigue.



Only a 2% drop in body water can cause fuzzy short-term memory, trouble with basic math and difficulty focusing on a computer screen or printed page.

Make mine a TALL H<sub>2</sub>O!!

"Think! Speak! Act  
Positive! I Am! I Will!  
I Can! I Must!"

B.J. Palmer, D.C.

## Let's Go to the Bodybuilding & Figure Show!

On May 10, 2008, in Duluth, Georgia, at the Gwinnett Civic Center, the 2008 NPC Eastern Seaboard National Qualifier Bodybuilding & Figure Championships Show will take place. In 2007, this show was completely SOLD OUT, so get your tickets early! Go to [www.jncimc.com](http://www.jncimc.com) to get your event tickets.

On May 17, 2008, in beautiful and historic Charleston, South Carolina, the 2008 NPC JR USA Bodybuilding, Fitness and Figure Championships Show will take place at the North Charleston Performing Arts Center. Tickets for this event can also be purchased at [www.jncimc.com](http://www.jncimc.com).

For a complete list of show events and locations, and also to get tickets for the events you want to see, or even register to compete in, go to [www.jncimc.com](http://www.jncimc.com).

These shows are a lot of fun, so get out there and support these athletes!

I will see you there!



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

"We chiropractors work with the subtle substance of the soul. We release the prisoned impulses, a tiny rivulet of force, that emanates from the mind and flows over the nerves to the cells and stirs them to life. We deal with the magic power that transforms common food into living, loving, thinking clay; that robes the earth with beauty, and hues and scents the flowers with the glory of the air.

"In the dim, dark distant long ago, when the sun first bowed to

the morning star, this power spoke and there was life, it quickened the slime of the sea and the dust of the earth and drove the cell to union with its fellows in countless living forms. Through eons of time it finned the fish and winged the bird and fanged the beast.



..."And yet you ask, 'Can chiropractic cure appendicitis or the flu?' Have you more faith in a knife or a spoonful of medicine than in the power that animates the living world?"

Dr. B.J. Palmer