

WE GOT YOUR BACK!!



BLUE RIBBON CHIROPRACTIC
404-444-4519

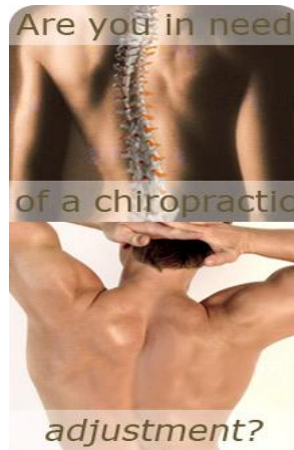
HOW TO GET STARTED, FOR YOUR BODY'S SAKE

OK, I know how busy you are, MY life is an endless blur of activity and appointments, too! While you, like most folks, are very interested in saving money and promoting your personal health, you may not know exactly what to do to get started on your journey to the best that YOU can be. It is SO EASY... just give us a call here at the office (404-444-4519), and we will set you up for a consultation, where we will take a brief health history with you, review your current health and concerns, and then we can do a quick examination and then adjust you right then. "What does an exam consist of?" you might be asking yourself. In our office, we do a posture analysis, check your ranges of

motion (usually of the neck and low back, plus any other areas of concern), do a few fast orthopedic tests (leg raises, etc.) and check your spine with palpation (this is where the doctor puts both hands on each side of the spine and feels for misalignments).

Some other questions I get have to do with clothing for patients. In our office, you do not have to take off anything except a bulky outer coat or sweater. You even get to keep your shoes on!

A typical visit goes like this... you come in, sign in, speak briefly about what is going on with your health that day, then relax for 10 minutes with electrical muscle stim, Biofreeze and a cold pack. Don't worry, the



office itself is kept comfortably warm. Next, your relaxation continues with a Thumper massage. After that, your body is assessed and you are adjusted where you need it. Total time = approx. 20 minutes, usually with NO WAITING!! Come on by!!



November Dates to Spotlight:

- **November 4**—Get out and VOTE!!
- **November 5**—Make your chiropractic consult appointment at 404-444-4519.
- **November 27**—Happy Thanksgiving!! Enjoy your family and friends.

THE TIME TO GET FIT IS ***NOW***!!

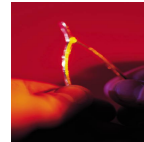
HEY... why in the world would you WAIT for January to get started with your fitness program? No need for such nonsense! Get started NOW!! This is the best time to get started, with crowds in the gym at a yearly low; you will be able

to not be so embarrassed to be seen in the gym, you get to learn all the fitness routines and how to work the various machines without having to wait your turn, and you get a personal trainer's almost undivided attention!

For some of the VERY BEST in personal training, check out J. Hammett at jncimc.com, just click on the PERSONAL TRAINING section and get signed up! I know from my own experience that training with J produces RESULTS—FAST!!



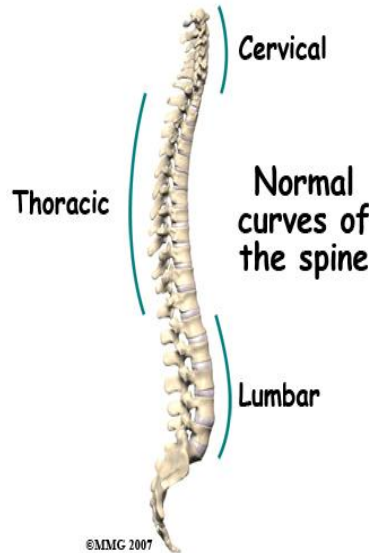
Chiropractic Tip of the Month:
ASK QUESTIONS!! The more informed you are as a patient, the better your care can be.



YOUR CURVY, CURVY SPINE

Your spine is really NOT a straight structure, it has CURVES! Did you already know that? When I started chiropractic school, I really had no idea about the curves in the human spine, like why they are there and how they came to be there.

The WHY: As any student of physics or engineering can tell you, a curve is nature's most STABLE structure. You can see evidence of this in many structures, both natural and man-made. A curve also allows for flexible movement of the structure as a whole, and we all know that the more fit you are, the more flexible you are. Our bodies were designed to be moveable and flexible, so the maintenance of our spinal curves should be a BIG concern to us all.



A view of your spine from the side—you have 4 normal

Well... WHY would it matter if your spinal curves are maintained?? The simple fact is that as you lose your spinal curves, you also lose the flexibility and motility (ability to move) of your entire body. Imagine not being able to turn your head to look to the left or right, or being unable to bend down to pick up your child or grandchild. Our spinal curves keep us able to move the ways we want and need to.

Just GUESS who are specialists in the care of your spinal curves?? You got it... CHIROPRACTORS!! We know what they should look like, how they should perform, what is normal for YOU and for YOUR body. Get yours checked out today... call us at 404-444-4519. And for the HOW... check out the next article below!

HOW YOU GOT THOSE SPINAL CURVES...

First of all... Your spine has FOUR normal curves. These are: the cervical (neck), the thoracic (chest), the lumbar (low back) and pelvic curves. Three of these curves are shown in the picture above. You are born with TWO of these curves, the chest and pelvic curves. This is because we come out in the fetal position when we are born, so those curves already

"Tummy time" is essential for the development of the lumbar curve, so let those babies crawl around!

exist in the newborn baby.

The remaining two curves happen this way: The neck curve begins to develop when the infant begins to lift its head up to better observe the world around it, and the low back curve develops as the baby begins to crawl on the floor, getting what mommies typically call "tummy time" - this is very important, as babies who are put into swings or carriers

instead of being allowed their full tummy time have problems developing the proper lumbar curve. Can you fix a "bad" curve? Sometimes, yes. Call us!!

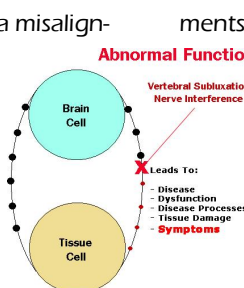


THE TRUTH ABOUT WHAT CAUSES MISALIGNMENTS

The line has been drawn! There are those who maintain that it is a body problem that causes the abnormal function which produces a misalignment, in effect the body affects the brain, which affects the nervous system. Others maintain that it is a problem in the brain that causes abnormal function which produces a misalignment. So who is right??

Actually, BOTH are right. Either

place can be the source of a misalignment in your spine. Our bodies are very well designed, and what affects one part of the body often has effects seen in other parts of our bodies. As we know, our nervous systems are extremely sensitive to even slight changes in our bodies and in our environ-



ments, and these changes can cause stress, which produces muscle spasms, which pull bones out of their proper alignments. Pictured here is the "safety pin" cycle between brain and body; any disruption in the cycle can produce problems. Chiropractic can come to the rescue of your brain and body!