

# Chiropractic

NATURAL HEALTH™

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## Get “Whiplash Pain” Relief and **AVOID** Health Complications!

**A**bout 3 million whiplash injuries occur every year, with close to 10 percent becoming disabling as a result.

One medical study showed that **Chiropractic management of whiplash was over 90% effective in relieving pain!**

When your aches, pains, and health problems can be traced to a structural abnormality, *we can help.*

During a whiplash injury, the rapid back and forth motion of your head causes your body's tissues to become stiffer, less resilient, and prone to tears or ruptures.

*Hold that thought...*

Remember playing with Silly Putty as a kid? With a slow stretch, it's long and stringy. Pull it fast and it snaps! It's not unlike what happens to your overloaded tissues!

**Our proven, effective, hands-on care can help you heal faster.** Periodic spinal adjustments are often required to **restore proper body mechanics.**

**We Take Your Whiplash Seriously!**

If you're hit from behind, even at some low speeds, your brain can

be subject to very high acceleration forces during whiplash trauma!

When whiplash occurs—in addition to potential injury to your neck muscles, ligaments, discs and vertebrae—your brain is literally pushed forward from the back of your skull. The term for this type of injury seen with whiplash is *mild Traumatic Brain Injury (mTBI)*.

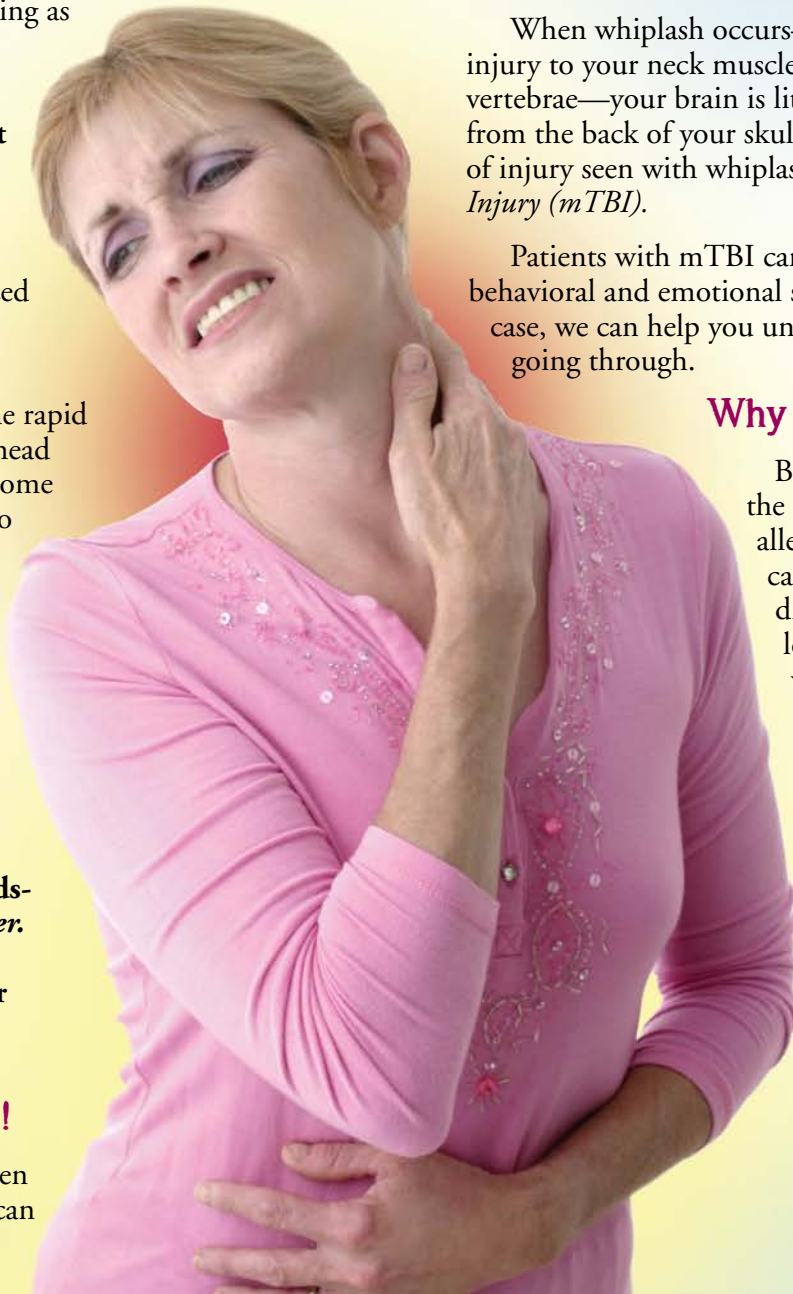
Patients with mTBI can experience cognitive, behavioral and emotional symptoms. If that's the case, we can help you understand what you're going through.

### Why Wait? Do It Now!

Based on a Canadian study, the chances of experiencing allergies, breathing disorders, cardiovascular disorders, digestive disorders, and low-back pain doubles with a history of neck injury from a motor vehicle crash!

Whether you've had a recent or past whiplash injury, **be proactive about avoiding lifelong consequences to your health and mobility.**

**Make your appointment  
TODAY!**





# YOU DON'T HAVE TO SUFFER from Neck, Shoulder, Back or Pelvic Pain!

**W**hiplash gets most of the attention in a low-speed, rear-impact motor vehicle crash.

But the reality is that injury can occur to your ligaments, muscles, and discs restricting movement most anywhere along your spine. **By stabilizing your spinal joints and maintaining proper alignment, we can help you resume a more normal routine... faster!**

## So Here's What Happens During Whiplash...

Upon impact, the back of your seat strikes you from the rear and immediately causes your normal spinal curvatures to flatten.

As your pelvis and torso are accelerated forward by the moving seat, your head is suddenly thrust backward.

Your upper body is even momentarily forced upward. Between the forces of gravity and your seat belt, in less than a second, your spine undergoes tremendous compression, tension and stretching.

With such intense, rapid force... is it any wonder that muscle spasms and inflammation are your body's natural responses to the trauma!

Because we can pinpoint problem areas and treat them with precision, we can **effectively relieve your painful inflammation, ligament sprains, and muscle spasms.**

## Back to Your "Split-Second" Trauma...

Once you realize you've been hit from behind, you may instinctively grab your steering wheel. This is where the risk of shoulder injury is the highest. Mid-back pain can also occur.

A great deal of force can also be directed through your sacroiliac joints, which connect your sacrum and pelvic bones. Researchers report, the contact force between the pelvis and seat back in a rear-impact collision can be close to 1600 pounds of force!

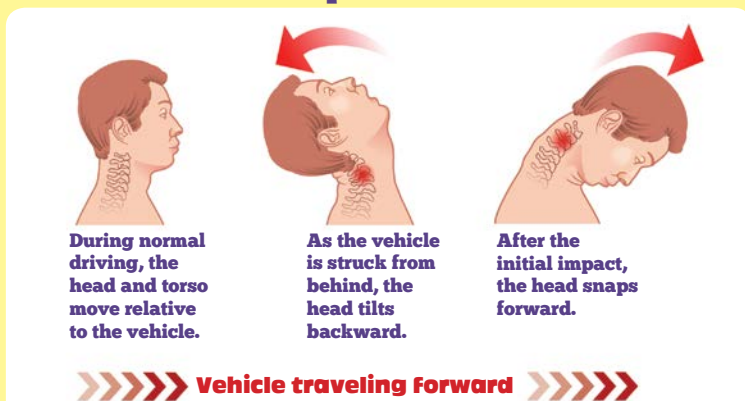
With the potential of injury to so much ligamentous tissue supporting your pelvic bones, you may also have low-back pain.

Your pain, stiffness or weakness is from an accident, an old sports injury, or may be age-related. **We're your spine specialists.** ❖

## Call Today!!

*Source: Arthur C. Croft, PhD, DC, MSc, MPH, Whiplash and Mild Traumatic Brain Injury (A Guide for Patients and Practitioners); Spine Research Institute of San Diego.*

## How Whiplash Occurs

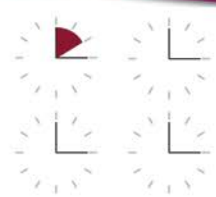


# WHIPLASH

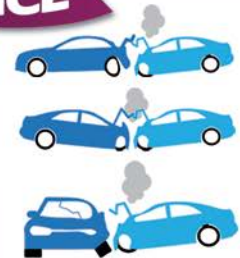
NOT JUST A PAIN IN THE NECK



## AT A GLANCE



Symptoms may take between 2 to 48 hours to appear



Whiplash can be caused by rear, front and side collisions

## SYMPTOMS



Neck pain and stiffness



Decreased range of motion



Pain when moving your head



Headaches



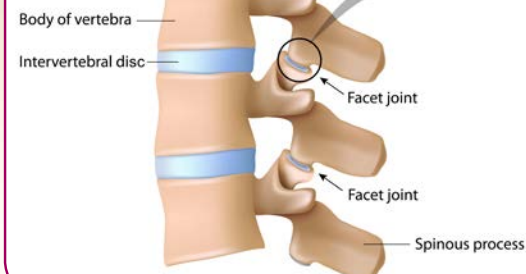
Dizziness, nausea or blurred vision

# Pass it On!

Please share this newsletter with your family, friends and co-workers!



# CORRECTING Your "Facet Joint" Problems Can Speed Up Your Healing!



**A**s your Doctor of Chiropractic, we're highly trained to pay special attention to your facet joints. It's one of the ways we **help prevent spinal joint instability, pain, and possibly even future disability.**

Think about how much you bend and twist during the course of a day. Your spinal facet joints are what keep your back strong and flexible!

Healthy facet joints are protected by a layer of cartilage, which allows your vertebrae to move smoothly, without grinding.

Ignoring your stiff back is *never* a good idea!

Your spinal joints rely on a full range of movement for lubrication and transporting nutrients to the areas that need healing.

Without proper movement, the protective cartilage layer between your facet joints

and vertebrae deteriorates. Aside from being extremely painful, the rubbing of bone against bone speeds up degeneration, leading to bone spurs and osteoarthritis.

## You DO Have Choices!

Already highly prone to wear-and-tear, trauma puts excessive pressure or "loads" on your facet joints.

**Chiropractic spinal adjustments restore proper spinal movement and reduce inflammation naturally, promoting healing of injured and inflamed facet joints.**

It's one of the **proven** ways to accelerate recovery from whiplash injuries and other facet joint syndromes—*without drugs or surgery!*

*Don't wait until it's too late.* Surgeons may implant specialized screws through damaged facet joints to lock the vertebrae together for stabilization. Unlike surgery, **Chiropractic management guides your body toward the most natural and rapid healing state.**

By lifting pressure from the nerves and reducing inflammation *naturally*, tissues can better heal themselves. ❖

**Call NOW and get started TODAY!**



"Chiropractic Will Now Be **MY FIRST OPTION!**"

by Christine Goodman

**I** have been having back problems on and off for years and see my Chiropractor for adjustments. My back always feels better after Chiropractic treatment.

I perform ultrasounds for a living and noticed that my elbow started hurting. It was hard for me to perform my job.

I saw an Orthopedic doctor who gave me two cortisone shots and suggested I take a month off work to rest my elbow.

In the course of Chiropractic treatment for my back, I casually mentioned the problem with my elbow and received a treatment to reduce the inflammation.

**In a day or two, my elbow felt much better and has not bothered me for two years.**

I tell my co-workers about the **wonderful results I had with Chiropractic treatment.**

I now know to make an appointment with my Chiropractor **first!** ❖