

# CHIROPRACTIC

## NATURAL HEALTH™

is for Every "Body" Vol. 12, Issue 3

### Proven Pain Relief!

#### **Chiropractic is a winning combination: a quest for science and a passion for health**

If you're one of the lucky ones who has already discovered the benefits of chiropractic, you can move freely—without pain! You feel energized. You don't have to suffer from the side effects of drugs and surgery.

Do you know someone who may question the safety and effectiveness of chiropractic care? Then this unique edition of *Chiropractic Natural Health* will open many eyes to the wealth of scientific evidence that supports what chiropractors have been saying and doing for over 100 years.

When your spine is aligned and free of nerve interference, you can enjoy improved health, pain relief and more energy than ever!

Read on to find out how well-documented the benefits of chiropractic are—and how we can help you!

#### **Chiropractic Is Safe!**

In 1979, the New Zealand government commissioned an extensive 20-month study on chiropractic care. Chiropractors, medical doctors and researchers from all over the world contributed to the project.

The 377-page report concluded: "We are satisfied that chiropractic treatment...is remarkably safe. Tens of



thousands of patients have gone through chiropractors' hands...and they have apparently suffered no ill effects...We have no doubt that the chiropractors' training adequately equips them to carry out their techniques without harm to the patient."

#### **"Nearly Half the Cost... Twice as Fast!"**

In 1988, a comprehensive report of health care costs for on-the-job injuries in Florida found that chiropractic care was almost *half the cost* of medical treatment. Researchers concluded that chiropractic care is a "cost-effective approach to the management of work-related injuries."

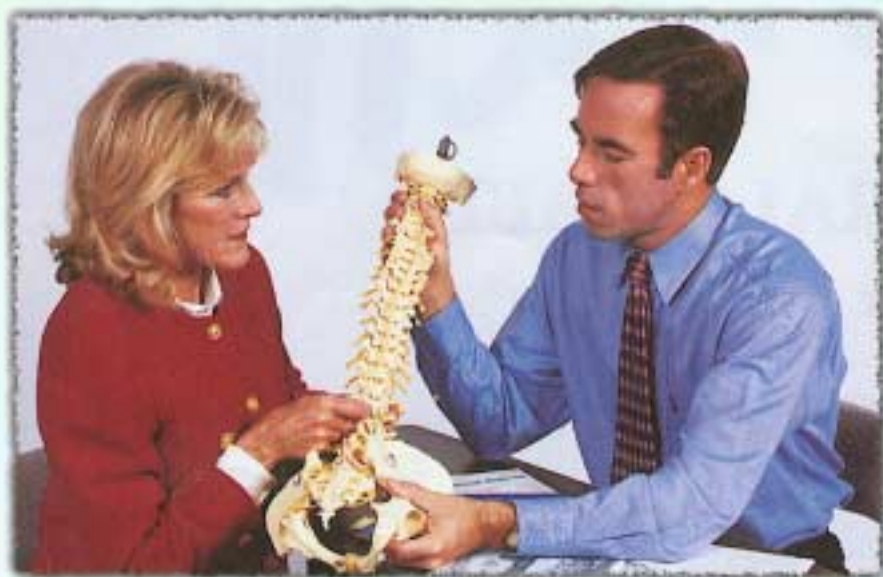
Similar studies performed in Oregon and California found that patients who received chiropractic care for their back injury returned to work *twice as fast* as those who received medical care.

#### **Chiropractic Provides Long-Term Relief!**

A 10-year government study was conducted by T.W. Meade, M.D., at the request of the British Medical Research Council. Published in 1990, this study is considered the single-most important original research which scientifically demonstrates the safety of chiropractic. Published findings revealed that chiropractic care was *twice as effective* as medical care for the *long-term* relief from back pain.

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**Now! You can receive chiropractic care with an assurance of its safety. You can also refer your friends and loved ones with complete confidence!**

### **Chiropractic is Proven Effective Pain Relief!**

In 1991, an exhaustive study of chiropractic was conducted by neurologists, medical orthopedists and chiropractors on behalf of the RAND Corporation, an internationally recognized non-profit research organization.

Researchers discovered that low back pain treated by manipulation improved significantly faster than those cases treated with medical care or having no treatment at all.

### **“Chiropractic is Superior to Medical Management of Low-Back Pain”**

The Ontario government's medical health care program commissioned a chiropractic study, headed by Pran Manga, Ph.D., in 1993—known as the Manga Report.

After an in-depth analysis, the report concluded that there was an “overwhelming body of evidence” that chiropractic management of low-back pain, within its realm, “...is greatly superior to medical management in terms of scientific validity, safety, cost effectiveness and patient satisfaction.”

### **Chiropractic Reduces Pain and Speeds Recovery**

In 1994, the U.S. government's Agency for Health Care Policy and Research (AHCPR) commissioned a panel of medical doctors, chiropractors, physical therapists and nurses to assess the various methods of treating low-back pain.

After reviewing nearly 4,000 scientific studies, the 23-member panel of experts set forth national guidelines that establish safe, effective and cost-containing approaches to managing acute low-back pain.

Their study concluded, “*Spinal manipulation* is effective in reducing pain and speeding recovery.” The report clearly discourages the use of injections, bed rest and surgery.

### **Chiropractic is Appropriate**

With the rapid rise in chiropractic care for low-back pain, the RAND Corporation launched an expansive study specifically to determine the “appropriateness” of chiropractic care.

The panel of three chiropractors and six medical doctors reviewed over 1,300 chiropractic patient records. The findings were published in the

July 1998 issue of the *Annals of Internal Medicine*, the third most widely read medical journal.

Of the three categories of patients receiving chiropractic care (appropriate, inappropriate and uncertain) the largest group of patients, *by far*, was determined to have been treated “appropriately” by chiropractors for their low-back pain.

### **“Today, the Scope of Chiropractic Research Parallels that of Medical Research”**

In June 1998, a second breakthrough study was funded by the U.S. Agency for Health Care Policy and Research. This collaboration among scholars, researchers, medical doctors and chiropractors resulted in a 100-page report highlighting the valuable role of chiropractic care.

The above-described report states, “It has taken 100 years of self-directed, bootstrap efforts utilizing internal funds to bring chiropractic into the mainstream of health care.”

“Almost exactly 100 years after D.D. Palmer's legendary success using spinal manipulation, [the fact that] this technique and the profession most closely associated with its use, chiropractic, had *not* gained a legitimacy within the U.S. health care system until very recently seems unimaginable. Today the scope of chiropractic research now parallels that of medical research.” ♦



## “MY PAIN IS GONE!”

By Dale Hamilton, Ph.D.

As Director of Clinical Microbiology at a large teaching hospital, I'm a scientist who deals with numbers and scientific proof. I'm not given to grand illusions or false promises—which is exactly what I *thought* chiropractors gave.

Throughout my adult life, I've suffered from lower back pain. It wasn't from any one incident, but rather just seemed to slowly develop. It got to the point where *something* needed to be done.

I went to a traditional orthopedic doctor for help. He



did an excellent job of diagnosing my problem of a misaligned spine. He then gave muscle treatments and muscle relaxants. But these didn't ease

my pain. In fact, after visiting him, I had to be assisted to my car!

It was upon the advise of my very practical-minded peer that I went to see a chiropractor. During my first visit, the chiropractor checked my blood pressure. It was high, which surprised me.

Then I was put through a series of movement exercises which determined one leg was shorter than the other and one shoulder was elevated. The chiropractor's exam identified my 3rd and 5th vertebrae were out of alignment.

With one quick adjustment, I immediately felt relief from my pain! Even more astonishing, my blood pressure had dropped 18 points!

Today, I am free of pain and enthusiastically recommend chiropractic to anyone in pain! ♦

# CHIROPRACTIC

## Helps More Than “Back and Neck” Pain!

### Safe for Disc Problems

A 1993 study concluded that “the treatment of lumbar intervertebral disc herniation by side posture manipulation is both safe and effective” when given by professionals with appropriate training and skill, such as chiropractors.

### Headache Relief

Preliminary results of a five-year study by researchers at Australia's Royal Melbourne Institute of Technology showed “strong evidence” that chiropractic care is effective in relieving the severity and frequency of headaches. Other studies have shown up to 85% of improvement in migraine headaches.

### Stress Reduction

Researchers found that, “spinal manipulation significantly decreased the intensity of emotional arousal reported by phobic [fearful] subjects.” The study was published in the Nov/Dec 1997 issue of the *Journal of Manipulative and Physiological Therapeutics* showing that spinal manipulation can actually reduce stress! ♦





DATED MATERIALS  
PLEASE RUSH

BULK RATE  
U.S.  
POSTAGE PAID  
DCM

101496  
Scott Chiropractic Center, P.C.  
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Snellville, GA 30078



Jane R. Scott, D.C.

**CHIROPRACTIC HELPS YOU FEEL GOOD  
"INSIDE" AND "OUT" !**

When we look our best, we also feel our best. But take a moment to think about just how much time and money we spend regularly on our appearance.

The last time we checked, no one ever came up with an insurance policy for haircuts, cosmetics or the latest fashions! Yet, somehow we manage to shell out the bucks for our monthly haircuts. We seem to find that extra hundred dollars or so for that incredible clothing clearance. And cosmetic sales in this country run into the billions.

With or without insurance, we urge you to put your money where it matters. *Prevention isn't expensive...but neglecting your spinal health can be.* Regular chiropractic can SAVE you money. **SCHEDULE AN EXAM NOW!**

It's Your "Lucky" Day!



**FREE  
Spinal Exam**



If you—or someone you know—suffers from chronic back pain, headaches, shoulder pain or joint stiffness, use this coupon for a **FREE Spinal Examination.**

*Now you can feel better than you've felt in years...with chiropractic care!*

**Call Today!**

*This coupon is transferable. Please share with family and friends. Offer expires [redacted]. Any further treatment shall be agreed upon in writing and signed by both parties.*

**Call Now !  
(770)972-9160**

**Scott Chiropractic Center**

Jane R. Scott, D.C. • [redacted]

Dear Patient,

**The number of people using chiropractic has doubled in the past 15 to 20 years...because it works!**

If the millions of patients who use chiropractic on a regular basis weren't enough to convince you of its effectiveness, then perhaps the recent explosion of scientific research will!

A brand new breakthrough U.S. government-funded report, released just last year, states, "The scope of chiropractic research now parallels that of medical research." Is it any wonder that chiropractic is now **recognized worldwide** as a safe, effective and affordable alternative to drugs and surgery? Find out for yourself: Call us today!

Yours for Natural Health,

*Jane R. Scott D.C.*

P.S. Please share this exciting information with your family and friends!

2821 Main Street West, Suite 5 • Snellville, GA 30078  
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