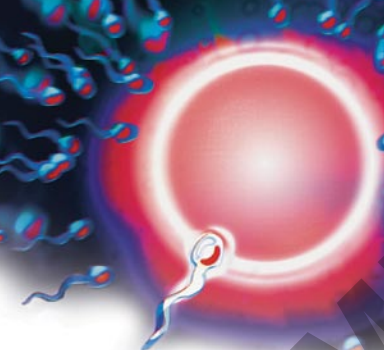




It's As
SIMPLE AS
THAT



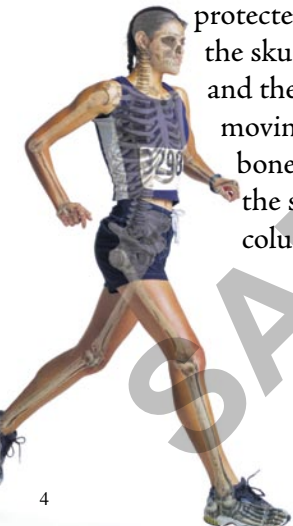
When a sperm fertilized an ovum, a genetic blueprint was created that determined the color of your eyes, hair, skin and millions of other details about you.¹

To control and organize your growth, the nervous system consisting of your brain, spinal cord, and the nerves of your body were the first tissues formed.²



Your brain and spinal cord are delicate and vulnerable.³ They are covered and

protected by the skull and the 24 moving bones of the spinal column.



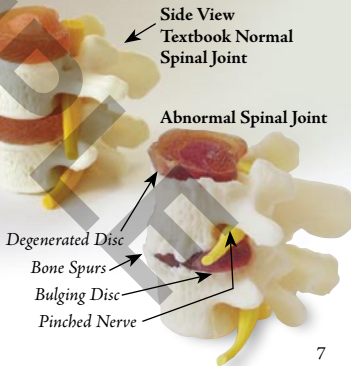
This is important because your nervous system controls the function of every cell, tissue, organ and system of your entire body.³



Pairs of nerves branch off the spinal cord from between each spinal joint to control everything you do, like breathing, bending, and balancing.⁴



Improper motion or position of the bones in your spine can irritate or choke delicate nerves, interfering with the function of the tissues they control.⁵ Doctors call this a subluxation.



Trauma, which may occur during even a normal birthing process, is often the first source of nervous system interference.





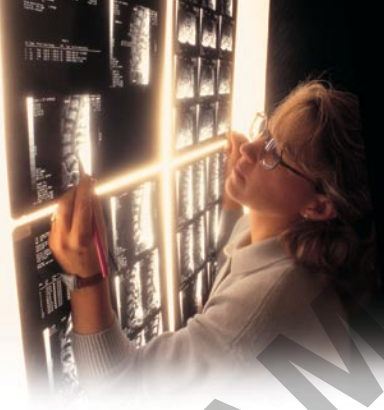
Car crashes, stress, poor posture, diet, pollution, repetitive motions, and many common everyday activities can cause the bones of your spine to lose their normal motion or position.⁶

If your nervous system becomes compromised, the organs and tissues it controls can become more susceptible to disease. This can lead to pain or symptoms of ill health.⁷





Headaches and low back pain can often be traced back to spinal malfunction and nervous system interference.⁸



Doctors of Chiropractic are specialists in the detection, reduction, stabilization and prevention of nervous system interferences.⁹

After completing specific undergraduate studies, today's Doctors of Chiropractic receive an additional four years of first professional degree college education. They must then pass a series of rigorous national board exams and meet stringent licensing requirements before practicing.



To determine the cause of your health problems, your chiropractic doctor will perform a complete exam focusing on your spine to locate any areas causing nervous system interference.¹⁰



You'll be shown the exact locations of any nervous system interference and get specific recommendations for your chiropractic care program.



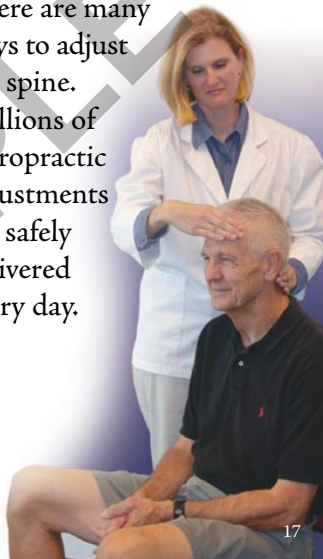
Based on your needs, your doctor will use carefully directed and controlled pressure to help malfunctioning spinal bones return to their proper motion and position, reducing nervous system interferences.¹¹



This procedure is called a
chiropractic adjustment.

There are many
ways to adjust
the spine.

Millions of
chiropractic
adjustments
are safely
delivered
every day.





In fact, chiropractic adjustments are safer than back surgery,¹² muscle relaxers, ibuprofen and over-the-counter pain medications!^{13, 14}

Chiropractic is so safe,
even newborns can receive
chiropractic adjustments.



Regardless of the type of doctor you consult, doctors don't do the healing. Only your body can heal itself.¹⁵





The chiropractic approach to better health is to remove interferences to your own inborn healing ability.¹⁶

Chiropractic makes sense.
It's safe. It's natural. It's
scientific. It's proven. It's
provided by well educated
doctors. It looks to correct
the underlying cause of
your problem and most
important— it works!

It's as simple as that!



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