



# back. pain:

## FAMILY DOCTOR OR CHIROPRACTOR?

### How much backbone does your opinion have?

Believe it or not, some people can't be dragged into a chiropractor's office. Others can't imagine life without their chiropractor. (Has there ever been such a split opinion since the Bush-Gore race for the presidency?)

The estimated 60,000 chiropractors in the United States\* comprise the fastest growing segment in health care. Still, they are often misunderstood and even stereotyped. Is it all that surprising? How many people do you know who understand subluxation? (By the way, subluxation comes from the Latin word "luxate," which means "to dislocate.")

To some people, spinal adjustments seem primitive. But didn't folks say the same thing about acupuncture before it started gaining acceptance in the medical community?

Actually, spinal adjustments are just one of many methods chiropractors use to restore normal nerve function in the body.

Ultrasound, electrical stimulation, and massage all play an important role in promoting the healing process as well. And the chiropractor knows when and how to apply them.

### Chiropractic care: It's not just for breakfast anymore.

Studies show that, for chronic back pain, chiropractic care can be more effective than medication or surgery\*\*. But you don't have to have back pain to see a chiropractor. Some people consult chiropractors for everything from tension headaches to carpal tunnel syndrome, and even for nutritional advice.

*Imagine your body as a city, and your bones, tendons, muscles, and ligaments as highways, bridges, and roads. A chiropractor focuses on keeping these pathways in alignment to promote proper nerve function.*



We live in a society of instant gratification. When we feel pain, we reach for a painkiller. We don't automatically seek a permanent or longer-lasting solution. Masking pain with a pill is a short-term fix. A better idea – even if it means delayed gratification – is to work with a chiropractor or family doctor to find and treat the cause of the problem.

\*International Chiropractic Association

\*\*British Medical Journal study (1998)

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