

# OPTIMAL HEALTH UNIVERSITY™

Presented by Dr. Michiel Rorick



## This Valentine's Day Say "I Love You" With Chiropractic

*What's more valuable than diamonds and more precious than gold? Health! It's the most prized possession on earth; in fact, it's priceless. Without health, material possessions, careers and social standing are insignificant. This year, you can give this most precious gift to your valentine.*

You know what a positive impact chiropractic and the care you've received from Dr. Rorick has made on your health. Why not share this discovery with someone you love? A gift certificate for chiropractic care says "I love you" much more than flowers and candy ever could. It says, "I treasure you and, because I do, I want you to be happy and healthy." Doesn't your valentine deserve only the best? This year, give your sweetheart the gift of health — a present that will last long after the flowers wilt and the candy is eaten.

### Does Your Valentine . . .

- Often complain of feeling worn out or over-stressed?
- Slouch or have a "tilted" or "hunched-over" posture?
- Suffer from chronic back or neck soreness?
- Work at a computer, desk or job that requires repetitive movements?
- Seem tired all the time?
- Take painkillers (including over-the-counter versions)?
- Worry that he or she isn't eating nutritious foods or taking the right supplements?
- Comment on the confusing messages provided by the media about prevention?
- Frequently battle colds or flu viruses?
- Seem "accident-prone"?
- Fail to exercise on a regular basis?
- Suffer from frequent headaches, especially in the afternoons or evenings?
- Want an all-natural way to fight off disease?

If you answered "yes" to ANY of the questions above, your sweetheart may benefit from chiropractic.

This February 14, do something different — give a Valentine's Day gift that will truly change your loved one's life. For many people, a chiropractic checkup with Dr. Rorick is the perfect vehicle to jumpstart a wellness-oriented lifestyle. If your valentine is struggling with maintaining a healthy lifestyle or getting and staying fit, chiropractic can be the first step to gaining what chiropractors call "health-esteem".

An individual with a strong sense of health-esteem makes health a priority; he or she stays vibrant and fit, even with today's fast-paced and overloaded schedules. Health-esteem, an essential component of self-esteem, leads to confidence and success in other aspects of life as well. In this way, chiropractic may dramatically improve your sweetheart's quality of life.

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### ♥ *Start With the Spine*

Chiropractors focus on correcting dysfunctional areas in the spine where movement is restricted or bones (vertebrae) are out of alignment. This condition is known as **vertebral subluxation**. Vertebral subluxations are associated with many health complaints, including headache, back pain, ear infections and carpal tunnel syndrome. Studies show that **chiropractic adjustments** — gentle maneuvers that restore movement to the spine — eliminate vertebral subluxations and the disorders associated with them.



### ♥ *Avoid Unnecessary Medication*

Are you concerned that medication may be wreaking havoc on your loved one's long-term health? Doctors of chiropractic urge patients to avoid the use of unnecessary medications. Drugs — more often than not — simply mask symptoms. They rarely stimulate the healing process.

The fact that many drugs also generate dangerous side effects is another reason chiropractors remain skeptical regarding their misuse and overuse.

### ♥ *Freedom from Injury and Pain*

Let your valentine know that his or her health is top priority to you. Even if your significant other isn't in pain, chiropractic can prevent him or her from future pain. In several disorders, pain does not occur until long after

the initial damage. For example, conditions like osteoarthritis and scoliosis usually don't provoke pain in their beginning stages. As a prevention advocate, chiropractors focus on detecting the early warning signs of disease and help to ward off future health problems.

And chiropractic can also help your loved one prevent injuries — especially those due to repetitive strains and postural imbalances. Through preventive chiropractic adjustments, exercises and postural modifications, your valentine will learn how to avert future aches and pains. And, fewer injuries mean more quality time together.

### ♥ *A Heart Ready for Love*

By keeping the spine in optimal alignment, chiropractic care prevents vertebral subluxations and enables patients to stay active, a key factor in heart disease prevention.

And here's another way chiropractic may ward off cardiovascular disease: by preventing high blood pressure.

High blood pressure (hypertension) is often the first manifestation of heart disease. The good news is that chiropractic adjustments, gentle maneuvers that correct vertebral subluxations, may subdue high blood pressure.

In one experiment, 21 patients with hypertension were divided into three groups. One group underwent chiropractic care, one received placebo therapy and one went untreated. Following treatment, blood pressure dropped among subjects in the chiropractic group, yet no change was evident in the other two (*J Manipulative Physiol Ther* 1988;11:484-8).

### ♥ *A Treat Sweeter Than Candy*

Is your sweetheart always "doing for others" and never wanting to "waste"

time caring for his or herself? In the rush of everyday life, it is all too easy to neglect truly important things — like our health or our relationships with friends and family.

If you and your significant other are caught up in the frantic pace of today's world, take a moment this Valentine's Day to celebrate the things that really matter. Treat your sweetheart to some "time out" with a gift certificate for chiropractic care and share the gift of health. Your valentine will surely treasure this gift, as its benefits can last a lifetime.

It's important to let your loved one know that he or she is not alone in the fight for health; let your doctor of chiropractic be your valentine's health care advocate in achieving optimal health in 2007.

Don't delay, ask about our Valentine's gift certificates at the front desk and schedule an appointment for your sweetheart today.

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