

## Get Great RESULTS!

A compelling survey of patients from 260 different Chiropractic offices was recently conducted by Research Dimensions in Richmond, Virginia.

When asked what they like most about their Chiropractic care, most patients responded that they feel good after a treatment, it affords them immediate relief from pain, and that they do not have to take medication.

### Remarkable survey findings:

- 99% indicated that they were either confident or very confident that their Chiropractor had diagnosed their problem correctly.
- 99% indicated they were satisfied, or very satisfied with the treatment they received.
- 93% said their physical problem or condition had improved as a result.
- 71% indicated that they were taking less medication as a result.

## Schedule Your Exam TODAY!

### Good for One "FREE" Consultation!

No Cost • No Risk • No Obligation

Why suffer needless pain from:

- Headaches • Backaches
- Neck Pain • Leg Pain
- Carpal Tunnel Syndrome

End Your Pain Now!

Transferable. Please share with your family and friends! Offer expires 12/31/14.

Need Financing? We Can Help!  
Interest FREE Financing and  
100% Financing Options Available!

**Call Now!**  
**(205) 345-3452**

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**Wayne Rhodes, DC, PhD**  
*The Wellness Center of Tuscaloosa*

Dear Friend,

### Please Accept My Sincere Apology!

We have not kept in touch with you like we should have, since you had disc decompression treatments in our office. We need to do a better job of pointing out the dangers of **ignoring spine alignment**, and the **severe stress** that puts on the discs in your spine.

Whether you have degenerative arthritis, bulging, protruded, or herniated discs we have a chance to help you avoid surgery. If you have already had surgery, please let us help you **avoid another surgery**.

We are still doing only very gentle adjustments of the spine, hips, knees, and pelvis to make sure we can **eliminate or reduce abnormal stresses** in your spine. We have added low level light therapy (cold laser) to help eliminate inflamed joints that cause pains and movement restriction. Researchers say there are **no known side effects** with this treatment.

Please give us a call to schedule an appointment, or to just let us know how you are doing.

Wishing You a Happy Thanksgiving,

*Wayne Rhodes DC, PhD*



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# Chiropractic

NATURAL HEALTH™

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## PROTECTING Your "Spinal Discs" Puts **YOU** IN CHARGE!

The more misaligned your skeletal system, the greater the imbalances and pressures on your discs. **When treated early, spinal pressures can be reversed to prevent disc damage from occurring!**

**D**on't let disc pain put a dent in your daily routine. Take back control of your life by **protecting the health of your discs!**

Your cartilage-like spinal discs:

- **CUSHION** your vertebrae and act as shock absorbers.
- **SPACE** your vertebrae apart so they don't rub together.
- **PROTECT** nerve roots exiting your spine from being compressed, irritated and inflamed.



Your daily activities place wear-and-tear on your discs; however, poor biomechanics will *accelerate* disc degeneration. **We focus on restoring proper biomechanics!**

### Your Discs Need What Chiropractic Does!

When you're sitting, standing, or bending forward, **the pressure placed on your lumbar discs is equivalent to 200% of your body weight!** So your discs are subject to tremendous forces of pressure, or "loads," every day.

The center portion of a healthy disc is about 70% water. Your discs employ a system of precision hydraulics to distribute the load throughout your spine.

Since discs are comprised of living cells and they lack a direct

blood supply, the only way to keep them hydrated and healthy is through motion.

Proper joint motion "pulls in" fluid filled with oxygen and nutrients and "pumps out" waste fluid. This process is essential for the health of your discs. Otherwise, your discs dry out, cells die, and your discs can permanently deteriorate!

### The Choice is Yours!

During your spinal exams, we can **pinpoint and correct fixated joints**—long before you have pain!

Once you experience how healthy discs can **enhance the quality of your life**, *nothing* will stop you from coming in for regular Chiropractic care!

**Make your appointment TODAY!**

**Inside...**  
How to enjoy HUGE savings with Chiropractic care!

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# Don't Let Disc Problems "Age" You Prematurely!



Disc problems can cause weakness, pain, disability and disfiguring posture that makes you look and feel older than your age!

Take action *now* or you'll look back with regret *later*!

Each segment of your spine (vertebrae, discs, ligaments and muscles) interacts to help you stand tall, bend, twist and stretch! That's why we treat your whole spine, not just the area in pain.

Your spinal discs consist of the *annulus*, comprised of a tough outer layer of rings that encircle the more hydrated gel-like center, or nucleus, and a thin cartilage end

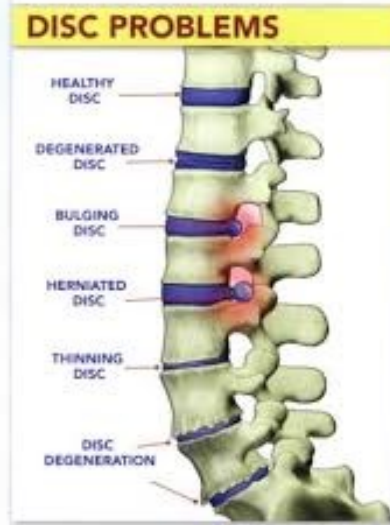


plate that separates the outside layer of your disc from the bone.

### Your Disc Activity Impacts Your Daily Activity!!

Your discs are like sponges. They absorb water when you recline and release water when you are standing or sitting.

With age, your discs slowly lose water that's not replenished. They can become dry, thin and break down.

With less disc volume, you may experience a gradual loss of height!



Degenerative discs anywhere along your spine are vulnerable to cracking, tearing and *herniation*. Injured discs allow the gel material from the center of the disc to leach through the outer rings and irritate the adjacent nerve roots.

The resulting nerve irritation can lead to chronic pain, inflammation and severely limited activity!

### Resume 'Normal Activity' / gain!

Many factors, including trauma, heavy lifting, prolonged sitting, lack of exercise, obesity and even smoking can compromise the integrity of your discs.

When one disc is compromised, the neighboring discs carry their normal load, *plus* some of the damaged disc's load. This initiates a chain of reactions that leads to degenerative disc disease.

Research has demonstrated that a series of spinal adjustments can help stabilize your spine and slow down the degenerative process!

Call now, while there's still time to make a positive change... **without drugs or surgery!**

Show Your Care During this Season of Thanksgiving!

Those whom you refer to us over the next few weeks will welcome the chance to end their pain and improve their health before the upcoming busy holiday season.

Thank you for passing our name along.

We are truly grateful for the opportunity to serve your family's healthcare needs.

Happy Thanksgiving

# Chiropractic Care is a PROVEN VALUE!



Staying healthy with Chiropractic care is like putting cash in your personal bank account!

A 2-year *Blue Cross Blue Shield* study on 85,000 subscribers with low-back pain found that **treatment costs for the Chiropractic group were 40% lower than the medical group!**

*American Specialty Health (ASH)* conducted a 4-year study on 1,700,000 back pain claims, comparing medical and Chiropractic costs. They concluded that **Chiropractic care:**

- Cut the cost of treating back pain by 28%
- Reduced hospitalizations by 41%
- Lowered back surgeries by 23%
- Reduced the cost of X-rays and MRIs by 37%

Similarly, *the Journal of Manipulative and Physiological Therapeutics* reported on a 4-year Illinois HMO study comparing costs and outcomes for medical and Chiropractic care.

Doctors of Chiropractic who emphasized preventive and wellness care showed a:

- 43% reduction in hospitalizations
- 43% reduction in outpatient surgeries and procedures
- 51% reduction in drug costs

### Our Office is a Great Place to SAVE!

Chronic illness and pain carry a hefty price—especially when they prevent you from working or paying your doctor bills! In fact, it can level you financially when you least expect it!

A revealing study, conducted in part by *Harvard Law School*, was published by *The American Journal of Medicine*.

The study reported that **62.1% of all bankruptcies were associated with an illness and mounting medical bills.**

That's why it pays to STAY HEALTHY!  
**Give us a call TODAY!!**

# "I'm Finally sleeping Through The Night!" by Maria Lebron



For over a year, I was suffering from acid reflux and crippling menstrual cramps.

The reflux was caused by the large dose of ibuprofen my primary physician prescribed for the cramps, and I couldn't sleep through the night.

The cramps caused me massive pain and vomiting. I was told the only thing they could do for either problem was put me on medications, which I don't like to take.

Finally, a friend referred me to their Chiropractor.

The doctor patiently explained everything that

was going to be done and I started going three times a week. **Within two months, I was out of pain and acid reflux free. The vomiting is gone and I sleep through the night!**

I visit my Chiropractor once a month for maintenance and am very pleased with my results!

I have referred my friends and now my entire family also goes to my Chiropractor! ❖