

SPECIAL HEALTH REPORT



# 5 THINGS YOU **ABSOLUTELY** **NEED TO KNOW** TO REDUCE CHRONIC BACK PAIN *Naturally*

YOUR GUIDE TO DRUG-FREE PAIN RELIEF

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# Natural Health Care is Safe and Effective

In 2001, over 13 million people saw a physician for the treatment of back pain. According to the NIH, 65% to 80% of all people have back pain at some time in their life. For many, the traditional medical approach to pain has been very unsatisfactory. Too often people in pain are given drugs to mask their symptoms, but no answers. It's like the story about the old man who went to the doctor complaining of pain in his right knee. The doctor prescribed pain medication, but the old man still wanted to know why his knee hurt. The doctor said, "Well Mr. Wuznuski, you are 78 years old—you have to expect some aches and pains." The old man pointed out the obvious, "But the other knee is also 78 years old, and it doesn't hurt." He wanted to know the cause and to have the cause treated and not merely mask his symptoms with drugs.

Is low back pain affecting your life? What do you avoid doing because of pain? Has it affected your social life? Has it affected your job? What would you do if you could end your pain now? While drugs can reduce pain, they really do not address the cause of the pain. In fact, they actually interfere with healing. You should find and address the cause of pain and feel better now. This report is

designed to help you to do just that.

## 5 essential facts you need to know in order to find natural pain relief:

### ***There is a price to be paid for the relief offered by drugs:***

NSAID is an acronym for non-steroidal anti-inflammatory drug. It is a word used to refer to drugs like ibuprofen, aspirin, and naproxen—the pain medications that you buy at the local drug store, or the ones that are commonly prescribed. According to research appearing in the July 27, 1998 issue of the *American Journal of Medicine*, "Conservative calculations estimate that approximately 107,000 patients are hospitalized annually for nosteroidal anti-inflammatory drug (NSAID)-related gastrointestinal (GI) complications and at least 16,500 NSAID-related deaths occur each year **among arthritis patients alone**. The figures for all NSAID users would be overwhelming, yet the scope of this problem is generally under appreciated".

The sixth leading cause of death in the United States, killing over 100,000 people per year, is drugs that are properly prescribed and properly taken.

Other research links pain medications to high blood pressure, kidney failure, heart failure, ulceration of the GI tract, and some drugs even interfere with bone repair. In the July 23,

1996 *Archives of Internal Medicine*, 2,000 arthritic patients were studied, NSAID use increased their ulcer risk 10-fold, and almost 25% of NSAID users have ulcers, often without symptoms.

Research articles appearing in the journals the *Lancet* and in *Pharmacological Research Communications* have demonstrated that NSAIDs interfere with the formation of cartilage. Someone who takes these drugs is trading short-term relief for long-term degeneration. The drugs actually make the condition worse. While drugs can offer temporary relief, it is a good idea to find and treat the cause of low back pain. Drugs may be a short-term answer, but it is best to find a permanent answer.

### ***Learn about anti-inflammatory nutrition.***

Drugs work by affecting biochemistry; but there a better way. Nutrition is another way to affect the body's biochemistry. Unlike drug therapy, nutritional therapies have few, if any, side effects. Every activity in the body, including digestion, muscle action, oxygen utilization, even thought, is the result of chemical reactions.

We feel pain and experience inflammation because of biochemistry. There is a biochemical component to back pain. This should be obvious, why else would taking a chemical like ibuprofen or aspirin affect your pain? The good news is that you can affect the body's chemistry naturally, without side-effects.

Good nutrition can actually fight inflammation. Vitamins and minerals are the co-factors that enable these chemical reactions to occur. Generally, in chronic conditions, nutrition, herbs, homeopathic remedies and other natural therapies are effective.

***Eat your way out of pain--call us,  
we will show you how***

The “Anti-Inflammation Diet” can drastically reduce your level of pain. Contact our office for a detailed, easy-to-follow copy of the “Anti-Inflammation Diet” for FREE. The concept is simple, certain foods can increase pain and inflammation and other foods help to reduce it.

Biochemistry plays a role in pain; otherwise medication would have absolutely no effect. You can affect your body’s chemistry without the use of drugs. You simply need to go on the anti-inflammatory diet. By avoiding foods that cause inflammation and eating foods that reduce inflammation, you can reduce your level of pain.

Fresh produce, omega-3 fatty acids, raw nuts and seeds all can help reduce inflammation. White sugar, white flour, trans fats, chemical additives and processed foods all can increase inflammation. One interesting side note is that NSAIDs perpetuate the very problem that they are designed to treat. They actually increase the body’s oxidative stress—leading to further inflammation and pain.

***Strengthen your core muscles.***

Weakness in your core muscles is a major cause of back pain. Human beings are designed to be walking barefoot on the Serengeti Plain, with a spear in hand, scanning the horizon for game. We are not designed to sit for long periods of time or to read or look at computer screens extensively. We are designed for low-grade activity that lasts for most of the day; we are not designed to be inactive.

Sitting for long periods, and general lack of activity causes the muscles that provide stability to weaken due to lack of use. There are specific exercises that will help to strengthen these core muscles. For many people, strengthening core muscles gets rid of back pain. It is safe to say that most cases of low back pain respond to core strengthening.

Doing a workout at the gym does not necessarily strengthen your core muscles. In fact, many people develop back problems after beginning a workout regimen. If you build big muscles without strengthening the core, it is a lot like building a skyscraper without putting in a foundation. Without a foundation, a building will shift and become damaged; it can possibly collapse. Similarly, exercising without good core strength can lead to back pain or other injury.

It is vital that you strengthen your core. Call our office and we can schedule a consultation to show you some quick core-

strengthening exercises. We can also help you with developing a custom strengthening program that suits your needs.

***Use good ergonomics:***

The word “ergonomics” is derived from two Greek words that mean “work” and “natural law”. The goal of ergonomics is to minimize structural stress. Therapy cannot be effective if you do something on a daily basis that stresses your body and re injures you.

You can call our office, make an appointment and learn more specifically how to apply proper ergonomics to you and your work situation. Below is some basic information about how to ergonomically set up a computer workstation:

If you type while on the phone, or speak on the phone for long periods of time, get a headset. Cradling a phone receiver between your ear and shoulder can create stress and pain.

Anything you reach for routinely should be between 18” and 25” away from your body. This is “arm’s length” and will keep you from bending, stretching and overreaching.

Your computer monitor should be at the same height as your eyes. You should not have to look up or look down to see your screen. The top of the screen should be just above eye level. The screen should be between 18” and 25” away so you can read it comfortably without craning your neck.

Your wrists should be straight, to avoid strain. There are keyboards specially designed to reduce wrist strain. Chair height should allow for your hips to be 90 degrees from your body and your knees should be bent at 90 degrees with feet flat on the floor.

Your chair should have a lumbar support and arm rests that are adjustable. Your arms should be able to rest comfortably.

Jobs that have repetitive activity or that require long periods in the same position should be looked at ergonomically.

### ***Chiropractic***

Chiropractic is a way to balance the body. Chiropractic is a natural, hands-on method of healing. The Greek word “Chiropraktikos”, meaning “effective treatment by hand” is the origin of the word chiropractic. Chiropractors correct subluxations in the spine. Subluxation is a \$10 word that means the vertebra is out of place. Not necessarily dislocated, but not quite where it belongs. Research shows manipulation is better than acupuncture or drugs for spinal pain. In a controlled, clinical trial (published in *Spine* 2003; 28: 1490-1503). Research appearing in the *British Medical Journal* (1995; 311:349-351), studied 741 men and women between the ages of 18 and 64 suffering from low back pain. The study found that the patients treated by chiropractors experienced nearly 30% more improvement than the patients treated by the hospitals.

### ***Posture and Muscle Balance***

To simply say that poor posture stresses the spine doesn't really convey how much of a burden poor posture is on your health. The most obvious problem caused by poor posture is muscle tension. Muscle tension is merely the tip of the iceberg. Poor posture and ergonomics cause stress and strain. Habits like reading in bed and cradling the phone between your ear and shoulder can create problems.

Your body doesn't know the difference between a muscle that is doing work and one that is in spasm. The body has to supply nutrients and oxygen to a muscle that is in spasm, and that muscle produces waste products. Muscle tension requires energy and is a major cause of chronic fatigue.

### ***Subluxation***

Poor posture creates tension in the small muscles in the spine, called multifidi. These muscles are an inch or two long and connect individual vertebrae. Chronically poor posture creates spasms in these muscles, which in turn cause distortions in the alignment of individual vertebra. These misalignments are called subluxations. Other areas of the spine may not be subluxed but do not move normally; these are called fixations.

### ***Was Your Arm Ever in a Cast?***

Have you have ever had a cast on your arm, leg or other broken bone, and that cast kept a joint

from moving? Remember how hard it was to move the joint when the cast was removed? The spine consists of dozens of joints and it is meant to be highly mobile. Chronic subluxations and fixations create stiffness and lack of mobility similar to that of a joint that has been placed in a cast. These cause stiffness, pain, weakness and can actually affect the function of internal organs.

### ***The Whole Nervous System is Affected***

Virtually every nerve in the body passes through the spine. When the spine contains subluxations, fixations, and muscle spasm the nervous system is affected. The obvious manifestation of this is pain and discomfort. Pain and discomfort is caused by stimulation (or irritation) of the nerves that emerge from the spine. Sometimes the pain is severe, sometimes it is merely annoying.

Pain is what brings most people to chiropractors. Chiropractors adjust (manipulate) subluxations and fixations to relieve pain and discomfort. It works very well. Chiropractic, as we know it, has been around for a hundred years. Spinal manipulation, however, has been practiced since the time of the ancient Egyptians and has a pretty good track record of improving health and relieving pain.

## ***The Spinal Nerves***

The spinal nerves are responsible for feeling pain (and other sensations) and for the movement of muscles. They emerge from the spinal column and are responsible for feeling and movement throughout the body.

Pain, weakness and other symptoms caused by irritation of spinal nerves are what usually bring people to chiropractors. To most people, the value of chiropractic is its ability to relieve neck, back and other musculoskeletal pain. Even chronic distortions of the spine, while taking a little more time, can be relieved with chiropractic care.

## ***The Autonomic Nervous System***

While it is clear to many people that chiropractic is effective in treating neck, back and musculoskeletal pain, they may not fully realize that chiropractic helps the function of another part of the nervous system, the autonomic nervous system.

In the autonomic nervous system there are clusters of nerves, called ganglia along side of the spine. The ganglia handle automatic functions (they work autonomously). When you eat, you don't have to tell your stomach to produce acid for digestion. When you run, you don't have to tell your heart to beat faster to supply blood and oxygen to your legs. These functions happen automatically.

Think of the brain as the president of the company. The president isn't involved with every detail of the running of that company. There are heads of various departments, marketing, accounting, sales etc. These department heads are like the ganglia of the autonomic nervous system.

## **Chiropractic Care Can Improve Every Function of The Body**

People often think of chiropractors as treating bones, but in reality they treat the nervous system. If you take a rubber band and put it around your arm, your hand will become numb, tingle and then ache. You have interfered with the nerve and blood supply. Similarly, subluxations and fixations affect your body. Spinal nerves are affected, causing pain and weakness and the autonomic nervous system is affected causing dysfunction in various organs. When you place a rubber band around your arm, the effects are felt in a few minutes. Pressure from subluxations and fixations, when chronic, are usually more subtle and their effects are felt over time.

Relieving subluxations and fixations create a sense of well-being and improves health. Chiropractic is effective for relieving pain, but its real strength lies in its ability to improve the health of the nervous system and the rest of the body. Chiropractic is a holistic profession which helps

to ensure a lifetime of good health.

## **Celebrities Use Chiropractic**

San Diego Padres players, Tony Gwynn, Trevor Hoffman and Woody Williams were featured in Chiropractic Products magazine. Two hours before a game several players receive chiropractic adjustments. U.S. Olympic speed skater Derek Parra, holder of three American records is a chiropractic patient. The ACA officially sponsors Parra who says, "I've always believed in chiropractic care. I've used a lot of other treatments for injuries and pain, but the problem doesn't get fixed until I go to a chiropractor. I tell other athletes about chiropractic care, too."

Three-time Tour de France winner, Lance Armstrong is a chiropractic patient. According to USA Today, after a Tour stage, he'll get fluids and amino acids, take a shower, get a massage and get a chiropractic adjustment. Singer Janet Jackson is also a chiropractic patient. An article in the Chicago Tribune reports that Janet Jackson credits chiropractic for helping her to handle pressure.

Chiropractic is widely used by NFL players. According to *JMPT*, 77% of NFL trainers have referred a player to a chiropractor. 31% of NFL teams have a chiropractor on staff. An additional 12% of teams refer to chiropractors but do not have one on staff.

Olympic athletes have found that chiropractic is not only good for injuries, but also helps to improve performance. Nicole Freedman of Stanford, California, qualified for the 2000 US Olympic squad as a cyclist at the Olympic Team trials in Jackson, Mississippi, after being receiving a chiropractic adjustment. She had told her chiropractor that she thought she needed an adjustment to be at her peak performance.

Dr. Jan Corwin, a past president of ACA's Council on Sports Injuries and Physical Fitness, said of the athletes he treated in Korea(1988), "They were totally into it. I had so many patients while I was there, I didn't even have time to eat. By the time I left Seoul, I had lost 12 pounds." Dr. Corwin went on to say, "At least 50% to 75% of all the athletes I treated had prior chiropractic care and were very aware of the benefits of chiropractic to them as athletes."

Chiropractic has grown in popularity among athletes because of the good care athletes have received from chiropractors all over the country. The list of athletes who have been treated with chiropractic is impressive. Olympic stars like Carl Lewis, Greg Louganis, Willi Banks, Edwin Moses are among the athletes who benefit from chiropractic.

In the 1996 Olympics in Atlanta, Georgia Sheila Taormina (gold medalist in swimming) and Marisa Pedulla (U.S. Judo Team) each received care from Dr. Steven

Horowitz who was the chiropractic physician for the U.S. Olympic medical staff in 1996. Each woman wrote to thank him for their care. The athletes were very excited about the chiropractic care given to them. Dr. Horowitz notes that the athletes wanted to be sure that he was there for American athletes only. The athletes felt that they did not want him to give an advantage to other athletes by providing chiropractic care.

### ***Pain is a Warning***

Many people have back pain that they "can live with". Maybe you are a little stiff and sore in the morning. Maybe it doesn't hurt too badly if you avoid certain activities. Maybe it comes and goes. The pain has affected the quality of life, but not enough for you to do anything about it. If you are managing your pain with drugs, that is not a suitable solution, because you are interfering with the healing process.

The problem is that your low grade pain can become debilitating, suddenly and without warning. If you have back pain, it very likely means that there is weakness and instability. Stresses that are put on the back when bending or twisting may not be tolerated. If the muscles are not properly supporting you, if there are mis-alignments in the spine, extraordinary pressure is placed on the ligaments and discs. Enough stress and the low grade back pain becomes a serious injury. Now it is extremely painful

and can require a lot of care and a lot of time to heal.

### **How Bad is It?**

#### ***Let us help you find out... FREE***

You have no way of knowing how serious your back pain is until a trained professional evaluates it. We care about your health and well-being and are willing to take some time to help you to avoid serious injury and to offer you a way to get relief from your pain. Call our office and schedule a Four Point Spinal Evaluation. Lifestyle changes, core strengthening and chiropractic can help save you from more expensive and dangerous treatments like drugs and surgery.

#### **Free Four Point Spinal Evaluation**

***Ergonomic consultation:*** We will discuss your work environment and it's possible relationship to your current back pain.

***Evaluation of posture:*** Your posture will reveal the stressful areas of your spine. It will also show us patterns of muscle weakness that can lead to injury.

***Core strength and postural muscle testing:*** A very quick screen will give us an idea of your core strength (if the core is weak, it may predispose you to injury). We will also test the strength of the muscles that support the back.

***Spinal alignment evaluation:*** We will screen for subluxations and fixations that may be the source of your pain.



# **SUFFERING WITH CHRONIC BACK PAIN? WE CAN HELP!**

**CALL NOW FOR A FREE 4-POINT SPINAL EVALUATION**

**(708) 532-0000**

[www.PotekhinChiropractic.com](http://www.PotekhinChiropractic.com)