



PROBLEMS WITH PAIN DRUGS

by Dan J. Murphy, DC, DABCO

In January of this year I wrote an article detailing the dangers of cox-2 pain drugs.¹ The most damning statistic in that article is that one pain drug, the cox-2 inhibitor Vioxx, caused an estimated 140,000 heart attacks and strokes, resulting in the deaths of as many as 56,000 Americans in a 5-year period. This is more deaths than occurred in the Vietnam War, and they occurred in half the time. These statistics, and others concerning the cox-2 drugs Celebrex and Bextra have been published throughout the world in both the lay press and in the medical journals, as summarized in my January article.

Since then, other pain drugs have been scrutinized, and the results are even more astonishing than the adverseness of the cox-2 inhibitors. Note the following two articles:

More Pain Relievers Called Into Question

Study stirs concern about heart safety of over-counter drugs

by Marilyn Marchione
of the Associated Press
San Francisco Chronicle
April 19, 2005

This article summarizes the findings of a study reported at the American

Association for Cancer Research Conference in Anaheim a few days before, and noted the following:

"With prescription drugs like Vioxx and Bextra already pulled from the market, a study has raised disturbing questions about the heart safety of long-term use of over-the-counter pain relievers such as Advil, Motrin and Aleve."

Smokers who took these over-the-counter pain drugs for 6 months "had twice the risk of dying of a heart attack, stroke or other heart related problem."

"The findings add to the suspicion that the heart risk extends beyond the so-called Cox-2 drugs — Bextra, Vioxx and Celebrex — to the larger family of medications known as non-steroidal anti-inflammatory drugs, or NSAIDs, which include naproxen, ibuprofen and virtually all other over-the-counter pain relievers."

"To the best of our knowledge, these are the first data to support putting a [black] box warning on NSAIDs, not just Cox-2s," said Dr. Andrew Dannenberg, a Cornell University scientist who helped do the study.

A deeper look at this study "revealed that the NSAID users were dying at twice the rate of the others from heart-related problems."

"Risk was highest among ibuprofen

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ICA AND SLEEPLOGIC

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As a direct result of this new partnership, *SleepLogic* has developed two new mattress lines, *ChiroSense™* and *LifeScape™*, which, along with *Refresh™* comprise the lifestyle-focused collection. A four-member ICA committee, led by 2004-2005 ICA Chiropractor of the Year and Chairman of the ICA Committee on Posture and Technique, Dr. Don Hirsh, worked very closely with *SleepLogic* engineers throughout the product development process. This led to the use of the most sophisticated technology for enhanced posture and sleep quality.

"This is a real working partnership we have with the ICA," says Bruce Goodman, President of the Cleveland, Ohio based company. "There isn't a week that goes by that we don't communicate with them to discuss new products and concepts. The goal of the partnership is to build better products to help people sleep better."

The ICA chose to partner with *SleepLogic*, not only because of the reputation of its products, but also because of the reputation of the company. "We were looking for a mattress company that possessed two key attributes: a growth-minded approach to the marketplace and a capacity for creative, innovative thinking," said Dr. Hirsh. "SleepLogic combines those two qualities with the highest level of customer satisfaction and quality control." Both organizations also share a strong, sincere commitment to improving the health and healthy sleep environment

for consumers of all ages.

The national potential of the ICA-SleepLogic partnership is one of the most exciting dimensions of this new cooperative effort. According to Goodman, "The recent launch is just the first step in growing SleepLogic into a national mattress brand. Already talking to other manufacturers as potential group members, SleepLogic is anticipating significant interest from other companies to become part of the brand's growth into other areas of the country."

"We're excited about putting together a select group of top-notch, success-driven companies that will build this brand. We are committed to a team approach; an approach we feel is unique to the mattress industry, as our formula for success, he said."

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