

STRESS: FRIGHT, FLIGHT OR FIGHT?

continued from page 20

tinue to evaluate, reconsider and analyze the incident, which just keeps it all the more active in our brain, memory and body. Over time actual neuro-network, biochemical and structural changes, including the neuro-transmitters and even the structural make-up of our brain can take place and even cause cellular death to occur.

Our physiological and psychological systems were not designed to continually harbor these stressful thoughts and stresses for long periods of time without an outlet. Further, to do so, affects our emotional, behavioral, visceral and musculoskeletal systems, producing toxic and structural effects as well as the chiropractic subluxation. D.D. Palmer, even without much of our current science and knowledge, saw a similar mind body connection. when he philosophized that **Thoughts, Toxins**

and Trauma can cause the chiropractic subluxations and these can be the cause of Dis-ease...

THINK ABOUT IT!

Dedicated to the memory of two of our beloved mentor's: Virgil V. Strang, D.C., H.C.D. (Hon.), F.I.C.C. and Fred H. Barge, D.C., Ph.C., F.I.C.C..

RICHARD VAHL, D.C., M.S., Ph.D. is a former professor and department chair of Palmer College of Chiropractic in Davenport, Iowa. He has published extensively and lectured internationally on chiropractic and sports science. He recently returned from Russia where he had the opportunity to work with some of Russia's top competitive athletes.

JAMES B. VAHL, B.Sc., C.F.T. is a Certified Personal Fitness Trainer and a Professional Health/Fitness Specialist. A graduate of San Diego University, he is currently in the DC program at Palmer College in Davenport.

The Child Patient: A Matrix for Chiropractic Care

By Joan Fallon, DC, FICCP

Get Your Copy!



The news release on the *Matrix*, a 16-page document published as a supplement to the *Journal of Clinical Chiropractics* in October 2005, had more than 10,000 hits in the first week of announcement. It has been written up in several non-chiropractic papers, most recently in the *Medical News Today*. With information about the *Matrix*, the articles also include information about the ICA Pediatrics Council, its postgraduate program and the DICCPs. The *Matrix* is the first document to explain why kids, including infants need chiropractic care and the possible time and frequency of care. Includes 142 references.

Single copies \$10.

Email for rate on multiple copies to pediatricsouncil@chiropractic.org

To order by phone call **1-800-423-4690** or fax order with credit card information to **703-351-7893**

OPENING A NEW CHIROPRACTIC PRACTICE?

THE FIRST SIX MOVES YOU MAKE WILL DETERMINE THE SUCCESS OR FAILURE OF YOUR PRACTICE!



The "Guide To Opening A New Chiropractic Practice" is yours **FREE** when you call **1-800-882-4476**.

The guide is presented by the Fernandez Consulting's Practice Starters™ System which is based on 50 years of perfecting the procedures of opening practices and has been used successfully by over 3,000 doctors. So, before you start your new venture, call us. The next strategic move is yours... and it's toll free.

Would you like to know how to attract 20 new patients your first week in practice? Would you like to render over \$51,041 in services your first 30 business days in practice? We polled a number of our clients and these are the averages reported!



10733 57th Avenue N.
Seminole, Florida 33772
727-392-0822 Fax: 727-392-0489
www.DrFernandez.com

1-800-882-4476
FREE GUIDE
TO OPENING A NEW
CHIROPRACTIC OFFICE!

THE WELLNESS PRACTICE CERTIFICATION PROGRAM 2006



How to serve your patients through the unity of chiropractic health care and wellness living. With skill and expertise instill the wellness principles in those you serve.

Presented by **James L. Chestnut, B.Ed., MSc., D.C.**



The Wonders of Wellness...

2006 DATES

SEATTLE		MINNEAPOLIS-ST. PAUL	
	Module*		Module*
Feb. 25-26	1	March 25-26	1
April 1-2	2	May 20-21	2
July 15-16	3	Sept. 30-Oct. 1	3
Oct. 14-15	4	Nov. 4-5	4

ATLANTA		DETROIT	
An Introduction to Wellness Practice Certification with Module 1:			
	Module*		Module*
June 3-4	1	Sept. 9-10	1

How Chiropractic's Natural Roots in Wellness Spark New Appeal in Today's Patients.

- *Module 1 Scientific and Philosophical Validation of Chiropractic Wellness Practice
- *Module 2 Wellness Nutrition and Natural Hygiene
- *Module 3 Wellness Physical Fitness and Spinal Hygiene
- *Module 4 Wellness State of Mind, Stress Hygiene and Secrets of Eliciting Patient Lifestyle Change

WELLNESS... a Celebration of Vitality

Wellness... What great meaning that word connotes – rich... profound...sublime, yet simple and, above all, real, and available through chiropractic. This program brings you insight into the evidence-based science of wellness, research and ethical aspects of serving your patients in the emerging frontier.

WELLNESS... a Celebration of Wholeness

You can do great good for your patients when you create – with knowledge and performance – the unity of chiropractic and wellness living. Come to absorb the information, resources and teaching skills necessary to lead your patients to a new experience in health and vitality.

WELLNESS... a Neat Fit for Chiropractic

The practical research and science-based program addresses important health issues in which chiropractors already excel: wellness validation through chiropractic, nutrition/natural hygiene, physical fitness/spinal hygiene, and wellness state of mind/stress hygiene/ secrets of eliciting patient lifestyle change.

WELLNESS... the Certification

This eight-module program (4 on-site and 4 take-home modules) culminates in the official postgraduate Wellness Certification by the ICA Council on Wellness Science, and provides a foundation for understanding and communicating behavioral changes that yield important health benefits to your patients.

A FLEXIBLE FRIENDLY SCHEDULE

Your wellness schedule is made for your convenience. You may attend the modules in any order and at any of the locations you so chose. You are not confined to the sequence as shown.

For Wellness Council and Certification Program details visit www.chiropractic.org

CALL ICA TO REGISTER 800-423-4690

Presented by International Chiropractors Association in cooperation with Life Chiropractic College West