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# Newsletter

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## Five Ways to Benefit

There's a lot of talk about Wellness Care these days. But what is it? It's easier to see the appeal of this growing cultural trend when you compare it with other types of care:

### Relief Care

Many people begin here. Their ache, pain or other symptom is often what prompts them to begin chiropractic care. Careful! If you stop care as soon as you feel better, you'll invite a relapse. Muscles and soft tissues heal after symptoms disappear.

### Corrective Care

With the most obvious symptoms reduced, many of our patients opt to continue their care. This helps stabilize and strengthen their spine. Rehabilitative care builds on the investment used to get relief and helps make changes longer lasting. Some insurance companies recognize the value of corrective care, but many do not.

### Maintenance Care

Regular chiropractic care can help maintain your progress and avoid a relapse. The intention is to help you preserve your progress so far. Your visit schedule varies based on your age, condition and the stresses in your life. Preserving your progress is valuable, but there are still more possibilities.

### Preventive Care

Beyond preservation, is the realm of prevention. Periodic chiropractic checkups can help catch new problems early. This can minimize the severity of flare-ups. Those who value their health often take this proactive approach. Early detection, while worthwhile, is a defensive approach to one's health.

### Wellness Care

Simply put, we experience life through our nervous system. That's why optimizing our spine and nervous system is the key to becoming all that we can be. Your nervous system learns. Chiropractic care and other healthy habits, create new possibilities to grow, develop and take our lives to ever-higher levels.

How far will you choose to take your chiropractic care?

## Why Chiropractic Continues to Thrive

**Effective.** Because the nervous system controls every cell, tissue, organ and system of your body, and the primary focus of chiropractic care is the restoration of nervous system integrity, chiropractic care can be helpful for a wide range of health care problems.

**Natural.** Simply put, chiropractic care doesn't add chemicals or foreign substances to your body. And chiropractic care doesn't remove parts or take things out. Instead, chiropractic care seeks to restore proper control and regulation of your body so health can return, naturally.

**Safe.** Chiropractic care is safe. So safe, even newborns get adjusted to correct the spinal trauma from the birth process. Chiropractic care is tailored specifically to each patient's problem and health goals.

**No side effects.** There are no warning labels required for chiropractic care. In fact, the only side effects of chiropractic care are considered positive effects, such as better balance, more energy, increased vitality, extended endurance and improved coordination.

**Smart choice.** It makes sense to correct the underlying cause (loss of proper nervous system control of the body) rather than numb the body with drugs. Research shows that those who are more highly educated choose chiropractic care.

If you know someone that you think chiropractic could help, please direct them to one of our member chiropractors, or at least share these reasons why chiropractic care makes sense.

## Continuing Your Care

How long do you intend to brush your teeth? Probably the rest of your life, right? How come that after brushing your teeth yesterday, you'll likely brush your teeth today, tomorrow and next week?

Is it because your teeth hurt? Because you have a cavity? Will you brush your teeth because the accumulated plaque is inflaming your gums?

Probably not.

It's a habit you've developed. One of the good, healthy habits. Maybe you like how your mouth feels after brushing. Or you want to avoid painful visits to your dentist. Or you want to prevent the social stigma of bad breath.

Even with this daily maintenance and prevention you'll probably visit your dentist from time to time. Yet, no one ever observes, "Once you go to a dentist, you have to go for the rest of your life." This issue is often raised by those who don't understand the preventive nature of chiropractic.

Chiropractors are committed to detecting and reducing the effects of physical, emotional and chemical stresses to your spine and nervous system. For as long as you experience them. Which for most of us, will be for the rest of our lives!

## Considering a Career Change?

If you're looking for a rewarding career, you might want to consider becoming a chiropractor. If you like people, have an interest in health and would enjoy the deep satisfaction of helping others, chiropractic could be your access to greater purpose and fulfillment.

As health care costs continue to consume ever greater amounts of the economy, chiropractic is known for its efficiency. For less than the cost of lab tests and expensive diagnostics, patients receiving chiropractic care can be well on their way to recovery. The future belongs to the efficient.

The side effects of the prevailing "better-life-through-chemistry" approach continue to make front-page news. More and more people are suspicious, or at least disenchanted, with the knee-jerk way the latest drug concoctions are recommended. With this, comes greater interest in non-drug solutions.

As the aging baby boomers start taxing the "health care" system, there is an increasing cultural bias for things natural. These were the folks who shunned polyester and coined the phrase "Get real." Since chiropractic doesn't put any thing in or take any thing out, and the only side effects are positive effects, chiropractic is well positioned to be attractive in the years ahead.

If you'd like to know what it takes to become a chiropractor, discuss it with one of our member chiropractors and get started!