

"You never know how far reaching something you may do or say today will affect the lives of millions tomorrow."

B.J. Palmer

STRESS
Our dirty little secret...

We're surrounded! Surrounded by stress, that is. It's all around us. Stress at work, stress at home, it really is the new epidemic. Stress is a normal part of life and at times a certain amount of stress is the stimulant we need to achieve our goals. It's when stress becomes constant that our bodies become overwhelmed and strained.

When stressed, our bodies release adrenalin and a series of reactions begin to take place. Heart rate increases, muscles tense, blood pressure rises, pupils dilate, your body jumps to attention preparing to fight or retreat. The body also shuts down functions not needed for immediate survival, such as the immune and digestive systems, choosing instead to funnel all available energy to the situation at hand.

This response is critical to surviving any dangerous situation; however, the body reacts to physical, emotional and chemical stress in all the same way—regardless of whether you are in the path of a speeding car or struggling with a conflict at work, your body jumps to attention preparing for your next reaction. And, if stress continues over a period of time, the body gets locked into this defense reaction. It's this long term continuous stress that causes your body to adapt in ways that are often unhealthy. The Centers for Disease Control sights a significant link between stress and six of the leading causes of death; heart disease, cancer, lung ailments, accidents, cirrhosis of the liver and suicide.

When spinal bones lose their normal position and motion from stress, trauma or chemical imbalance, (Subluxations) the disturbance to the spine and nerve system begins to affect body function. **When body function decreases the body loses health.** Untreated, subluxations not only limit your body's ability to manage stress but can lead to degeneration and a severely lowered state of health. (symptoms are the last sign that there is a problem!)

Regular, consistent adjustments or checkups keep your spine mobile and your nervous system free to be able to transmit information from your brain to your body and from your body to your brain. Adjustments allow you to be you! Make Chiropractic a regular part of your healthy lifestyle!

WHY DO WE NOT TAKE INSURANCE

First and foremost let me say that I am NOT against insurance. Insurance is extremely useful when it comes to catastrophic medical health events. It's just not useful when it comes to Chiropractic care. In fact, it gets in the way of great care.

Most insurance that provides some support for chiropractic care does so with restrictions. Restrictions on how often you can come, restrictions on what they will support and ALL dependent upon a little term they call "Medical Necessity". That means that anything done in our office needs to be medically necessary in their eyes.

The problem is, NOTHING that is done in our office anymore is of the "medical" nature.

*The definition of "Medical" is this: **of or relating to the science of medicine, or to the treatment of illness and injuries.***

I am not, nor will I ever be a Medical doctor. I am proud to be a Chiropractor and I don't believe one is superior over the other. My job is to diagnose and adjust subluxations of the spine for the betterment of your health. I do not prescribe medication nor do I treat illness and injuries.

Because of this, it is unethical for me to bill insurance.

Come join the fun!!

Waukee Farmers Market
Wednesdays 4-7pm

Food * Vendors * Live Music

Downtown on the Triangle

June—September

[Facebook.com/waukeefarmersmarket](https://www.facebook.com/waukeefarmersmarket)

The Des Moines market isn't the only game in town!

Help us Help others.

All of us know someone who has never experienced Chiropractic. Unless we share with them the importance of getting checked, how will they know?

This is where I need your help.

Please take a couple of our New Patient cards to hand out to others. (Ask Dr. Brian or Shannon for them)

It allows them to receive:

- FREE consultation/Exam
- \$35 first adjustment

In return, to say Thank you to YOU, you will receive \$10 off your next visit!

Fee Schedule as of July 1, 2017

CHILDREN

Children 4 and Under: FREE (When parent gets adjusted on same day)
Children 5-12: \$20 (When parent gets adjusted on same day)

ADULTS

\$35 one spouse/ \$30 for 2nd spouse on SAME DAY.
For those who are on PCD, we will still be honoring the discounted price until your membership runs out.

We are currently working on setting up packages of adjustments for purchase. Look for these great offers on savings in the upcoming months!

Having Subluxations is like having poor cell phone reception between your BRAIN and your BODY!

Massage Therapy Corner

Non Chiropractic Practice Member Fees:

- *90 Minute Massage \$110*
- *60 Minute Massage \$70*
- *30 Minute Massage \$40*

Chiropractic Practice Member Fees:

- *90 Minute Massage \$90*
- *60 Minute Massage \$60*
- *30 Minute Massage \$30*

**Massage Therapy available M-W-F during normal business hours.
Please call ahead to schedule your next massage!*

Please be kind and call ahead as soon as possible if you need to reschedule.

