

CORE of Your Health

A Free Monthly Newsletter For The Friends and Patients of: **CORE Chiropractic**

“We will discover the nature of our particular genius when we stop trying to conform to our own or to other peoples' models, learn to be ourselves, and allow our natural channel to open.” - *Shakti Gawain*
The answers to these questions might surprise you...

When You Go To The Doctor, Do You Get REAL or FAKE Medicine? And Which One Is Better?

Houston – Imagine this: You have a joint pain... such as back or neck pain. You go to a rheumatologist – a doctor who treats arthritis and other joint problems. He or she examines you and determines your problem. He or she prescribes a treatment and describes the treatment to you as “a potentially beneficial medicine not typically used for your condition.”

What Would You Do?

Would you follow his or her recommendations? Probably. And you would probably do it without much question or skepticism at all. Right?

Would *THIS* information change your decision? According to an October 23, 2008 Associated Press article, a recent survey found about 50% of American doctors **REGULARLY** give their patients drugs or vitamins that won't help their condition. But that's not the worst part... These “placebo” treatments are not explained to their patients.

For example, in the survey, a random sample of 1,200 internists and rheumatologists were questioned; 679 of the doctors responded to the survey, and...

62% Believed Using A Placebo

Treatment Was Ethically Acceptable

But really, is that so bad? After all, some studies have shown the “placebo effect” to be real. A certain percentage of patients actually get better when they believe the treatment they are getting works – when in reality, it is a sugar pill sham. (*Which is an amazing testament to the power of your mind and the human body!*)

Think about it. Just believing you are going to get better has the ability to make you better.

How Can This Be?

Actually, it's simple. Allow me to explain...
Imagine you're walking in a really dark place.

Maybe it's in the woods... or an unlit street... or you're home alone one night and all the lights in your house are off...



And in the complete darkness... someone sneaks up on you and touches you. Or yells, “BOO!!!”

What happens? Yes... you almost jump out of your skin. But what happens **INSIDE YOU?**

Here's what: Your heart rate suddenly and sharply increases. Your pupils dilate. The hair follicles on your body stand on end. Your breathing increases. Your stomach feels queasy. You instantly sweat. And you are...

Wide Awake And Ready To Go!!!

It's called the “fight or flight” response. In an instant, your brain signals your body and you produce an incredible array of chemicals – commonly called an “adrenaline rush.”

What's more, anytime you are under stress, your body has a similar response. If the stressor is not so sudden or intense – your body's response will not be as severe.

This is exactly how many people can become “suddenly” ill with a serious disease, even those that seem to have no blatant cause.

Small or moderate amounts of stress can cause your body to dump these “fight or flight” chemicals into your body over and over again for years and years and years.

And just like smoking cigarettes over a long period of time can lead to lung cancer and other serious health problems, your body's reaction to stress can slowly break down your immune system and lead to *real* problems.

Which is exactly why so many people say...

Stress Kills!

On the other side of the coin, if your body can

produce “bad” chemicals, it can also produce “good” ones. That’s what the placebo effect is. When you believe 100% you are taking a medication that will help, your body reacts in a way that heals.

Here’s one very good theory about why that happens...

When you are faced with stress, your body reacts in a harsh way in an attempt to save you from the impending danger. The adrenaline rush is important to quickly get you out of harms way, if necessary.

So it makes complete sense that if you REMOVED stress from your life – you would not only never produce the harmful chemicals from the fight or flight reaction – but your body may produce healing chemicals instead.

After all, what happens when you get a placebo? You are sick and stressed out because you are sick. You don’t know if it is serious, if you will get better or if you will get worse. We humans have a tendency to let our minds run crazy and always think of the worst case scenario, don’t we?

I’m sure you’ve had a little ache or pain at some point and thought you had a disease you were going to lose a limb or die from... and then it turned out to be NOTHING!!! We all have.

Anyway, back to the placebo effect. When you go to the doctor and he tells you he knows what is wrong with you and gives you something to take care of it – you instantly RELAX.

All the stress and strain of the unknown mystery disease that was going to kill you is gone. Not only is the stress removed, but your body is able to relax and do what it does best...

Heal!

So... the placebo effect is a good thing, right? Certainly. But there is an ethical question to all this, that was raised in the above-mentioned survey.

You see, for the placebo effect to work, you really have to believe 100% you are receiving a treatment that works.

Can you see the catch 22 for doctors here? In order for the placebo effect to work...

They Must Lie To You!

And that’s exactly what the survey found. According to the Associated Press article, “Half of the doctors reported using placebos several times a month, nearly 70 percent of those described the treatment to their patients as ‘a potentially beneficial medicine not typically used for

your condition.’ Only 5 percent of doctors explicitly called it a placebo treatment.”

And here’s what may be shocking: “Most doctors used actual medicines as a placebo: 41 percent used painkillers, 38 percent used vitamins, 13 percent used antibiotics, 13 percent used sedatives, 3 percent used saline injections, and 2 percent used sugar pills.”

When questioned, 60% of doctors said they would prescribe a sugar pill for chronic pain if it had been shown to work better than no treatment.

According to the AP article, Franklin G. Miller, one of the authors of the study and director of the research ethics program at the U.S. National Institutes for Health said, “It’s a disturbing finding. There is an element of deception here which is contrary to the principle of informed consent.”

Clearly, there are two BIG issues here: Always doing what’s best for your patients and always informing them everything that is going on. You may ask yourself this: *Would you rather receive a placebo and not know about it and get better... or... be 100% informed and stay sick?* Only you can answer that question.

But on the bright side – this demonstrates the body’s amazing ability to produce whatever it needs to heal itself. And more of your time and effort should be spent on eliminating all the stressors in your life – and focusing on all the wonderful things life has to offer. There is no doubt you will be happier... and healthier!!!

And don’t forget, if you ever have any questions or concerns about your health, talk to us. Contact us with your questions. We’re here to help, and don’t enjoy anything more than participating in your lifelong good health.

Welcome New Patients!

Here are the new patients that became members of our practice family this last month! We’d like to welcome you publicly, and wish you all the best!

Our Condition of The Month: HEADACHES

Just because they’re common doesn’t mean they’re normal.

Ask Dr. Cordova if you have any questions...

Are you on facebook?

Check out CORE Chiropractic on facebook and join us as a “friend.”

Inspirational Story Of The Month –
(Names And Details Have Been Changed To Protect Privacy)

Could It Be Worse For You?

I heard this a long time ago. You may have heard it, too.

I'm not sure who or where I heard it. But, that's not what's important. What's important is the message and what it all means to YOU.

Here's what I'm talking about:

A man is startled by the sound of his alarm clock. The BEEP... BEEP... BEEP is about as pleasant as a long, slow root canal. He's exhausted... but drags himself out of bed and dresses himself in the only raggedy and tattered clothes he has left.

He slips on a sock and his big toe leaps out of the front. His shoes have massive holes on the bottom. And as he walks down the street, he curses his life and wished he at least had a pair of good shoes he could wear in his search for a new job.

That is, until he saw a homeless man with no feet.

At that moment, he realized, and became thankful for all that he actually had.

Why did I tell you all this?

Because I got an email from friend a few days ago and the only thing it said was...

You Gotta See This!

The only thing under that was a link to a YouTube video. I usually don't click on forwarded links. Most are a waste of time. But this was from a good friend who never sends me junk emails.

So I clicked on the link... and saw one of the most incredible things I have ever seen in my entire life.

That's no exaggeration. The video started with a young man giving a motivational speech to a pretty big crowd. At this point I was not impressed because motivational speakers are a dime a dozen these days.

But then, all of a sudden, the video camera pans back and you realize what the big deal is. The young man giving this motivational speech doesn't have arms or legs. In fact, the name of the video is: "No arms, no legs... NO PROBLEM!!!"

As it turns out, the man in the video is Nick Vujicic. And Nick was born in 1982 in Melbourne, Australia without arms or legs. And as it says on Nick's website www.attitudeisaltitude.com:

"Imagine being born without arms. No arms to wrap around someone, no hands to experience touch, or to hold with. Or what about being born without legs? Having no ability to dance, walk, run, or even stand on two feet. Now put both of these two scenarios together... no arms and no legs. What would you do? How would that affect your everyday life?"

Think about that for a minute. I know I did. And as I watched the video, what I saw was breathtaking.

Nick walked (yes, walked without legs) out to a pool, dove in, swam a little bit... and... flashed a tremendous smile. Then he cooked eggs and brushed his teeth. But that's just the beginning. Nick obtained a double Bachelors Degree majoring in Accounting and Financial Planning. By the age of 19, Nick was telling his story as a motivational speaker.

In 2005, Nick was nominated for the "Young Australian Of The Year" Award that recognizes a young person for their excellence and service to their local community and nation, as well as their own personal accomplishments.

According to Nick... "I found the purpose of my existence, and also the purpose of my circumstance... There's a reason for why you're in the fire."

Nick recently moved from Brisbane, Australia to California where he is the president of an international non-profit organization and has his own motivational speaking company: Attitude is Altitude.

Clearly by 25, Nick has accomplished more than most in their entire lives.

Nick states on his website: "People say to me, 'How can you smile?' Then they realize there's got to be something more to life than meets the eye if a guy without arms and legs is living a fuller life than I am." And that's exactly what I thought when I watched Nick's video and read his website. Just in case you are interested Nick's website is: www.attitudeisaltitude.com.

We love helping our patients and their friends and relatives through their tough times and getting them feeling better! We are here to help you stay feeling better and looking younger! Don't be a stranger. Call us and we will assist you in putting together a customized maintenance plan. It's not a luxury anymore! With our low monthly payment plan, it's less expensive to maintain your good health! You really can afford Chiropractic care! Don't wait until you can no longer move!

Did You Know?... Most Americans do not get the recommended eight hours of sleep required for good health, safety and optimum performance. In fact, 63 percent of Americans are sleep deprived. During stressful times -- such as the loss of a loved one, a change in job status or a serious illness -- the numbers of those who suffer from sleep deficiency can be even greater. Ironically, this is the time when a good night's sleep is even more important to facilitate recovery and healing. The following suggestions may ensure a more peaceful and restorative night's sleep for the entire household. People who suffer from anxiety often have difficulty falling asleep, wake up frequently during the night, arise too early in the morning, or experience un-refreshing sleep. These symptoms of insomnia are fueled by stress, grief, worry and disrupted sleep schedules. One solution to combating insomnia is to create a restful sleep environment in every bedroom in the house. This includes keeping the temperature cool, the light dim and the bed comfortable. Choosing a good mattress can make a difference in the quality of sleep you get at night and the way you feel during the day. Most people do not realize their bed can prevent them from sleeping well. Insomniacs might consider alternative sleep surfaces to improve their sleep. Insomnia can be a forerunner of depression and other health-related problems, so it is important to seek a doctor's advice if symptoms persist. For many involved in a crisis, daytime sleepiness is a frequent problem. Even if a person is getting the recommended eight hours of sleep a night, stress and emotional fatigue can cause excessive sleepiness and frequent dozing off. This can be especially harmful for adults since daytime sleepiness can lead to health problems or dangerous situations when they drive. The best solutions for overcoming daytime sleepiness are to stick to a normal sleep routine and get extra rest if your body needs it. When stressed, adults should pay careful attention to what their bodies are telling them, make good judgments about getting to bed earlier and take frequent naps.

Tip Of The Month – 3 SIMPLE Health Tips So Easy You Won't Even Realize You're Doing Them!



Staying healthy is important. But the sad thing is, most people don't realize what they've got 'til it's gone. And, for the most part, staying healthy is not as hard as you probably think. Sure, genetics play a certain role in certain health conditions. But many over-exaggerate and blame "poor genetics" for EVERYTHING. And since, as far as I know, we only have one life, we better live it to its fullest potential. So, here's a list of things you can do to help live a better and healthier life that is easy... yet can have a dramatic impact in the long run. **1. Stay as active as**

possible! At first glance, this may sound hard and/or time consuming. But it's not. You do not have to go join a gym to simply stay active. Simple things like choosing the stairs instead of the elevator every day at work... or... walking your dog an extra block can do wonders. For example, a study published in the Archives of Internal Medicine in 2004 found that adding just 30 minutes of walking per day was enough to prevent weight gain and encourage moderate weight loss. And if 30 minutes is still too big a bite, another study published in Medicine & Science in Sports & Exercise, found three brisk 10-minute walks per day were as effective as a daily 30-minute walk in decreasing risk factors for heart disease. Playing catch with your kids is a great option. Or vacuuming the house an extra time each month. Maybe park far away every time you go to the supermarket. And don't forget – if you sit all day at work, make sure you are taking frequent breaks to get up, stretch and go for a little walk. **2. Take a Saturday afternoon snooze!** No... I'm not kidding! Taking a little nap every now and then is great for stress reduction and charges up your batteries so you can be more productive when you are awake. Research has shown we need more sleep than most people get. If you are tired when you wake up, or run out of gas in the afternoon, you are most likely not getting enough quality sleep. Lack of sleep has serious long-term health repercussions, including many diseases and conditions... not to mention feeling miserable all the time and falling asleep behind the wheel of your car! In some cases, a simple 30-minute nap can make all the difference in the world. And if you don't think you can find 30 minutes a day... do this... **3. Write down everything to do for a week!** Yes... EVERYTHING. Why would you do such a thing? You will understand as soon as you do it. It's amazing how we ALL waste so much of our time. And just as small things you can do for yourself have HUGE long-term impacts... small changes in time management will literally add YEARS to your life. Heck, cutting 20 minutes of wasted time every day gives you 10 extra hours of productive time, every month. When you write everything down, you will (1) be embarrassed by how much time you actually waste every day, and (2) instantly know what you have to do to find 30 minutes for your nap!!! **One more "bonus" thing** – if you write down every penny you spend next week – you will really be in for a shock!!! But this can be too painful – which is why I made it a "bonus" and not part of the original list!

Remember, we're always here, using the miracle of Chiropractic to help your body heal and maintain the health you deserve.

This information is solely advisory, and should not be substituted for medical or chiropractic advice. Any and all health care concerns, decisions, and actions must be done through the advice and counsel of a healthcare professional who is familiar with your updated medical history. We cannot be held responsible for actions you may take without a thorough exam or appropriate referral. If you have any further concerns or questions, please call our office at 713-622-3300.