

CORE of Your Health

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

“Life is like a game of cards. The hand that is dealt you is determinism; the way you play it is free will.”
Jawaharlal Nehru

The answers to these questions... and more... revealed in this month's newsletter...

Shocking “Pain Medication” Makes 85% Of Subjects Feel Less Pain In New Study...

And... What If Happiness Was Predetermined?

Houston – What if you could take a “pain medication” that made 85% of subjects in a recent study feel less pain?

And, what if this “pain medication” was 100% natural and had no side effects whatsoever?

But that’s not all... What if this “pain medication” was absolutely 100% FREE! That’s right – there is an unlimited supply and you can take as much as you want ... whenever you want.

Would You Want To Give This “Pain Medication” A Try?

I bet you would. Who in their right mind wouldn’t? And in just a minute, you are going to find out all the details. But first, let’s talk about...

Happiness...

There are books, CDs, DVDs, live seminars and more that claim to teach people how to be “happier.”

Many spend their entire life pursuing this elusive... and very subjective... goal.

A growing body of evidence is beginning to suggest that much of our “happiness” may be out of our control.

In one recent study, researchers at the University of Edinburgh propose genes account for about 50% of a person’s level of happiness. Study co-author, Timothy Bates believes the underlying factor is genetically determined personality traits like “being sociable, active, stable, hardworking and conscientious.” Interestingly, these happiness traits generally come as a package, so that if you have one you’re likely to have them all.

After reviewing survey data from 973 pairs of adult twins, Bates and his Edinburgh colleagues discovered, on average, a pair of identical twins shared more personality traits than a pair of non-identical twins.



When asked how happy they were, identical twins’ answers were more alike than non-identical twins, suggesting that both happiness and personality have a strong genetic component. The study, published in *Psychological Science*, went one step further: it suggests that personality and happiness do not merely coexist, but that, in fact, innate personality traits *cause* happiness.

Why You Don’t Want To Be 44

Another larger study, released in January ahead of its publication in *Social Science & Medicine* in March, shows that whatever people’s individual happiness levels are, everyone seems to fall into a pattern of happiness governed by their age. According to survey data representing 2 million people in more than 70 countries, happiness typically follows a U-shaped curve: among people in their mid-40s and younger, happiness trends downward with age, then climbs back up among older people. (That shift doesn’t necessarily hold for the very old with severe health problems.) Throughout the world – people tend to be less happy in their 40s than when they are younger or older; 44 seems to be the “black hole” of unhappiness. But, at least things don’t just continue getting worse.☺

Here’s an interesting item: neither very good events, nor very bad events seem to change people’s

happiness much in the long term. Most people, it seems, revert back to some kind of baseline happiness level within a couple years of even the most devastating events, like the death of a spouse or loss of limbs.

Optimism Is A Good Thing

The research also found most people consider themselves happy most of the time and consider themselves happier than most other people. Optimism is definitely a good thing!

Ok... want to hear about that pain medication now? Here it goes...

In a study published March 5th in the Journal of the American Medical Association, researchers discovered people given identical pills got greater pain relief from the pills they were told cost \$2.50 than from pills supposedly costing 10 cents.

So what? Well it just so happens that in this study, which was funded by MIT, 82 volunteers were asked to rate the intensity of electric shocks administered to their wrists before and after they received a dummy pain pill.

Test subjects did not know they received a placebo. Rather, they were told the pill was a new opioid pain killer similar to codeine but faster-acting. Each participant received a colorful brochure touting the drug as "an exciting new medication" that could provide "up to 8 hours" of pain relief.

In the past, placebos have been shown to alleviate mild to modest pain. Scientists believe the anticipation of pain relief triggers the release of endorphins -- opiate-like substances produced by the body.

The researchers, in the MIT funded study, wanted to see if price -- a signal of quality -- could amplify or reduce the placebo effect.

Half of the study participants were told the drug had a regular price of \$2.50 a pill. The remaining subjects were told that the new medication had been discounted to 10 cents a pill. No explanation was given for the price cut.

In the findings, 85% of subjects who received regular-priced pills reported feeling less pain after taking the dummy medication, compared with 61% of those who received the supposedly discounted pills, researchers said.

Are you getting this? 85% of people who received and perceived expensive "dummy medication" experienced relief. And 61% got relief

from the cheap "dummy medication." No matter how you look at it – 85% and 61% of people felt less pain simply because they believed they were going to get relief.

The perception of the pain medication being expensive makes it more believable – and, therefore, more effective.

And let's be clear on this: **BOTH GROUPS RECEIVED "DUMMY MEDICATIONS."** No one actually received pain medication!

For example: Previous studies have shown that price has a powerful impact on the psychology of consumers.

Researchers at CalTech reported in January that expensive wine was experienced as being more pleasant-tasting than identical wine that supposedly cost less.

In another experiment, researchers found that people given inexpensive energy drinks felt more tired and worked out less than those who received identical energy drinks that cost more.

It seems to be clear that the mind plays a HUGE factor in controlling pain and in many other health issues, as well.

The only question left is: How do you control your mind to relieve pain and possibly cure disease? **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.**

Come See Our New Office!
We're Located at:



1770 St. James Place # 210

Inspirational Story Of The Month

(Names And Details Have Been Changed To Protect Privacy.)

“Next Time You’re Waiting In Line At Starbucks, You May Be Standing Next To A Hero...”

Sylvester Stallone. Arnold Schwarzenegger. John Wayne.

When you hear these names... a word pops into most people’s minds. For most, that image is “hero.” Not that these men have (or have not) been actual heroes in their real lives, but they have all played heroes... over and over... on the silver screen.

As a quick, interesting aside: John Wayne’s real name was Marion Morrison – son of an Iowa pharmacist, Clyde Morrison. Morrison moved his family to California because he suffered from a lung condition and thought the climate in California would help.

Young Marion had a dog named “Duke” (the source of his own nickname) and went to USC on a football scholarship from 1925 – 1927. He got his summer job as a prop man in exchange for football tickets. On the set, he became close friends with John Ford, who started him in his movie career. And as some would say – the rest is history. John Wayne appeared in nearly 250 movies – some of the biggest of his time. He holds the record for the actor with the most leading parts: 142.

And here’s a great story taken from The Internet Movie Database:

“The evening before a shoot, he was trying to get some sleep in a Las Vegas hotel. The suite directly below his was that of Frank Sinatra (never a good friend of Wayne), who was having a party.

The noise kept Wayne awake, and each time he made a complaining phone call, it quieted temporarily but each time eventually grew louder. Wayne at last appeared at Sinatra's door and told Frank to stop the noise.

A Sinatra bodyguard of Wayne's size approached saying, "Nobody talks to Mr. Sinatra that way." Wayne looked at the man, turned as though to leave, then backhanded the bodyguard, who fell to the floor, where Wayne knocked him out by crashing a chair on top of him. The party noise stopped.”

Anyway...

Too often we think of heroes only in dramatic terms, like the movie roles played by actors and actresses... In reality, REAL heroes walk amongst us every day. And sometimes stand next to us in Starbucks.

For example, Roger Kruetz seemed like an average guy. He often worked early and late hours, but usually took the time to exercise in the afternoon with his younger brother, Chris.

Roger would pick up drinks at Starbucks for both of them before their daily workout. One day in March of this year, Chris’ brother waited for Roger, who didn’t show up.

Instead of hearing from Roger, Chris heard from the hospital. The caller told Chris that Roger was in a coma.

Earlier in the day, Roger did go to Starbucks as planned. As he waited in line, a young woman paid for a coffee and left the store. The young man she was standing in line with suddenly grabbed the tip jar from the counter and ran out the door. Without hesitation, Roger chased after him into the parking lot. Police say the two suspects, with the young man behind the wheel of a 1990 white Ford Taurus, ran Roger over in the parking lot.

Roger Kreutz died in the hospital two days after his brother received that horrific call. He was only 54 years old.

The Tip Jar’s Contents Were Worth About \$5

Kreutz’s family members weren’t surprised Roger acted the way he did. "He was just caring, loving, witty and extremely loyal," said his youngest brother, Chris Kreutz, 42. "That's how my brother is. I would have done the same thing."

A \$20,000 reward is being offered for information leading to the conviction of the suspects. Starbucks Corp. contributed \$10,000, which an anonymous donor matched.

At the time of this writing, a single rose with a note offering prayers stands in a vase on the coffee shop counter.

It seems a little unjust that Hollywood heroes make millions, while real ones get a single rose and the thought and prayers of loved ones. It also seems unfair that everyone recognized the three names at the beginning of this story – but almost no one knew the name Roger Kreutz. Sadly, real heroes seem to silently slip through the cracks sometimes.

So, next time you are standing in line at Starbucks... or... the supermarket... or anywhere... think about Roger Kreutz. Think about who you are standing next to and think about if YOU would have the courage to be like Roger.

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?... *Discover some very interesting facts about the human body:*

- Human beings lose 40 to 100 strands of hair on average, per day.
- When you cough, you exhale air at a rate as high as 60mph.
- A sneeze can exceed the a speed of 100mph.
- An average human consumes about 16,000 gallons of water in their lifetime.
- A fingernail and toenail takes roughly 6 months to grow from its base to its tip.
- The average person has 100,000 strands of hair on his or her head.
- While it takes 43 muscles to frown, it only takes 17 to smile. :)
- Babies have 300 bones in their body at birth. By adulthood, we only have 206.
- By age 60, most people will have lost their taste buds.
- Humans shed their skin everyday, a total of about 1.5 pounds of skin per year.
- The human brain stops growing at the age of 18.
- Human thigh bones are stronger than concrete.
- The total amount of skin covering an adult human weighs 6 lbs.
- Approximately 1 out of 25 people suffers from asthma.
- The human brain uses 20% of the body's energy but is only 2% of the body's weight.



1770 St. James Place # 210
Houston, TX 77056

New Location!