

March
2010



MONTHLY NEWSLETTER TO PATIENTS, FAMILY & FRIENDS OF THE *Chiropractic Care and Longevity Center*

Traumeel for Athletes

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The drive to "run faster and jump higher" (as the old sneaker ad said) is now interpreted on a monumental scale by every age group in the North American population from toddlers to mature Olympic athletes to geriatrics -- and we've got the sports injuries to prove it! According to the Consumer Products Safety Commission, sports-related ER injuries in the "Baby Boomers" increased by 33% from 1991-1998 and are increasing in people over 55. The North American Sports Data website reports that, of the 35-40 million annual injury-related emergency room visits, approximately 10% are sports-induced and those not requiring ER treatment are perhaps five times as numerous.

From the playground to the playing fields, athletes sustain bumps, bangs, bruises, strains and sprains--traumatic injuries-- daily. While millions of people reach for ibuprofen, acetaminophen and smelly ointments, others know a more effective solution. Worldwide, thousands of doctors use and prescribe natural, quick-acting Traumeel® to stop pain and swelling and speed healing with no side effects or interaction with other medications; it is safe for all age groups. Available without the need for a prescription, and trusted by doctors for over 50 years, Traumeel® is an indispensable medication for trauma treatment and is **available in tablets, oral drops, ointment and gel**. William Bergman, M.D., says that "Non-toxic Traumeel® accelerates healing, relieves pain and reduces swelling by supporting, not suppressing, the body's natural healing responses. Problems resolve much faster when I use Traumeel®. Conventional OTC or prescription anti-inflammatories bring symptomatic relief but tend to interfere with the body's normal healing response instead of supporting and accelerating it." Traumeel®'s anti-inflammatory formula contains a combination of 14 all-natural ingredients-- 12 botanical and 2 mineral -- that work synergistically (more powerfully together than alone) to provide relief

in cases of both acute (sprained ankle) and chronic (arthritis) pain and inflammation, so it can also provide benefits to athletes whose acute injuries have led to chronic problems such as tennis elbow, arthritis, joint degeneration, bursitis or tendinitis. Its formula combines remedies that address many of the components of traumatic injury: inflammation, soft tissue swelling, pain and bruising.

Traumeel® is a premium product with no fragrance, no animal products or testing and no chemical preservatives other than alcohol (in the ointment, gel and oral drops).

Over 29 scientific studies have been conducted on Traumeel®. In a double-blind study of persons with acute ankle sprains, those who applied Traumeel® ointment on their injuries healed dramatically faster than those who used a placebo ointment. The results were obtained by measuring the reduction of swelling in the injured ankles. As the test was double-blind, neither the doctors nor the injured patients knew whether they received Traumeel® ointment or placebo until the end of the study.

"I find that Traumeel® is an effective first-line therapy for any muscle aches and pains or sports injury. During the 10-12 years that I have been using Traumeel®, I have seen no side-effects or hypersensitivity reactions at all," says Dr. Allan Magaziner. "Traumeel® poses none of the long-term potential chronic liver, kidney or GI ulcer risks associated with non steroid anti-inflammatory drugs and steroids. Patients tolerate it extremely well with none of chronic low-grade side effects such as nausea, fatigue or dizziness also associated with those medications. It takes effect to relieve pain and stop swelling extremely quickly."

Dr. Cabin, a long-distance biker, comments, "If I was limited to one medication to bring with me biking or camping, it would be Traumeel® ." He notes that the "brilliant" combination formula composing Traumeel® addresses an incredibly wide range of potential problems that might otherwise complicate the

healing process and says, "Traumeel® is a really comprehensive remedy that deals with all aspects of injury: inflammation, muscular, nerve pain, lymphatic congestion, venous stasis [blood flow], anti-viral, antibacterial, antiseptic. It helps with local shock and decreases the restlessness and anxiety associated with injury."

The choice of dosage forms has practical merit. If the injury is to a knee, ankle or finger, Traumeel® ointment or gel is easy to apply. Traumeel® gel differs from the ointment only in its base; a non-petroleum based product offers quicker absorption, a feature appealing to athletes. If the injury is not localized, such as following overuse, surgery, an auto accident or from arthritic pain, Traumeel® tablets are more efficient. For maximum results, Heel recommends a two-pronged approach: take Traumeel® tablets for internal treatment and apply the ointment or gel as the topical component. Using this approach facilitates a quicker recovery by giving your body support both internally and externally.

This month the Chiropractic Care and Longevity Center is offering you a chance to win a "Sports Themed" Traumeel basket. Please ask the front desk for your ballot for a chance to win!

Reg. Size Cream/Gel (50g) – 22.86 tax incl.
Reg. Size Cream/Gel (100g) – 39.31 tax incl.
Drops (30ml) – 22.09 tax incl.
50 tablets – 17.65 tax incl.



March is "Help Fight Liver Disease" Month

How the Liver Works

Weighing in at just over one kilogram, the liver is a complex chemical factory that works 24 hours a day. It processes virtually everything you eat, drink, breathe in or rub on your skin and that's just some of its over 500 different functions vital to life.

Every day, your liver helps your body by providing it with energy, fighting off infections and toxins, helping clot the blood, regulating hormones and much, much more. To give you an idea of the liver's critical roles, here is a partial list of its functions:

Cleanses blood:

- metabolizing alcohol and other drugs and chemicals,
- neutralizing and destroying poisonous substances.

Regulates the supply of body fuel:

- producing, storing and supplying quick energy (glucose) to keep the mind alert and the body active,
- producing, storing and exporting fat.

Manufactures many essential body proteins involved in:

- transporting substances in the blood,
- clotting of blood,
- providing resistance to infection.

Regulates the balance of many hormones:

sex hormones,
thyroid hormones,
cortisone and other adrenal hormones.

The liver regulates body cholesterol by producing it, excreting it and converting it to other essential substances.

The liver regulates the supply of essential vitamins and minerals such as iron and copper.

The liver produces bile which eliminates toxic substances from the body and aids digestion.

Liver Health

The liver is a resilient, maintenance-free organ that's easy to ignore - until something goes wrong. Because of its wide-ranging responsibilities, the liver often comes under attack by viruses, toxic substances (including alcohol), contaminants and disease. Even when it is under siege however, the liver is very slow to complain. Often, people with liver problems will be completely unaware because they may have few, if any, symptoms. The liver is such a stalwart organ that it will continue working even when two thirds of it has been damaged by scarring (cirrhosis).

While there have been major advances in treating liver diseases, there are no cures. That's why it's important to take steps to prevent liver disease, such as making healthy lifestyle choices and getting immunized against viruses that can cause liver disease.

Alcohol and the Liver

What happens when a person has a drink?

Alcohol affects everyone. When a person has a drink, the alcohol is absorbed directly through the wall of the stomach and intestine into the bloodstream, where it is distributed rapidly throughout the body. Women absorb more alcohol from each drink than do men. The alcohol changes the function of each cell that it enters.

The liver is the major organ involved in processing alcohol and only a certain quantity of alcohol can be detoxified over a period of time. In the meantime, excess alcohol affects the brain, heart, muscles and other tissues of the body.

How does alcohol affect the liver?

When the liver has too much alcohol to handle, normal liver function may be interrupted leading to a chemical imbalance. If the liver is required to detoxify alcohol continuously, liver cells may be destroyed or altered resulting in fat deposits (fatty liver), and more seriously, either inflammation (alcoholic hepatitis), and/or permanent scarring (cirrhosis). Liver cancer can also result from alcohol induced liver disease.

How much alcohol is safe?

This depends on the individual's body weight, gender, etc.; for example, women tend to be more susceptible to alcohol related liver damage. The Canadian Liver Foundation recommends that alcohol consumption be limited to no more than one to two standard drinks per day. Drinking alcohol every day as well as binge drinking can be harmful to your liver. If you already have a liver disease, the safest amount of alcohol is no alcohol at all.

How do I know if my liver has been damaged by alcohol?

More than three quarters of liver cells may be non functioning before you notice any symptoms but by then it may be too late to do anything about it. So it's important to have regular check ups with a doctor, who will be able to detect early signs of liver disease through physical examinations and blood tests. It is important to be honest about your alcohol intake when you see your doctor.

What are the symptoms of alcohol related liver damage?

If the liver is not properly performing its functions, the rest of the body will soon be affected by the lack of nutrients and excess waste products present in the blood. Symptoms and complications arising from liver damage include fatigue, loss of appetite, lowered resistance to infections, jaundice (yellowing of the skin and eyes), swelling of the abdomen, internal bleeding, confusion, and kidney failure.

Can alcohol related liver damage be reversed or cured?

If caught early, minimal liver damage can be reversed if a person abstains completely from drinking alcohol. When there is no alcohol in the bloodstream, the liver cells will be able to return to normal because the liver has a tremendous capacity to regenerate itself.

Diet and Exercise

Take care of your liver and it will take care of you

The liver is the world's most efficient battery. It helps power your body by storing and releasing energy when you need it.

Nutrition & the Liver

Nutrition and the liver are interrelated in many ways. Your liver plays a key role in converting food into the chemicals essential for life.

The liver serves several important metabolic tasks in handling nutrients.

Carbohydrates (sugars), absorbed through the lining of the intestine, are transported through blood vessels to the liver and then converted into glycogen and stored. The liver breaks down this stored glycogen between meals, releasing sugar into the blood for quick energy to prevent low blood sugar levels (hypoglycemia). This enables us to keep an even level of energy throughout the day. Without this balance we would need to eat constantly to keep up our energy.

The liver is vital in maintaining the body's protein and nitrogen metabolism. Proteins in foods can be broken down into amino acids in the intestine and delivered to the liver for use in making body proteins. Excess



amino acids are either released by the liver and sent to the muscles for use or are converted to urea for excretion in the urine. Certain proteins are converted into ammonia, a toxic metabolic product, by bacteria in the intestine or during the breakdown of body protein. The ammonia must be detoxified by the liver and made into urea which is then excreted by the kidneys.

Through the production of bile, the liver makes it possible for dietary fat to be absorbed. In addition, vitamins A, D, E and K, which are fat soluble, are dependent on bile from the liver for absorption.

What kind of diet should I follow to keep my liver healthy?

Although there is no specific 'liver health diet', these general guidelines will help ensure that your liver is functioning at its best:

Choose a variety of foods from all four food groups of Canada's Food Guide to Healthy Eating.

Eat at least 2 servings from the Meat & Alternatives food group (meat, fish, poultry, peanut butter, dried beans, peas, lentils).

Focus on lower fat choices within each food group. Eat small regular meals. Do not skip meals or over-eat. Drink 6 to 8 glasses of fluids (preferably water) a day. Avoid alcohol - or if you drink, do not have more than one to two drinks per occasion (and never on a daily basis).

How does liver disease affect nutrition?

Many chronic liver diseases are associated with malnutrition. Patients with cirrhosis are often malnourished, with wasting of the muscle mass and an emaciated appearance. People, who are well nourished, but drink alcohol, are also susceptible to alcoholic liver disease. It is known that a dramatic loss of weight (35-40%) and protein deprivation can be associated with liver disease. Such severe weight loss is encountered in starving populations or in obese patients who have had surgery as a means of reducing weight.

People with liver disease often have to follow special diets.

Exercise & the Liver

Exercise is an important part of a healthy lifestyle. It helps give your body the energy it needs to work well, can help boost your immune system and will help keep your liver healthy. Exercise is especially important in maintaining an ideal weight for your age, gender and body type. People, who are overweight or obese, run a higher risk of developing a fatty liver which can lead to fatty liver disease - the most common form of liver disease in Canada.

Please ask the desk staff how milk thistle (\$32.96 tax inc. per 90 caps) can help with liver damage. Based on current research on the antioxidant properties of milk thistle, it may effectively minimize some of the adverse effects of chronic alcoholic and other damage on the liver and possibly prolong life. Milk thistle can also be taken as a preventative to liver damage as it helps the liver cleanse itself.



Stress is an incredibly destructive force within our society today, but it does not have to be so, with the use of **Dr. Lai's Happy Tea™**.

Feeling stressed has a different meaning for each person, but the results are quite similar for all people. Our feelings and responsibilities combine to build a tension inside of us that does not allow us to feel like ourselves and wrecks our quality of life. In our clinical experience, the following symptoms are associated with high levels of stress:

- Being emotionally and physically tired
- Having sleep disorders
- Lacking in motivation
- Feeling miserable
- Suffering from depression
- Lacking a sense of joy
- Being trapped in negative thoughts
- Feeling continuously anxious
- Feeling irritable
- Lacking in concentration
- Suffering from mental fatigue

Some or all of these symptoms can lead us to feeling Burned Out. There is no medical diagnosis for this feeling, but yet we all understand what it means, because almost all of us have encountered the feeling at one time or another.

Dr. Lai's Happy Tea™ has shown in clinical experience to relieve the above symptoms. It is among the most potent, effective, and safe natural herbal anti-stress products available anywhere in the world today. When we are stressed out by problems in our lives, it feels like there are strings of tension between ourselves and our issues and these are pulling and tightening continuously. This makes it difficult to deal life. **Dr. Lai's Happy Tea™** does not remove the problems in your life; it dissolves the strings of tension within you, and allows you to have a clear mind and heart.

Reducing stress raises your quality of life, and this is the aim of this herbal compilation as well as BioHerbalai Inc. By using **Dr. Lai's Happy Tea™**, your stress dissolves, leaving you free to cope with the problems and emotions in your life in the way that you wish to, not the way you seem driven too.

Please ask for more details at the front desk.

Enjoy the little things, for one day you may look back and realize they were the big things. ~Robert Brault

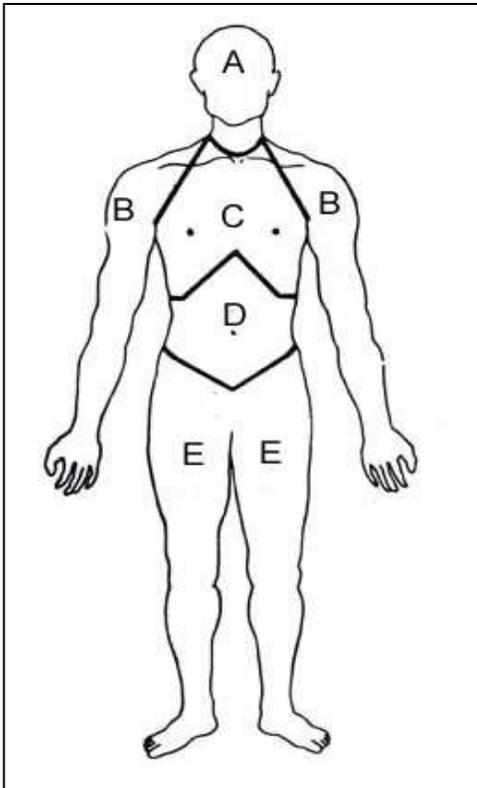
Liver Facts

- The liver is the largest internal and most metabolically complex organ in humans.
- The liver performs over 500 different functions including fighting off infection, neutralizing toxins, manufacturing proteins and hormones, controlling blood sugar and helping to clot the blood.
- The liver is the only organ that can regenerate itself thus making it possible for one person to donate part of their liver to another person. When a portion of the liver is transplanted, the donor's liver will regenerate back to its original size while the transplanted portion will grow to the appropriate size for the recipient.
- The Greek word for liver is 'hepar' - that's why medical terms related to the liver often start in 'hepato'- or 'hepatic'.
- At any one time, the liver contains about 10% of the blood in your body and it pumps about 1.4 litres through per minute.
- Dr. Thomas E. Starzl performed the first human liver transplant in 1963 at the University of Colorado Medical School; however, lack of effective immunosuppressive drugs limited the success. Four years later, the availability of more effective immunosuppressive enabled Dr. Starzl to perform the first successful liver transplant.
- The first liver transplant in Canada was performed by Dr. Pierre Daloze in Montreal, Quebec in 1970.
- For the Greeks, the liver was considered the seat of the emotions. They practiced something called 'hepatoscopy' which involved sacrificing oxen or goats and examining their livers to determine whether their military campaigns would succeed or fail. The Greeks viewed the liver as being the organ in closest contact with divinity.

The objective is to guess which region each of the following body parts found either in groups or individually.

The answers can be found on page 6 of this Newsletter.

1. Kidney
2. Medulla Oblongata
3. Liver
4. Carpals
5. Pyloric Sphincter Valve
6. Femur
7. Achilles Tendon
8. Biceps brachii
9. Patella
10. Iris
11. Atrium
12. Gall Bladder
13. Sternum
14. Ulna
15. Pancreas
16. Cochlea
17. Cornea
18. Mammary Gland
19. Fibula
20. Mandible



Vegetarian Sloppy Joes

This vegetarian redux of comfort food classic Sloppy Joes uses crumbled firm tofu as a protein-rich base.

Ingredients:

- 1 425-g package firm tofu, crumbled (such as Vitasoy Enriched Firm Tofu)
 - 2 tbsp olive oil
 - 1 medium onion, chopped
 - 1 medium green pepper, chopped
 - 2 cloves garlic, minced
 - 2 tbsp soy sauce
 - 2 cups tomato sauce
 - 1 tbsp chili powder
 - 1/2 tsp ground cumin
- To serve: 4-6 whole-wheat burger buns (or other buns of your choice)

Directions:

Heat olive oil in a medium saucepan; add onion, green pepper and garlic. Sauté until tender. Add tofu and soy sauce; continue cooking and stirring until tofu starts to brown. Stir in tomato sauce, chili powder and cumin. Cook 2-3 minutes. Serve hot over toasted burger buns.
Makes 4-6 servings.

The backbone surrounds and protects the delicate spinal cord. There are 33 sections in a baby's backbone, 24 in a grown adult. Muscles and ligaments attach to the sections. The muscles support the spine. Cartilage makes up 25% of the spine's length. The spinal cord is the center of the nervous system which is the feeling system.

Fun Facts of Life

1. If at first you don't succeed, skydiving is not for you.
2. Money can't buy happiness. But it sure makes misery easier to live with.
3. Psychiatrists say that 1 of 4 people are mentally ill. Check three friends. If they're OK, you're it.
4. Nothing in the known universe travels faster than a bad cheque.
5. The trouble with doing something right the first time is that nobody appreciates how difficult it was.
6. Sky's Law: You can't fall off the floor.
7. The average woman would rather have beauty than brains, because the average man can see better than he can think.
8. I just got lost in thought. It was unfamiliar territory.
9. Everyone has a photographic memory. Some don't have film.
10. Seen it all, done it all, can't remember most of it.
11. You have the right to remain silent....Anything you say will be misquoted, then used against you.
12. I wonder how much deeper would the ocean be without sponges.
13. A day without sunshine is like, you know, night.
14. Atheism is a non-prophet organization.
15. On the other hand, you have different fingers.
16. Change is inevitable, except from a vending machine.

HealthToons by Mark Parisi



New Products of the Month

COREENERGY®

STAY ALERT AND REVITALIZED

Keep your mind alert and body revitalized. A unique blend of clinically proven herbal ingredients and phytonutrients, CorEnergy® is caffeine free and contains no chemical stimulants.

- A unique blend of herbal ingredients and phytonutrients that help the body's natural ability to resist occasional fatigue and maintain energy
- Primary ingredient is an Asian mushroom called cordyceps, which has been extensively tested in China and found to fight fatigue, primarily by promoting more efficient oxygen use
- Also contains Asian ginseng (of the true *Panax ginseng* species) and green tea
- Three capsules provide 750 mg of cordyceps Cs-4 extract, 200 mg of ginseng root extract standardized to contain 10% ginsenosides, and 200 mg of green tea extract (50% polyphenols)
- A natural, safe alternative to coffee and herbal stimulates with caffeine

\$45.62 tax incl. 90 tabs ask front desk staff for more information.



Cod Liver Oil DHA/EPA Forte Capsules

Cod Liver Oil Forte is a great tasting, pharmaceutical grade fish oil containing high concentrations of DHA and EPA and also providing vitamins A and D. Using only the finest quality of cod liver oil from the Arctic seas of Scandinavia, this formula is specifically formulated for support and maintenance of cardiovascular and neurological health.

Studies have shown that EPA supports the cardiovascular system by inhibiting platelet aggregation, lowering serum triglyceride levels, and regulating blood pressure. It is also important in regulating immune and inflammatory responses.

Research shows that DHA plays a crucial role in supporting the nervous system by repairing and regenerating neural tissue, thereby effecting retinal, visual, learning and memory function and affecting the mood. DHA has been shown benefit in inflammatory conditions such as skin conditions and joint inflammation.

Cod liver oil providing EPA and DHA has been shown to benefit cardiovascular systems, supports nervous system conditions such as depression, and supports normal brain development and visual function. It also helps support inflammatory conditions such as eczema, psoriasis, and joint inflammation.

Indications:

Anxiety
Arthritis
Cardiovascular Disease
Chronic Fatigue Syndrome (CFS)
Crohn's Disease
Depression
Diabetic Pre-states
Fibromyalgia
Hyperactivity
Hypercholesterolemia
Hyperglycemia
Hypertension
Hypoglycemia
Immuno-compromised
Immuno-suppression
Inflammation
Musculo-skeletal Support
Nervous Disorders
Nervous System Support
Osteoarthritis
Osteoporosis
Overweight
Respiratory Inflammation
Skin Disorders
Sleep Disorders

\$24.94 tax incl. 60 caps ask the front desk staff for more details.

FIBER PLAN® TABLETS

Size: 75 Tablets \$14.01 tax incl.

PROMOTES COLON HEALTH AND DIGESTION, AND REGULARITY*

Diets high in fiber aid digestion, promote regularity, and support colon health. The FDA recommends 25 grams of fiber per day, but North Americans typically consume only half that amount. Fiber Plan Tablets can help you get all your fiber on a "regular" basis every day.

*Soy beans, lemon, grapefruit, and beets provide soluble and insoluble fiber

*Take with a full glass of your favorite beverage

Bruise Easily?

Zax's Original Bruise Cream™ is a Canadian made, soothing massage cream. After two years of research and development, Zax's Original Bruise Cream was created from a unique blend of natural ingredients: Arnica, Witch Hazel and Menthol. This formula is complementary to rest, elevation, ice and compression to the bruised area.

Benefits of Zax's Original Bruise Cream™

Zax's Original Bruise Cream is soothing and moisturizing with a light, pleasant scent that is safe for all ages, from young children (+2) to the elderly. Our cream is ideal for those who bruise easily, and fits discreetly into a sports bag, handbag or medicine cabinet. Use it at work, at play, at home or on the go.

About the Ingredients:

Arnica

Contains sesquiterpene lactones, which may assist with swelling and blood reabsorption. Arnica is recommended for external use only. Stop using arnica if a skin rash develops.

Witch Hazel

Contains tannins that give it astringent properties. It tightens stretched veins and can help restore blood vessel tone. Witch hazel is recommended for external use.

Menthol

Often derived from peppermint oil; can soothe affected areas.

Directions

For best results, massage gently onto affected area, 3 times daily, as soon as bruise-related injury occurs. Continue using until bruise disappears, up to a maximum of 7 days.

\$19.44 tax incl. for a tube. Please ask front desk staff for more information.

The Chiropractic Care & Longevity Center

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If you have any
comments or
suggestions about our
Monthly Newsletter
please email them to
Hanna Murphy at:
E-MAIL:
hmurphy@primus.ca

Thank you for reading our
office newsletter!

We're on the Web!

See us at:

www.chirolongevity.com

Answers to puzzle on page 4

1. Kidney (D)
2. Medulla Oblongata (A)
3. Liver (D)
4. Carpals (B)
5. Pyloric Sphincter Valve (D)
6. Femur (E)
7. Achilles Tendon (E)
8. Biceps brachii (B)
9. Patella (E)
10. Iris (A)
11. Atrium (C)
12. Gall Bladder (D)
13. Sternum (C)
14. Ulna (B)
15. Pancreas (D)
16. Cochlea (A)
17. Cornea (A)
18. Mammary Gland (C)
19. Fibula (E)
20. Mandible (A)

**Have a
Happy Easter!**

Fundraiser or the Month THE CANADIAN CANCER SOCIETY

DAFFODILS SAVE LIVES. BUY A BUNCH!
\$7 PER BUNCH OR \$12 FOR 2 BUNCHES

HOPE BLOOMS WITH YOUR SUPPORT OF
THE CANADIAN CANCER SOCIETY'S
DAFFODIL DAYS. EVERY YEAR, WE SELL
DAFFODILS TO HELP FUND CANCER
RESEARCH AND CARE FOR THE

We would like to thank everyone who came in to support our
"Help Get Haiti back on their feet" fundraiser last month.

Big thanks to Melanie Fyfe, RAC, Certified Reflexologist and
Dr. Kathy Wickens for donating.

We were able to raise a total of \$300! The government doubled the
donation made to the Red Cross Haiti relief fund.
So that makes a total of \$600 raised!

Please note the change in the office hours for March and April:

Thursday, March 25th: Office will only be open
8:00a.m. – 12:30 p.m.

Friday, March 26: Office will be closed

Saturday, March 27th: Office will be closed

Friday, April 2nd: Office will be closed for Good Friday

Saturday, April 3rd: Office will be closed

Monday, April 5th: Office will be closed for Easter Monday

Experience the Benefits of Monthly Chiropractic!