

HELPING JACKSONVILLE RESIDENTS REACH OPTIMAL WELLNESS.

FREE

5 Quick Tips

Everyone Should Know

About Their Health



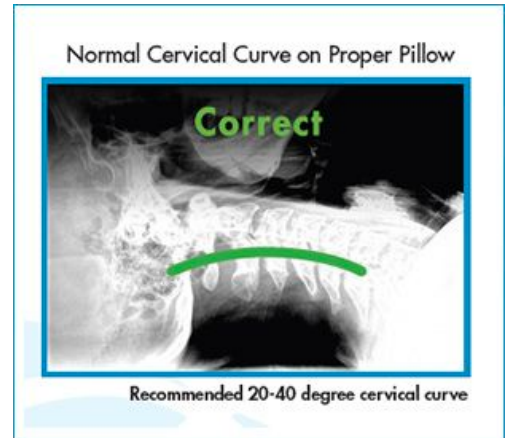
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Chad Shaw, DC &
Andrea Shaw, DC

Tip #1: Sleep like a Baby

Were you ever told what kind of pillow to sleep on and why? Everyone should be on a cervical pillow. The reason you should sleep on a cervical pillow is because the neck has been designed to have a banana shaped curvature called la Lordosis.

The human head weighs about 13 pounds. Now, think about holding a bowling ball in an outstretched arm. It's heavy, right? If you bend your arm, it is much easier to support that ball. That is much like you're your head. The head is much easier to carry around when the graceful spinal curve is present. Many of the activities in our daily life contribute to the abnormal straightening of the curve like the forward head position that is commonly seen while on the computer, reading doing paperwork, cleaning, folding laundry, driving a car, bending to help children.



You have an opportunity to reverse all the bad behaviors in a day just by being on the proper pillow. By being on the wrong pillow, you can make a problem worse. With out the proper support during the night, the curve will continue to sag in the wrong direction and even twist causing more tension when you wake up in the morning. Children who start out with the proper support have a healthier spine, develop less arthritis and have better brain function. **It's never too late to make a good decision about the right pillow.** The customizable cervical pillow corrects sleep posture during the night and make mornings happier and healthier.

TAKE AWAY TIP:

Roll up a hand towel into a 4-5 inch roll. Place the towel under your neck while you lie on your back with the support of a regular pillow under your knees. If you are like most of us and suffer from neck tension, you should place a gel pack over the roll to reduce inflammation from the neck. If this is painful, please call the office for a complimentary neck analysis.

**REQUEST A FREE CURVE ANALYSIS
FOR THE CORRECT PILLOW**

Tip #2 Don't block symptoms with medication

Symptoms are your friend. Yes, that's right. Symptoms let you know that something is wrong. Symptoms are your body's only way of communicating with you.

When symptoms occur, it gives you an opportunity to stop, assess your body and start the healing process.

Symptoms are the effect, not the cause.

It is your body's warning system and should be treated with respect. Does it make sense to cover up symptoms artificially with medications like ibuprofen or acetaminophen?



We have different symptoms that represent different protective mechanisms our bodies have developed to keep us alive. Let's look at what happens to an ankle when you sprain it. Symptoms of muscle spasm are to splint the limb or protect the important structures under the surface of the muscle. Swelling of the ankle is to immobilize it so you don't cause further damage.

Pain, when you walk for instance, is to let you know you shouldn't be walking on the ankle. Simple, isn't it? So, why would we take a muscle relaxant, anti-inflammatory and a pain pill to shut those protective systems down? The truth is, in most instances, taking those medications actually slow down the healing process.

TAKE AWAY TIP:

When you have pain, start with the least invasive treatment first. Our approach is to find out why the body is symptomatic and remove the cause so that the body can heal itself. Call our office today for a natural health care solution.

**REQUEST A FREE
CONSULTATION TODAY!**

Tip #3 Feet are the foundation of the body

Did you ever think that your feet were causing your back pain? Your feet support you when you stand, walk, or run. Your feet also help protect your spine, bones, and soft tissues from stress as you move.

If you don't think that your feet are the foundation for how your body moves, try wearing 2 different shoes and see how your body feels when you move.

It is quite common to have been born with differences from side to side.

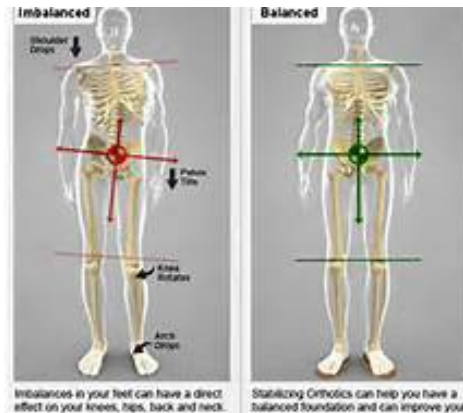
Each foot has 26 bones and over 100 muscles which make up a 3-arched structure called the plantar vault. Most of us can look at the foot and tell if we have a high or low inside arch. The arch that transverse the

middle of the foot and the lateral arch are harder to evaluate. Symptoms of foot problems can be noticed when someone walks on the inside or outside of the foot. Check your shoe wear out to see where you wearing them out.

If your feet don't get proper support from your footwear, activities such as walking, running, and jumping will force your body out of alignment, causing stress and fatigue to major joints and muscles, which in turn will cause pain and reduced performance. Orthotics are highly recommended as they are designed to correct, reinforce your feet, saving you from the pain and discomfort of a misaligned body. However, over-the-counter orthotics support just one arch of the foot; we support all three and that's our 3 Arch Advantage.

The feet are the most abused parts of the human body from regular activities to more intense actions such as dancing and playing sports, the feet consistently absorb the force generated by body weight and gravity combined. And without proper support, your feet will be overwhelmed by the constant stress. This will lead to arch pain or plantar fasciitis—a very common condition affecting the plantar fascia that can be difficult to treat if not looked after properly.

Other conditions you may develop from unsupported arches include: low back pain, neck pain, hip pain, and ankle pain.



TAKE AWAY TIP:

My favorite exercise is to take a tennis or golf ball and roll your foot over the top of the ball. Make this part of your daily routine and watch foot pain melt away.

**REQUEST FREE 3D DIGITAL SCAN OF THE FEET TO
ASSESS IF YOUR PLANTAR VAULT IS IN TACT**

Tip #4 Health comes from the inside

Did you know that the foods you are eating could be causing pain and inflammation? High fatty foods, trans fats and saturated fats are a common culprit for joint and systemic inflammation. Alkaline diets promote healing. Eating lots of fruits and vegetables, 64 ounces of water daily and adding herbs such as cumin, cilantro and parsley to your diet will help calm down systemic inflammation. The right foods also help you sleep better too!

The age old saying we are what we eat is still true. The food we put into our bodies is our fuel. If we are eating diets that are high in nutrition, we feel better, we think better, and we perform better. There is so much confusion in the food world. When the body gets back in balance, losing weight is much easier. Losing weight also takes pressure out of the joints and getting through your day is less exhausting.



Losing weight is more of a marathon than a sprint. Maintaining focus is key to crossing the finish line. Even the strongest commitments need encouragement and guidance. Most people need a coach to achieve their life goals. A coach holds you accountable because change is tough. Our patients watch a daily 3 minute videos to improve their nutritional knowledge which empowers them to develop smarter lifestyle habits. This kind of knowledge lasts a lifetime.

TAKE AWAY TIP:

Immediately stop eating refined sugars for the next month and see how much better you will feel.

**REQUEST A FREE
BODY COMPOSITION SCREEN**

Tip #5 Know about the latest technology to assess your health

The only technology of its kind certified by the space foundation. This technology that has been specifically developed to reliably measure how stress affects the muscles and the nervous system. The data is scientifically valid, quantitative and multidimensional representation of patient well-being.

Our instruments can detect hidden patterns of stress and tension, shedding a light on internal changes in the body. By establishing a baseline and identifying potential problem areas, the INSIGHT™ technologies help us determine the most effective path when caring for you.

Daily stress can damage health by creating fatigue, back pain, lowered stress resistance and weight gain. Accurately measuring the effects of stressors on the nervous system allows us to provide you with better care and more tangible feedback.



Everyone deserves to live a life of abundance with energy and exuberance. Feeling good does not always mean that the nervous system is healthy.

A nervous system that FUNCTIONS well is a HEALTHY nervous system.

A vertebral subluxation is the result of spinal bones with improper motion or position affecting nerve communications between your brain and your body.

A dropped cell phone call is irritating. But dropped communications between your brain and your body can seriously impair your health!

A vertebral subluxation is a stress response. Muscles go into spasm. Spinal bones lock up. Nerves are irritated or even choked. Some nerves trigger pain, others cause sore muscles or spasm and other nerves affect the organs. Your nervous system controls every cell, tissue, organ and system of your body. Therefore, many problems can go undetected and cause systemic problems, like asthma or attention deficit. A spine free of vertebral subluxations is essential for optimal health. The longer a subluxation goes undetected the more serious they become and more difficult to correct.

“An ounce of prevention is worth a pound of cure.”

- Benjamin Franklin

**REQUEST A FREE PAINLESS, NON-INVASIVE SPINAL SCAN OF
YOUR NERVOUS SYSTEM AND MUSCULOSKELETAL SYSTEM**

UNIQUE OFFICE, UNIQUE RESULTS

HELPING JACKSONVILLE RESIDENTS REACH OPTIMAL WELLNESS.

When you are struggling with health issues it can be difficult to know if you are making the right choices. At our office we offer the following characteristics to make your decision making process more clear. Urgency - We get 95% of our new patients in within 24 hours of calling our office. Welcoming atmosphere - Once you get to our office, we are actually happy to see you! Can you say this about every doctors' office? Cutting Edge - We use state-of-the-art technology to gather information, evaluate your state of health, and render care for you. Solutions - Our office is interested in getting you healthy again and we take an approach grounded in solving your problem. We look at you holistically, meaning we want to get to the root of your condition and fix it, not artificially cover up your symptoms. Our approach is unique and we only accept patients we believe we can help. Respect - The patients we see have busy lives and our office understands how to take care of busy people. We have a flexible schedule that accommodates and respects your time.

Main Officemap

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Hours of Operation

Sun closed
Mon 8 to noon 2:30 to 5:30
Tues 8 to noon 2:30 to 5:30
Wed 8 to noon 2:30 to 5:30
Thur 8 to noon 2:30 to 5:30
Fri 8 to noon
Sat closed

