

# BREAK FREE FROM THE BONDAGE OF YOUR HEADACHES

## Headache Demographics:

**50 million** people in the U.S. experience headaches

**28 million** experience migraine headaches

**12 million** suffer with chronic daily headaches

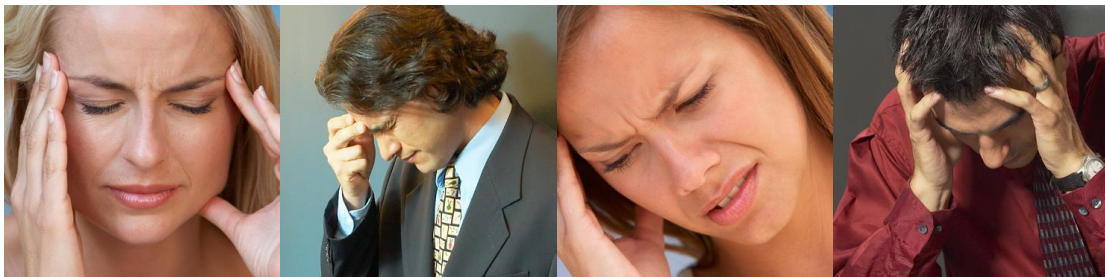
**20% of children** report experiencing headaches

**157 million** work days are missed due to headaches

**\$24.7 billion** in costs to U.S. employers

That is what is called a

## Headache Epidemic!



Life Chiropractic's Sigma Instrument, the ProAdjuster, is a new Chiropractic technology that provides literally pain-free adjustments. The instrument, in association with Low Level Cold Laser may help relieve joints and

muscular pressure and pain caused by everyday stress and unhealthy posture.

## Types of Headaches

# Primary Headaches

## Tension-Type

The most common of the primary headaches.

## Migraines

The **2nd most common** of the primary headaches.

## Cluster

**Cluster headache**, nicknamed "**suicide headache**", is a neurological disease that involves, as its most prominent feature, an **immense degree of pain**.

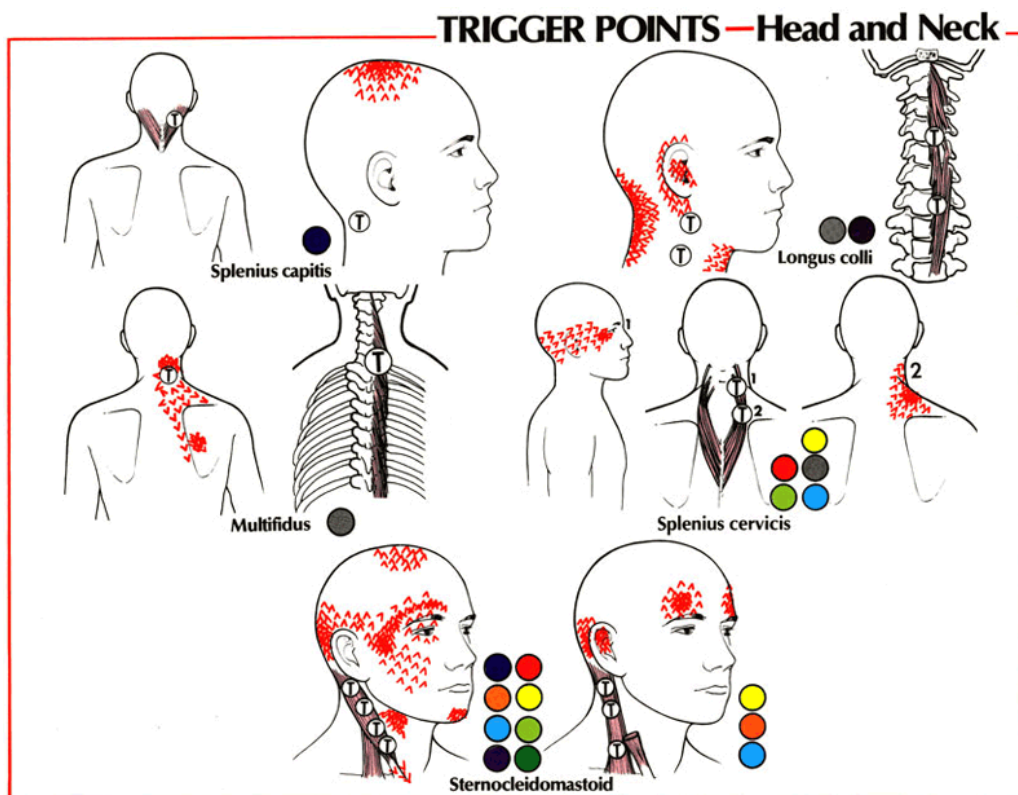
# Secondary Headaches

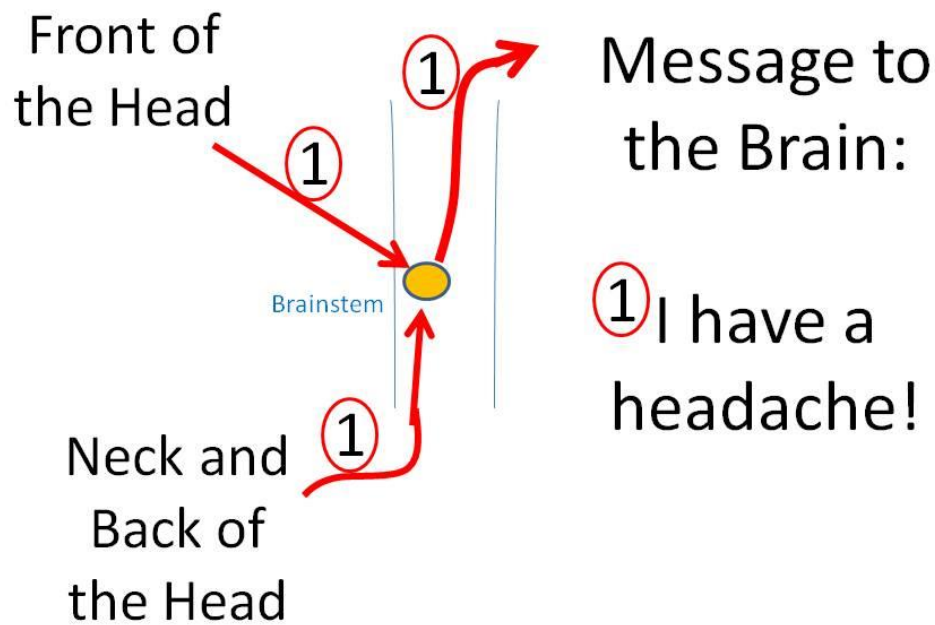
# Cervicogenic

Cerviogenic headaches originate from the **cervical spine** (neck).

“The concept that **headache pain can emanate from cervical dysfunction** is still completely foreign to **most of the medical profession.**”

**Nikolai Bogduk, MD, PhD, Professor of Anatomy**





## “Headache of Extracranial Origin”

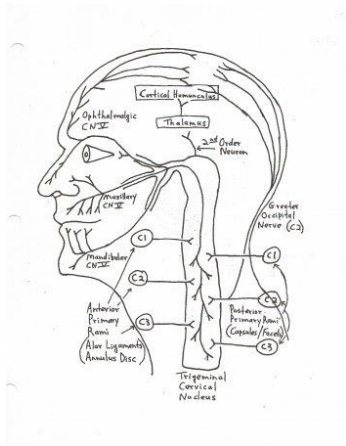
California Medicine

November 1958, Vol. 89, No. 5, pp. 314-17 Emil Seletz, MD

FROM ABSTRACT:

The cervical spine, usually regarded as a supporting structure for the head, is also an important viaduct of vessels and nerves which must function with little clearance in a congested and moving space bounded by bone.

**Pressure in this viaduct is an important cause of headache.**



## Medication Overuse

Many people are taking both prescription and over-the-counter pain relievers. **They do it because they're desperate.**

They're in pain, and even if they're already on a prescription, they're **easily influenced by commercials on television** for medications designed to treat headaches.

## Medication Disclaimer

**1. Do not stop any medication** without first speaking to the doctor that prescribed it.

**2. I am not anti-all medications.** Some medications are life-saving. I am confused by the mindset that **all of society's problems can be overcome by popping a pill**, especially over-the-counter pain medication.

**Headaches** are the **#1 reason** for an individual to take **over-the-counter** medication.

**Q:**


If medication is the answer, shouldn't headaches be cured?

So if medication doesn't cure headaches - **as we have seen in numerous cases, and quite possibly -**

**your own case** - what does the medication do to the headache?

**Medication covers up the headache. It's as simple as that.**

**MEDICATION CALCULATION**



**Example:**  
15 HEADACHES PER MONTH  
2 Pills x 250 mg per Pill = 500 mg per dose  
500 mg per dose x 2 dose per day = 1,000 mg/headache day  
1,000 mg per headache day x 15/month = 15,000 mg per month  
15,000 mg per month x 12 months = 180,000 mg per headache year  
180,000 mg per headache year x 7 years = 1,260,000 mg total!

**Your Medication Calculation:**  
\_\_\_\_\_ HEADACHES PER MONTH  
\_\_\_\_\_ Pills x \_\_\_\_\_ mg per Pill = \_\_\_\_\_ mg per dose  
\_\_\_\_\_ mg per dose x \_\_\_\_\_ dose per day = \_\_\_\_\_ mg/headache day  
\_\_\_\_\_ mg per headache day x 5/month = \_\_\_\_\_ mg per month  
\_\_\_\_\_ mg per month x 12 months = \_\_\_\_\_ mg per headache year  
\_\_\_\_\_ mg per headache year x \_\_\_\_\_ years = \_\_\_\_\_ mg total!

# Source vs. Symptom

The key factor in treating any condition, headaches included, is to **uncover the source of the condition** - not merely **the symptoms** of the condition.

**Dr. Robert E. Berry, Orthopedic Surgeon**

## **“When Medicine Makes Headaches Worse”**

The typical patient with rebound headaches will come in and complain that **they have headaches every day**. The pain will escalate to a point where it's **interfering with their life**, and they are **suffering from depression and anxiety**, and simply not feeling like themselves anymore.

**Dr. R. Michael Gallagher, Founding director of the University Headache Center in Moorestown, N.J.**

Sufferers of rebound headaches can gradually get to the point where **they are taking staggering doses of painkillers**. We see patients who use upwards of **10 to 20 tablets per day**. My all-time record holder was a patient taking **35**



**Excedrin a day!** I simply don't know how he tolerated them.

**Timothy R. Smith, MD, RPh, Medical Director, Mercy Health Research, St. John's Mercy Medical Center, St. Louis.**

**COVER IT UP** model

**VS.**

**Let's HANDLE IT!** Model

Goal of both: **get rid of pain**

**COVER IT UP** model



**Symptom directed**

### **BENEFITS**

1. Quick Pain Relief
2. Initially, Less Expensive
3. Initially, Less Time Consuming

### **RISKS**

1. Dependency
2. Medication Overuse Headache
3. Damage to GI Tract, Liver, Kidneys

# Let's HANDLE IT! Model

## BENEFITS

1. Handling the Cause of Pain
2. Long Term Solution
3. Power over Headaches

## RISKS

1. Initially, Time
2. Initially, Money
3. Dedication to Process

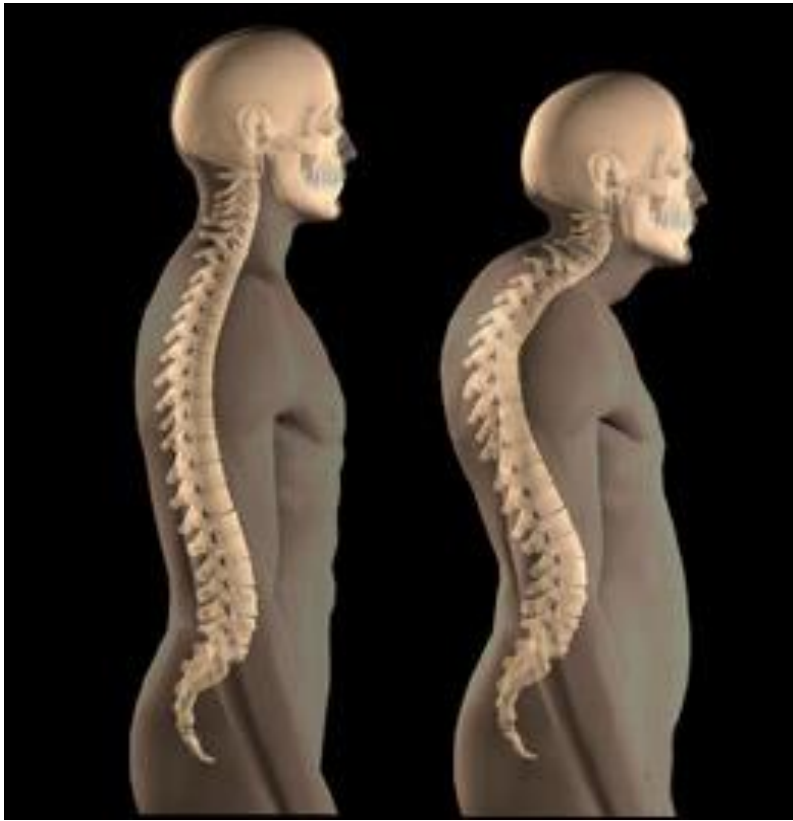
## Posture and Headaches

Posture has a significant impact on your headache profile.

### Posture and Headaches

Spinal pain, **headaches**, blood pressure, pulse, and lung capacity are among the functions most **easily influenced by posture**.

**American Journal of Pain Management**



## Normal Posture

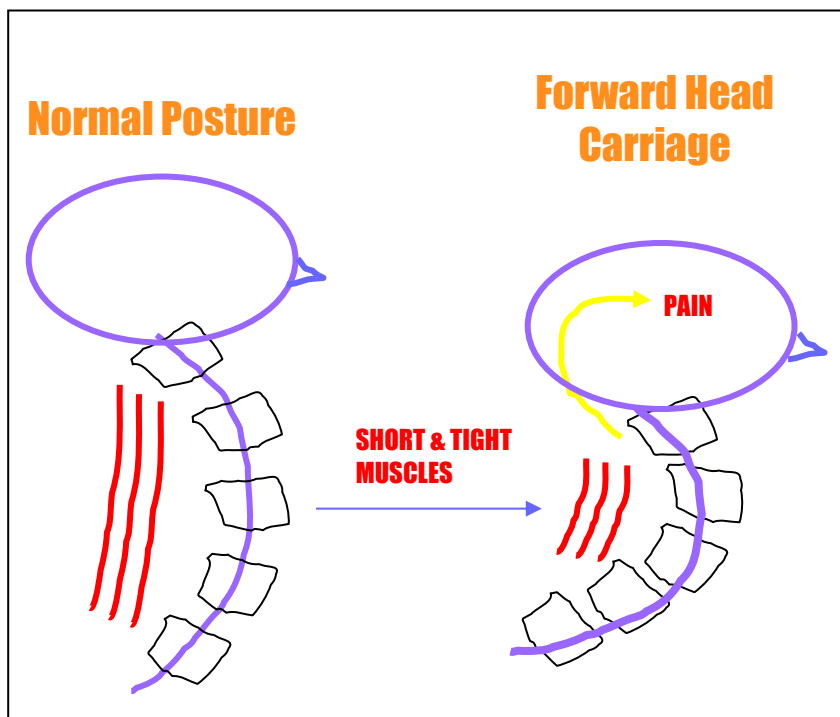


# Forward Head Carriage



**Stress and pressure** added to the neck and upper back.

This pressure on the muscles, ligaments, bones, and discs can lead to referred **pain that is FELT in the HEAD.**



# Chiropractic's Credibility

## Making the Case for Chiropractic Care

1. **Duke Study** (Duke University Evidence-Based Study, 2001) **Spinal manipulation resulted in almost immediate improvement** for those headaches that originate in the neck, and **longer-lasting relief of tension-type headaches** than a commonly prescribed medication.
2. **JMPT** (Journal of Manipulative Physio. Therapeutics 1995 18(3):148-54) Found that **spinal manipulative** therapy is an **effective treatment for tension headaches**.
3. **JMPT** (Journal of Manipulative Physio. Therapeutics 1998;21(8):511-9) **“Spinal manipulation** should be considered a **treatment option** for patients with **frequent migraine headaches.**”
4. **Spine** (Hurwitz. Spine 1996;21:1746-1760) Almost without exception, **chiropractic manipulation of the neck was found to be superior** in terms of reducing tension headache frequency, intensity, and **improving functional status** of patients when compared to other standard medical treatments.
5. **Headache** (Featherstone HJ. Headache 1985;25:194-8) Although migraine, and tension type headaches are generally considered to be separate conditions, there is **support in the literature** that they represent a continuum with several common underlying mechanisms **including cervical spine dysfunction**.
6. **Chiropractic: Relief for Migraines and Headaches** (Journal of Manipulative Physiological Therapeutics, June 2011) A systematic

literature review of 21 articles suggests that **spinal manipulation improves migraine and cervicogenic headaches**. The authors of the review recommend the frequency, dosage, and duration of treatment should be based on guideline recommendations and the clinical experience and findings of the treating doctor.

“Overall, **chiropractic has the advantage** of reducing pain, decreasing medication, and requiring fewer passive modalities.”

Andrew Cole, MD, Associate clinical professor of Rehabilitation Medicine, Univ. of Washington

**Orthopedics Today** recently praised Chiropractic with the article, “**Time to Recognize Value of Chiropractic Care**, Science and Patient Satisfaction Surveys Cite Usefulness of Spinal Manipulation.”

“There are a lot of **myths about chiropractic care**. I decided to look into each of these myths, and what I found is that **chiropractic education, side-by-side, is more similar to medical education than it is dissimilar**.”

Jack Zigler, MD, Orthopedic Spine Surgeon, Texas Back Institute

“**Chiropractic spinal adjustments** have consistently been accepted by independent government and scientific bodies as being a **valid form of treatment**.”

Scott Haldeman, DC, MD, PhD

Chiropractic is the **fastest-growing and second-largest** primary healthcare profession. There are approximately **60,000 Doctors of Chiropractic actively practicing in the U.S.**

With over **30,000,000 visits per each year** Americans routinely choose chiropractic services.

A recent survey indicates that of the more than 15,000 **Harvard Medical School faculty physicians 2,000** (13%), have had or are under **regular chiropractic treatment**, which is over **twice the national average**.

The **Journal of the NeuroMusculoSkeletal System** found the following:

- **88%** felt their DC always respected their opinion
- **85%** said their DC always listened to them carefully and **explained treatment clearly**
- **82%** said their DC never recommended excessive visits

A recent **Gallup Poll of chiropractic patients** yielded some remarkable results about **patients' opinions** of the care they received:

- **73%** felt that most or all of **their expectations were met**.
- **80%** were **satisfied with the chiropractic** services they received.

**90 %** of chiropractic patients considered their **chiropractic treatment to be effective**

## **The Chiropractic Philosophy**

**Chiropractic is based on the philosophy** that the body is a self-healing, and self-regulating - and that **your nervous system is the master system and controller of your body**.

If you cut your finger, it heals. **You don't have to take anything or do anything to make that happen.**

Your nervous system directs the healing. **It's as simple as that.**

What would happen if there was **interference with the function of your nervous system?** It would **interfere with your body's ability** to heal and regulate.

Any time a vertebra (spinal segment) is not positioned correctly, **the brain and body can not communicate properly.**

The misaligned vertebra or **"Subluxation"** places **pressure** upon the nerve causing it to function at **less than 100% efficiency.**

The first 30 minute personal headache consultation, interview is always free.