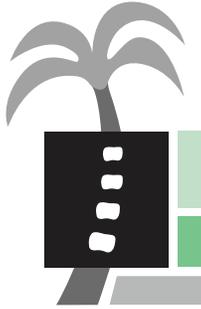


FLORIDA CHIROPRACTOR



Newsletter

February, March & April 2005

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St Petersburg
FL 33710
(727) 345-4242

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www.FloridaChiropractor.com

...every 3000 miles or 90 days

by Dr. Jaime L. Kean

This past weekend I bought a brand new car for the very first time in my life. Many would say that the car-buying experience is intimidating or painful at best, but in this particular case, the salesman also happened to be my father. After a mountain of paperwork, a signature here, a signature there, DNA sample, and FBI background check, (Okay, it wasn't quite that bad) my father handed me a key and directed me to my new car on the showroom floor. We then proceeded to sit inside the vehicle as my father explained every detail of the car's operation. "This switch turns on the lights. If you pull the handle towards you the bright lights are activated. If you flip this handle, the windshield wipers turn on, turn this wheel and the wiper speed increases. Climate control is down here, this button will turn on the AC... blah, blah, blah." And he went on and on, I suppose similar to the way Dr. Sandefur and I do when we are explaining X-rays to a patient. So I fumbled around with the controls as he continued to instruct me. Then he had me get out of the car and look under the hood with him as he showed where I would add power steering and the various other fluids to the engine. Then he dragged me back into his office to explain a paper entitled Proper Care and Maintenance of Your New Vehicle. "In order for the 3 year warranty to remain in effect, you must service the engine every 3000 miles or 90 days," my father explained.

As my father presented all of this information to me, I just couldn't help but relate it to chiropractic. Having the oil changed in your car is a lot like having regular spinal adjustments. Oil is added to a car's engine to keep the parts functioning properly; without oil, the engine would seize. In much the same way, it is also very important to keep our spines functioning properly.

The spine is composed of 25 moveable parts, each of which contributes a few degrees to our overall flexibility. If two adjoining spinal segments lose their range of motion, the overall flexibility of the spine decreases. What might cause a spinal segment to stop moving properly? Spinal segments lose mobility when scar tissue is formed, and scar tissue can form after all sorts of minor traumas. Let's say, for instance, you lift a bag of heavy dog food or step off a curb the wrong way, or perhaps you are making repetitive motions like clicking a computer mouse all day at work. Any of these things can cause scar tissue to form around the spine. This scar tissue will bind two spinal segments together and result in immobilization.

The surrounding spinal segments must work overtime to compensate for the lost mobility of the bound segments and this increased work load can lead to arthritis or degenerative joint disease in those surrounding spinal segments. As the joints begin to degenerate and arthritis sets in, pain sets in. But by keeping the spinal segments moving freely through regular spinal adjustments, much of this can be prevented. You see, a spinal adjustment will free up those segments bound by scar tissue thereby restoring the normal flexibility to the spine. And as long as the spine



Dr. Kean

(continues on back page)

Chiropractic in The News

Many of you have noticed all the excitement in the news about a new chiropractic school at FSU. Some patients have asked what our stance is on this issue. Some of you have asked if I think Florida needs any more chiropractors. Well, there have been times when I have agreed that we have a LOT of chiropractors in town. Most of that perception has been from driving down central avenue, to and from the office, and seeing a chiropractic clinic on every block! But over the years of helping patients and interacting with the community I have found that a large majority of our population still doesn't have a family chiropractor. Until the day that a family chiropractor is as common as your GP and your dentist, we better keep adding more D.C.s. I spent the last eight months cultivating and training a graduating DC with our office only to watch his plans change after he earned his state license. Now I'm busy trying to find another DC for our St. Petersburg office. Florida Chiropractor is certainly ready to welcome more chiropractic graduates to the area.

Some negative remarks about chiropractic have been seen in the St. Pete Times from a handful of MDs involved with FSU. Mostly they have accused chiropractic of not being scientific enough. They're mostly wrong with this opinion. In fact, there have been many recent studies that have been very scientific and have shown positive findings for the efficacy of chiropractic treatment. You can find supportive information at our FCA website (FCAchiro.org). Ironically, if

chiropractic could just get its foot in the door of a state school like FSU we would finally have access to the research grants and state funding that medical schools have had for decades. In that regard, chiropractic would become more scientific.

The general acceptance and respect that chiropractic gets today is a thousand times greater than when my parents were beginning their practices. Our office cross-refers with many medical doctors, surgeons, neurologists and osteopaths. In my experience, chiropractic is accepted and respected by the majority of these professionals. The negative press is only coming from a handful of antiquated MDs who don't understand the rigorous education that chiropractors receive. This is a good rule of thumb for everyone: If your chiropractor warns you to never see an MD, no matter what, then you should find yourself another chiropractor. If your MD warns you to never see a chiropractor, then you better find yourself a new MD.

Chiropractic may have lost this battle but our overall progress is unstoppable. With each new chiropractic success story our popularity and acceptance grows. We **will** be in a state school within the next ten years. The question becomes, which progressive school will choose to enhance their reputation by leading the next era of alternative healthcare acceptance? If FSU has chosen to stay back in the 20th century, maybe those Florida Gators are willing to take a bite!

David A. Sandefur, D.C.

Recent Events @

FLORIDA
CHIROPRACTOR



Congrats to our Chiro 101 class graduates. Each of these students attended 6 one-hour classes that explained chiropractic from spinal anatomy to diagnosis. We'll keep you updated on our future class schedule.

Our graduates: Christopher Johnson, Larry Johnson & James DeGrechie (back row); Rodney Purvis, Joanne McClafflin, Dr. Sandefur & James McLaughlin (2nd row); Pam Bradford, Anna Bradford, Michelle DeGrechie, Connie McLaughlin & Nicholas (front row).



Chiro 101 graduating class of 2005

Antioxidants

by Dr. Ruth Sandefur, DC, PhD



I hope this title isn't too "scientific" sounding. My goal for these "nutrition chats" is that they be written so that even I can understand them! There is a lot of talk about antioxidants these days. Most of the claims I've seen are true - however, some are only partially true. On that subject, --be careful when claims are tied to something someone is trying to sell you. But, then, you know that already don't you?

As soon as these nutrition articles started, I asked my son to stock in his office a high quality nutritional supplement so that interested persons would have a convenient source for the nutrients I was promoting. Please understand, however, that these products are available to you only as a convenient way for you to obtain high quality nutrients. Feel free to purchase your own products anywhere else you choose. I recommend, however, that you avoid chain-brand stores, drug stores, supermarkets or convenience-marts. They are likely to have less-than-quality products. Your best chance of getting quality products is at an independently-owned health food store.

Antioxidants are nutrients, available in many of the foods we eat, that prevent a process called lipid peroxidation. Lipid peroxidation is similar to fat becoming "rancid" - or "spoiling", except that it occurs within bodily cells or fluids. If you have ever smelled rancid fat, you don't like the idea of it being in your body! Another major problem caused by lack of antioxidants is that of cell membrane degeneration. Cell membranes are composed mostly of a layer of fat. It is important that they remain whole and healthy. Cell membranes keep the good "stuff" inside the cells and the bad "stuff" outside of cells.

In order for viruses to attack us, they must invade our cells and replicate inside of them. It is easier to keep viruses outside of our cells when the cell membranes are healthy. On the other hand, it is important for our DNA to remain safely inside our cells. Strong, healthy cell membranes protect our DNA, which is responsible for all cell division. A daily supply of antioxidant nutrients helps to maintain an intact, healthy cell membrane. Many nutritionists insist that the normal aging process is vastly slowed if cells have plentiful supplies of antioxidants.

Another important discovery made by scientists is that the plaque that forms inside artery walls that can block

vessels causing heart attacks and strokes, has its beginning as a chemical reaction similar to lipid peroxidation, called a "free radical" attack. Here again, the presence of antioxidant nutrients prevents free radical attacks.

By now, don't you agree, it would be wise to have a daily supply of these antioxidant nutrients? The good news is that most of them are in the multiple-vitamin we've mentioned before. For a few individuals, however, because of their age, lifestyle, diets or the presence of a disease process more of the antioxidant nutrients than are available in a multiple vitamin may be required. For those people, I recommend an additional source. Rather than ingesting a large amount of a single antioxidant, it is better to receive a balance of all of the major antioxidant nutrients. For that reason, I recommend a product called Selenace. It has all of the major antioxidants available in one tablet and it does not contain too much of any one of these nutrients. It is a perfect companion to the multiple vitamin already introduced.

Be sure to pick up a bottle of Selenace at your next office visit. One last comment: Another benefit that antioxidants like Selenace offer is that they are said to prevent wrinkles!!! (Let's keep this little gem to ourselves - OK?) You can be assured I'm taking them just to find out if it IS true!

Dr. Ruth





\$20 Massage Therapy Session

\$10 Off 1/2 Hour Massage (normally \$30) at Florida Chiropractor St Petersburg or Seminole. Please call for an appointment. Offer expires March 15th 2005.

Our Policy: The patient and any other person responsible for payment has the right to refuse to pay, cancel payment or be reimbursed for payment for any other service, examination or treatment which is performed as a result of and within 72 hours of responding to the advertisement for the free, discounted or reduced fee services, examination or treatment. Value of this coupon is \$10 off of our normal cash-at-time-of-service fee for a 25-30 minute massage of \$30.

Office Hours:

Monday - Wednesday - Friday:

St Pete: 9:00am - 7:00pm. Closed for lunch from 1pm to 3pm.

Seminole: 8:00am - 6:00pm. Closed for lunch from noon to 2pm.

Saturday:

St Pete: Closed

Seminole: 9:00am - 1:00pm.

Tuesday and Thursday hours are available by appointment. If you or a friend/family member is involved in an accident, call the office @ **345-4242** (in St Pete) or **391-0715** (in Seminole) for immediate care. Calls are answered after hours by the doctor.

(continued from first page - "...every 3000 miles or 90 days")

remains flexible, arthritis will not be an issue.

Degenerative joint disease and arthritis are best diagnosed by X-ray. If you have already been told you have arthritis, regular spinal adjustments will slow down the rate at which the arthritis progresses. And if you have never had X-rays taken of your spine, you may have arthritis and not even know it.

Instead of waiting for your car to break down, you take it in for regular "maintenance" check-ups. To keep your spine from "breaking down" you should have regular spinal check-ups. As I type this article, I wonder what my patients would think if I ordered them to have their spines "serviced" once every 4 weeks... to keep the warranty in effect.

Your Friendly Florida Chiropractor,

Dr. Jaime L. Kean

Calendar of Events

- February 14 :** Valentine's Surprise for Patient's in both Offices
- February 21 :** President's Day - Office Open
- March 25 :** Good Friday - Office Open



Current resident or -

5621 Central Avenue
St Petersburg, FL 33710



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