

ROSS CHIROPRACTIC CLINIC

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SPECIAL REPORT

On the

ROSS-METHOD of CHIROPRACTIC CARE

www.DocRoss.com

This is your **Special Report**. The purpose of this report is to explore the possibilities that the **Ross-Method of Chiropractic** can help you or someone you love to get better without drugs or surgery. The message of this report is

Try
Chiropractic First
Drugs Second
Surgery Last

The **Ross-Method of Chiropractic** care is non-invasive and does not have the side-effects of drugs or surgery. Seldom does a client's primary problem occur as a single event. After more than thirty-five years of treating a multitude of client's complaints Dr. John Ross has developed procedures that he calls "**Event Balancing**." Unless all aspects of the primary problem are addressed the problem could return in quick fashion.



First, a discussion of Chiropractic, the science of chiropractic is relatively new. It was first "discovered" in 1895 in Davenport Iowa. Since that time, chiropractic has grown to be the largest drugless health profession in the world. In addition, Chiropractic is the third largest of all the health professions.

Chiropractic theory is based on the fact that **the body heals itself**. Without your body's ability to heal, nothing else matters. If chiropractic could cure

anybody, or if medicine/drugs or surgery could, there would be no dead people in the cemetery. The power to cure comes from within your body. Chiropractic works with your body to give it a chance to heal itself.

The wonderful thing about you is that your body has the ability to regulate itself. It can monitor and control all the functions of itself. Have you ever thought of how the body works on such a grand scale? The truth is very simple and very complex at the same time. To explain this point, I need to take you back to the very moment of conception.



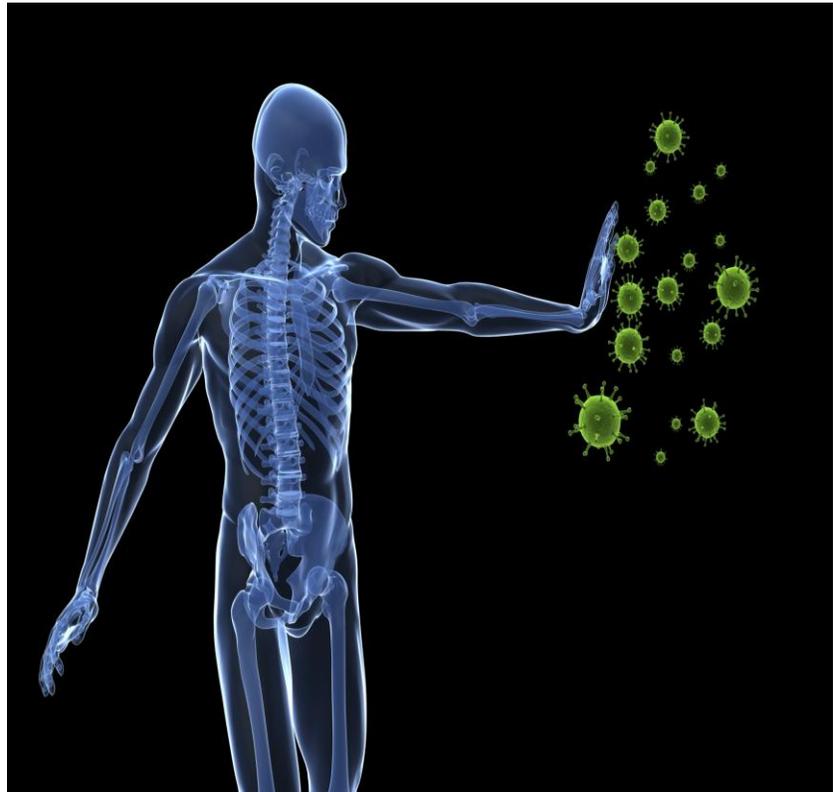
In your beginning, you started as a group of cells. These cells came together to begin to make a human child. As time progressed, these cells began to form the various systems that make up your body. The first system to form is the nervous system (the brain, the spinal cord and the nerves). At that moment, no other system has formed but the nervous system. Stop for a moment and think. Why would the nervous system be formed first? It must be very important. After the nervous system has formed, the other systems that make a human child follow.

A curious but important fact is the complexity of the nervous system. If you were to take someone you know and through the use of some special equipment (currently not available) you were able to view only the nerves of their body (no skin, no hair, no teeth, etc.) you would still be able to recognize the person you knew? This is because each cell on the skin has a nerve. So the outline of the person would still be there. The importance of this is that the nervous system is very large and very involved with everything in the body.

Because the nervous system was formed first, and because it is so involved, the nervous system is extremely important to the very existence of the human body. In fact, without a properly functioning nervous system, you or I would develop disease, malfunctions and die. Chiropractic utilizes this important point to help your body heal itself.

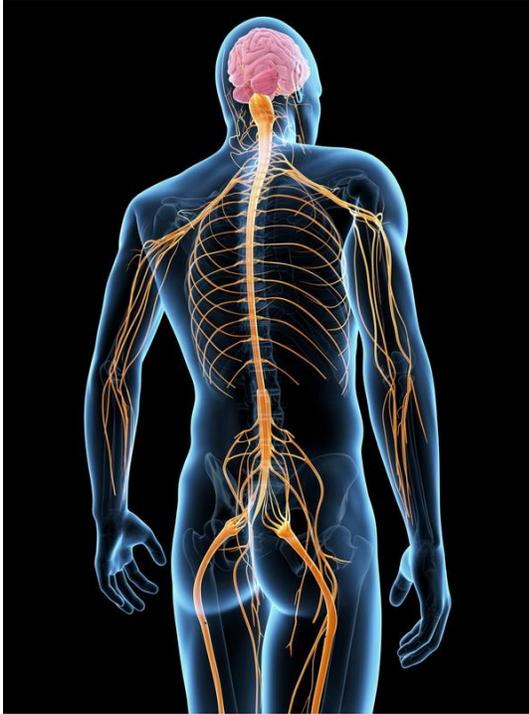
Why do some people get sick but others don't?

Have you ever wondered why, in a room full of people exposed to the flu, only some of the people will catch a serious case of the flu while some will catch a milder form of the flu but most remain flu free? After all, viruses cause this disease and everyone in that room was exposed to the virus. Research



suggests that perhaps the immune system of some were weak while others were strong. The point is that most had immune systems strong enough to resist the flu while others did not. Why is that? Research does not have all the answers; however, chiropractic researchers suggest that spinal manipulations can boost the immune system.

How can chiropractic help health problems?



Think back to my earlier discussion on the importance of the nervous system. Remember how involved the nervous system is? As involved as the system is, most all of the nerves come together to form spinal nerve roots. This means the nerves pass from the “outside” of the spinal cord, “into” the spinal cord and then travel up the spinal cord to the brain. There are 24 pairs of spinal nerve roots. This traveling is done by nerve impulses. These nerve impulses travel up to the brain carrying information. The brain

interprets the information and sends a response by way of nerve impulses back to the “outside”. This way the brain monitors and controls all the other systems of your body.

But how does this help with your health????

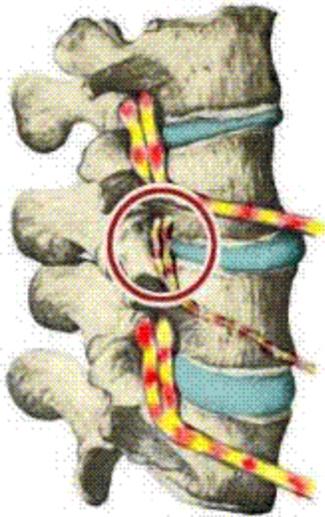
For the body to work the way it was meant to work, there must be a free flow of nerve energy inside out, outside in and top to bottom. If there is an interruption or an interference of these nerve impulses there is trouble (health problems). Much research has been done to determine how, where and if nerve interference can occur. As with most research, a lot still needs to be learned. Some experts say that we only know about 40% of what goes on in the human body.

The most common site of nerve interference is at the spinal nerve root!!

This is where the nerve exits the spinal cord, passes through the spinal column by way of the intervertebral foramina (IVF) and proceeds to the part of the body it is intended for.

The most common reason for the nerve interference at the nerve root is the Vertebral Subluxation Complex (VSC).

A **Vertebral Subluxation Complex (VSC)** has 5 parts:



1. **Spinal Joint** - Physical injury, emotional stress, or chemical imbalance can cause the vertebrae of your spine to lose their proper motion and position. This prevents normal turning and bending. This produces the characteristic **back pain** that you are familiar with. However, it sets in motion the other four components of the **Vertebral Subluxation Complex (VSC)**.

2. **Nerves** - Abnormal spinal function can cause rubbing, pinching, stretching, or irritation of delicate nerve tissue. The resulting nervous system interference can cause **numbness, burning, or a tingling** sensation and may affect the organs and systems controlled by these nerves. This causes the pain in arms and legs.

3. **Muscles** - Muscles supporting the spine can weaken and atrophy or become tight and go into spasm. Scar tissue penetrates these muscles and changes their elasticity. This causes the **stiffness** in the mornings. Repeated adjustments help retrain muscles to support your spine properly.

4. **Tissue** - A rise in temperature from an increase in blood and lymph supply results in swelling and inflammation. Discs can bulge, herniate, and

degenerate while other soft tissues that are slow to heal may suffer irreversible damage. This sets you up for **arthritis**.

5. **Health Problem/Pain** - Bone spurs and other abnormal bony growth attempt to fuse malfunctioning spinal joints. This relentless degenerative process, long-term nerve irritation and scar tissue can cause other systems of the body to **malfunction**, too. You may be unaware of these conditions until they are well established.

What comes first, the health problem or the **Vertebral Subluxation Complex (VSC)?**

We have already seen that a room full of people exposed to the flu will only produce a few people that will catch a serious case of the flu. Therefore, the virus is there but a lot do not get sick. What would happen if totally healthy people with totally healthy immune systems were exposed to the flu? Most, if not all, would not get sick or at least they would not get a serious case of the flu! Therefore, we can reason that the abnormal immune system must occur for the body to get sick. As a chiropractor, I am concerned that you or someone you know might have a **Vertebral Subluxation Complex (VSC)** that is setting their body up for a health problem.

How does the **Ross-Method of Chiropractic approach health problems?**

As mentioned in the beginning, seldom does a client's primary problem occur as a single event. In my opinion, the primary reason a client comes into my office is the sum total of all the event's that make up the primary complaint. Therefore, it seems reasonable that for a client to receive long term



results some consideration must be given to locating, identifying, understanding and resolving these events (“[Event Balancing](#)”).

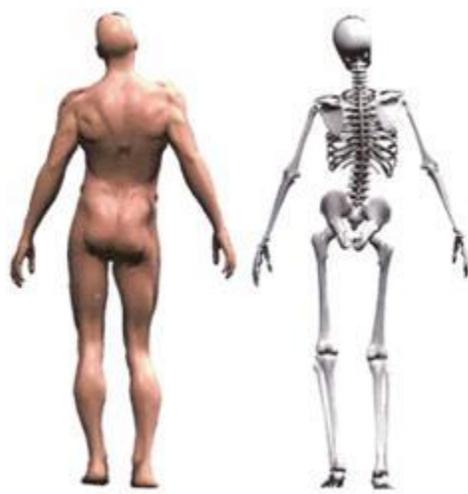
The [Ross-Method of Chiropractic](#) is in harmony with the [Vertebral Subluxation Complex \(VSC\)](#) explanation given earlier in this report.

What if I already have a health problem?

Depending on the course of your health problem, your overall health history and your body’s ability to heal itself, chiropractic care may help quickly, slowly or not all. Sadly, it depends on how fast you get treated for the [Vertebral Subluxation Complex \(VSC\)](#) and how long you have gone without getting the vertebral subluxation complex treated. Do not stop your medications without consulting your regular doctor.

You need to get an examination to determine the presence of a [Vertebral Subluxation Complex \(VSC\)](#) before the symptoms start. If you already have health problems, you need an examination to determine where the vertebral subluxation complex is and try to find out if it can be treated.

One of the easiest ways to suggest that you have a vertebral subluxation complex is to have a [Digital Posture Examination](#). This is a painless, non-invasive computerized test that may indicate the presence of a problem. The [Digital Posture Examination](#) will print out a report for your records that will give you an idea of whether or not there is need for care.



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Thank you for considering the **Ross-Method of Chiropractic** care at this office. Not everyone understands the importance of getting checked for the presence of a **Vertebral Subluxation Complex (VSC)**. I hope that with the brief discussion in this report, you will at least take an opportunity to discover if chiropractic care is an option in the treatment of your health problems.

With this report I have enclosed a coupon that will entitle you to a **FREE Digital Posture Examination** to determine the presence of a **Vertebral Subluxation Complex (VSC)**. The Digital Posture Examination is a \$100 test that will be performed on you without charge in an effort to determine if you have a **Vertebral Subluxation Complex (VSC)**. You will be given a computer generated report of the test results as well as a verbal explanation.

My office is conveniently located at the intersection of **Shallowford Road and Gunbarrel** and open from 9AM until 6PM. In order to schedule your testing call 954-9591 and ask for **Teresa**.

Sincerely,
John Ross, DC
Director
Ross Chiropractic Clinic

P.S. You will notice there are two coupons attached. This allows you to include your spouse, a family member or a friend.

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