

Local Doctors Offer Treatment For Low-Back Pain

Have you ever been diagnosed with “*Sciatica*”, “*Herniated disc*”, “*Spinal Stenosis*” or “*Arthritis*”?

Is your injury interfering with your ability to earn a living or is it holding you back from enjoying your favorite hobbies?

Does your sciatica limit quality time with family and friends?

This report reveals the secrets to treat back pain Without Surgery

These are secrets that even your regular doctor may not know about!

So far, there have been literally hundreds of patients like you out there that have benefited from this revolutionary approach to back pain treatment!

Dear Friend,

Low back pain is the most common reason people visit a doctor, second only to the common cold. Most people will experience back pain sometime in their life. What’s worse is that people who get back pain once will most likely get back pain again!!

The problem is that there are many confusing messages out there about the best treatments for back pain. Patients find themselves going from doctor to doctor, one therapy program to another trying to find an answer with little to no results. Worse yet, there are some patients that opt for surgery with devastating results with even worse back pain than before!

So what is this revolutionary treatment? In order to understand it, let us first talk about how some back pain can be caused by the domino effect of a “**HERNIATED DISC**”!

First, a person can have a herniated disc in the spine because of bad posture or misalignment in the spine as well as weakened muscles that fail to support the spine.

Second, the herniated disc can get worse over time and start to press on or irritate nerves that come out of the spine. These are nerves that control the muscles in your arms and legs. An example of this is the sciatic nerve. The sciatic nerve is the longest nerve in the body, coming

from the lower spine and going down into the leg and branches into the foot. If the herniated disc is in the low back and irritates the nerve, the result can be something called sciatica, pronounced SIA'DIKA. Not all leg pain is sciatica, but most all sciatica involves leg pain. The pain is described as a "toothache" like pain, sometimes sharp, stabbing or "electric shocks" going down the leg or foot. Sometimes the leg can have cramps or weird sensations of something crawling with "pins and needles" up and down the leg.

Next, as the herniated disc worsens over time, it becomes more and more inflamed and send chemicals that irritate the nerve further with worsening muscle spasms in the back and leg.

Last but not least, if the pain is not treated aggressively and early enough, the body becomes even more sensitive to pain and your brain starts to focus and tune into pain even more over time. The pain becomes even harder to treat!! For many patients, the pain starts to interfere with work, daily life, and sometimes cause depression.

The secret to treating back pain is to stop the devastatingly painful chain of events. The secret is in our revolutionary and proprietary integration program for back pain. The multi-pronged approach is like having multiple armies that are coordinated to do one thing...stop back pain and keep it away!!

First: **cutting-edge diagnostics.** Learn about the computerized tests available for back pain complete with a comprehensive analysis of your back problem utilizing digital X-ray, electromyography, or advanced ultrasound.

Second: **specialized medical care:** Remember that medicine is highly specialized and you need more than a general doctor treating your pain. Evaluation and direction by specialized physicians that have mastery of ALL the NON-SURGICAL techniques against back pain is like having a team of generals coordinating your army of care and treatment.

Third: **chiropractic biophysics:** Not all chiropractors are equal. At the hands of an expert chiropractor, learn how this unique approach is the most scientific and cutting-edge approach in chiropractic medicine today. Ask about the most advanced spinal decompressive technology for sciatica and other back pain conditions, the DRX.

Fourth: **performance physical therapy:** Do not perform useless exercises that don't address your problem. Experience the results of a truly customized therapeutic exercise program for back pain. Learn about our unique core training program with the Matrix Functional Trainer to strengthen and rehabilitate the lower back.

Fifth: **nutritional pain program:** Learn which nutrients truly help with pain and prevent painful conditions that may help certain patients treat their pain WITHOUT DRUGS!! See how nutrition can enhance the results of any therapeutic program, heal the body, promote weight loss, and help with performance in sport and every day life!

LASTLY, TEAM PERFORMANCE!! The revolutionary approach to back pain offers all these coordinated services under one roof of our state-of-the-art 5,000 square foot facility for unsurpassed convenience and results!!

Those suffering from sciatica and leg pains would do well to visit our group of highly trained Doctors. To many thousands of sufferers our unique approach to wellness simply get better faster and stay better longer when compared to non-integrated treatment.

The medical practice that provides all these benefits under one roof is

**PERFORMANCE SPINE & SPORTS MEDICINE of
Lawrenceville, NJ or PSSM for short**

BUT FIRST, LET US TALK ABOUT A BRIEF STORY CONCERNING BACK PAIN AND ITS TREATMENT

Meet Mr. Sy Attica which is the typical patient seen for a consultation:

Mr. Sy Attica is a 45 year old gentleman who has had back pain for over 5 years. He cannot remember what brought it on. As far as he knows, he “woke up” with back pain years ago but it got better on its own. Over the years, he would be fine for a few months and then he would have pain again. He noticed that in the last year, his back pain was getting worse. It hurts to bend over and sometimes, he gets weird sensations in his thigh and leg. He also feels a cramp in his calf. Mr. Sy Attica tried medicines from his doctor for a month and then started physical therapy for another month but only had temporary relief. His wife told him to try chiropractic adjustments once he decided he was “done” with taking medications and physical therapy. Mr. Sy Attica feels unlucky because the chiropractor only gives him some relief but nothing long-lasting. He really wishes to play golf like he used to but he can’t play with this back pain. He eventually got an MRI which shows he has a “herniated or bulging disc”. Another physician suggested that he should consider surgery! Frustrated, Mr. Sy Attica is desperate for alternatives.

He then saw an ad for PSSM (a *NON-SURGICAL ORTHOPAEDIC INSTITUTE*) and he set up an appointment to see a medical doctor:

First off, Mr. Sy Attica learned that HE IS NOT ALONE!!

The doctor told him:

“Back Pain is the second only to the common cold as to the most frequent reason to visit a physician¹. Up to 4 in 5 people will suffer back pain in their lifetime and in



the U.S. back pain is **the number one reason** for people under 45 years old to limit their regular activities, including work. **Back pain seems to occur most frequently among the 30 - 50 year old age group** and affecting both men and women equally.

Now for the good news^{1,2}:

- ❖ After *one* week, 1 in 3 people with back pain will have relief
- ❖ In about 7 weeks, about 2 in 3 people with back pain will have relief
- ❖ By **3 months**, **about 9/10** of back pain sufferers will get better and feel “back to normal”.

The bad news^{1,2}:

- ❖ About 2 out of 5 back pain sufferers who get better will have back pain **AGAIN** in 6 months
- ❖ About 1 in 10 patients will have persistent (chronic) back pain after 3 months.”

Mr. Sy Attica like thousands of patients like him every year gets fragmented, uncoordinated care. In order to understand the value of integrated care, let’s look at what comes with back pain as explained by the doctor:

“The back or spine needs support to hold it up and without your back and abdominal muscles, your spine will literally flop over. A spine that is not supported will lead to more back pain, poor posture, and then more back pain! So, the basic reason for strengthening the back is to give it more support when doing everyday activities like walking, standing or running and of course, playing golf! There is no miracle drug to help strengthen the back muscles. The best way to strengthen you back and abdominal muscles is a **VERY SPECIFIC EXERCISE PROGRAM!!** This is where Physical Therapy comes in to strengthen these very important muscles. The exercise program, **UNDER THE**

SUPERVISION OF A MEDICAL PHYSICIAN drastically improves results from Physical Therapy because the physician can prescribe medications or do a medical procedure AND DIRECT a specific nutritional program to help the **patient make the best out of Physical therapy.** Most **patients otherwise hit a plateau with physical therapy alone** At PSSM, the therapist works hand in hand with the medical doctor to design a program that is customized FOR YOU". Studies show patients do better with a more customized program than a general program.³

So you why didn't Mr. Sy Attica get better with Physical Therapy? Well, the story does not start and end with muscles! Mr. Sy Attica needs to maintain a good posture and this is why chiropractors are so valuable in treating back pain. With a specific technique in chiropractic medicine, called Chiropractic Biophysics (or CBP), doctors can objectively measure how bad or good someone's posture really is. At PSSM, a digital X-ray can be taken to look at the spine and then use advanced software to analyze the posture. Most chiropractors unfortunately use a lot of guesswork when it comes to looking and analyzing posture, WHICH IS A HUGE MISTAKE.

Here is an X-ray analyzed by a special program called Posture Ray[®] which uses the principles of CBP. CBP is the most objective and scientific way to analyze X-ray and spine posture.⁴

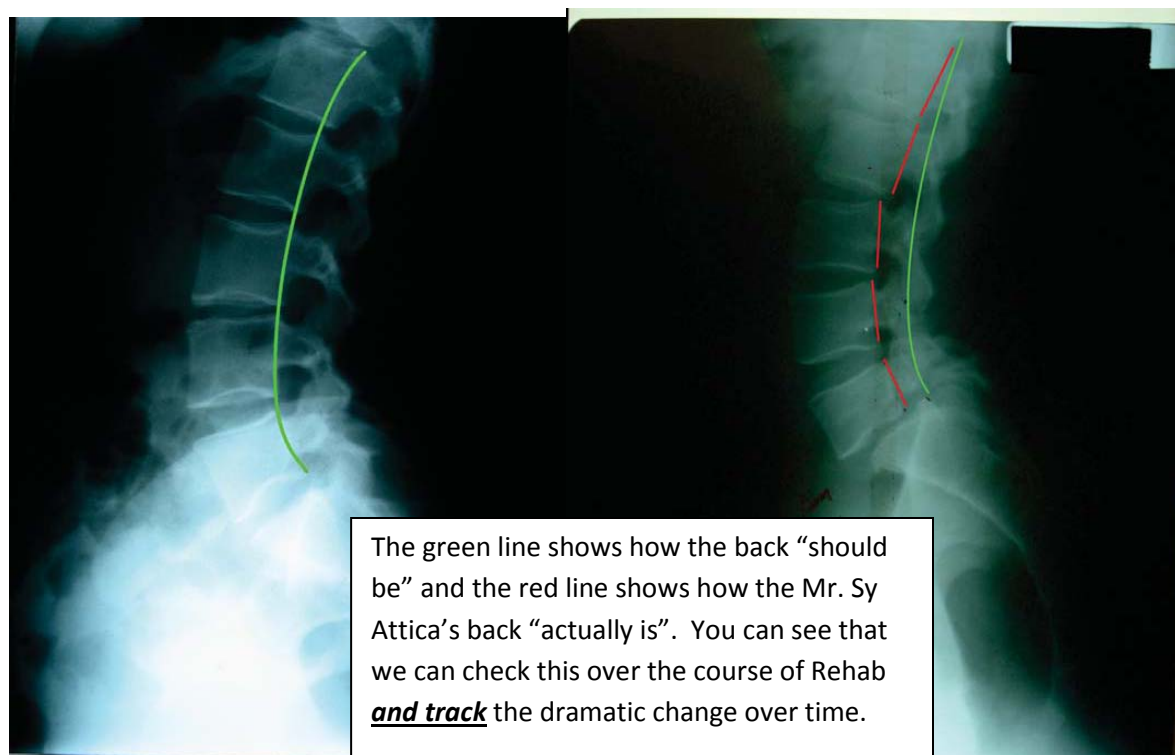
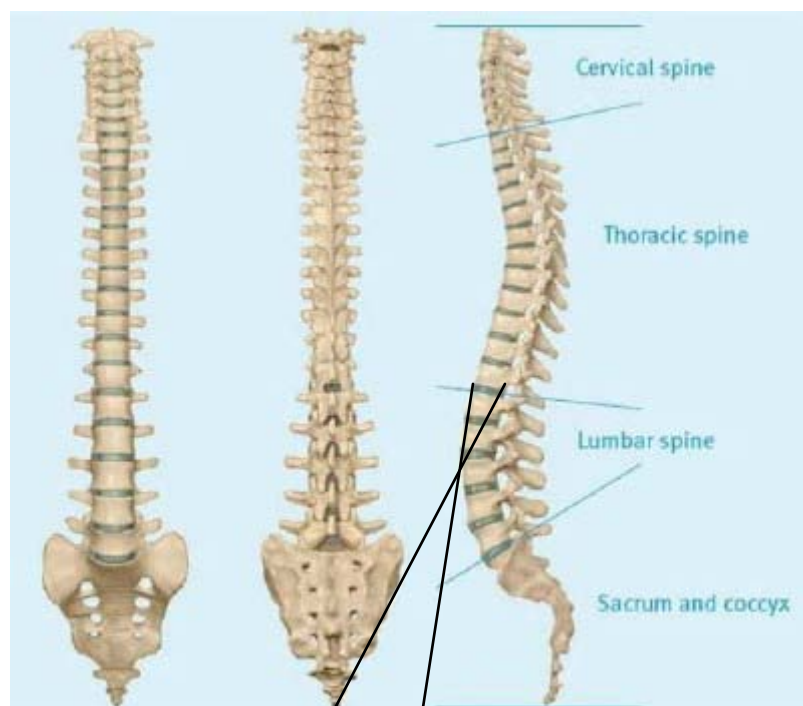
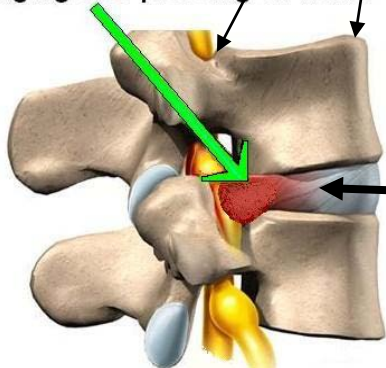


Figure 1: Posture Ray and CBP lines

Make no mistake about it: BAD POSTURE makes back pain worse because one part of the spine is getting more pressure from your bodyweight than other parts. The result is a herniated disc (discs are the gel cushions between the bony parts of the spine so that there no "bone on bone" contact).



Bulging disc pressing on nerve



The standard of finding out nerve damage from a "pinched" nerve is a special nerve test for back pain called Electromyography or EMG. An MRI will only tell you how the spine looks but cannot tell you how bad the nerve damage is!!

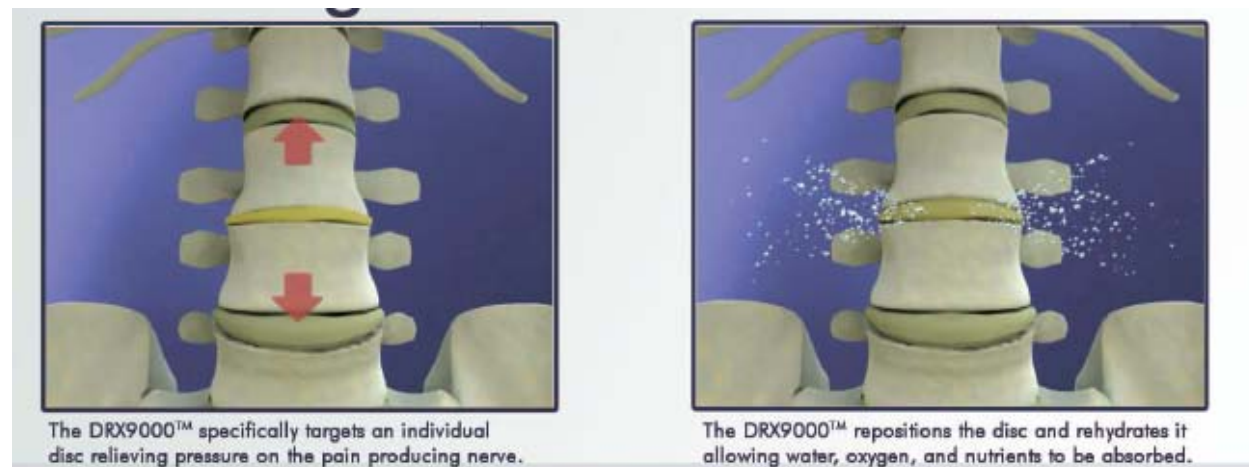
Figure 2 (Herniated or Bulging Disc)

For Mr. Sy Attica's convenience, *digital X-ray and EMG can be done all in-house.*

The doctor explains another modality offered by the chiropractor:

“There are many non-surgical options for our patients, including a machine to relieve pressure off the nerve which is the **DRX MACHINE (Non-Surgical Spinal Decompression)**, a treatment modality found in the facility and used as part of the treatment system for **Back Pain!!**”

Figure 3: DRX9000™



New Medical Technology Treats Back Pain

Without Surgery!

- Herniated or Bulging Disc
- Degenerative Disc
- Sciatica
- Pre/Post Surgery Patients
- Acute & Chronic Low Back Pain

PERFORMANCE
SPINE *and* SPORTS MEDICINE
A Non-Surgical Orthopaedic Institute

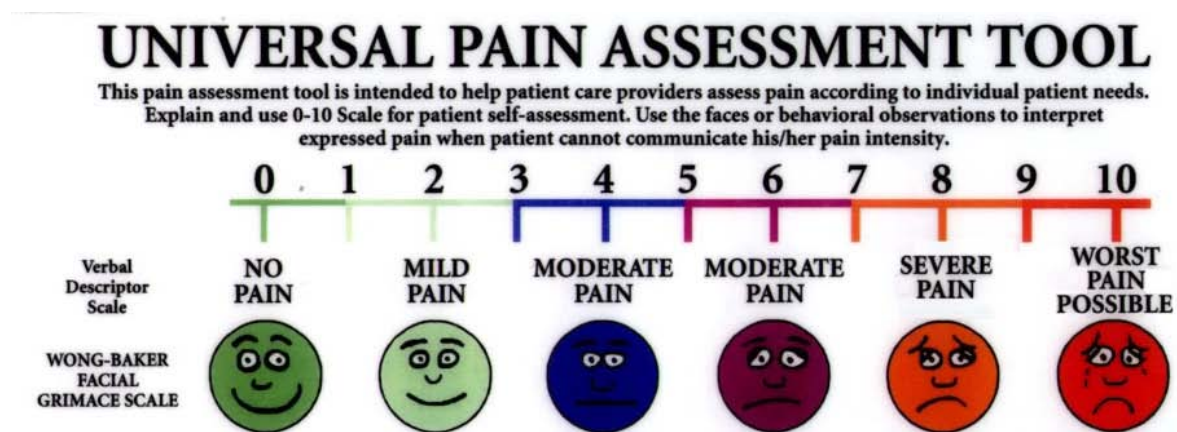
TO RECAP SO FAR:

Mr. Sy Attica has access to 3 disciplines: Medical Doctor (MD), Chiropractors (DC), and Physical Therapists (PT) that work on treating the back pain as a COORDINATED team that is led by the MD

NOW, WE WILL GO INTO THE ROLE OF THE MEDICAL DOCTOR AS THE LEADER OF THE TREATMENT TEAM.

What Mr. Sy Attica needs to do is to RATE his pain. For instance, doctors use pain scales to track how pain treatments are working. The most common is the VAS scale:

Figure 4: Visual Analog Scale (VAS)



On this visit Mr. Sy Attica rates his pain “moderate to severe” ($\geq 6/10$ pain) with tooth-like achy cramps going down his leg. This pain has been on and off but overall, getting worse over the years. Mr. Sy Attica is one of many patients that felt his back pain get better for a few months only to return worse than before.

For moderate to severe back pain, the doctor offers a specific injection that is still the standard non-surgical procedure for his back pain. It is called an EPIDURAL INJECTION. Like many other patients, Mr. Sy Attica suddenly remembers “getting a shot” but it only worked for a little while. He wanted to know more about “this shot” because like most patients, the injection was never fully explained by the doctor that did it. He also wanted to know, “what makes *this shot* different this time?”

The doctor then used the “burning house” analogy:

“Back pain is like a burning house and an epidural injection is like a water hose that puts out the flames. But this is far from a cure. After the fire is put out, you still have a burnt house that needs rebuilding and needs protection from getting burned again!!! That is the role of the

chiropractor and physical therapists. The manual therapies and exercises **not only help rebuild and heal the body but are still the best ways to help prevent future back pain!!**

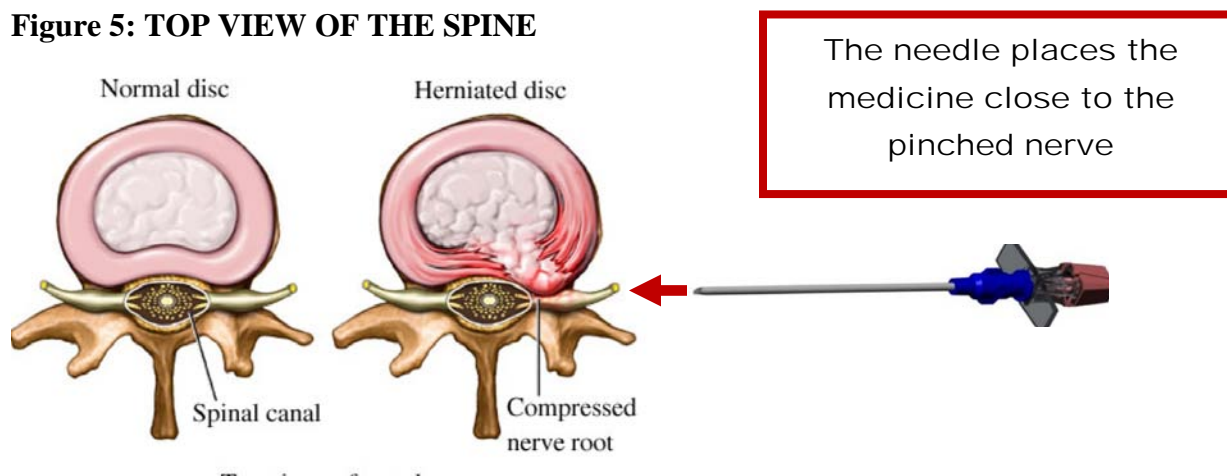
The key to treating moderate to severe back pain is combining a high level medical procedure like an epidural injection with a specific chiropractic AND physical therapy program!!

The importance of an epidural injection can be viewed like this: **The longer a patient waits to have the injection; it is much more difficult to treat the back pain** It is like a burning house with flames that continues to grow and spread out of control. Your body produces chemicals called INFLAMMATORY CHEMICALS that come from the “bulging disc” and irritate the nerve.⁵ Because of this, an epidural injection is very important in treating severe back pain because we would be putting the ANTI INFLAMMATORY MEDICATIONS right where it needs to be (next to the pinched nerve!) in order to put the fire out, similar to a water house trying to control a burning building.”

AN EPIDURAL INJECTION TO THE A PINCHED NERVE TO TREAT INFLAMMATION IS LIKE A POWERFUL WATERHOSE THAT PUTS FIRE OUT OF A BURNING BUILDING!!

The injection puts cortisone, a powerful anti-inflammatory agent, next to the inflamed nerve that is pinched. The main goal of the injection is to shrink the swelling in the bulging or herniated discs and to decrease any inflammation that surrounds the disc that may be pressing on a spinal nerve

Figure 5: TOP VIEW OF THE SPINE



The epidural must be done using X-ray fluoroscopic machine to guide the needle!!

The doctor then offered a nutritional supplement program to help fight inflammation and keep it off with high dose fish oil and vitamin D (see bonus report below). In fact, high dose fish oil has been shown to help treat pain⁶.

Figure 6: Nordic Naturals Brand



Fish Oils help stop inflammation: Do you know that Fish Oils may reduce or eliminate your need for over the counter inflammatory medications like Ibuprofen or naprosyn ⁷. It may help with

- **Joint pain**
- **Joint stiffness**
- **Muscle aches**
- **Delayed recovery from injury**
- **Joint “cracking” or “popping”**
- **Morning stiffness in your back**

The doctor concluded the consult with Mr. Sy Attica with the concept of the team-oriented care, “patient cases are discussed between the MD, DC, and PT to troubleshoot and work as a team to problem-solve EACH and EVERY CASE and arrive to a CUSTOMIZED SOLUTION. This is what has made our practice successful”.

Every patient is treated with this interdisciplinary approach UNDER ONE ROOF. This is the *ultimate secret to managing back pain.*

Thank you for your time

Sincerely,



PERFORMANCE
SPINE *and* SPORTS MEDICINE
A Non-Surgical Orthopaedic Institute

In summary, to effectively treat back pain, the many problems that come with pain must be addressed

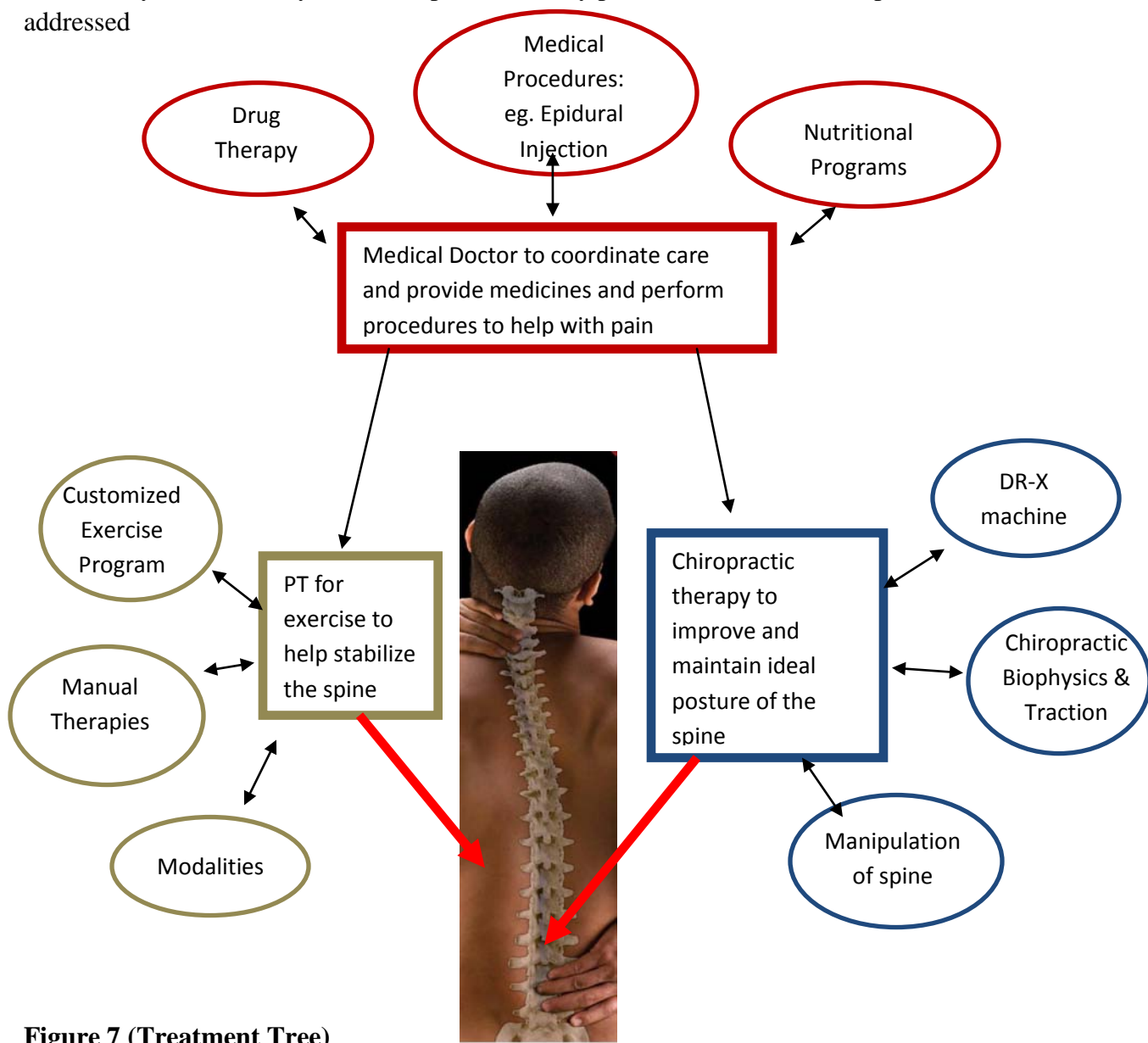
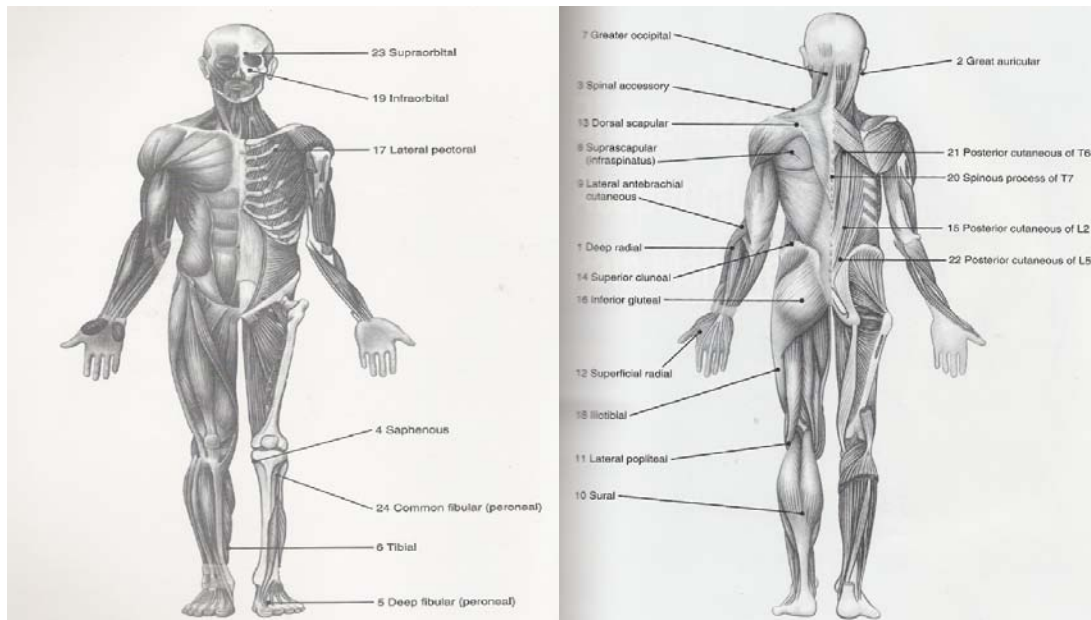


Figure 7 (Treatment Tree)

Address
 Your health now by getting a **FREE CONSULTATION** which will reveal the source
 of your problems.
 Save precious time, and get the solution you need to
 Overcome your back pain today.
 Call now for a **FREE consultation** (\$350 value).
(609) 588-8611

AS A FREE BONUS, HERE IS A SPECIAL REPORT ON
ACUPUNCTURE AND BACK PAIN

MEDICAL ACUPUNCTURE using the Integrative NeuroMuscular Acupoint System (INMAS) combines modern Chinese acupuncture theory with Western medical approach to TREAT BACK pain without **drugs** or surgery. The most recent studies have shown that **ACUPUNCTURE EFFECTIVELY TREATS BACK PAIN**^{8,9}



Acupuncture can help relax muscles, calm inflamed nerves, change how the mind perceives pain and help:

RESTORE BALANCE in both Mind and Body

MAXIMIZE one's Own **HEALING POTENTIAL**

TREAT Ailments as well as Symptoms

CALL NOW for a FREE ACUPUNCTURE SAMPLER AS A LIMITED TIME
OFFERFOR THOSE WHO DOWNLOADED THIS REPORT!



PERFORMANCE
SPINE *and* SPORTS MEDICINE
A Non-Surgical Orthopaedic Institute

609-588-8611

ANOTHER FREE BONUS REPORT

Vitamin D

Underutilized for Pain and Orthopaedic Injury

Doing much more than preventing rickets...A new approach for improving pain control and promoting healing from orthopaedic injury

I am currently a lead investigator in a clinical trial utilizing vitamin D3 as an adjunct in helping patients rehabilitating from musculoskeletal or orthopaedic injury of various sorts. These include painful acute and chronic conditions affecting the spine, extremities, joints, muscle/tendon and ligaments. *We are very excited about the effectiveness, safety profile, and additional "side-benefits" to immune system, cardiovascular system, lipid and blood sugar metabolism, that vitamin D supplementation provides.* There is evidence linking higher levels of vitamin D to decreased incidence of certain forms of cancer, multiple sclerosis, diabetes, and cardiovascular disease.

An analysis of 22 clinical studies of patients with varied chronic pain and fatigue syndromes found almost all of these patients lacked vitamin D, U.S.

Stewart B. Leavitt, editor of Pain Treatment Topics reports: when sufficient vitamin D supplementation was provided, the aches, pains, weakness and related problems in most of the patients either vanished or were at least helped to a significant extent.

The peer-reviewed report by a panel of eight experts also said:

-- A surprising majority of people in many parts of the world do not get adequate vitamin D from sun exposure or foods. Why such deficiencies are associated with pain in some persons but not others is not always known.

-- The currently recommended dose of vitamin D -- up to 600 IU per day -- is outdated and too low. Most children and adults need at least 1000 IU per day, and people with chronic musculoskeletal pain would benefit from 2000 IU or more per day of supplemental vitamin D3, also called cholecalciferol.

-- Vitamin D supplements interact with very few drugs or other agents and are usually not harmful unless extremely high doses -- such as 50,000 IU or more -- are taken daily for an extended period.

Hector L. Lopez, M.D., M.S., CSCS

Performance Spine & Sports Medicine, LLC.

Interests: Physical Medicine and Rehabilitation; Non-Operative Spine, Sports & Musculoskeletal Medicine; Electrodiagnostic Medicine; Clinical and Performance Nutrition; Optimal Aging

Call Now for a Comprehensive Article on Nutrition To Help
Treat Pain and Improve YOUR HEALTH:



PERFORMANCE
SPINE and SPORTS MEDICINE
A Non-Surgical Orthopaedic Institute

(609) 588 8611

REFERENCES:

- 1) Hart LG, Deyo RA, Cherkin DC. Physician office visits for low back pain. Frequency, clinical evaluation, and treatment patterns from a U.S. national survey. *Spine*. Jan 1 1995;20(1):11-9
- 2) **Pengel LH, Herbert RD, Maher CG, Refshauge KM.** Acute low back pain: systematic review of its prognosis. *BMJ*. 2003;327:323
- 3) Long, A et al. Does it matter which exercise? A randomized controlled trial of exercise for low back pain. *Spine* 2004; 29: 2593-602
- 4) Harrison DE, Harrison DD, Haas JW. *CBP? Structural Rehab of the lumbar spine*. Evanston, WY: Harrison CBP? Seminars Inc., 2005
- 5) Nygaard OP et al, The inflammatory properties of contained and noncontained lumbar disc herniation. *Spine* 1997; 22: 2484-8
- 6) Maroon, J et al. w-3 Fatty acids (fish oil) as an anti-inflammatory: an alternative to nonsteroidal anti-inflammatory drugs for discogenic pain
Surgical Neurology, Volume 65, Issue 4, Pages 326-331
- 7) Cleland LG, Gaughey GE, James MJ, et al. Reduction of cardiovascular risk factors with long-term fish oil treatment in early rheumatoid arthritis. *J Rheumatol*. 2006 Aug 01
- 8) Carlsson C, Sjölund B. Acupuncture for chronic low back pain: a randomized placebo-controlled study with long-term follow-up. *Clinical Journal of Pain* 2001;17(4):296-305.
- 9) Haake, M. *Archives of Internal Medicine*, Sept. 24, 2007; vol 167: pp 1892-1899. Heinz G. Endres, MD, Eric Manheimer, MS, research associate, Center for Integrative Medicine, University of Maryland School of Medicine, College Park