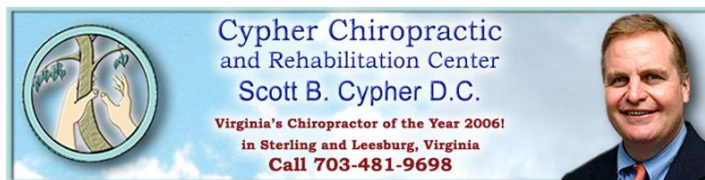


From: "Scott Cypher" <cypherchiro@verizon.net>  
Subject: **Spring into action specials and exercises**  
Date: March 18, 2011 12:30:14 PM EDT  
To: christopher@cerphoto.com



## Chiropractic Connection Spring 2011 News and Information from Cypher Chiropractic

### Ask Better Questions

Many patients have asked me over the years how they can refer some anxious person into our office. That's easy, once you ask the better question.

- What's stopping you?
- What's your biggest concern?
- Who said that?
- Why do you suppose?
- This, that or the other remedy was or was not effective?
- How does that allow you to move better and enjoy life more and do better?

These question get them thinking more and "excusing" less. And it helps them realize that we are more than just here to 'crack their backs'!

Some like "proof". We have informational articles available and we would be happy to direct them to tons of websites which show how comparatively our effectiveness is here. Even a Harvard Medical School and the Neurologic Institute, Dr. Paul Altrocchi (now Asst. Professor of Neurology at Stanford) is re-thinking the medical model to include (drum roll) you guessed it, a MECHANICAL model! He goes on to say to "go to the best chiropractor in the community". Of course, we know who that is right?!? The one and only practitioner that gives you the dignity of an accurate diagnosis, treatment options, and honor/respects whatever you decide. Our doors are open wide. Just invite your family, friends and co-workers here to check us out. Heck, just give them this newsletter!

### Spring Exercise:

The sun is out and the weather is warming up. Now is the time to get yourself back on (or started) with an exercise routine. I know, you've heard it all before - *exercise is good for you* - but you've never stuck with it in the past, why would you now? Well, besides the research being done on the benefits of exercise to keep you healthy, it also helps you sleep better and have more energy - and who doesn't need that?

Try this - instead of going all out, gang-busters on an exercise routine that will burn you out in three weeks, start off slow. Begin by just planning a 15 minute walk each day. That can slowly turn into a 20, 25 and then 30 minute walk. Before you know it, it has become a habit that can help you lose weight and stay healthy! This is also a great warm-up before resistance training.

Resistance/strength training is very important, too; especially if you want to keep your spine and joints healthy. Start by following Dr. Cypher's and Lisa's advice on stability core exercises. These can be done on the floor while watching TV!

i.e. the "Dead Bug" exercise:

- Lie Flat on your back with your knees bent and feet flat on floor
- Draw your belly button toward your spine and hold (5 seconds)
- Raise one leg 90 degrees; then the other
- Lower one leg; then the other -- keeping your abdominals tight throughout

### Patient Appreciation

Let us put a spring in your step and a smile on your face. "Spring" into action with a kind referral\* and get a pair of movie tickets and a chance to win our deluxe "Cadillac" massage unit! \*Referral must complete the initial brief clinical trial of twelve (12) sessions. Does not apply to Federal Medicare Plans.

### New Testing Procedures:

Have you ever wondered if there was a way to objectively measure the success of your chiropractic treatments? Well now there is! We are now offering the latest and greatest way to determine how stiff your muscle "guide wires" are for your "flagpole" (spine). [The Epidural Tissue Distractor](#). The instrument allows us to measure taut imbalanced spinal supporting structures, and to measure how many kg thresholds you can take. That means, we can determine how much stress your muscles can withstand and compare them to normal tables. We can then compare how this threshold improves with chiropractic care. This past week, one of my dancer thresholds tripled on one side and doubled on the other side just after one adjustment.

For anyone you refer in, we will do a free screening. It doesn't even hurt! Check it out! This is an excellent way to document an injury you might have had. So whether you were in a car accident, sports injury, or just working out too much, or in the garden too much, we can help.

- Complete 10-15 reps per leg, progressing to 25-30 reps or as you feel is necessary, depending on your flexibility and conditioning levels.



Our Hours:  
Monday - Thursday 8:30 am - 6:30 pm  
Friday 8:30 am - 2:00 pm  
703-481-9698

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