

New for the New Year

Cardinal Chiropractic Centers

De-Stress After the Holidays

The Holidays are often full of so much activity, we find it hard to take time for ourselves and end up seriously stressed by New Year's Day. Whether the stress comes from physical, chemical, or emotional sources, the result is the same. Headaches, muscle tension, digestive distress, fatigue, sleep disorders, and various aches and pains of unknown origin. Your nervous system has been damaged and is malfunctioning. When these symptoms occur, it's time to break the cycle of chronic tension.

Create a schedule that allows time for yourself as well as the time you need to

accomplish your everyday demands. Eat right (this means avoiding caffeine, fatty foods and sugar), get enough rest, and include a regular exercise program in your daily schedule.

Also, be sure to get your chiropractic adjustments. When you are stressed, your body is more susceptible to *subluxations* or minor misalignments of the spine caused by trauma to the neck and back, poor posture, and lack of exercise. Each subluxation puts pressure on your nerves and causes interference between your brain and the organs and muscles it controls, resulting in a loss of function. Adjustments correct

the misalignment, thereby reducing nerve interference. When your nervous system is kept in optimum working order, your body can better respond to stressful situations. This means it will be less likely to be damaged by the effects of stress in the future.

After all, stress only hurts us when it is greater than our resistance to it.

Making time for exercise, adjustments, and fun keeps you strong!



Has this been you lately? We can help!

What's This? New Monthly Newsletters

At Cardinal Chiropractic Centers, we are always striving to improve the services for our patients. New this year, we will be sending you monthly newsletters full of helpful information about your health and our office.

Each edition will spotlight an important health issue, give a quick tip for complementing your chiropractic care at home, and introduce staff. In select editions, you will find money saving offers or essential

notices regarding office policy and upcoming events. Use the sidebar for a quick glance at what's inside. When you're done reading, feel free to tell us what you think. Our contact information is on back.

January 2007

Dr. Michael Baker

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Check it out!

- Are you using ice and heat treatments properly? See page 2 and find out!
- Need to update your contact or insurance information? Simply use the handy form on page 3.
- Have you met our new doctor? Learn all about him on page 4!

Help Make Their Resolution a Reality

Chances are you know someone who has made a New Year's Resolution for better health in 2007. Maybe they are thinking of starting by joining a gym, going on a diet, or stopping a bad habit like smoking. Whatever their goals, you can help your friend or family member achieve a healthier lifestyle by encouraging them to include chiropractic care as part of their routine.

Chiropractic can make life better for anyone! It eases neck and back pain, reduces headaches and even combats allergies. As well, chiropractic has been shown to boost the immune system and

encourage better organ function, keeping the body at it's full potential.

Know someone looking to get in shape? Chiropractic can help alleviate any joint and muscle pains that may be making it difficult for them to begin an exercise regimen. Then, when they are ready to start working out, our doctors can suggest exercises tailored to the individual to protect those problem areas. If they do sustain any minor gym injuries, we'll



Time to get started on your New Year's Resolution

be here to help them with recovery .

Maybe you know someone trying to improve their health through nutrition. We have many excellent, high quality, natural and safe supplements available in office that can combat common ailments and increase performance. They're a perfect addition to any diet!

So, the next time you hear talk of resolutions for better health, suggest a visit to Cardinal Chiropractic – your friends and family will thank you!

What's New With You?

"Should old acquaintances be forgot?" We think not! The new year is a perfect time for catching up on all the changes that have occurred with you over the past year. Big or small, we want to know!

"Big or small, we want to know! ... We love learning about our patients."

To get us started and to make sure our records are as accurate as possible, we've included a short form on the following page (see pg. 3) for your contact and insurance information. Feel free to add any additional comments about what's new in your life. We love learning about our patients.

When you're done, mail the form and any extras to:

Cardinal Chiropractic Centers

Attn: New Year Update

11509 Shelbyville Rd.

Louisville, KY 40241

Don't have a stamp? Bring the completed form with you to your next appointment and drop it at the front desk. We'll do the rest!

Quick Health Tip: Ice or Heat?

Treatment for many common injuries includes the application of heat or ice to the affected areas. But what should you use when? Follow these simple guidelines and you'll never have to guess again!

ICE—Use ice on new injuries like a sprain or strain. Applying cold compresses to an affected area provides pain relief, prevents swelling, and slows

down metabolism to the injured area by constricting blood vessels.

HEAT—Use heat for long term problems that develop over time like arthritis or chronic pain. Moist heat is excellent for relaxing muscles and easing aches, but can induce



Hot or Cold to ease that pain?

swelling as it increases blood flow to the affected tissue.

Still Confused? It's always safer to apply ice when in doubt and if you are bothered by swelling when using heat, use ice after. Just remember, whichever treatment you choose, put it on for 20 minutes then take an hour break before the next session.

HAPPY NEW YEAR!

Help us update our office for 2007!

Tell us about yourself:

Name _____

Address _____

Phone Numbers

Home _____

Work _____

Cell _____

Email _____



Is your insurance still the same?

Company _____

Address _____

Phone _____

Insured's Name _____

Insured's Employer _____

Insured's ID# _____

Group/Plan # _____

Do you have any new health history to report?

Medications you're taking _____

New allergies, diseases, medical conditions, procedures _____

Medical Doctor

Name _____ Phone _____

Emergency Contact

Name _____ Phone _____



Cardinal CHIROPRACTIC CENTERS

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We're on the web!
cardinalchiropracticcenters.com

Our mission:

To bring health and happiness to our community
through affordable chiropractic care given in a safe and
friendly environment.

Hours:

Monday, Wednesday, and Friday 9:00-1:00 and 3:00-7:00
with Dr. Todd Cremeans and Jessica Clevenger, LMT
Tuesday and Thursday 3:00-6:00
with Dr. Michael Baker

Dr. Todd Cremeans Joins Our Team

We would like to welcome Dr. Todd S. Cremeans to our East End office. He began working with us this past November and has proved an excellent addition to our team!

Dr. Todd grew up in Huntington, West Virginia, and attended college at Marshall University, majoring in Chemistry. He then attained his chiropractic license from Palmer College of Chiropractic in Davenport, Iowa, where he graduated Magna Cum Laude.

Our newest doctor has been practicing for four years. He treats patients from infants to the elderly using a

variety of adjusting techniques and exercises. In addition to working with the spine, Dr. Todd also performs extremity adjustments.

Dr. Todd currently resides in Georgetown, Kentucky, with his wife and two children, aged six and one. When not working, he enjoys playing bluegrass music.

We are very excited that Dr. Todd has joined us here at Cardinal Chiropractic Centers and want everyone to get to know him! He's here Monday, Wednesday, and Friday from 9:00 to 1:00 and

3:00 to 7:00. Mention that you are coming to meet the new doctor when you call to schedule with Dr. Todd anytime this month and we'll waive your



A warm welcome to Dr. Todd S. Cremeans—the newest member of our team!



out of pocket expense for the visit.