

RUSOFF CHIROPRACTIC CENTER

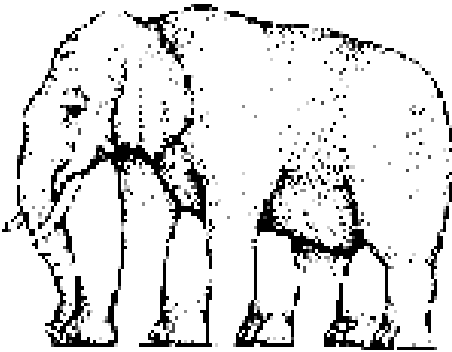
OF APPLE VALLEY
(952) 431-7000



DON'T SETTLE FOR THE "ILLUSION" OF HEALTH

Chiropractic principles define pain as a *symptom* of an underlying cause. Depending on medications can give you the illusion of health, because drugs only cover up your pain. They don't touch the *cause* of the pain itself, so your symptoms come back after the drugs wear off. – sometimes sooner rather than later. Fix the cause of your pain, and symptoms flat go away, be they headaches, asthma, back pain, or a thousand other problems.

Stop settling for illusions...address causes!! .



! A HEALTHY BREAKFAST!

- 2- 3 egg omelet (fried in butter), with cheese veg veg, mushrooms, & sausages & coffee.

Fit your present profile of "Health Food?" Mice given a high fat breakfast and then a high carbohydrate dinner, were compared with mice given a high carb breakfast and a high fat dinner (all got the same number of calories from fat and carbs respectively).

A high-fat breakfast apparently activates fat metabolism resulting in better body weight, glucose tolerance and blood insulin & triglyceride levels -- compared with high carbs.

A high carb breakfast apparently switches off fat metabolism: resulting in weight gain; increased body fat; glucose intolerance & other signs of *metabolic syndrome*.

*(This sounds great! Yet, Calories cannot be totally ignored! They always count... Doc.)

" THE TIDES OF CHANGE "

ACKNOWLEDGING - That All Healing occurs from within (from "the inside out").

FOCUSING ON - Helping your body work better.

Carrie "Cool" Kuehl - your girl Friday"



She's the one who handles all matters concerning our front desk. She painlessly eases you through the *vagaries of appointments* – checking you in and out, scheduling & rescheduling your appointments, gathering and updating Insurance info (when appropriate). Carrie also assists with physical therapies, and takes and develops x-rays (her credentials include certification as an X-Ray Tech, and she also went to school for a degree in Medical Assistance. Carrie is a real Minnesotan who loves fishing, boating, swimming, 4-wheeling, camping, – even bear hunting! She has 2 lovely kids, Cayla & Alyssa.

⚡ PAIN ⚡

Pain - one of the most effective protective mechanisms in our huge armory of internal defenses. It's the "messenger" that tells us to **STOP** doing something that is *harming* us. It is, however, usually a **late** signal – **not** an early one.

Thank goodness medication can give us relief from severe pain! Yet pain that tends to recur periodically, even after LONG periods of 'silence', indicates an underlying problem. One that is becoming "degenerative", and possibly *permanent*.

Time can allow our bodies to *adapt* to an underlying problem, but unfortunately, if the underlying cause of PAIN is not discovered and corrected, it will recur, persist and worsen.

" You are either getting better or getting worse - you never stay the same because you are getting older. If you were getting better, don't you think the pain would already be gone by now?"

If you are *serious* about your health, take advantage of the coupon on the back page for a **FREE CONSULTATION & SCREENING**. Do it for yourself and your loved ones!

CALL (952) 431-7000... TODAY!

YOUR SPINE AND YOUR NERVOUS SYSTEM

Science has established that the brain and the immune system communicate closely with each other. Immune cells actually stimulate the nerves to regulate the magnitude of the immune response. Faulty communication between them will compromise the function of the immune system (pinched nerves interfere with nerve synapses. - Doc.)

Check out our 5-legged Elephant & our web site @ rusoffchiropractic.com

AN OLD IRISH TOAST

May those who love us, love us. Those who hate us, may God turn their hearts. But if he doesn't turn their hearts may he turn their ankles, so we'll know them by their limping.
ANON.



Wellness is a concept that did not, in fact, make it into our dictionaries until about twenty years ago. We now see and hear the word everywhere... and everyone wants it (even if they don't understand it).

The first basis of wellness focuses upon a goal to optimize the *Quality of our Lives*.

The second basis is to maintain that higher level. We see patients daily whose only goal is the relief of pain...and people deserve that relief. Yet getting rid of pain is only the first step in the move toward wellness. It is only after pain leaves that we can begin to stabilize and strengthen the symptomatic area.

The difference between pain relief and real wellness is the difference between having *no pain* vs feeling *great!*

SIDE-EFFECTS DISCOVERED FROM CHIROPRACTIC ADJUSTMENTS!

Do you know that Chiropractic has side-effects too? One patient may come in for the treatment of mid-back pain and, to his or her surprise, they may have a chronic stomach problem go away as well. A child may come in for treatment of neck pain and also have her asthma reduce or go away. Why does this happen? Because chiropractic adjustments open up nerve channels and allows the body to heal itself.

Does chiropractic cure asthma or stomach ulcers? **No!** Chiropractic simply helps the body work better, so you can more effectively heal yourself ...

"FROM THE INSIDE-OUT!"

SCOTT T.

I have been suffering from low back pain my entire life. Structural deformities also created problems with my mid back and neck as well. The doc truly practices whole-body health and wellness, and he is interested in my well-being on many levels.

Dr. Rusoff's expert treatment has now eliminated my pain and straightened my spine. I have seen many chiropractors over the years, but none have been as skilled as Dr. Dave. Moreover, he has helped me with issues of my overall health and well-being. I was on chemical acid inhibitors for over a decade, but he cured my life-long gastric reflux condition in a matter of a couple of months, and I now no longer need any antacid medications!

I am also back to horseback riding, playing with my children and pursuing the active, comfortable lifestyle that I have so missed...especially without the pain! Thank you, Dr. Dave!

(The body does all the curing...but I get to take the bows!!- Doc)



SUZIE "JACUZZI" MONNENS



Our newest helping professional, is a **licensed massage therapist** who has specialized in myofascial release, Swedish hot-stone

therapy and "energy work", among others. (Sue is also the proud owner of a pair of hands that can crush coal into diamonds)! Plus, she has extensive experience working with athletes, trauma victims and geriatrics. Sue is also a yoga instructor and will also be clinically working with patients in exercise training. She originally migrated to Minnesota from Parma, Ohio in 1976 when she was in the sixth grade, when her dad, a professional hockey player, joined the Minnesota Northstars for whom he played. then coached.

EARN FREE 1-HOUR MASSAGE SESSION

Just for doing something wonderful for a friend or family member



This month, past & present patients receive a one hour clinical massage for each referral you make to our clinic for the evaluation and treatment of a health condition.

A VALUE OF OVER \$95.00!

Referral's Name: _____ Date: ___/___/___

Your Name: _____ **CALL TODAY!**

The best of All Possible Worlds: Free Massage session for a friend or dear one.

(Receive this gift after your referral(s) accept care, and receive a minimum of 5 chiropractic treatments (if necessary).

! VALUABLE COUPON!

Over the next 30 Days, on Presentation of this coupon to Rusoff Chiropractic Center you can will receive free:

FREE !!

- A Consultation
- A Spinal Examination
- A Report of Our Findings

RUSOFF
CHIROPRACTIC CENTER
Experience • Integrity • Trust



**CALL (952) 431-7000 TODAY!
FOR AN APPOINTMENT**