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Subluxation:

- The "Big Idea Video" states that "vertebral subluxation complex" causes "degeneration" and "scar tissue". 01, 04
- [Subluxations] ... lower your resistance to disease and depress your body's ability to heal itself" and that "adjustments" can increase resistance to disease and stimulate the body's ability to heal itself. 05
- Proper 'adjustments' are given to remove and 'unlock' these subluxation complexes and thus remove the cause of pain and malfunction. 06
- Subluxations affect the electromagnetic field of the body, as well as neuro-chemistry and neurological function". 08
- Integration of the energy stored in a subluxation can result in improved wellbeing in all areas of a person's life (including their thinking patterns and the way that they feel physically, emotionally and spiritually). 08
- With each adjustment your system becomes better able to adapt, heal and self-correct.
 Getting adjusted helps you to move toward the flexibility, ease, flow and lightness that you experienced as a child. 08

Broad benefits:

- Everybody, from a newborn baby to the very elderly, can benefit from having their spine checked and adjusted to ensure their body functions at its best. 01
- Improve the health of your child over their whole life. 04
- Chiropractic care will add years to your life. 06
- Holistic healing by chiropractors can "heal" "cancer, heart disease, diabetes, and every other life threatening condition. 06
- People who enjoy regular chiropractic care experience an improved ability to adapt, self-heal and recover from stress. Their perceptions become clearer and their natural healing ability increases. They find that decision-making processes are easier and that they are able to be more loving. They are able to live in and enjoy the present moment, rather than reacting due to stored experiences from the past. 08
- intensive chiropractic care (more than 7 visits per year for more than one year) increases resistance to common childhood diseases 08

Cost-effectiveness:

More cost-effective for musculoskeletal conditions than physiotherapy or usual GP care. 07

Safety:

- An old (1979) New Zealand government inquiry is cited that found that adjustments and chiropractic care is "remarkably safe" (without warning of more recent reports documenting the rare but important association between cervical manipulation and cervical artery dissections and stoke). 01, 05
- A course of chiropractic care is 250 times safer than a course of anti-inflammatory drugs.
 01, 05

Pregnancy:

• [Chiropractic manipulations] often gives babies in a breech position more room to move into the correct head-down position, reducing the need for a caesarean birth. 01

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- Chiropractic care during and after pregnancy Helps mitigate the risk of postpartum continence issues 02
- Potential benefits [of chiropractic care in pregnancy] include: 03
 - Preventing a potential caesarean delivery;
 - First-time mums averaged a 24% shorter labour, while experienced mothers (those who had given birth before) had a 39% reduction in the average labour time in a substantial percentage of births;
 - A 50% decrease in the need for painkillers during delivery, attributable to predelivery adjustments;
 - Women who received Chiropractic adjustments in their third trimester were able to carry and deliver their child with much more comfort".
- Regular chiropractic care in pregnancy can lead to a reduction in labour time by up to 5 hours. 08

New born, infants & babies:

- It's a good idea to get your newborn checked as early as possible for any spinal health problems. 01
- Signs of spinal distress in babies can include, but not be limited to colic, unusual crying, poor appetite or erratic sleeping habits. 01
- Even a smooth [normal] birth can be very traumatic on the baby's neck" and "chiropractic care can help with a wide range of infant health concerns, from colic to being tongue-tied and everything else in between. (02)
- The benefits of baby chiropractic for managing infant colic was demonstrated in a study. 09

Children:

- Regular chiropractic checkups with us ... may help avoid some of the (unspecified) health complaints seen later in adults. 01
- Children under chiropractic care are healthier than other children, miss less school, are more attentive and have less need for drugs. 01
- Children with conditions such as earaches, colic, bed wetting, scoliosis, "growing pains" and asthma generally respond wonderfully to chiropractic care". 01
- "Paediatric Chiropractic improves common childhood symptoms of colic, asthma, and ear infections". 03
- Chiropractic has been shown to be beneficial for children and can help with a range of common childhood conditions such as colic, asthma and recurrent ear infections. It can also reduce the occurrence of colds and flu and can stimulate brain activity and development. It has also been shown to improve coordination and flexibility. 08
- There are also many conditions that can result from a misaligned spine. Some of these include colds, runny noses, bad hearing, forgetfulness and even learning difficulties. [04]
- If your children regularly experience ear infections, chances are their nervous system is not functioning at its best and they may benefit from chiropractic cares. 09
- It's absolutely vital to bring kids in for a check-up. Some of the things that we do with children are specifically related to learning problems, to behavioural problems. Every child with a learning difficulty will have a structural problem. 10
- With children [cranial adjustment] makes a huge difference to their behaviour, makes a huge difference to their learning. 10

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Regular adjustments prevent &/or minimise various conditions:

- Research ... show us that people who participate in a regular program of chiropractic care suffer less from re-occurring symptoms like indigestion, sinus problems, stress, etc.". 01
- Chiropractic can help to prevent conditions such as scoliosis from developing. 08
- Regular chiropractic adjustments should be a part of the plan to fight off those miserable winter bugs 10

Immunity:

- In addition to helping boost immune and all bodily functions"02, 04
- It is possible that improving the health of the immune system can be achieved through chiropractic care. 09

Various conditions:

- Influenza: "chiropractic adjustment can both prevent and effectively "fight" influenza". 04
- Colds, runny noses, bad hearing, forgetfulness and even, learning difficulties can result from a misaligned spine. 04
- Sinusitis: "chiropractic adjustment "can dramatically assist one to recover from [sinusitis]. 04
- Hiatus Hernia: "chiropractic organ techniques work extremely well in assisting your body to heal a Hiatus Hernia". 04
- Asthma, cervicogenic vertigo, infantile colic, otitis media, pneumonia, hypertension, dysmenorrhoea (painful menstrual cramps of uterine origin) and premenstrual syndrome may benefit. 07
- Conditions chiropractors can address include: Tinnitus, Colic, Sinus, Dizziness, Period pain, Bladder problems, Chronic tiredness, Allergies, Gut problems, Irritable bowel, Hormone imbalance, Thyroid issues, Diarrhoea and Constipation. 10
- Chiropractic may "help" with Irritable bowel Syndrome, Colic, Bedwetting, Digestive Complaints, Allergies, Asthma and Ear infections, Arthritis, Women's Health and Detoxification. 05

Athletes: "Chiropractic has been proven to not only increase coordination and balance, but also improve immune function, recovery times and even decrease the chance of injury". 04

Testimonials: Our patients report positive outcomes in conditions such as 07

Naturopathic and other non-chiropractic services: some chiropractors provide Naturopathic services (including natural allergy testing) and other non-evidenced based services such as Biomesotherapy, Homeopathy, Total Body Modification, NAET (Energy Balancing Procedure), Hair Tissue Mineral Analysis (HTMA) for which they do not appear to have appropriate training or credentials. 03, 05, 06, 10