

TULSA CHIROPRACTIC ASSOCIATES NEWSLETTER

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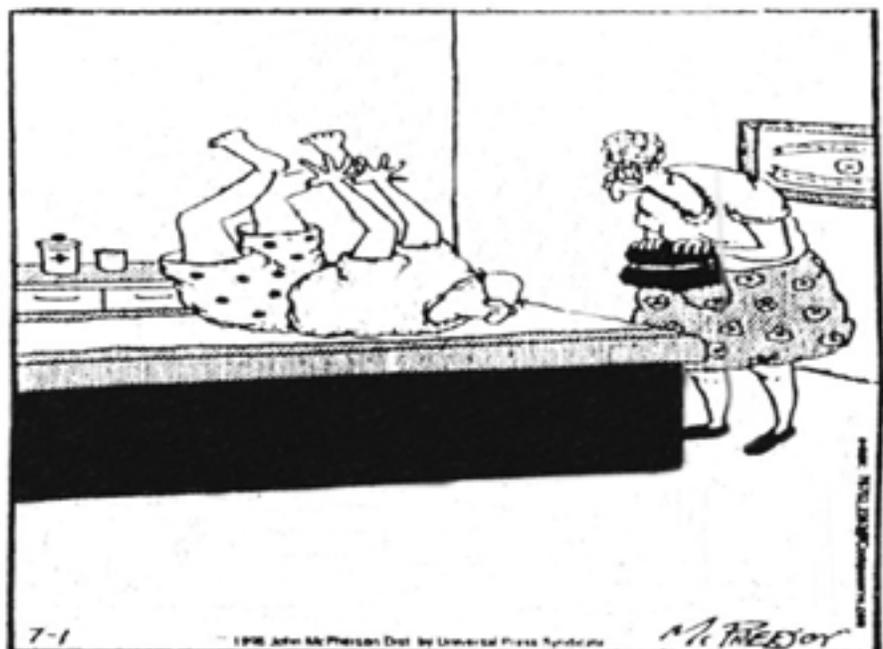
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Welcome to the August addition of our newsletter. We only have 25 days until **Patient Appreciation Day!** Have you signed up? Have you been referring friends and family like crazy? We are excited to have this special day for you, because you're great patients. Make sure if you haven't signed up that you do by August 22nd so you are guaranteed a spot. Remember this appointment isn't meant to replace an appointment you already have, it's in addition to your schedule. This day is for maintenance adjustments **ONLY**. The reason for this is because the doctors want to be able to adjust as many patients as they can for FREE.

Bring someone with you would isn't currently a patient and show them around the office. If they sign up that day or if you refer someone that day they will receive a FREE exam, x-rays (if necessary) and report of findings. If the person you refer schedules an appointment and comes to see us you could possibly be entered into a drawing for \$300!! We will be grilling food, having giveaways and providing different activities for the kids. Make this a fun day for your whole family and we can't wait to see you all there. **August 25th 9 AM - 5 PM.**

Sincerely,

Tulsa Chiropractic Associates Staff



7-1 © 1986 John McPherson Dist. by Universal Press Syndicate "The doctor says it's just a pinched nerve."

PRODUCT OF THE MONTH



We offer the [Soft Comfort Hot and Cold Therapy Packs](#). These can be put in the freezer and used to bring down swelling or put in the microwave and used for muscle relaxation. They are the perfect way to relieve strains, sprains, headaches and other soft tissue injuries. These hot and cold packs are made of synthetic fibers and organic materials making them gentle on your skin. You do not need to wrap them in a towel while using them! These long-lasting packs contain more fill than traditional packs allowing them to retain cold and heat for longer! We offer three different sizes including large, tri-sectional and cervical.

20% OFF all month long

Offer valid until 8/30/2018

DID YOU KNOW?

Did you know that [exercise cuts the risk for 13 cancers](#)? “These findings support promoting activity as a key component of popular-wide cancer prevention and control efforts,” say the researchers. In a study posted in [JAMA Internal Medicine](#) researchers found that higher levels of physical activity reduced the risk of developing 13 of the 26 cancers studied. These cancers included colon cancer, head and neck cancer, breast cancer, kidney cancer and lung cancer. In this group of 13 cancers the risk reduction was anywhere from **10% to 42%**. One way physical activity and cancer reduction are related is [inflammation](#). There are studies linking exercise and lower inflammatory levels. [Inflammation](#) is a general cancer risk factor. There are many factors that connect physical activity to the reduction of cancer risks. It's good to incorporate any kind of leisure-time physical activity into your daily routine. We always want to encourage our patients to be healthy and active, so add a little extra exercise to your life!

WHAT'S HAPPENING IN AUGUST & SEPTEMBER

New Patient Orientation

Every other Wednesday at 6:00 PM

Every other Thursday at 6:00 PM

Patient Appreciation Day - August 25

New Patient Orientation

Every other Wednesday at 6:00 PM

Every other Thursday at 6:00 PM

Labor Day - September 3 (office closed)

CONDITION OF THE MONTH

We all spend a large portion of our day staring at phones, computers and other devices. Sitting with your head in this forward posture for long periods of time can lead to strains and pains in your head, neck, shoulders, arms etc. This condition is best known as “**tech neck**”.

The farther you hold your head out the heavier it becomes therefore putting a lot of strain on your neck and shoulders. When your head is in the correct upright position it weighs **10-12lbs**. When holding your head in this forward posture while looking down at your phone or other devices it can cause your head to weigh up to **60lbs**. When looking at it like that it's easy to see how this can cause you a lot of pain. Also, when holding any stretch for longer than 20 minutes that area is caused to lose extensibility and flexibility. This can happen to your neck when it's head is in that head forward position. This is a condition that is becoming more common because of all the technology we use today. We want to give you a few tips to prevent and even reverse **tech neck**.



Here are five easy things you can do to prevent getting tech neck. One way to set time limits. You don't want to use your device for too long. If you lose track of time while using your device set automatic reminders telling you to step away. Another way to prevent **tech neck** is to use a tablet holder. Elevating your device and keeping it closer to eye level reduces **neck flexion**. This keeps the extensibility and flexibility in your neck. When using a chair with a headrest lean your head against the headrest when using your device thus ensuring you're not looking down with your head in the forward position. Finally, make sure you listen to your body, if you begin to experience **neck pain, pain between the shoulders or frequent headaches** these may be warning signs that you should reduce the amount of time you are in the head-forward position. We would also like to recommend four exercises that can be used to reverse **tech neck**. These exercises include, **slouch to over-correct, chin tuck, overhead reaches and scapular retractions**. Visit [Men's Health](#) for instructions on how to properly do each exercise. Now that you spent time reading this on a device take our helpful hints and put them to use and get rid of that **tech neck!**

FOR MORE INFORMATION ON THESE TOPICS VISIT:

www.spine-health.com

www.menshealth.com

www.coreproducts.com

www.medscape.com

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