

Chiropractic Scripts

Topic # 1- About Chiropractic

a. **What is a Chiropractor? What type of education does a Chiropractor have?**

b. **Overall benefits**

c. **What to expect at your first chiropractic visit**

d. **De-Mything Chiropractic- Chiropractic Misconceptions**

---

**Topic # 1- About Chiropractic**

**a. What is a Chiropractor? What type of education does a Chiropractor have?**

LEAD IN

**What is a chiropractor?**

**What type of education does a Chiropractor have?**

IMAGE: (Video) Chiropractor shaking hands/greeting patient.

ANNOUNCER: (VO)

- A Chiropractor, also referred to as a “Chiropractic Physician,” is a type of doctor that uses natural non-surgical methods to relieve pain and help improve overall health.

IMAGE: (Video) Chiropractor examining patient’s back.

ANNOUNCER: (VO)

- They use a hands-on approach to evaluate, diagnose, and treat spine, muscle, and nerve disorders...

IMAGE: (Animation) Zoomed out view. Show spine. Indicate neck, back, arm joint & leg joint pain, headaches.

ANNOUNCER: (VO)

- ... with a focus on alleviating back pain, neck pain, joint pain, and headaches.----- SHOW EACH AS THEY ARE SPOKEN

IMAGE: (Video) Person sneezing, person awake at night, person playing tennis

ANNOUNCER: (VO)

- Relieving pain and improving circulation can help the whole body function better, which may improve other conditions, such as allergies, sleep disorders, and fatigue.

IMAGE: (Video) College student studying books

ANNOUNCER: (VO)

- Understandably, the education requirements for a Doctor of Chiropractic Degree are very rigorous.

IMAGE: (Video) College student in biology lab

ANNOUNCER: (VO)

- Chiropractors typically complete 4 years of pre-med classes before acceptance to an accredited chiropractic college,...

IMAGE: (Video) College student performing clinical back exam

ANNOUNCER: (VO)

- ... where they complete stringent academic and hands-on clinical training.

IMAGE: (Video) Doctor talking to patient with diplomas/licenses framed on the wall.

ANNOUNCER: (VO)

- Finally, to practice legally in the United States, Chiropractors must pass a National Board Examination and obtain State Licensure.

---

## Script #1 Part B- Overall Benefits

### LEAD IN

What are the Benefits of Chiropractic Care?

IMAGE: (Animation) Zoomed out view, show muscles, bones, nerves, joints, indicate back pain that radiates

ANNOUNCER: (VO)

- Chiropractors focus on treating nerves, muscles, bones and joint problems, without medications or surgery, to relieve pain and optimize health and well-being.-----SHOW EACH AS SPOKEN

IMAGE: (Video) Chiropractor providing back treatment

ANNOUNCER: (VO)

- Chiropractors are probably best known for providing gentle spinal adjustment to realign the bones in the spine.

IMAGE: (Video) Chiropractor applying ultrasound or heat pack to back.

ANNOUNCER: (VO)

- But they also use physical modalities to relax sore muscles, reduce inflammation, and decrease pain.

IMAGE: (Video) Chiropractor applying massage

ANNOUNCER: (VO)

- Hands-on treatment, such as therapeutic massage, can help improve circulation while easing discomfort.

IMAGE: (Video) Patient performing arm exercises without weights

ANNOUNCER: (VO)

- Therapeutic exercise can help improve strength, flexibility, range of motion, and posture.

IMAGE: (Video) Person with shopping cart full of fruits and vegetables or person eating a healthy meal

ANNOUNCER: (VO)

- Additionally, chiropractors can provide nutritional recommendations and natural healing modalities, such as acupuncture.

IMAGE: (Video) Person sitting calmly in a yoga position, happy person walking on beach

ANNOUNCER:

- By naturally balancing the spine, muscles, and nervous system, chiropractors can help relieve pain to help improve overall health and wellness.

LEAD OUT

---

### **Chiropractic Script #1**

#### **C. What to expect at your first Chiropractic visit?**

LEAD IN

#### **What to expect at your first Chiropractic visit?**

IMAGE: (Video) Doctor interviewing patient

ANNOUNCER: (VO)

- At your first visit, your Chiropractor will review your medical history, discuss your lifestyle, and listen to your concerns.

IMAGE: (Video) Person showing doctor where his or her back hurts

ANNOUNCER: (VO)

- It is important to tell your chiropractor about your pain and what seems to make it worse or better.

IMAGE: (Video) Doctor examining person's back

ANNOUNCER: (VO)

- Your Chiropractor will examine your spine, assess your spinal alignment, evaluate your posture,...

IMAGE: (Video) Doctor examining a person's knee reflexes

ANNOUNCER: (VO)

- ....conduct a basic neurological exam...

IMAGE: (Video) Patient lifting arms overhead

ANNOUNCER: (VO)

- and determine the strength and range of motion in your joints.

IMAGE: (Video) Show back x-rays

ANNOUNCER: (VO)

- Your chiropractor may order lab tests or imaging studies to help diagnose your condition and determine a course of treatment.
- If your condition warrants the care of another medical professional, your chiropractor will refer you to the appropriate specialist.

IMAGE: (Video) Chiropractor providing back treatment

ANNOUNCER: (VO)

- If your condition can be helped with chiropractic care, your Chiropractor will discuss your goals and begin your treatment plan.
- 

Chiropractic Script #1, d. De-Mything Chiropractic – Chiropractic Misconceptions

LEAD IN

## Chiropractic Care: Truth or Myth?

IMAGE: (Video) Dr. talking with patient with diplomas/licenses on wall.

ANNOUNCER: (VO)

- With all the success in the chiropractic field, it is hard to believe that there are still myths in today's society. Let's take a look at the facts and clear up the myths.

IMAGE: (Type)

ANNOUNCER: (VO)

- Myth: Chiropractors are not real doctors.

IMAGE: (Video) College students in anatomy lab, college students studying

ANNOUNCER: (VO)

- This myth is not true. Chiropractors ARE real doctors.
- Chiropractors complete an intense course of academic and clinical study to earn a Doctorate degree, and then they must pass a rigorous National Board Examination and obtain State Licensure.

IMAGE: (Type)

ANNOUNCER: (VO)

- Myth: A loud "pop" must be heard to indicate that a spinal adjustment has worked.

IMAGE: (Video) Chiropractor providing back adjustment.

ANNOUNCER: (VO)

- False. A popping noise may or may not be heard as a joint is moved. It is simply the sound of air movement.

IMAGE: (Type)

ANNOUNCER:

- Myth: Once you go, you will have to come back for treatments forever.

IMAGE: (Video) Chiropractor providing back treatment.

ANNOUNCER:

- False. You can visit your chiropractor when you experience issues or for preventative care, just as you would visit your dentist or family medical doctor.

IMAGE: (Type)

ANNOUNCER: (VO)

- Myth: Chiropractors won't take my insurance.

IMAGE: (Video) Doctor and patient shaking hands at end of treatment.

ANNOUNCER: (VO)

- False. Chiropractors are licensed professionals that are dedicated to helping you feel your best. Chiropractic treatments are not expensive and are covered by several insurance carriers. Research has shown chiropractic care to be cost-effective.

IMAGE: (Type)

ANNOUNCER: (VO)

- Myth: Chiropractic treatment is dangerous.

IMAGE: (Video) Chiropractor providing treatment

ANNOUNCER: (VO)

- False. Chiropractic treatments are safe when performed by Board-Certified Licensed Chiropractors. Many people think that the so called “cracking” of your back is dangerous, this is simply the sound of your back being realigned and pressure being released from your vertebrae.

IMAGE: (Type)

ANNOUNCER: (VO)

- Myth: Chiropractic treatment is not backed by scientific research.

IMAGE: (Video) Researchers conducting a study

ANNOUNCER: (VO):

- False. Researchers have documented the safety, cost-effectiveness, and usefulness of chiropractic care.

IMAGE: (Type)

ANNOUNCER: (VO)

- Myth: I can perform chiropractic adjustments by myself at home.

IMAGE: (Video) Chiropractor treating patient.

ANNOUNCER: (VO)

- False. Chiropractic adjustments and other chiropractic treatments should only be performed by a Board-Certified Licensed Chiropractor. Do NOT try them at home.

IMAGE: (Video) Patient and doctor pleasantly talking

ANNOUNCER:

- Call your chiropractor for an appointment, and do not ever hesitate to discuss your concerns or ask questions.
- Your chiropractor is happy to clear up any misconceptions about the field.

LEAD OUT

---

## **The Road to Recovery after a Car Accident**

### **Four Animation Scripts:**

- 1. Do you know that most auto accident injuries are not detected for months or even years?**
- 2. What are some types of auto accident related injuries?**
- 3. What is Whiplash? What happens during a collision?**
- 4. How will a Chiropractor help with my Pain?**

---

### **Animation Script #1**

**The Road to Recovery after a Car Accident: Do you know that most auto accident injuries are not detected for months or even years?**

LEAD IN:

IMAGE: (VIDEO) People exchanging information or cars after a minor car crash.

ANNOUNCER: (VO)

- If you've been involved in a minor fender bender, you may have been able to walk away from the accident unscathed... or so it seemed at first...

IMAGE: (VIDEO) Person holding their neck as if it bothered the person.

ANNOUNCER: (VO)

- As time passed, you may have felt a little stiff, although you appeared to be uninjured.

IMAGE: (3D ANIMATION) Back of male, indicate minor pain that increases to greater pain at neck and upper spine.

ANNOUNCER: (VO)

- Do you know that most car accident injuries go hidden for months... or even years?

IMAGE: (3D ANIMATION) Back of male, zoom through body to show spine, indicate pain at neck and upper spine.

LABEL: Spine

ANNOUNCER: (VO)

- Those aches and pains may indicate that your spine was injured.

IMAGE: (3D ANIMATION) Same as last frame, add bullet point overlay.

BULLET POINT OVERLAY:

- Hidden Spine Injuries
- Headaches
- Pain
- Arthritis

ANNOUNCER: (VO)

- Even "fender-benders" can cause hidden spine injuries that can contribute to headaches, pain, and arthritis.

IMAGE: (3D ANIMATION) Show arthritis (bone degeneration) between bones in cervical spine (neck). Indicate pain at arthritic vertebra.

ANNOUNCER: (VO)

- If ignored, the pain may go away, but the spine may not heal correctly, leading to future pain, arthritis, and chronic discomfort.

IMAGE: (VIDEO) Show person taking a pill and resuming her activities.

ANNOUNCER: (VO)

- Most people are unaware of hidden injuries because the pain is masked by medication.

IMAGE: (VIDEO) Show person at work as a cashier or construction.

ANNOUNCER: (VO)

- **Even worse**, most people who have been involved in an auto accident **may not even know** that they've been hurt.

IMAGE: (PHOTO) of a written prescription, photo of prescription bottles

ANNOUNCER: (VO)

- Sadly, most doctors don't have the training to detect soft tissue injuries, so they prescribe drugs to cover up symptoms....

IMAGE: (VIDEO) Two businessmen in suits shaking hands and smiling.

ANNOUNCER: (VO)

- ...and insurance companies win because they get released from liability by requesting that cases are settled **before** people are checked for soft tissue injuries!

IMAGE: (VIDEO) Doctor examining patient's back and talking with patient.

ANNOUNCER: (VO)

- If you've been in a car accident, get checked for soft tissue injuries by a doctor.

IMAGE: (VIDEO) Chiropractor providing back treatments.

ANNOUNCER: (VO)

- Treatments by a chiropractor may help reduce pain and the chance of chronic problems...

IMAGE: (VIDEO) Happy person back at work typing on a computer. Happy people walking dog outside.

ANNOUNCER: (VO)

- ... and before you know it, you'll be back to your normal activities and enjoying a pain-free life!

LEAD OUT

---

## Animation Script #2

### The Road to Recovery after a Car Accident: What are some types of auto accident related injuries?

IMAGE: (VIDEO) Show minor car accident, person talking with police.

ANNOUNCER: (VO)

- If you were involved in a minor fender-bender, you may have walked away from the scene unscathed, only to develop symptoms of stiffness and pain later on...

IMAGE: (VIDEO) Show person holding her neck or back in pain...

ANNOUNCER: (VO)

- It is not uncommon for car accident injuries to go hidden for months or even years.
- What are some types of auto accident related injuries? Let's take a look...

IMAGE: (3D ANIMATION) Show person from the back. Highlight pain in the neck, back, and head.

ANNOUNCER: (VO)

- Neck pain, back pain, and headaches are some of the most common types of acute and chronic pain caused by car accidents.

IMAGE: (VIDEO) Show alert person in bed looking at the alarm clock because he can't sleep.  
ANNOUNCER: (VO)

- You may also experience problems sleeping..

IMAGE: (VIDEO) Person pausing while writing a check, or pausing while counting money, or pausing while dialing the phone...

ANNOUNCER: (VO)

- ...difficulty concentrating and memory problems...

IMAGE: (VIDEO) Show image of a person's living room, make image go from a sharp image to a blurry image.

ANNOUNCER: (VO)

- ...blurry vision....

IMAGE: (VIDEO) Person resting on a couch.

ANNOUNCER: (VO)

- ...ringing in your ears, fatigue, and weakness.

IMAGE: (VIDEO) Person sleeping in bed.

ANNOUNCER: (VO)

IMAGE:

- Your symptoms may become worse over time and eventually become completely debilitating, preventing even normal daily activities.

IMAGE: (VIDEO) Person having difficulty standing up from a chair.

ANNOUNCER: (VO)

- You may be like many other people who suffer from such symptoms without realizing that their injuries resulted from their seemingly minor car accident.

IMAGE: (VIDEO) Person filling prescription at pharmacy, Person wearing cervical (neck) collar.

ANNOUNCER: (VO)

- Many people don't seek treatment after until more serious symptoms develop.
- It is common for people to use painkillers to mask pain or wear braces to temporarily mask pain.

IMAGE: (VIDEO) Person being examined by a doctor

ANNOUNCER: (VO)

- If you have been in a care accident, no matter how minor, it is important to be examined as soon as possible to identify any neck, back, spine, muscle, whiplash, or other injuries.

IMAGE: (VIDEO) Chiropractor providing back treatment.

ANNOUNCER: (VO)

- A chiropractor can provide treatments to help relieve pain...



IMAGE: (VIDEO) Person at work or person meeting up with friends for dinner.

- ... and get you back to your regular routine as quickly as possible.

LEAD OUT

---

### **Animation Script #3**

## **The Road to Recovery after a Car Accident: What is Whiplash? What Happens During a Collision?**

LEAD IN

IMAGE: (VIDEO) Show a minor car crash.

ANNOUNCER: (VO)

- Did you know that even a “not-so-serious” car accident might have major effects on your health?

IMAGE: (Video) Show person holding his or her neck.

ANNOUNCER: (VO)

- Whiplash is a common crash-related injury that can cause pain in the neck and spine.

IMAGE: (3D Animation) Show zoomed out person, zoom into side view of the skeleton.

ANNOUNCER: (VO)

- To better understand whiplash, let's take a look at what happens to the head and neck anatomy during a car crash.

IMAGE: (3D Animation) Zoom in on neck vertebrae.

LABEL: Vertebrae

ANNOUNCER: (VO)

- Your neck and spine are made up of a series of small bones called vertebrae.

IMAGE: (3D Animation) Show spinal cord inside vertebrae & network of nerves. Show transmission of nerve signals between brain and body.

LABEL: Spinal Cord, Nerves, Brain

ANNOUNCER: (VO)

- Your spinal cord is located inside the vertebrae and along with nerves, transmit signals between your body and brain.

IMAGE: (3D Animation) Zoom in to show disc between vertebrae.

LABEL: Disc

ANNOUNCER: (VO)

- A disc between each vertebra acts as a shock-absorbing cushion during movement.

IMAGE: (3D Animation) Show general muscle groups on the spine.

LABEL: Muscles

ANNOUNCER: (VO)

- Muscles attach to the spine, allowing movement.

IMAGE: (3D Animation) Zoom into show network of muscles.

ANNOUNCER: (VO)

- A network of blood vessels carry blood to your tissues to nourish them.

IMAGE: (3D Animation) Side view of head in midline. Head jerks all the way forward. Head jerks and hyperextends all the way back.

ANNOUNCER: (VO)

- Whiplash can occur during a car crash when the force is great enough to cause the head to jerk suddenly in one direction, "whip," and then in the other direction.

IMAGE: (3D Animation) Same as last slide, but this time, zoom in to show spine & muscles inside of the body.

ANNOUNCER: (VO)

- Because the trauma of a car crash is usually abrupt, occupants are relaxed, which allows even more force to be placed on the head and neck structures, straining the ligaments and muscles.

IMAGE: (3D Animation) View of body from behind. Indicate neck pain that spreads to shoulders and arms. Indicated tingling and numbness in arms.

ANNOUNCER: (VO)

- Whiplash can cause neck pain that spreads to the shoulders and arms.
- Your arms may tingle or feel numb.

IMAGE: (3D Animation) View of body from behind, turn head to side, indicate pain in neck.

ANNOUNCER: (VO)

- It may be painful for you to turn or move your head.

IMAGE: (Video) Show patient being examined by a doctor.

ANNOUNCER: (VO)

- Whiplash is a real condition and early detection is the best prevention for future pain.

IMAGE: (Video) Show chiropractor treating a patient's neck or back.

ANNOUNCER: (VO)

- Chiropractic care can lead to pain relief and permanent recovery from injury!

IMAGE: (Video) Person dialing phone or person walking into a doctor's waiting room.

ANNOUNCER: (VO)

- The road to recovery and improved health starts by contacting our office today!

LEAD OUT

---

---

## **Animation Script #4**

### **The Road to Recovery after a Car Accident: How will a Chiropractor help with my Pain?**

#### LEAD IN

IMAGE: (Video) Show a crashed car with smoke coming from its hood.

ANNOUNCER: (VO)

- If you've been in a car accident, even a minor fender-bender, you may feel okay at first,....

IMAGE: (Video) Show a person holding his neck in pain.

ANNOUNCER: (VO)

- ... only to develop neck or back pain and stiffness later.

IMAGE: (Video) Show doctor talking to patient.

ANNOUNCER: (VO)

- It is important to have your injury diagnosed to receive the most appropriate treatment.

IMAGE: (Video) Show chiropractor providing back treatment on a patient.

ANNOUNCER: (VO)

- Chiropractic care can provide pain relief, improve mobility, and nerve function leading to better overall health.

IMAGE: (Video) Show another scene of chiropractor providing back treatment.

ANNOUNCER: (VO)

- By working with your body's innate healing powers, a chiropractor can treat your injuries naturally, without risky surgeries or dangerous drugs.

IMAGE: (Video) Show close up of a relaxed person's face smiling while they lay on a massage table.

ANNOUNCER: (VO)

- Chiropractors have extensive training in soothing modalities and gentle manipulation to ease away pain.

IMAGE: (Video) Show person talking on phone and smiling.

ANNOUNCER: (VO)

- Call our office today! Peace of mind and symptom relief is only a phone call away.

#### LEAD OUT

---

## **Chiropractor Scripts**

### **# 3 Types of Chiropractic**

- 1. Straight Chiropractic- Palmer and Life Colleges**
- 2. ProAdjuster Method**
- 3. Activator**

4. **NUCCA**
5. **MUA- Manipulation Under Anesthesia**
6. **Thompson Drop**
7. **Spinal Decompression Therapy**
  - a. **DRX9000**
  - b. **Chattanooga**
  - c. **Lordex**

LEAD IN

**IMAGE: (text) Types of Chiropractic**

IMAGE: (Video) 1890s picture of DD Palmer or 1890s chiropractics

ANNOUNCER: (VO)

- Some things have changed since chiropractic was founded by D.D. Palmer in the 1890s. As chiropractics evolved differing schools of thought emerged, as well as techniques for correcting subluxation.
- Let's take a closer look....

**IMAGE: (text) Straight Chiropractors**

IMAGE: (Animation) Zoomed out picture of the body, zoom to spinal level

ANNOUNCER: (VO)

- "Straight" Chiropractors are those that focus exclusively on correcting subluxation in the spine to help the body maintain its health.

IMAGE: (Animation) show subluxation, indicate pain on nerve

ANNOUNCER: (VO)

- Subluxation occurs when the bones in the spine move out of position because of trauma or disease.

IMAGE: (Animation) repositioned vertebrae, no pain

ANNOUNCER: (VO)

- With Straight Chiropractics, spinal adjustments are used for the sole purpose of repositioning the bones.
- Straight chiropractic is "non-therapeutic" and does not "diagnose or treat" symptoms or diseases.

**IMAGE: (text) Mixers**

IMAGE: (Video) hot rock therapy

ANNOUNCER: (VO)

- "Mixers" are Chiropractors that expand on the fundamental beliefs of chiropractics to include mainstream and alternative medical techniques...

IMAGE: (video) acupuncture

ANNOUNCER: (VO)

- ...including acupuncture,

IMAGE: (video) supplements, whole foods

ANNOUNCER: (VO)

- ...nutritional supplements,

IMAGE: (video) clinical massage

ANNOUNCER: (VO)

- ...therapeutic massage,

IMAGE: (video) upper extremity physical exercise

ANNOUNCER: (VO)

- ....and therapeutic physical exercise to relieve pain and improve function.

### **IMAGE: ProAdjuster Method**

IMAGE: (Video) middle aged/older person with back pain

ANNOUNCER: (VO)

- The ProAdjuster Method is ideal for people with osteoporosis and severe arthritis.

IMAGE: (Video) Video of person using the ProAdjuster equipment –or- animation of spine

ANNOUNCER: (VO)

- The ProAdjuster uses a handheld device that transmits information to a computer to analyze the motion characteristics of the joints in the spine.

IMAGE: (Animation) indicate pain at lower back

ANNOUNCER: (VO)

- Joints that move too little or too much can cause problems.

IMAGE: (Animation) same as last screen, pain dissipates

ANNOUNCER: (VO)

- ProAdjuster treatment involves a series of “taps” that vibrate an affected joint into a better position to restore normal spine alignment.

### **IMAGE: NUCCA**

IMAGE: (Animation) Zoom in on skeleton of head and upper cervical spine

LABEL: Atlas

ANNOUNCER: (VO)

- The National Upper Cervical Chiropractic Association, “NUCCA,” is a specialty area in chiropractic. The NUCCA procedure is used to restore body balance and health by focusing on the Atlas Subluxation Complex that connects the head and neck.

IMAGE: (Animation) same as last screen, indicate pain at atlas area

ANNOUNCER: (VO)

- If the Atlas Subluxation Complex is misaligned, it can affect the function of the central nervous system and lead to pain, tension, and emotional problems.

IMAGE: (Animation) Zoom out, indicate pain at neck, lower back, jaw, and throughout body

ANNOUNCER: (VO)

- The NUCCA procedure is used to relieve neck and back pain, headaches, TMJ, scoliosis, chronic stress, and more!

IMAGE: (Video) X-ray of skull and cervical spine (head & neck)

ANNOUNCER: (VO)

- X-rays and mathematical calculations are used to analyze the misalignment before gentle touch is used to align the atlas and relieve nerve pressure.

### **IMAGE: MUA Manipulation Under Anesthesia**

IMAGE: (Animation) Zoomed out body, indicate pain at neck and lower back

ANNOUNCER: (VO)

- Manipulation Under Anesthesia, “MUA” is helpful for eliminating or significantly reducing chronic neck, back, and joint conditions caused by trauma or long term disabilities.

IMAGE: (Video) Person checking in at reception area. Avoid showing “operating room” or “IV” because that will creep people out.

ANNOUNCER: (VO)

- MUA is an outpatient hospital treatment that uses light anesthesia to create a “twilight” sleep.
- During a twilight sleep, a patient is conscious, but so relaxed that spinal adjustment and stretching can be performed without pain, with less force, and to a greater degree than in the clinic.

IMAGE: (Video) Patient performing exercises without weights, person walking on treadmill

ANNOUNCER: (VO)

- MUA is followed by intensive therapy to help regain strength and motion.

### **IMAGE: Thompson Terminal Point or “Drop”**

IMAGE: (Animation) Zoomed out body/skeletal level, zoom into lower spine/pelvis

ANNOUNCER: (VO)

- The Thompson Terminal Point or “Drop” technique uses a careful analysis of the legs to determine the location of a subluxation in the lower back and pelvic area.

IMAGE: (Video) Thompson Terminal Point or “Drop” table

ANNOUNCER: (VO)

- The subluxation is adjusted with the help of the Thompson Terminal Point Table.

IMAGE: (Video) Close up of hands on lumbar spine (lower back)

ANNOUNCER: (VO)

- The table has a special design to facilitate the hands on efforts of the chiropractor.

### **IMAGE: Spinal Decompression Therapy**

IMAGE: (Animation) Indicate pain at nerves on vertebrae

LABEL: Disc, nerves, blood supply

ANNOUNCER: (VO)

- Degenerative spine conditions, such as degenerative or herniated discs, sciatica, or spinal stenosis, can cause pain because of pressure on the disc, nerves, or blood supply.

IMAGE: (Animation) Same as above, show disc separation and increased height in disc, indication reduction in pain signals

ANNOUNCER: (VO)

- Spinal decompression therapy is a non-surgical method that uses precise forces to gently separate the vertebrae to relieve pressure, while creating a vacuum effect in the discs that promotes healing.
- Chiropractors use a variety of equipment to perform spinal decompression therapy. Let's take a look at some types....

IMAGE: (Video) DRX9000 True Non-Surgical Decompression System

ANNOUNCER: (VO)

- The DRX9000 True Non-Surgical Decompression System is used to treat low back pain. The patient is positioned on his or her back and...

IMAGE: (Animation) Show compressed disc, indicate pain. Show disc height increasing and fluids flowing to disc, indicate pain elimination

ANNOUNCER: (VO)

- ... the DRX9000 precisely decompresses and elongates the spine to relieve pressure and increase circulation to the disc.

IMAGE: (Animation) Indicate Cervical (neck) spine, Indicate lumbar (lower) spine

ANNOUNCER: (VO)

- People with painful neck or lower back disc conditions....

IMAGE: (Video) Chattanooga decompression table

ANNOUNCER: (VO)

- ...may benefit from therapy with another spinal decompression system, the Chattanooga decompression table.

IMAGE: (Video) Lordex decompression table

ANNOUNCER: (VO)

- ...And the Lordex decompression table provides gentle spinal decompression for people with low back pain.

IMAGE: (Video) Chiropractor providing back treatment, happy pain-free person

ANNOUNCER:

- Today's chiropractors have an extended skill set and modern equipment to help them with spinal adjustments and treatment relief.
- Call your chiropractor today, for natural relief without medications or surgery.

LEAD OUT

---

## **Chiropractic Script #4**

### **Massage Therapy**

#### **a. Massage Therapy: An Overview**

#### **b. Massage Therapy: What to Expect**

#### **c. Massage Types & Benefits**

---

## **Script a. Massage Therapy: An Overview**

LEAD IN-

### **Massage Therapy: An Overview**

IMAGE: (Video) Person receiving a massage

ANNOUNCER: (VO)

- Massage therapy is a hands-on physical treatment method that can help make the whole body feel better—naturally, without medication or surgery.

IMAGE: (Video) Student studying anatomy model

ANNOUNCER: (VO)

- Board-Certified Licensed Chiropractors are well qualified to provide natural Naprapathic treatments because of their extensive knowledge of the spine and musculoskeletal system.

IMAGE: (Animation) Indicate pain and inflammation in tense area of shoulder muscle

ANNOUNCER: (VO)

- Chiropractors can detect tense muscles, tissues, or joints with their hands, ...

IMAGE: (Animation) Indicate pain and inflammation reducing

ANNOUNCER: (VO)

- and target them by kneading tissues or applying pressure or friction to relieve pain and tension.

IMAGE: (Animation) rotate model of spine and muscles

ANNOUNCER: (VO)

- Massage therapy can help relax muscles and ligaments so that they work efficiently and support the alignment and health of the spine.

IMAGE: (Animation) Indicate pain in lower back, zoom in on swollen lower back muscles, reduce swelling, show pain diminishing

ANNOUNCER: (VO)

- The hands-on motions applied during a massage helps to move fluids, contributing to improved circulation; and reduced swelling, stiffness, and discomfort.

IMAGE: (Video) Person stretching

ANNOUNCER: (VO)

- Other chiropractic procedures, such as spinal adjustment, exercise, or modalities, may be used in conjunction with massage to enhance the therapeutic effect.

ANNOUNCER: (VO) (Animation) Show nerves sending massive signals, then decrease the amount of signals

- For stress and tension, massage therapy can help decrease the “fight or flight” response of the sympathetic nervous system to relax the entire body,

IMAGE: (Video) Person smiling, relaxed in warm blankets on massage table



ANNOUNCER: (VO)

...creating a sense of overall calm and well-being.

IMAGE: (Video) Happy person walking in scenic area

ANNOUNCER: (VO)

- Make an appointment with your Chiropractor for a therapeutic massage today and feel better naturally!

LEAD OUT

---

### **Script b. Massage Therapy: What to Expect**

LEAD IN

#### **Massage Therapy: What to Expect**

IMAGE: (Video) Person checking in at desk in reception area

ANNOUNCER: (VO)

- Massage therapy is a professional treatment that is provided in a private relaxing area of a chiropractic clinic...

IMAGE: (Video) Person talking with doctor, person showing neck or low back pain

ANNOUNCER: (VO)

- You should tell your chiropractor about the types and location of pain or any injury that you have sustained.

IMAGE: (Video) Show closed dressing room door

ANNOUNCER: (VO)

- You may disrobe in a private dressing area.
- You may completely disrobe or leave clothing on, depending on your comfort level.

IMAGE: (Video) Person laying face down on table, covered with a sheet below the waist

ANNOUNCER: (VO)

- Your chiropractor is a Board-Certified Licensed professional doctor that will only reveal the area of the body that is being treated.
- The remainder of your body will be covered with a clean sheet, towels, or warm blanket.

IMAGE: (Animation) Zoom through skin to show a tight muscle in the lower back

ANNOUNCER: (VO)

- Chiropractors use their hands to locate tight areas in muscles...

IMAGE: (Video) Bottles of lotion or oils

ANNOUNCER: (VO)

- ...oils or lotions may be applied to the skin to improve mobility during massage.

IMAGE: (Video) Happy relaxed person

ANNOUNCER: (VO)

- When your session is completed, you will dress in privacy and leave feeling refreshed, renewed, and relaxed.

IMAGE: Happy relaxed person walking on scenic beach

ANNOUNCER: (VO)

- Make an appointment for therapeutic massage with your chiropractor today for natural pain relief!

LEAD OUT

---

### **Script c. Massage Types & Benefits**

LEAD IN

#### **Massage Types & Benefits**

IMAGE: (Animation) Indicate pain at neck and lower back

ANNOUNCER: (VO)

- Relief of neck pain and low back pain are some of the main reasons people seek chiropractic massage; however, it is useful for many other conditions.
- Let's take a closer look....

IMAGE: (Video) Athletes running track, baseball player batting, gymnastics, etc.

ANNOUNCER: (VO)

- Sports Massage can help prevent injury, reduce muscle cramps, and keep muscles flexible for optimal performance.

IMAGE: (Video) Happy pregnant woman

ANNOUNCER: (VO)

- Pregnancy hormones and changes in weight distribution can affect the balance of the musculoskeletal system.
- Pregnancy massage delivers soothing relief for tired backs and stimulates circulation to reduce edema.

IMAGE: (Video) Show athlete, construction worker heavy lifting

ANNOUNCER: (VO)

- Deep Tissue Massage relieves significant deep muscle or tissue tension from injury, heavy activity, or chronic pain.

IMAGE: (Animation) Indicate pain at joints, neck, and lower back

ANNOUNCER: (VO)

- Swedish Massage uses a series of long stroking movements, vibration, and circular pressures that are especially helpful for relieving pain in people with joint stiffness or poor circulation.

IMAGE: (Video) Smooth rocks

ANNOUNCER: (VO)

- Heated smooth rocks or heat packs provide warmth and a calming effect.

IMAGE: (Video) Use images of people in their 60s-70s. Show people talking over lunch.

ANNOUNCER: (VO)

- Massage therapy can benefit people whether they are in acute pain or not
- For example, massage therapy plays a key role in the health of aging adults.

IMAGE: (Animation) Zoomed out body, show muscles, skeleton, indicate pain at neck, low back, joints

ANNOUNCER: (VO)

- With age, the spinal structures, ligaments, and muscles begin to break down and can contribute to neck, back, and joint pain.
- The immune system becomes less efficient and it can take longer to recover from an injury.

IMAGE: (Animation) Body with skin on, indicate neck and low back pain, show pain reduce and show sparkles for immune system improving

ANNOUNCER: (VO)

- Although massage cannot repair a serious injury, it can help relieve stress in the body to help promote healing, improve the immune system, reduce the risk of some medical conditions—naturally—without medication or surgery.

IMAGE: (Video) Blood pressure monitor, arthritic hand

ANNOUNCER: (VO)

- Researchers have shown that massage can have a positive effect on chronic pain, depression, high blood pressure, stroke, and arthritis.

IMAGE: (Video) Hospital staff smiling and entering patient room

ANNOUNCER: (VO)

- In fact, more and more hospitals are offering massage therapy to their inpatients.

IMAGE: (Animation) Indicate tension at the head, neck, shoulders, upper back and then show it decrease

ANNOUNCER: (VO)

- Whether you're in pain or not, massage therapy can help keep your muscles flexible and your spine aligned...

IMAGE: Adult walking in scenic area

ANNOUNCER: (VO)

- ....and refresh your spirit, so that you can remain active and healthy...naturally!
- Make an appointment with your chiropractor today!

LEAD OUT

---

**Chiropractic Animation Script  
Number Five  
Physical Therapy**

LEAD IN

IMAGE: (Video) Chiropractor providing back treatment

ANNOUNCER: (VO)

- When most people think of chiropractic treatments, spinal adjustment usually comes to mind, ...

IMAGE: (Video) Person talking with chiropractor

ANNOUNCER: (VO)

- ...but chiropractors provide so much more, including therapeutic physical treatments that can help relieve pain, improve mobility, and prevent physical disability, naturally... without medication.

IMAGE: (Video) Chiropractor applying massage to patient.

- Therapeutic physical treatments may be used with spinal adjustment to enhance outcomes.
- Let's take a look at some of the physical treatments that chiropractors provide....

IMAGE: (Animation) Body with skin on, zoom in on bump on shoulder. Indicate pain and redness on the bump.

ANNOUNCER: (VO)

- Cold therapy is a natural treatment that is especially useful after an injury.

IMAGE: (Animation) Zoom in on bump. Show ice cube or ice pack on bump. Show circulation decrease. Show bump reducing and pain and redness going away.

ANNOUNCER: (VO)

- The cold temperature delivered from an ice massage or cold pack application causes blood vessels to constrict and slows circulation to help ease pain and swelling.

IMAGE: (Video) Show person holding neck in pain.

ANNOUNCER: (VO)

- The reverse effect is achieved with heat therapy.

IMAGE: (Animation) Show folded towel or heat pack on neck, indicate pain. Show circulation increase.

ANNOUNCER: (VO)

- Heat therapy causes blood vessels to enlarge and increases circulation....

IMAGE: (Animation) Show pain and stiffness go away.

ANNOUNCER: (VO)

- ...to help muscles relax so that pain and stiffness diminishes.

IMAGE: (Animation) Show gentle ultrasound waves penetrating a painful Pec Muscle. You do not need to show ultrasound device.

ANNOUNCER: (VO)

- Ultrasound therapy is used to deliver even deeper heat treatments with sound waves.

IMAGE: (Video) Show person raising arm overhead

ANNOUNCER: (VO)

- Ultrasound therapy relaxes muscles and relieves pain to help restore pain-free motion.

IMAGE: (Animation) Body with skin on. Show raised red area on chest (Pec Muscle injury).

Indicate pain.

ANNOUNCER: (VO)

- Electrotherapy is another type of natural physical treatment that chiropractors use to relieve pain, particularly after an injury.

IMAGE: (Animation) Same as last frame, show small electrical current flowing through the skin. You do not need to show the device. (Do not make the electrical current scary—no lightening bolts, make it look more like mild waves)

ANNOUNCER: (VO)

- A small electrical current is applied...

IMAGE: (Animation) Same as last frame, show pain signals reducing, indicate endorphin release with sparkles, and show pain signals go away.

ANNOUNCER: (VO)

- ... that causes the body to release endorphins, natural chemicals in the body that relieve pain.

IMAGE: (Video) Person receiving a massage

ANNOUNCER: (VO)

- Massage therapy is another hands on physical treatment method that can help make the whole body feel better.

IMAGE: Person looking very peaceful receiving a massage.

ANNOUNCER: (VO)

- Chiropractors use massage techniques to improve circulation, relieve pain, reduce stiffness, and increase muscle flexibility.

IMAGE: (Video) Person performing stretches, lifting small weights,

ANNOUNCER: (VO)

- Therapeutic physical exercise is another type of physical treatment that benefits the whole body.

IMAGE: (Video) Person exercising.

ANNOUNCER: (VO)

- Stretching, strength building, breathing techniques, and relaxation methods, ...

IMAGE: (Video) Person performing aerobic exercise and relaxing (yoga)

ANNOUNCER: (VO)

- ...are used to relieve pain and help the body function better as a whole.

IMAGE: (Video) Chiropractor providing treatment.

ANNOUNCER: (VO)

- Call your chiropractor today for physical therapies that can relieve your pain and stiffness...

IMAGE: (Video) Person walking briskly outside

ANNOUNCER: (VO)

- ...increase motion and energy, ....

IMAGE: (Video) Middle-aged people laughing over dinner table.

ANNOUNCER: (VO)

- ... to help you feel refreshed and relaxed so that you can enjoy each day to the fullest!

LEAD OUT

---

## **Chiropractic Scripts # 6 Wellness**

---

LEAD IN

IMAGE: (Video Montage) Cigarette smoking, driving in traffic jam, air pollution, couch potato watching TV, stressed out employee, person running late for bus, etc

ANNOUNCER: (VO)

- Is your lifestyle stressing your body?

IMAGE: (Video Montage) Fast-food hamburgers, French fries, greasy pizza, fried chicken, donuts, candy, pop/soda, desert, cake, ice-cream, nachos, beer

ANNOUNCER: (VO)

- Are you overfed and undernourished?

IMAGE: (Video Montage) A person's fat waistline, crowd of overweight people, guys at ballgame eating junk food :o), guys at pub watching football with nachos/pitcher of beer, deserts, Pesticide plane over crop field, piling it on a plate at a dinner buffet, etc

ANNOUNCER: (VO)

- It all adds up...lifestyle habits and everything that you put into your body affects the way your body functions and the way you feel.

IMAGE: (Video) Person looking sleepy, moody, forgetful, stressed

ANNOUNCER: (VO)

- Do you feel sluggish, moody, forgetful or stressed? ....

IMAGE: (Video) High blood pressure cuff, diabetes glucose monitor, weight scale

ANNOUNCER: (VO)

- Or have diabetes, joint pain, high cholesterol, high blood pressure, obesity, or heart disease?

IMAGE: (Animation) Zoomed out view, show slow "bad nutrition/bad energy" circulating through the body.

ANNOUNCER:

- If so, you may be starving yourself of the nutritional elements that your body needs.

IMAGE: (Animation) Same as last view, show "good nutrition/sparkles" entering circulation and show bad energy decrease and good nutrition increase.

ANNOUNCER: (VO)

- With proper nutrition, exercise, and high-quality supplements the body can repair itself, making you feel rejuvenated and energized.

IMAGE: (Video) Chiropractor meeting/talking with patient

ANNOUNCER: (VO)

- A Chiropractor is a great resource who can teach you all about wellness!

IMAGE: (Video) Chiropractor providing spinal adjustment

ANNOUNCER: (VO)

- Your chiropractor can check your back and provide spinal adjustments and therapeutic modalities to help ease pain.

IMAGE: (Video Montage) Fresh bright colored fruits, fresh dark green vegetables (broccoli, spinach, Brussels sprouts, green beans), whole grains (oatmeal), whole grain breads, nuts,  
ANNOUNCER: (VO)

- Chiropractors have the education and training to guide you on a healthy balanced eating regime of whole organic, unrefined foods or a nutritionally balanced vegetarian-eating plan that will nurture your body.

IMAGE: (Video) Person working out, working with a trainer, swimming

ANNOUNCER: (VO)

- You can learn how to implement a regular exercise routine...

IMAGE: (Video) Person stretching or doing yoga, person laughing hard, person receiving a massage, person with headphones on listening to music

ANNOUNCER: (VO)

- ...And practice relaxation techniques.

IMAGE: (Video) Supplement display in chiropractic shop

ANNOUNCER: (VO)

- Your chiropractor can recommend high-quality supplements that are made from whole foods,  
...

IMAGE: (Animation) Zoomed out body with good nutrition (sparkles) flowing through it.

ANNOUNCER: (VO)

- ...that when combined with a healthy eating plan, can meet all of your nutritional needs.

IMAGE: (Video) person eating healthy, person taking supplements, person exercising, person hiking in scenic area, person laughing with friends or hugging someone

ANNOUNCER: (VO)

- By partnering with your chiropractor to create your proactive plan for healthy nutrition, supplements, exercise and lifestyle habits...

IMAGE: (Video) person happy at work, happy person playing with children, person playing Frisbee with dog, etc.

ANNOUNCER: (VO)

- ...You can supply your body with everything it needs to function optimally and prevent disease...

IMAGE: ( Video) Close ups of smiling happy people

ANNOUNCER: (VO)

- ...And you will feel your best, naturally.

ADD CTA

LEAD OUT

---

### **Chiropractor Scripts**

#### **# 7. Other Natural Healing Modalities**

##### **a. Acupuncture**

##### **b. Acupressure**

##### **c. Naturopathy**

##### **d. Homeopathy**

##### **e. NAET- Nambudripad's Allergy Elimination Technique**

---

#### **7.a. Acupuncture Script**

LEAD IN

Natural Healing Modalities: Acupuncture

IMAGE: (Animation) Indicate pain and tension being relieved (pain to sparkles)

ANNOUNCER: (VO)

- Acupuncture is a natural way to relieve pain and tension and restore the body's balance.

IMAGE: (Video) Chinese practitioners

ANNOUNCER: (VO)

- Acupuncture is a natural healing modality that is based on ancient Chinese therapeutic techniques.

IMAGE: (Video) Acupuncture treatment

ANNOUNCER: (VO)



- Acupuncture uses very fine sterile needles that are placed in the skin at specific locations on the body, called acupoints.

IMAGE: (Animation) Indicate energy pathways

ANNOUNCER: (VO)

- Acupoints are positioned on meridians, energy pathways on the body.

IMAGE: (Animation) Indicate heat flowing through needle in skin

ANNOUNCER: (VO)

- Heat or mild electrical stimulation may be applied to enhance the treatment.

IMAGE: (Animation) Indicate release of good chemicals (sparkles)

ANNOUNCER: (VO)

- The needles stimulate the release of natural chemicals in the body that regulate and balance the body...

IMAGE: (Video) relaxed person on treatment table

ANNOUNCER: (VO)

- ...to help relieve pain, promote healing, and reduce stress.
- Many people report feeling very relaxed following an acupuncture session.

IMAGE: (Video) Chiropractor performing treatment

ANNOUNCER: (VO)

- Licensed Chiropractors provide acupuncture as a solitary treatment or as an adjunct to other chiropractic treatment modalities.

IMAGE: (Video) Person checking in at desk or calling dr.

ANNOUNCER: (VO)

- Schedule an appointment with your chiropractor to experience the natural benefits of acupuncture!

LEAD OUT

---

## **b. Acupressure Script**

LEAD IN

Natural Healing Modalities: Acupressure

IMAGE: (Animation) Indicate pain in spine, decrease pain, healing (sparkles)

ANNOUNCER: (VO)

- Acupressure is a natural healing modality that uses hands-on pressure to ease muscle tension, decrease pain, improve circulation, and balance the body to promote natural healing.

IMAGE: (Video) Ancient Chinese therapists

ANNOUNCER: (VO)

- Acupressure is similar to acupuncture in that it is based on ancient Chinese therapeutic techniques...

IMAGE: (Animation) Indicate energy flow in body.

ANNOUNCER: (VO)

- ...and it is guided by the natural flow of energy in the body, the meridian pathways.

IMAGE: (Video) Chiropractor applying acupressure

ANNOUNCER: (VO)

- Chiropractors use their fingers to apply deep pressure at specific places, called acupoints, on the meridian pathways.

IMAGE: (Animation) Indicate pain in the spine, decrease pain, show healing (sparkles)

ANNOUNCER: (VO)

- The pressure balances the body's energy, improves circulation, and activates the body's natural self-healing process.

IMAGE: (Video) Massage therapy

ANNOUNCER: (VO)

- Acupressure is the perfect modality to combine with massage therapy to help ease tension and pain.

IMAGE: (Video) Relaxed, happy person

ANNOUNCER: (VO)

- Call your chiropractor today and look forward to feeling relaxed and renewed.

LEAD OUT

---

### **c. Naturopathy Script**

LEAD IN

Natural Healing Modalities: Naturopathy

IMAGE: (Video) Chiropractor providing treatment

ANNOUNCER: (VO)

- Naturopathic Medicine is a perfect fit with chiropractic care because both entities use drug-free non-surgical methods to improve the body's balance, promote self-healing, and optimize health and wellness.

IMAGE: (Animation) Indicate bad substances in body being removed

ANNOUNCER: (VO)

- Naturopathic medicine is based on the beliefs that the body can heal itself naturally, if the barriers to natural healing are removed, ...

IMAGE: (Animation) Indicate the body fighting disease germs

ANNOUNCER: (VO)

- ...and that a body that is functioning optimally is best-suited for guarding against disease.

IMAGE: (Bullet Point Type)

- Physical
- Mental
- Spiritual
- Environmental

ANNOUNCER: (VO)

- Naturopaths view each person holistically and consider how individual physical, mental, spiritual, and environmental factors play a role in overall health and wellness.
- Naturopaths seek to treat the cause of the problems, not just symptoms.

IMAGE: (Video) Herbs, vitamins, natural foods

ANNOUNCER: (VO)

- Unlike traditional medical doctors that use medications as a first line of defense against disease, naturopaths use alternative natural treatments, ...
- ...such as herbal remedies, supplements, nutrition, and other natural therapies, to bring the body back into balance so that it can naturally heal itself.

IMAGE: (Video) Happy balanced person

ANNOUNCER: (VO)

- Experience natural health and harmony, ask your doctor about the healing power of naturopathic medicine.

LEAD OUT

---

#### **d. Homeopathy Script**

LEAD IN

Natural Healing Modalities: Homeopathy

IMAGE: (Video) Healthy calm person

ANNOUNCER: (VO)

- Chiropractic and Homeopathic Medicine partner well because both entities use drug-free non-surgical methods to improve the body's balance to promote self-healing, optimal health and wellness, as well as prevention.

IMAGE: (Video) Beautiful nature shot

ANNOUNCER: (VO)

- Natural homeopathic remedies are made of substances found in nature.

IMAGE: (Video) Person in bed with fever, arm wrapped in bandage

ANNOUNCER: (VO)

- There are homeopathic remedies to treat everything from fever, sciatica, tennis elbow, and tremors to nerve damage, strains, and sprains.

IMAGE: (Video) Doctor interviewing patient

ANNOUNCER: (VO)

- Homeopathic practitioners believe that illness is individual specific, so they spend a lot of time getting to know each patient.

IMAGE: (Video) Couch potatoe, fast food, etc

ANNOUNCER: (VO)

- Beyond just symptoms, Homeopaths consider many aspects about a person, including personality traits, lifestyle, dietary habits, family history, and lab tests...

IMAGE: (Video) Happy balanced person

ANNOUNCER: (VO)

- ...and strive to restore balance on a physical, mental, and emotional level.

IMAGE: (Animation) Body fighting germs

ANNOUNCER: (VO)

- Symptoms are viewed as a good sign—that the body is trying to heal itself.
- Homeopathic remedies attempt to induce symptoms to help the body's natural healing mechanism, in a philosophy referred to as "like treats like."

IMAGE: (Video) Monks-hood plant, herbal remedy

ANNOUNCER: (VO)

- For example, the plant commonly known as Monks-hood is highly poisonous, but an extremely diluted extract of monkshood is used to treat symptoms that are similar to that of poison.

IMAGE: (Video) Eye dropper dropping medicine in a bottle

ANNOUNCER: (VO)

- In some cases, Homeopathic practitioners may prescribe medication, but only in extremely diluted forms.

IMAGE: (Video) Happy balanced person

ANNOUNCER: (VO)

- Ask your chiropractor how homeopathic medicine can boost your body's natural healing process.

LEAD OUT

---

### **e. NAET®- Nambudripad's Allergy Elimination Technique**

LEAD IN

Natural Healing Modalities: NAET®- Nambudripad's Allergy Elimination Technique

IMAGE: (Video) Allergens, person sneezing

ANNOUNCER: (VO)

- Do you suffer from allergies?
- Are you looking for a natural way to free yourself of allergies for good?

IMAGE: (Animation) Indicate allergens in body, decrease allergens, sparkling nervous system / brain

ANNOUNCER: (VO)

- Nambudripad's Allergy Elimination Technique, also referred to as NAET®, is a natural way to free your body of allergies.
- After medical testing confirms that you have a specific allergy, NAET® uses Oriental medical procedures and chiropractic treatment to balance the body's nervous system by "reprogramming" the brain's response to an allergen.

IMAGE: (Animation) Zoom in on low back area, show area of activity near spine, show messages travel between brain, nerves/spinal cord

ANNOUNCER: (VO)

- In the presence of each allergen, Acupressure is used around the spine to stimulate the nervous system and reprogram the brain with a new message.

IMAGE: (Animation or Video) Acupuncture

ANNOUNCER: (VO)

- Acupuncture may also be used.
- More than one treatment may be necessary, depending on the allergy severity and the type of allergen.

IMAGE: (Video) Happy person in field of plants

ANNOUNCER: (VO)

- The majority of people treated with NAET experience complete freedom from allergic reactions.
- Ask your chiropractor about NAET, for freedom from allergies, the natural way.

LEAD OUT

---