

THE BIG IDEA

"A slip on the snowy sidewalk in winter is a small thing. It happens to millions. A fall from a ladder in the summer is a small thing. It also happens to millions. The slip or fall produces a subluxation. The subluxation is a small thing. The subluxation produces pressure on a nerve. That pressure is a small



thing. That decreased flowing produces a dis-eased body and brain. That is a big thing to that man...

...Now comes a man. And one man is a small thing.

This man gives an adjustment. The adjustment is a small thing. The adjustment replaces the subluxation. That is a small thing. The adjusted subluxation releases pressure upon the nerves. That is a small thing.

The released pressure restores health to a man. This is a big thing to that man...

...The idea that knows the cause, that can correct the cause of dis-ease, is one of the biggest ideas known..."

B.J. Palmer "The Developer of Chiropractic," 1944

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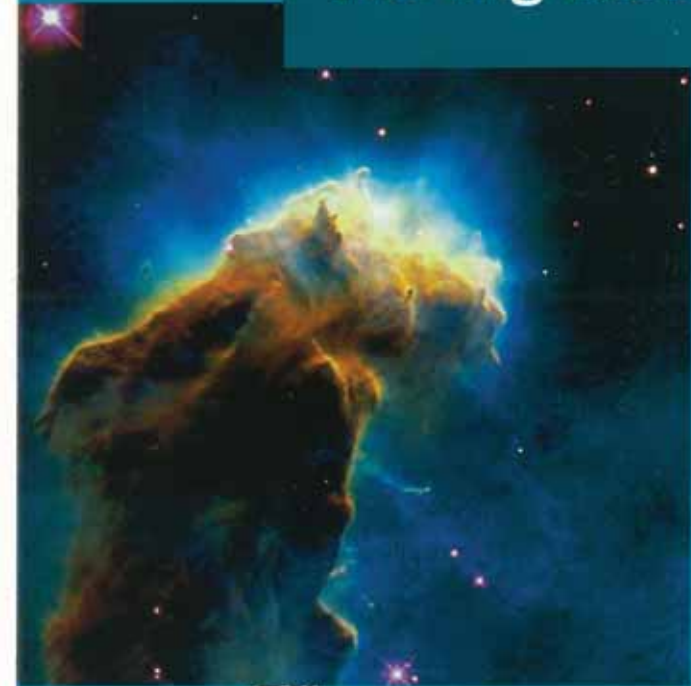
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THE GONSTEAD DIFFERENCE

The Big Idea



*It is the goal of your Gonstead doctor
to restore and maintain optimal health by
locating and correcting any interference
to the nervous system caused by
vertebral subluxation.*

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ORDER TO THE UNIVERSE

Chiropractic holds to the philosophy that the universe and its inner workings have order and purpose. Nothing is a product of randomness or happenstance in our world. Planets circle the sun in a uniform orbit, a bird is perfectly suited to fly, a plant turns its leaves toward the sun and atoms are somehow held together. By observing all that is around us, it seems clear that an Intelligence has created and sustains the many wonders which surround us.

Innate Intelligence

Of all the wonders of nature perhaps the most amazing is Life. We all begin as one tiny cell which divides and divides to eventually form the trillions of cells of our body. From one type of cell comes nerve, bone, muscle, skin, blood, organs and on and on it goes. Once these trillions of cells are formed they somehow know how to function in harmony to allow for a healthy you to exist. There is in everyone an ability outside of our conscious control that regulates the millions of functions occurring simultaneously within our bodies. Chiropractors call this Innate Intelligence. Innate Intelligence makes our heart beat, stomach digest food, cells replenish themselves and immune system fight off foreign invaders. Innate Intelligence has

been bestowed to give the body a means of healing itself and maintaining health.



It is well known that the control center of the body is the brain. Innate Intelligence functions through the nervous system relaying its commands from the brain, down the spinal cord and out the spinal nerves branching to all parts of the body. If the Innate is able to function unhindered, then the body is able to function at its optimal level. If any interference is added to the nervous system, then the ability of Innate is compromised which causes a state of less than optimal health or *dis-ease*. A subluxation (a spinal misalignment causing nerve irritation) is one very common interference to Innate Intelligence (see brochure titled *Subluxation*).

Treating Causes — Not Symptoms

Symptoms, or pain, are the body's way of sending an alarm that something is wrong. To mask these symptoms without determining what is wrong is illogical. This is similar to cutting the wires to a beeping smoke alarm and assuming this solves the problem. For many people the focus shifts from finding the cause to relieving the symptoms. The goal of chiropractic extends beyond eliminating symptoms.

Your Gonstead doctor's goal is to eliminate causes.



True Health

Why is it that two people can be exposed to the exact same germs, and one gets the flu while the other remains healthy? It is due to a difference in the internal environment of each individual. One is a better host for a virus or one has a fully

functioning Innate controlling the immune system. The mindset of our society has us believe that disease is a result of something negative coming at us from our surrounding environment (i.e. germs). Chiropractic holds that a state of *dis-ease* comes from an interference in our internal environment. If our internal environment is able to function at 100% as it is intended, then we have very little need for external intervention (drugs or surgery) to achieve health. Innate Intelligence has the ability to keep the body healthy; it knows exactly when and how to heal. The philosophy of chiropractic is to help the body maintain its ability to heal itself by removing vertebral subluxations that hinder the function of the nervous system.



"We need to stop thinking in terms of treating illness, and start thinking in terms of creating wellness." Terry A. Rondberg