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WINTER BUYERS GUIDE

YOUR HANDY RESOURCE for the next few months as you prepare for the transition into 2022, our Winter Buyers Guide features all your needs in one place, with the latest innovations from diagnostics to nutrition, orthotics, retail, tables, and everything in between. We highlight the best of the best in terms of products and services from our constantly-updated online database, where you can further determine the products that can propel your practice to new levels in the new year.

Alarm bells for women DCs

The chiropractic industry over the next 12 months will further feel the impact of one of the COVID pandemic’s silent victims — women chiropractors leaving the profession. Driven by the economic impact of COVID-19 and child care issues, the approximate 25% of U.S. chiropractors who are female that serve the roughly 57% of chiropractic patients who are female has likely already dropped, possibly significantly, according to the latest employment statistics.

Prior to the COVID-19 pandemic, the percentage of women entering the chiropractic profession was on an extended upswing, from roughly 13% in the early 1990s to 31% in 2019, according to Logan University. Many of these women chiropractors served a more holistic role for their women patients, acting as their primary caregiver, with nearly half their patients age 30-64 according to the National Board of Chiropractic Examiners.

By January 2020, women had edged out men in the overall workforce, but the forced exodus from COVID-19 is shaping a very different workplace:

- More than 5.4 million women’s jobs were eliminated from the U.S. workforce between February 2020 and January 2021;
- Since March 2020, at least 2.3 million women have left the U.S. workforce, compared with 1.8 million men;
- 67% of mothers with children under age 10 say child care is one of their top three challenges during COVID-19;
- More than 2 in 5 of the 12.2 million women’s jobs lost between February and April 2020 have not yet returned.*

* Statistics excerpted from Businessolver’s white paper, “Where Have All the Women Gone?”

“...women are taking on more work in the office around employee well-being, as well as advancing diversity, equity and inclusion (DEI) efforts, which means their workloads just going up and up and up.”

Forbes magazine in covering what it terms the “Great Resignation” says the key in coming years will be to recruit and mentor women while at the same time providing a community for support, including mentorship, resources and meaningful advancement opportunities.

For the latest news and information on women in chiropractic go to chiroeco.com/ women.

To your practice’s success,

Richard Vach
EDITOR-IN-CHIEF

CORRECTION

In the issue #17 article on Class IV laser by Gary Huddleston and Rob Hanopole, the article should have stated, “A class IV laser at only 10w delivers 600 joules per minute.” We apologize for the error that has been corrected in digital versions.
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• **Personal Development:** Being a better doctor sometimes requires introspection and growth.

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SOCIALMARKETING

Make sure you’re using these two types of content marketing

Consider implementing these strategies for marketing your practice:

* **Video marketing:** In a “Think with Google” survey of 12,000 people, one-half of millennial (people born between 1981-96) and Generation Z (people born between 1997-12) respondents indicated they didn’t know how they would manage without video.

This same survey found webisodes, tutorials, and short video clips were most appealing to younger viewers. With 46% watching in the hopes of learning something new, think about what you can teach that they don’t already know. For example, if they have sciatica, which exercises can help? Individuals surveyed also indicated they prefer user-generated content. If a patient posted a video of themselves walking without pain for the first time in months, this is an example of user-generated content that you may want to post on your website (after obtaining permission).

* **Landing pages:** A landing page is a web page, within your website, designed for a singular purpose. Marketing expert Neil Patel says that when he started creating individual landing pages for his search engine optimization (SEO) guides, his search traffic increased almost three times.

If the purpose of your landing page is to increase leads, you might use it to offer visitors a free e-book on back pain in exchange for their name and email address. Conversely, if the purpose is to increase product sales, the page could supply information about your best-selling product (what it is, how it works, who should use it, etc.) with a “buy now” link at the bottom. — Christina DeBusk

FACEBOOK QUESTION

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inlighttherapyinc.com

INREACH HEALTH
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inreachhealth.com

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integrativepro.com

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bebetternow.com

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iama.edu

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invisared.com

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isleep.com

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joharidigital.com

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juvenon.com

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karunahome.com

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Through Tax Section 179

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SCAN FOR TESTIMONIALS
invisa-RED™ is a FDA, IRB, and Clinically approved device to provide weight reduction, fat reduction and inch loss. Our technology can accomplish scalable weight loss with a precise combination of specific frequencies from both red and infrared laser light energy. The combination of dual coherent frequencies enables the light energy to penetrate deep into adipose tissue (subcutaneous fat) generating a significant response in cellular functions and stimulation of the body’s natural metabolism. invisa-RED™ Technology stimulates cellular respiration, lymphatic function and increases the metabolism through the synthesis of Adenosine triphosphate (ATP). The activation and efficiency of both the lymphatic system and metabolism are essential to achieve a patient’s weight loss goals.

**CLINICAL STUDIES**

- **Type:** FDA, IRB Approved (NCT03811093),
- **Double Blind Timeline:** 3 weeks, 9 treatments per patient
- **Sample Size:** 800
- **Diet and Exercise:** None
- **Outcome Measures:** 95% Confidence Interval
  - **Body Fat % Lost:** 1.24% to 2.82% (1.75%avg.)
  - **Pounds of Body Fat Lost:** 2.33 to 6.60 lbs. (4.53 lbs. avg.)
  - **Fat Energy Metabolized per Treatment:** 1,761.66 calories avg.
  - **Inches Lost:** 8.13 to 12.20 inches (10.16 inches avg.)
- **Adverse Reactions:** 0
- **Success Rate:** 100%
- **P-Value:** 0.01%

**Photobleaching Laser Pulse Tempo**

**The Only Non-invasive Laser FDA and Clinically Proven For:**
Fat Reduction, Weight Reduction, and Inch Loss.
COMPANY LISTINGS HIGHLIGHTED IN RED

have an advertisement in this issue. For the complete listing of services these companies provide, and to view our complete online directory, visit ChiroEco.com/buyers-guide
As an industry leader in the advancement of modern PBM therapy, Aspen Laser has played a critical role in the evolution of laser and red light technologies. By introducing the world’s first and only high-powered tri-wave laser system, Aspen redefined laser therapy as we know it.

It is in that same spirit of game-changing innovation that Aspen is pleased to introduce the most advanced full-body PBMT system in the industry, the TheraLight 360.

Designed and engineered under Aspen’s rigorous standards of excellence, what makes the TheraLight 360 best-in-class is precisely what has made Aspen Laser best-in-class … an unwavering commitment to scaling ever-greater heights in the pursuit of better technology and better outcomes.

LEARN MORE AT TheraLight.com
CBD CLINIC was introduced in 2016 by Abacus Health Products Inc., to provide an entirely new class of non-prescription topical medications. Our pain-relieving ointments, creams and massage oils were developed and are produced in an OTC-compliant, cGMP audited manufacturing facility dedicated to the highest levels of quality and customer support.

KOI CBD was established in 2015 with the mission to create a standard of quality for CBD products. The market is flooded with products that do not meet label claims. KOI CBD sources ingredients through a strict vendor qualification process. All products are infused with organically-grown U.S. industrial hemp. Each batch has full traceability and is validated by an ISO 17025 accredited laboratory.

LivCo from MediHerb, sold exclusively through Standard Process, is designed to help aid in the elimination of naturally occurring toxins, support healthy liver function, protect tissue integrity and provide antioxidant protection. It also helps support and maintain cellular health and digestive health. LivCo contains schisandra, the well-known Chinese herb; rosemary; and milk thistle.

EuroMedica® specializes in bringing proven natural medicines to the United States and in developing unique formulas containing clinically tested, safe and effective ingredients. EuroMedica’s founder and president, Terry Lemerond, has over 45 years of experience in the nutritional supplement industry, beginning with the founding of his first companies, Enzymatic Therapy and PhytoPharmica, and culminating in his current company, EuroMedica.

With roots growing from the heartland of Iowa for more than 30 years, Energique is one of the nation’s top suppliers of quality, natural herbal remedies, with products formulated in-house with quality ingredients and proven technology. We utilize a modernized Spagyric method of extraction for our products, providing significantly-enhanced bioactivity and bioavailability.

USA CBD Expo strives to create the best and largest CBD/hemp event in the nation, to consistently bring the most innovative and best products/brands to businesses and consumers, and to compress a rapidly expanding industry into one all-encompassing, premier event. We are dedicated to presenting the benefits of CBD, a product we truly believe in.
<table>
<thead>
<tr>
<th>Company</th>
<th>Contact Info</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBD Healthcare Company</td>
<td>954-533-2920cbdhealthcarecompany.com</td>
<td>Cbd Healthcare Company is the brainchild of long-time wellness specialists who have developed high-quality products for the spa and wellness industries for more than a decade. Formulated with organically grown hemp extract and CBD to good people who seek supplemental relief from ailments, discomfort, and unease through the use of healthy, natural products.</td>
</tr>
<tr>
<td>ASPEN GREEN</td>
<td>888-578-5900aspengreen.com</td>
<td>ASPEN GREEN is deeply committed to the science of providing only the purest, full-spectrum hemp and CBD products for the best results and most beneficial experience. Our mission is to bring the medicinal value of pure, organic, full-spectrum hemp and CBD to good people who seek supplemental relief from ailments, discomfort, and unease through the use of healthy, natural products.</td>
</tr>
<tr>
<td>CBD Move Free</td>
<td>833-522-3669cbdmovefree.com</td>
<td>CBD Move Free was developed to create unique CBD relief products that help you and your family move, enjoy, and achieve more! Each product is designed to maximize everyday life activities by reducing joint and muscle discomfort so you and your loved ones can recover faster and better. Our products are crafted from a blend of organic ingredients.</td>
</tr>
<tr>
<td>SOULARALCHEMICAL NUTRACEUTICALS</td>
<td><a href="mailto:Trevor@thehealthclub.world">Trevor@thehealthclub.world</a> soularalchemy.club</td>
<td>SOULAR's mission is to provide access to the most therapeutic quality hemp formulations that currently exist. In doing so we source a spagyric extract which contains all of the beneficial hemp phytounitrients, including terpenes, minerals, esters, flavonoids, phenols and cannabinoids.</td>
</tr>
<tr>
<td>CLEAN REMEDIES PRO</td>
<td>216-777-3133cleanremedies.com</td>
<td>Our USDA-certified organic hemp must benefit your patients’ well-being and meet our high standards of efficacy. We never test on animals. We are a woman-owned, family-operated business taking pride in helping people feel their best. At Clean Remedies, we strive to earn your trust and wish you long-lasting health and wellness.</td>
</tr>
<tr>
<td>DETOX WITH THE DOCS</td>
<td>see our website detoxwiththedocs.com</td>
<td>Our goal is to make detoxification easier and more effective for the client and less time-consuming for the practitioner. Detox With the Docs LLC has created a top-notch digital support platform that allows us to take other practitioners’ clients through the entire program, taking all of the stress of leading a client through a detox off of the practitioner!</td>
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CBD, HERBS & HOMEOPATHY

Chiropractic Economics is pleased to present the profession’s most comprehensive CBD, Herbs & Homeopathy list. The information below was obtained from questionnaires completed by the listed companies.

Companies highlighted in RED have an advertisement in this issue.

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<th>BUYER NAME</th>
<th>PHONE NUMBER</th>
<th>WEBSITE</th>
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<td>1-800-HOMEPATH</td>
<td>800-466-3672</td>
<td>1-800homeopathy.com</td>
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<td>3 CARE THERAPEUTICS</td>
<td>888-572-3421</td>
<td>omegacare.com</td>
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<td>A.C. GRACE CO.</td>
<td>800-833-4368</td>
<td>acgrace.com</td>
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<td>ACEVA</td>
<td>877-688-7241</td>
<td>aceva.com</td>
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<td>ACINTERNATIONAL SUPPLIES INC.</td>
<td>888-322-8468</td>
<td>acuinternational.com</td>
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<td>ADEEVA NUTRITIONALS</td>
<td>888-251-3026</td>
<td>adeeva.com</td>
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<td>ADVANCED NUTRITIONAL INNOVATIONS INC.</td>
<td>775-423-8925</td>
<td>calmpadvantage.com</td>
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<td>ALLERGY RESEARCH GROUP</td>
<td>800-543-9990</td>
<td>allergyresearchgroup.com</td>
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<td>ALT-MED LABS INC.</td>
<td>888-390-6888</td>
<td>altmedlabs.com</td>
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<td>AMERICAN NUTRACEUTICALS</td>
<td>888-848-2548</td>
<td>americannutraceuticals.com</td>
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<td>AMERICA’S FINEST</td>
<td>800-350-3305</td>
<td>afsupplements.com</td>
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<td>ANABOLIC LABORATORIES</td>
<td>800-344-4592</td>
<td>anaboliclabs.com</td>
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<td>ANCIENT FORMULAS</td>
<td>800-543-3026</td>
<td>ancientformulas.com</td>
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<td>APEX ENERGETICS INC.</td>
<td>800-736-4381</td>
<td>apexenergetics.com</td>
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<td>AUBREY ORGANICS INC.</td>
<td>800-538-5888</td>
<td>aubreyorganics.com</td>
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<td>AYUSH HERBS INC.</td>
<td>425-637-1400</td>
<td>ayush.com</td>
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<td>BIOGENETIX</td>
<td>833-525-0001</td>
<td>biogenetix.com</td>
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<td>BIOPHARMA SCIENTIFIC LLC</td>
<td>877-705-1692</td>
<td>biopharmasci.com</td>
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<td>BIOPROTEIN TECHNOLOGY</td>
<td>800-280-2456</td>
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<td>BIORESOURCE INC.</td>
<td>800-203-3775</td>
<td>bioresourceinc.com</td>
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<td>Biotics Research</td>
<td>800-231-5777</td>
<td>bioticsresearch.com</td>
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<td>BIOVI LLC</td>
<td>888-982-4684</td>
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<td>BLACK ROCK NUTRACEUTICALS</td>
<td>775-276-3531</td>
<td>blackrocknutra.com</td>
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<td>BLUEBIRD BOTANICALS</td>
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<td>BML BASIC</td>
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<td>BON VITAL’</td>
<td>800-253-6466</td>
<td>bonvital.com</td>
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<td>BRITISH INSTITUTE OF HOMEPATHY</td>
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<td>BRYANNE ENTERPRISES INC.</td>
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<td>BUCKEYE NUTRITIONALS</td>
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<td>CARLSON LABORATORIES</td>
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<td>carlsonlabs.com</td>
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<td>CBD HEALTHCARE COMPANY</td>
<td>954-533-2920</td>
<td>cbdhealthcarecompany.com</td>
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<td>888-521-8867</td>
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<td>dacremabotanicals.com</td>
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<td>DAIVA HEALTH DEVELOPMENT</td>
<td>310-329-2362</td>
<td>dhusa.net</td>
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<td>DAVINCI LABORATORIES OF VERMONT</td>
<td>800-325-1776</td>
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<td>ENZYME SCIENCE</td>
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TruEase®: today’s best-in-class CBD product, produced under the highest ethical and quality standards, now validated as the truly superior CBD product in a newly published Clinical Trial Study: “A Novel Self-Emulsifying Drug Delivery System (SEDDS) Based on VESIsorb® Formulation Technology Improving the Oral Bioavailability of Cannabidiol in Healthy Subjects”†.

TruEase® + Curcumin: a patented, synergistic formulation with unmatched therapeutic benefits of Curcumin, Cannabidiol (CBD), Beta-caryophyllene, & Vitamin D3 powered by the VESIsorb® delivery system for maximum absorption and bioavailability and validated by the recent TruEase® Clinical Trial Study. The active constituents in Curcumin can act as effective antioxidants against excessive free radical damage, along with support for joints, brain, and overall good health*.

TruGen3® continues the Lioon family legacy of three generations and more than a half-century of nutraceutical experience, with products produced under the highest ethical standards, available exclusively through Health Professionals. Contact us to find out how you can put our highly innovative products to work for your patients, and your practice, today.

Contact us today for FREE SAMPLES and to find out how you can put our innovative, one-of-a-kind products to work for your patients, and your practice, today.

† For a complete copy of the TruEase® Clinical Trial Study, visit trugen3.com/truease.
The mission at Life West is to “advance chiropractic through world-class chiropractic education, clinical excellence, philosophical inquiry, research and scholarly activity in a climate of love and service.” Professional education at Life West provides the doctoral candidate with advanced knowledge in chiropractic science, philosophy and art.

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Life University (LIFE) isn’t called the “not-so-little University that’s changing the world” for nothing. This “little” metro-Atlanta university actually operates the largest single-campus chiropractic program in the world. LIFE’s vitalistic vision and chiropractic program set the standard for excellence in contemporary health care education, and give students an exceptional, engaged curriculum.

Logan College of Chiropractic’s mission is to prepare students to become doctors of chiropractic who are superbly educated and clinically competent, practicing as portal-of-entry chiropractic physicians. Logan boasts a top 4 rating among U.S. chiropractic colleges, with 90.7% of faculty with doctoral or terminal degrees, and a 12-to-1 student ratio.

At NWHSU, chiropractic students will discover an evidence-based curriculum that combines the newest science and a person-centered methodology. Hands-on, real-world education is delivered from day one, and students work in clinics where they learn from professionals and create patient care plans at 140 partner clinics throughout the Twin Cities.
<table>
<thead>
<tr>
<th>College Name</th>
<th>Phone Number</th>
<th>Website</th>
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<tbody>
<tr>
<td><strong>PALMER COLLEGE OF CHIROPRACTIC</strong></td>
<td>800-722-2586</td>
<td>palmer.edu</td>
</tr>
<tr>
<td>Dedicated to advancing health care for patients by developing and translating knowledge that improves the practice of chiropractic, the storied Palmer Center for Chiropractic Research follows its research vision of impacting health care practice and policy through robust and sustainable collaborative research. Palmer prepares students for real-world success.</td>
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</table>

| **PARKER SEMINARS**                              | 888-727-5338         | parkerseminars.com |
| Parker Seminars, the largest chiropractic seminar organization in the world, and Parker SHARE Products provide innovative, high-quality products, and current information on chiropractic and health care wellness. Anyone who has attended Parker Seminars knows that they are about much more than sessions and CE. We say, “Come for the education, stay for the party.” |

| **PARKER UNIVERSITY**                            | 800-637-8337         | parker.edu         |
| Parker plays a major part in today’s vibrant health care market. With 35 private practice partnerships and integrated clinical curriculum with the Veterans Affairs Hospital, they firmly advocate the importance of serving the community and advancing the practice of evidence-based teachings. The 10-trimester doctor of chiropractic degree program has a rigorous, comprehensive curriculum. |

| **SHERMAN COLLEGE OF CHIROPRACTIC**              | 864-578-8770         | sherman.edu        |
| Sherman helps students “gain the power to change lives.” Its comprehensive DC education makes students relevant to the future of health care, joining fellow Sherman graduates known as “great adjusters” due to the skill and art of chiropractic they deliver to patients. A low student-faculty ratio includes instructors who look to actively mentor students. |

| **SOUTHERN CALIFORNIA U. OF HEALTH SCIENCES**    | 562-947-8755         | scuhs.edu          |
| SCU’s Los Angeles College of Chiropractic (LACC) prepares students to transform lives and help others reach their true potential with holistic and integrative care. LACC’s industry-leading faculty, innovative course design and exceptional clinical experiences give students the knowledge and experience needed to live their dream and advance their career. |

| **TEXAS CHIROPRACTIC COLLEGE**                   | 281-487-1170         | txchiro.edu        |
| Faculty view TCC students as professional partners and medical teammates. Long-standing alliances with nearly 30 hospitals and medical centers, field experience and Hospital Rotation programs, and a history of integrating scientific and evidence-based theory with unparalleled opportunities for hands-on training distinguish TCC. |

| **UNIVERSITY OF BRIDGEPORT**                     | 800-392-3582         | bridgeport.edu     |
| The School of Chiropractic under the College of Health Sciences at UB operates from a mission of educating chiropractic students to be successful providers of highly-competent, patient-centered care by utilizing best practice educational methodologies, engaging in relevant scholarly activities and providing effective service to the community. |

| **UNIVERSITY OF WESTERN STATES**                 | 503-256-3180         | uws.edu            |
| The University of Western States (UWS) flagship doctor of chiropractic program is a rigorous, 12-quarter doctoral program that can be completed in 3-4 years. Students learn from experienced faculty working in the field, and gain real-world knowledge to treat patients more effectively and with an innovative, whole-person, relationship-centric approach. |
COLLEGES

Chiropractic Economics is pleased to present the profession’s most comprehensive Colleges list. The information below was obtained from questionnaires completed by the listed companies. Companies highlighted in RED have an advertisement in this issue.

CAMPBELLSVILLE UNIVERSITY
859-605-4738
chiropractic.campbellsville.edu

CANADIAN MEMORIAL CHIROPRACTIC COLLEGE
416-482-2340
cmcc.ca

CLEVELAND UNIVERSITY-KANSAS CITY
913-234-0600
cleveland.edu

D’YOUVILLE COLLEGE
716-829-8900
dyc.edu

KEISER UNIVERSITY, WEST PALM BEACH, FL
727-576-6500
keiseruniversity.edu

LIFE CHIROPRACTIC COLLEGE WEST, HAYWARD, CA
510-780-4500
lifewest.edu

LIFE UNIVERSITY
800-543-3202
life.edu

LOGAN UNIVERSITY
800-782-3344
logan.edu

NORTHEAST COLLEGE OF HEALTH SCIENCES
800-234-2596
nycc.edu

NORTHWESTERN HEALTH SCIENCES UNIVERSITY
952-888-4777
nwhealth.edu

PALMER COLLEGE OF CHIROPRACTIC, DAVENPORT, IA
800-722-2586
palmer.edu

PALMER COLLEGE OF CHIROPRACTIC, PORT ORANGE, FL
866-585-9677
palmer.edu

PALMER COLLEGE OF CHIROPRACTIC, SAN JOSE, CA
866-585-9677
palmer.edu

PARKER UNIVERSITY, DALLAS, TX
866-303-7939
parker.edu

SHERMAN COLLEGE OF CHIROPRACTIC
800-849-8771
sherman.edu

SOUTHERN CALIFORNIA UNIVERSITY OF HEALTH SCIENCES
562-947-8755
scuhs.edu

TEXAS CHIROPRACTIC COLLEGE
281-487-1170
txchiro.edu

UNIVERSITY OF BRIDGEPORT
888-822-4476
bridgeport.edu/chiro

UNIVERSITY OF WESTERN STATES
800-641-5641
uws.edu

COMPANY LISTINGS HIGHLIGHTED IN RED have an advertisement in this issue. For the complete listing of services these companies provide, and to view our complete online directory, visit ChiroEco.com/buyers-guide

NOT available in 67,000 Pharmacies Nationwide

Exclusivity. It’s hard to come by. When you’re retailing a topical analgesic in your practice, exclusivity is as important as efficacy. And, you usually had to choose one or the other, until now.

Helix™ Professional Pain Relief is available exclusively to Chiropractors and pain management professionals for use in practice, and point-of-service sale for the mitigation of pain associated with sore muscles, joints, arthritis and backache.

While your patients experience relief from pain, you’ll enjoy all the benefits of dispensing a product that Parker Laboratories will NEVER place on pharmacy or big box retailers’ shelves.

For a sample visit helix4pain.com
LIFE UNIVERSITY
LASTING PURPOSE
IS CENTRAL TO EVERYTHING WE DO:

to give,
to do,
to love,
to serve,

out of your own abundance

Discover your Lasting Purpose at LIFE!

Degree-Seeking Program
- Pre-Doctor of Chiropractic Pathway

Graduate Degrees
- M.S. Clinical Nutrition
- M.S. Positive Psychology
- M.S. Sport Health Science

Professional Degree
- D.C. Doctor of Chiropractic

Online Programs and Degrees
- Pre-Doctor of Chiropractic Pathway
- M.S. Positive Psychology
- A.S. Health and Wellness
- B.S. Biology
- B.S. Interdisciplinary Studies
- B.S. Psychology

Undergraduate Degrees
- A.S. Computer Information Management
- A.S. Health and Wellness
- B.S. Biology
- B.S. Biopsychology
- B.A. Business Administration
- B.S. Computer Information Management
- B.S. Culinary Nutrition
- B.S. Dietetics
- B.S. Exercise Science
- B.S. Interdisciplinary Studies
- B.S. Health Coaching
- B.S. Human Ecology
- B.S. Nutrition
- B.S. Psychology

Meet sophomore Elaine Vazquez: "If you’re into sport health, you need to look into LIFE. From bachelor’s degree in Health Coaching and Exercise Science to a master’s in Sport Health Science with five specialty tracks, you’re bound to find your perfect fit. The faculty are very supportive, and the campus atmosphere is so neat! Living in close to downtown Atlanta, there’s always something to do. Plus, the new campus housing is exceptional! I made the choice to come to LIFE, and there’s nowhere else like it on the planet!"

Visit our beautiful campus today: LIFE.edu/VisitLIFE
Office of Admissions | 1289 Barclay Circle | Marietta, Georgia, USA
770-426-2984 | 800-543-3202 | Admissions@LIFE.edu
<table>
<thead>
<tr>
<th>Advanced Medical Integration (AMI)</th>
<th>Breakthrough Coaching</th>
<th>ChiroHealth USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>888-777-0815 amidoctors.com</td>
<td>800-723-8423 mybreakthrough.com</td>
<td>888-719-9990 chirohealthusa.com</td>
</tr>
<tr>
<td>Advanced Medical Integration (AMI) is the nation’s leading consulting group for establishing a holistic, philosophically-based, medically integrated practice. Whether you are new to medical integration or already have an integrated center, AMI will help you develop your practice to the new standard in desired holistic medical services.</td>
<td>Breakthrough Coaching believes you deserve balance in your life — that you can be both passionate and profitable. It provides custom coaching for chiropractors that will allow you to grow at your own pace, give you an outside, independent perspective, and help you hire, train and retain employees to find more free time to pursue activities.</td>
<td>ChiroHealthUSA is a provider-owned network working in conjunction with a Discount Medical Plan Organization. We provide a simple solution when it comes to offering legal, network-based discounts for cash, underinsured and out-of-network patients. We keep care affordable while keeping doctors in compliance with federal health care laws so they can focus on patient care.</td>
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<thead>
<tr>
<th>Premier Practice Consultants LLC</th>
<th>Concierge Coaches</th>
<th>David Singer Enterprises</th>
</tr>
</thead>
<tbody>
<tr>
<td>770-748-6084 PremierPracticeConsultants.com</td>
<td>888-990-9660 conciergeoaches.com</td>
<td>800-826-6285 dse-inc.com</td>
</tr>
<tr>
<td>Premier Practice Consultants has been exclusively serving the chiropractic profession for over 30 years. The dynamic chiropractic team of Dr. Matthew Davis, Dr. Randi Ross, and Dr. Tom and Mary Ann Morgan have been helping doctors buy and sell practices for decades. Together they offer the unique position of over 100 years of collective chiropractic experience.</td>
<td>Our program is simple. We teach and provide every tool imaginable that a doctor can use to build their “celebrity,” that is, being “the best doctor.” Every prospective new patient as well as every existing patient wants to know they are truly seeing the best. Becoming the best and projecting the best when it comes to how a patient will actually choose you as their doctor is not guesswork.</td>
<td>David Singer Enterprises has many tools in its arsenal to help your practice expand. These are one-of-a-kind resources that Dr. Singer has implemented in his hugely-successful practice and is now sharing with you. These include new patient procurement strategies; how to keep the patients you already have; how to get more revenue, and more.</td>
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<thead>
<tr>
<th>HealthSource</th>
<th>Florida Chiropractic Association</th>
<th>DME Specialists</th>
</tr>
</thead>
<tbody>
<tr>
<td>440-934-5858 hsfranchising.com</td>
<td>407-654-3225 fcachiro.org</td>
<td>See our website dmespecialists.com</td>
</tr>
<tr>
<td>HealthSource is North America’s trusted provider of holistic care for pain and wellness, helping its patients live healthy and active lives through advanced chiropractic treatment, progressive rehabilitation, sports therapy, massage, orthotics, nutritional supplements and wellness programs, setting the bar for exceptional and convenient service.</td>
<td>The Florida Chiropractic Association serves the chiropractic profession in Florida, seeking to empower its almost 5,000 members and to advance the profession’s goal of improving the health of Floridians through better access to chiropractic care. The FCA works to provide greater standing and authority for chiropractic physicians.</td>
<td>DME Specialists helps clinics with obtaining their DME/PTAN number and navigating the complex rules and regulations with the Centers for Medicare &amp; Medicaid Services (CMS). DME Specialists offers advice and consulting on billing and coding and full marketing assistance for practices offering durable medical equipment.</td>
</tr>
<tr>
<td>Company</td>
<td>Phone Number</td>
<td>Website</td>
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<tr>
<td>FUNCTIONAL MEDICINE UNIVERSITY</td>
<td>877-328-4035</td>
<td>functionalmedicineuniversity.com</td>
</tr>
<tr>
<td>KMC UNIVERSITY</td>
<td>855-832-6562</td>
<td>kmcuniversity.com</td>
</tr>
<tr>
<td>HEALTH ATLAST</td>
<td>310-980-9108</td>
<td>healthatlastusa.com</td>
</tr>
<tr>
<td>HEALTHY HABITS</td>
<td>877-581-4484</td>
<td>healthyhabitsmc.com</td>
</tr>
<tr>
<td>PATH TO SUCCESS WITH DR. J.</td>
<td>908-813-8200</td>
<td>drjamesfedich.com</td>
</tr>
<tr>
<td>OCCMED FOR DCs</td>
<td>682-553-7800</td>
<td>occmedfordcs.com</td>
</tr>
<tr>
<td>NATURAL HEALTH SOLUTIONS</td>
<td>866-418-4801</td>
<td>unsinc.info</td>
</tr>
<tr>
<td>ULAN NUTRITIONAL SYSTEMS INC.</td>
<td>561-929-7582</td>
<td>weightaminute.com</td>
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</table>

The Functional Medicine Professional Training Program is a 200-hour postgraduate program that provides certification in functional medicine. The training is 100% online and addresses GI dysfunction, inflammation, endocrine dysfunction, immune dysfunction, oxidative stress, detoxification, stress and structural integrity.

KMC University, founded by Kathy Mills Chang, is the industry leader in helping chiropractors make and keep more money, with the largest team of certified experts under one roof. Working with Team KMCU gets you focused, unique and content-rich consultancy. From CA training to compliance, we can customize solutions to your specific needs. You don’t have to know all the answers.

At HEALTH ATLAST our goal is to eliminate unnecessary medications and surgery and help the patient attain their wellness goals. We do this by integrating; medical, chiropractic, acupuncture, physical therapy, massage and nutrition, so you are able to treat a patient holistically, using the least invasive, appropriate modality. Successful DCs are candidates for being a great HEALTH ATLAST franchise owner.

A complete business system, as one size does not fit all when it comes to weight loss. All the power of genetics, food sensitivities and individually-customized meal plans for your patients. Generate revenue and improve patient results without needing to hire additional staff. Receive a monthly commission on sales made to your patients by our online certified coaches. We do the work for you so you can see clinic and patient success.

James R. Fedich is a successful DC who owns a large, multi-disciplinary chiropractic, physical therapy, acupuncture, nutrition and pain management office in New Jersey. He is a success coach to other chiropractors, physical therapist, acupuncturist and more, and is the author of “Secrets of a Million Dollar Practice.”

OccMed For DCs is a complete instructional course on how DCs can provide over 20 services to companies with 13 services being mandated by the U.S. Federal Government that companies must pay DCs cash for. We show you the What, When, Where, Why, How, and How Much. It’s very cheap and easy to do; in fact, 90% of the work is done by your CA, while you collect checks for thousands.

The functional practice is a proven marketing platform that helps practitioners grow, scale, and monetize functional medicine niches (weight loss, thyroid, leaky gut, diabetes, neuropathy, ADHD, etc.) in a big way. We provide the marketing funnels, framework, and social media traffic sources to get eyeballs on your operation fast!

Nutrition Response Testing is a non-invasive system of analyzing the body in order to determine the underlying causes of ill health. When these are corrected through safe, natural, nutritional means, the body can repair itself. Nutrition Response Testing consists of analysis and devising a personalized health improvement program.

Weight-a-minute is a lifestyle program and business that offers advanced nutrition technology for wellness, weight loss, weight gain and fitness. We offer an amazing add-on business to your practice, or as a separate business — all turn-key. We set everything up for you and train your entire staff. With five profits centers in one, add more income to your bottom line.
## CONSULTANTS

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<tr>
<th>Company Name</th>
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<th>Website</th>
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<tr>
<td>ACUFLEX TABLES &amp; LASERS</td>
<td>573-745-1086</td>
<td>acuflextables.com</td>
</tr>
<tr>
<td>ACOM HEALTH</td>
<td>866-286-5531</td>
<td>acomhealth.com</td>
</tr>
<tr>
<td>ACTIVATOR METHODS INT'L</td>
<td>800-598-0224</td>
<td>activator.com</td>
</tr>
<tr>
<td>ACTIVE RELEASE TECHNIQUES</td>
<td>888-396-2727</td>
<td>active releaserelease.com</td>
</tr>
<tr>
<td>ADVANCED BIOSTRUCTURAL CORRECTION</td>
<td>203-366-2746</td>
<td>meningealrelease.com</td>
</tr>
<tr>
<td>ADVANCED MEDICAL INTEGRATION</td>
<td>888-777-0815</td>
<td>amidoctors.com</td>
</tr>
<tr>
<td>ADVANCED REHAB CONSULTANTS LLC</td>
<td>866-914-2003</td>
<td>advancedrehabconsultants.com</td>
</tr>
<tr>
<td>ALL CARE CONSULTANTS INC.</td>
<td>888-359-2224</td>
<td>allcareconsultants.com</td>
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<tr>
<td>AMC</td>
<td>423-826-0044</td>
<td>amcfamily.com</td>
</tr>
<tr>
<td>ANTONS &amp; ASSOCIATES LLC</td>
<td>386-212-0007</td>
<td>antosdmebrace.com</td>
</tr>
<tr>
<td>APEX EDI</td>
<td>800-840-9152</td>
<td>apexedi.com</td>
</tr>
<tr>
<td>ARTHUR L. FRIES</td>
<td>800-567-1911</td>
<td>afries.com</td>
</tr>
<tr>
<td>ASSISTANTS FOR CHIROPRACTIC EXCELLENCE (A.C.E.)</td>
<td>734-320-5058</td>
<td>chiropracticassistants.com</td>
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<tr>
<td>BACK SCHOOL OF ATLANTA</td>
<td>see our website</td>
<td>thebackschool.net</td>
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<tr>
<td>BACKBONE</td>
<td>see our website</td>
<td>backboneschool.com</td>
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<tr>
<td>BARLOW BRAIN AND BODY</td>
<td>622-200-9901</td>
<td>barlowbrainandbody.com</td>
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<tr>
<td>BEST PRACTICES ACADEMY</td>
<td>877-788-2883</td>
<td>bestpracticesacademy.com</td>
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<tr>
<td>BEYOND TRANSFORMATIONS</td>
<td>727-826-0946</td>
<td>beyondtransformations.com</td>
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<td>BML BASIC</td>
<td>800-643-4751</td>
<td>bmlbasic.com</td>
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<tr>
<td>BODYZONE.COM</td>
<td>770-922-0700</td>
<td>bodyzone.com</td>
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<td>BREAKTHROUGH COACHING</td>
<td>800-723-8423</td>
<td>mybreakthrough.com</td>
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<td>BRYANNE ENTERPRISES INC.</td>
<td>877-279-2663</td>
<td>bryanne.com</td>
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<td>BSTRONGALIFE</td>
<td>866-515-4907</td>
<td>bstrong4llc.com</td>
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<td>BUSINESSWORKS.US</td>
<td>931-854-0474</td>
<td>halapair.com</td>
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<tr>
<td>CASH PRACTICE INC.</td>
<td>877-343-8950</td>
<td>cashpractice.com</td>
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<td>CATCHFIRE COACHING</td>
<td>888-848-3252</td>
<td>chandlergeorge.com</td>
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<td>CBD CLINIC</td>
<td>888-422-3254</td>
<td>cbdcClinic.co</td>
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<td>CHIRO ADVANCE SERVICES INC.</td>
<td>612-910-3676</td>
<td>chiroadvance.com</td>
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<tr>
<td>CHIRO DESTINY</td>
<td>877-740-1177</td>
<td>chirodestiny.com</td>
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<tr>
<td>CHIROABILITY LLC</td>
<td>see our website</td>
<td>chiroability.com</td>
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<tr>
<td>CHIREDIGNIN GROUP</td>
<td>512-301-0821</td>
<td>chioredesigngroup.com</td>
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<tr>
<td>CHIRO ADVANCE LEADERSHIP ALLIANCE</td>
<td>702-848-7226</td>
<td>insightcla.com</td>
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<td>CHIRO MASTERS</td>
<td>800-781-8127</td>
<td>chiropractic-masters.com</td>
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<tr>
<td>CHIROSECURE</td>
<td>866-802-4476</td>
<td>chirosecure.com</td>
</tr>
<tr>
<td>CHIRO TOUCH</td>
<td>844-307-4901</td>
<td>chirotouch.com</td>
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<tr>
<td>CHIROWEALTH LEARNING SYSTEMS</td>
<td>see our website</td>
<td>chirowealth.com</td>
</tr>
<tr>
<td>CJ3 CONSULTING</td>
<td>512-474-1895</td>
<td>cj3erts.com</td>
</tr>
<tr>
<td>CONCIERGE COACHES</td>
<td>888-990-9660</td>
<td>thechiroevent.com</td>
</tr>
<tr>
<td>CONCIERGE CONTACT CENTER</td>
<td>877-827-4152</td>
<td>conciergecontactcenter.com</td>
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<tr>
<td>CONSULTANTS OF AMERICA</td>
<td>see our website</td>
<td>integrateyourclinic.com</td>
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<tr>
<td>CROSSFIELDS INC.</td>
<td>770-424-9020</td>
<td>chiropracticofficedesign.com</td>
</tr>
<tr>
<td>CUSTOM X-RAY DIGITAL SERVICE</td>
<td>602-439-3100</td>
<td>customxray.com</td>
</tr>
<tr>
<td>DAVID SINGER ENTERPRISES</td>
<td>800-326-1797</td>
<td>davidsginerenterprises.com</td>
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<td>DAVinci LABORATORIES OF VERMONT</td>
<td>800-325-1776</td>
<td>davincilabs.com</td>
</tr>
<tr>
<td>DAVLEN ASSOCIATES LTD.</td>
<td>631-924-8686</td>
<td>davlenlabs.com</td>
</tr>
<tr>
<td>DC DOORS INT'L</td>
<td>866-375-6786</td>
<td>dcdoors.com</td>
</tr>
<tr>
<td>DEMANDFORCE</td>
<td>800-246-9853</td>
<td>demandforce.com</td>
</tr>
<tr>
<td>DISC DISEASE SOLUTIONS</td>
<td>888-495-7440</td>
<td>discsickesolutions.com</td>
</tr>
<tr>
<td>DME SPECIALISTS</td>
<td>865-368-0202</td>
<td>dmespecialists.com</td>
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<tr>
<td>DR. BARBARA EATON</td>
<td>907-444-9043</td>
<td>drbarbaraeton.com</td>
</tr>
<tr>
<td>DR. JAMES FEDICH</td>
<td>see our website</td>
<td>djamesfedich.com</td>
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<tr>
<td>DR. KELLEY MULHERN</td>
<td>985-789-1517</td>
<td>dr-kelley.com</td>
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<tr>
<td>DR. MITCH MALLY</td>
<td>563-823-5555</td>
<td>drmally.com</td>
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<td>DRFERNANDEZ.COM</td>
<td>800-882-4476</td>
<td>drfernandez.com</td>
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<td>DYNAMIC CONSULTING GROUP</td>
<td>908-590-2425</td>
<td>dynamicconsultinggroup.com</td>
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<tr>
<td>DYNAMIC POTENTIAL EXECUTIVE COACHING</td>
<td>see our website</td>
<td>dynamicpotential.com</td>
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<td>ELITE COACHING</td>
<td>949-791-2986</td>
<td>elitecoachingllc.com</td>
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<tr>
<td>ENCOMPASS GROUP LLC</td>
<td>860-930-5330</td>
<td>trustsencompass.com</td>
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<td>FEDERAL INJURY CENTERS FRANCHISE</td>
<td>813-368-2148</td>
<td>jointfranchise.com</td>
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<td>FIVE STAR MANAGEMENT</td>
<td>800-224-4876</td>
<td>myfivestar.com</td>
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<td>FOUNDATION FOR CHIROPRACTIC PROGRESS</td>
<td>866-901-3427</td>
<td>14cp.com</td>
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<td>FUNCTIONAL MEDICINE MASTERS</td>
<td>888-777-3020</td>
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<td>910-444-4464</td>
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<td>GOLD STAR MEDICAL BUSINESS SERVICES</td>
<td>866-942-5655</td>
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<td>GRASTON TECHNIQUE</td>
<td>888-926-2727</td>
<td>grastontechnique.com</td>
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<td>HCF SEMINARS</td>
<td>888-600-6541</td>
<td>hcfseminars.com</td>
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<td>HEALTH ATLAST</td>
<td>310-980-9108</td>
<td>healthatlastusa.com</td>
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<td>HEALTHSOURCE CHIROPRACTIC</td>
<td>440-934-5858</td>
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703-276-8800
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<td><strong>check out our website</strong></td>
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<tr>
<td><strong>440-542-0761</strong></td>
<td><strong>See our website</strong></td>
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<td>multiradiance.com</td>
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<th>ACCUFLEX TABLES &amp; LASERS</th>
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<tr>
<td><strong>888-221-7119</strong></td>
<td><strong>877-296-2228</strong></td>
<td><strong>573-745-1086</strong></td>
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<tr>
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<th>Company Name</th>
<th>Contact Details</th>
<th>Website</th>
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<td>3B Scientific</td>
<td>888-326-6335</td>
<td>a3bs.com</td>
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<td>Access Equipment Corp.</td>
<td>256-245-8390</td>
<td>chirocity.com</td>
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<td>Accuflex Tables &amp; Lasers</td>
<td>573-745-1086</td>
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<tr>
<td>Activator Methods Int'l</td>
<td>800-598-0224</td>
<td>activator.com</td>
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<tr>
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<td>719-422-6727</td>
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<td>of websites and web-based services for practicing doctors of chiropractic.</td>
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<td>CHIROMATRIX</td>
<td>888-792-8384, imatrix.com/chiropractic-marketing</td>
<td>More than 6,000 chiropractors trust their marketing to ChiroMatrix. Semi-</td>
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<td>customizable themes allow you to personalize with colors, logos, photos and more.</td>
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<td>More than 400 pages of chiropractic-specific content plus monthly newsletters</td>
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<td>help educate and engage patients. You have complete control over editing your</td>
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<td>site. You can also track analytics and find new patient leads.</td>
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<tr>
<td>THE LAW OFFICES OF</td>
<td>703-761-4343, samakowlaw.com</td>
<td>Plaintiff personal injury attorney since 1980. Instructor, author, marketing</td>
</tr>
<tr>
<td>PAUL A. SAMAKOW</td>
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<td>consultant, patients a breeze!</td>
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<tr>
<td>INTERNET MATRIX INC.</td>
<td>780-640-1054, internetmatrix.com</td>
<td>The key to any successful online business is having a reliable host and service to</td>
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<td></td>
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<td>meet your corporate needs. For the past 15 years the Internet Matrix approach to</td>
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<td>web hosting has always followed one philosophy: Keep it simple! Thousands of</td>
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<td>people all over the world have discovered why our hosting system is desired by</td>
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<td>so many. Our system works; it is very reliable and easy to use, and our service</td>
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<td>is professional and attentive.</td>
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<tr>
<td>FOUNDATION FOR</td>
<td>866-901-3427, f4cp.org</td>
<td>Established in November 2003 by Kent S. Greenawalt, CEO of Foot Levelers Inc.,</td>
</tr>
<tr>
<td>CHIROPRACTIC PROGRESS</td>
<td></td>
<td>the not-for-profit F4CP educates the public about chiropractic care through</td>
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<td>positive press. The F4CP’s positive press campaign consists of monthly press</td>
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<td></td>
<td>releases, advertorials, public service announcements, advertisements and more.</td>
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<tr>
<td>ONLINECHIRO.COM</td>
<td>888-932-5560, onlinechiro.com</td>
<td>We build chiropractic websites designed for overachievers like you. You never</td>
</tr>
<tr>
<td></td>
<td></td>
<td>settle. Neither do we. At Online Chiro, we stop at nothing to make sure you meet</td>
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<td>your goals, attract new patients and capture the best value online marketing. We</td>
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<td>could go on for days about how our easy solutions will help save you money. But</td>
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<td>we’d rather show you exactly how our online marketing will help your chiropractic</td>
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<td>practice attract new patients online, no exceptions.</td>
</tr>
<tr>
<td>ZINGIT SOLUTIONS</td>
<td>866-587-5572, zingitsolutions.com</td>
<td>Zingit’s texting platform gets practices 20x the reviews, recalls 60+ dormant</td>
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<td></td>
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<td>patients, messages your patients videos, promotes events, reschedules</td>
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<td>appointments, and provides real-time communication patients love and expect.</td>
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<td>Automated and integrated with all the popular practice management systems and</td>
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<td>social media channels, Zingit makes reaching your new and existing patients a</td>
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<td>breeze!</td>
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<tr>
<td>REVIEW WAVE</td>
<td>800-563-0469, reviewwave.com</td>
<td>Review Wave is the premier patient experience platform for chiropractors. With</td>
</tr>
<tr>
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<td>marketing automation including online scheduling, appointment reminders, two-way</td>
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<td>texting, reactivations to feedback requests, local listing and SEO, we cover the</td>
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<td>entire patient experience from before they arrive to after they leave. Review</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Wave’s software integrates with multiple platforms.</td>
</tr>
</tbody>
</table>

CHIROPLANET
888-364-5774
chiroplanet.com

Started in 1997, ChiroPlanet.com is the chiropractic profession’s first and best content-based website development company. In the last 15 years, ChiroPlanet has grown to manage over 4,000 chiropractic sites. We believe in chiropractic care and we believe in the power of the web. Our primary focus is the development of websites and web-based services for practicing doctors of chiropractic.

THE BUSINESS ACADEMY
888-989-0855
thebusinessacademy.com

The Business Academy is a chiropractic coaching and business training company. BA helps chiropractors build and strengthen their practices through effective, modern marketing and proven business systems. BA was created by Dr. Eric Huntington and Dr. Bobbee Palmer. Create your ideal operation with proven systems, strategy and measurable marketing.

CHIROMATRIX
888-792-8384
imatrix.com/chiropractic-marketing

More than 6,000 chiropractors trust their marketing to ChiroMatrix. Semi-customizable themes allow you to personalize with colors, logos, photos and more. More than 400 pages of chiropractic-specific content plus monthly newsletters help educate and engage patients. You have complete control over editing your site. You can also track analytics and find new patient leads.

INTERNET MATRIX INC.
780-640-1054
internetmatrix.com

The key to any successful online business is having a reliable host and service to meet your corporate needs. For the past 15 years the Internet Matrix approach to web hosting has always followed one philosophy: Keep it simple! Thousands of people all over the world have discovered why our hosting system is desired by so many. Our system works; it is very reliable and easy to use, and our service is professional and attentive.

FOURTH LAW
866-901-3427
f4cp.org

Established in November 2003 by Kent S. Greenawalt, CEO of Foot Levelers Inc., the not-for-profit F4CP educates the public about chiropractic care through positive press. The F4CP’s positive press campaign consists of monthly press releases, advertorials, public service announcements, advertisements and more.

ONLINECHIRO.COM
888-932-5560
onlinechiro.com

We build chiropractic websites designed for overachievers like you. You never settle. Neither do we. At Online Chiro, we stop at nothing to make sure you meet your goals, attract new patients and capture the best value in online marketing. We could go on for days about how our easy solutions will help save you money. But we’d rather show you exactly how our online marketing will help your chiropractic practice attract new patients online, no exceptions.

ZINGIT SOLUTIONS
866-587-5572
zingitsolutions.com

Zingit’s texting platform gets practices 20x the reviews, recalls 60+ dormant patients, messages your patients videos, promotes events, reschedules appointments, and provides real-time communication patients love and expect. Automated and integrated with all the popular practice management systems and social media channels, Zingit makes reaching your new and existing patients a breeze!

REVIEW WAVE
800-563-0469
reviewwave.com

Review Wave is the premier patient experience platform for chiropractors. With marketing automation including online scheduling, appointment reminders, two-way texting, reactivations to feedback requests, local listing and SEO, we cover the entire patient experience from before they arrive to after they leave. Review Wave’s software integrates with multiple platforms.
CELEBRATING 20 YEARS OF NEXT LEVEL DIGITAL MARKETING SOLUTIONS

Google Pay-Per-Click and Facebook Advertising
Website Design, Development and Maintenance
Local and Organic Search Engine Optimization (SEO)
Review Tracking and Reputation Management
Social Media Content Creation and Posting
Directory Listings Creation, Optimization and Management
Comprehensive Analytics Dashboard with Conversion Tracking
Custom Blog Content Creation and Posting
Patient Communication Tools - Email Marketing, Ecards and Newsletters
Call and Conversion Tracking

Call 1-888-364-5774 for a Website, Page Rank and Online Reputation Analysis including Digital Marketing Solutions and Strategies.
MARKETING

Chiropractic Economics is pleased to present the profession’s most comprehensive Marketing list.

The information below was obtained from questionnaires completed by the listed companies. Companies highlighted in RED have an advertisement in this issue.
Veteran Personal Injury Attorney Reveals How Chiropractors Can Get An Endless Stream Of Personal Injury Patients ... While Working Less And Without Any Advertising

If you worry about getting more patients and you're fed up with wasting money on ineffective advertising ... now your problems may be over at last

According to Paul Samakow, a personal injury attorney with over 41 years of experience ...

"Until now, chiropractors relied on scrappy advertising to help them get more patients. Unfortunately, advertising does only a small part of the job. That's because the advertising approach brings results only 'after' you invest a LOT of money into it."

Here's How Paul's System Works

Many chiropractors know this, but few do anything about it - personal injury attorneys will (and want to) refer their PI clients to you.

But... you need to approach these attorneys in a specific way so they would be glad to keep your phone ringing with PI patients.

Paul's system reveals EXACTLY what to do to get these lawyers to send their clients to YOU rather than to your competition (you’ll be surprised at the ways Paul has come up with and how effectively they work. Every. Single. Time. When you implement them properly).

What would it look like if you got 4 extra PI cases each month? What about 8? Or 20? What’s the average bill for a PI patient? $5,000? At just one more PI case per week, you have just put $20,000 in your pocket.

100% Success Rate

Yes, you read that right.

This system is GUARANTEED to get more attorney-referral PI patients, or your money back, once you implement what you discover inside.

The best part is that even those who find marketing unbearable enjoy Paul's system and see results.

Better Zzzzz For You

Listen, here's the bottom line. When you discover Paul’s referral system to get more PI patients from PI attorneys, you're getting peace of mind. And at a practical level, that means you get to sleep a little bit more soundly at night knowing that everything you've worked so hard for will continue growing in the morning.

Risk-Free With A Moneyback Guarantee

It’s a fact; you might think you’re getting enough patients today, but would you really like to continue chasing people to come to your practice? Wouldn’t it feel great to have someone else do all the hard work for you and send you the most compliant patients so you can only focus on what you enjoy the most?

You’ll finally be able to have the time to spend with your friends and family and do the things you’ve always wanted to do – without being tortured by the constant thought of ‘How to get more patients.’

According to Paul Samakow, a personal injury attorney with over 41 years of experience ...

"Until now, chiropractors relied on scrappy advertising to help them get more patients. Unfortunately, advertising does only a small part of the job. That's because the advertising approach brings results only 'after' you invest a LOT of money into it."

Here's What Chiropractors Say About Paul Samakow

“Paul Samakow is a GENIUS. He has helped me over the years enormously, particularly in helping me get other attorneys to refer their clients to me. His system is GOLD. If you just do a few of the things in his system, your life will be dramatically improved ... INSTANTLY. And you'll have attorneys sending YOU patients.”

“27 years ago, when I first started my practice, Paul Samakow was INDISPENSABLE. He showed me how to get other attorneys to send me THEIR clients. Now I have a thriving PI practice, in no small part, thanks to Paul. Get his system now!”

“Before, I was doing a few things Paul’s system lays out. Now, I'm doing those things better, and I’m using more of what his system offers. Paul has hit a home run here. Get this system or continue struggling - it's a WIN-WIN, because he guarantees your money back if you're not satisfied. His system is a MUST.”

Don’t Miss Your Chance Get More Referrals Now!

Scan the QR code on the right with your phone’s camera to learn more about Paul Smakow’s PI Referral System or visit www.GettingPlCases.com/ce
The Smart Addition To Your Practice.

Besides function, high quality & cost effectiveness, Synergy offers the most TURN-KEY, practical exercise rehab program on the market. Every System is complete with hand-welded chrome-plated stations, storage brackets, deluxe cords and attachments, REAL TIME DVD’s of targeted areas and common injury protocols in 3 phase progressions, daily tracking forms, exercise scrip pads, with rehab codings for everyday!

“Home exercise with advice or training is recom-}mended in the treatment of acute neck pain for both long and short-term benefits.”

JAMA - May 2013, Vol. 289, No. 19

“I have been using Synergy cervical and it has helped me. I am a veteran and a herniated neck with a lot of arthritis. Thanks to you and your Cervical Program, I can move pretty pain free.”

Martin Slaughter, DC - Starke, FL

“I have two Synergy Stations and they produce for me fantastic. I am a veteran and have a herniated

mended in the treatment of acute neck pain for both long and short-term benefits.”

“I have two Synergy Stations and they produce for me fantastic. I am a veteran and have a herniated

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“I have two Synergy Stations and they produce for me fantastic. I am a veteran and have a herniated
**www.OccMedForDCs.com** teaches DCs 25+ services, many of which are MANDATED by the Federal government by OSHA and DOT, which companies must buy for their employees. All of which are paid in CASH, and gives you new patients.

You can earn $1K-20K in a day. Many services are free to start doing immediately with no expensive equipment and only a few hours of training.

Most of the work can be done by a trained assistant without you in the building, or onsite at a company.

How much does it cost to start to learn about Occupational Medicine? **$50 a month is our membership!**

It’s the cheapest way to learn how to make an extra $5K-$10K a month or more doing the work that companies, school districts, cities, counties, state and federal agencies MUST buy in CASH to comply with Federal MANDATES. Every city has schools, police and firemen, banks, tow trucks, garbage trucks, cement trucks, electric and cable utility trucks, stores and businesses that need this work.

DC’s are included in these Federal Laws as payable sources in all 50 states. I have many checks you can look at for $10,000 up to $33,000 for just 1 or 3 days of work. Sometimes the work is done by my assistants and I literally do nothing to get paid a check for thousands of dollars in 1 day. Here is an example:

Scan these QR codes to see what other DCs say about our program:

- Dr. Don Maple OH—4 min [https://youtu.be/hLNI0PPIzTo](https://youtu.be/hLNI0PPIzTo)
- Dr. Phillip Corbin AR—2 min [https://youtu.be/blIPwr-7Tcg](https://youtu.be/blIPwr-7Tcg)

Go here to see a 10 minute video explanation by Dr James Raker [https://youtu.be/i53646S34PA](https://youtu.be/i53646S34PA)
### Advanced Pharmaceutics

**Phone:** 800-994-3776  
**Website:** purplecream.com

Anesthall Topical Analgesic is available as a pain-relieving cream for use as a topical agent that temporarily relieves minor aches and pains of muscles and joints associated with arthritis, simple backache, strains, bruises, sprains and sports injuries.

### Biotone

**Phone:** 800-445-6457  
**Website:** biotone.com

Biotone, headquartered in San Diego, Calif., is the leading manufacturer of quality massage oils, cremes, lotions and gels as well as spa body, face and foot treatment products. Founded in 1980, Biotone is an independently owned business. The company sells its products in the U.S. and internationally.

### China-Gel Inc.

**Phone:** 800-898-4435  
**Website:** chinagel.com

Modern technology combined with ancient pain-relieving concepts of Chinese medicine, China-Gel is a natural, unique herbal formula. A greaseless therapeutic gel, China-Gel is recommended by medical professionals for its long-lasting pain relief. It contains seven herbal ingredients that help stimulate the body’s natural functions to reduce pain and inflammation.

### DaCrema Botanicals

**Phone:** 215-356-5056  
**Website:** dacremabotanicals.com

Since 2014, DaCrema Botanicals has been a leader in CBD wellness products. Our mission is to provide the wellness community with the highest-quality CBD products at affordable prices. Our products are manufactured in small batches with the best ingredients and are third-party tested. We apply state-of-the-art cannabinoid technology to enhance the bio-availability and efficacy of our products.

### Doctor Hoy’s Natural Pain Relief LLC

**Phone:** 866-674-8000  
**Website:** drhoys.com

Doctor Hoy’s helps you “Focus on your life, your game ... NOT your pain.” Founded upon safe and natural pain-relieving options, our goal is to make your life healthier. Doctor Hoy’s Natural Pain Relief products are manufactured in the United States, employing cold-process manufacturing and high-quality, natural ingredients. Our formulas are water-based with no parabens or toxins.

### HealthyLine

**Phone:** 888-774-4422  
**Website:** healthyline.com

HealthyLine is the world’s largest producer of far infrared heat devices, including the sought-after innovative technology of natural gemstones, negative ions, photon light and PEMF therapy. With over 100 models to choose from, HealthyLine offers a wide array of sizes and styles for everyone! Manage your pain, aches, anxiety and more with HealthyLine.

### Mineralgia

**Phone:** 800-757-7582  
**Website:** mineralgia.com

Mineralgia, the effective pain-relief cream based on healing minerals from the Dead Sea and naturally derived essential oils, was developed by Dr. Brigitte Rozenberg, whose thriving wellness practice specializes in bringing patients back to optimal health and well-being following accidents and injuries. Mineralgia has been an effective tool in her arsenal for back pain, joint pain, sprains, arthritis, sore muscles and minor injuries.

### Nexzol Pharma Inc.

**Phone:** 833-639-9651  
**Website:** phytozol.com

Our breakthrough formula is Phyto-Zol, a hemp-derived CBD and a new way of incorporating Locally Enhanced Transdermal Serum (L.E.T.S.) into your practice. Phyto-Zol is the only L.E.T.S. scientifically proven to penetrate the layers of skin to reach the areas of pain in joints and muscles. The most powerful topical CBD anti-inflammatory, it has no smell, no burn and no THC effect.
Sombra® PLUS CBD Natural Pain Relieving Gels are exactly as they read; everything you love about our original formulas PLUS something more – CBD!

- **Ultimate CBD Purity, Consistency** and **Predictability**
- **Lab tested** to ensure 100% purity
- **THC Free** & Non-habit forming or mind altering
- Simple and **reliable** dosing
- Available in both **WARM** and **COOL** Therapy
- **CBD Isolate avoids** entourage side effects
- Available in **500** and **1000 mg**
- Proudly made in the **USA**

To order, please visit one of our valued Distribution partners:

www.sombraUSA.com/how-to-buy/health-professionals/
## Massage & Acupuncture

Chiropractic Economics is pleased to present the profession’s most comprehensive Massage & Acupuncture list.

The information below was obtained from questionnaires completed by the listed companies. Companies highlighted in **RED** have an advertisement in this issue.

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Contact Information</th>
<th>Website</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>24/7 Relief &amp; Recovery</td>
<td>866-663-6567 247rnr.com</td>
<td><a href="http://247rnr.com">247rnr.com</a></td>
<td>Relief &amp; Recovery produces topical analgesic creams that help control pain, inflammation and flexibility while aiding in recovery from injuries and workouts. Powerful never-before-seen ingredients are all-natural and paraben-free with no animal base or animal testing. The creams are non-sticky and have a diminishing scent and a longer-lasting formula that decreases pain and aids recovery.</td>
</tr>
<tr>
<td>AnesthAll Topical Analgesic</td>
<td>800-994-3776 purplecream.com</td>
<td><a href="http://purplecream.com">purplecream.com</a></td>
<td></td>
</tr>
<tr>
<td>Assistants For Chiropractic Excellence (ACE)</td>
<td>734-320-5058 chiropracticassistants.com</td>
<td><a href="http://chiropracticassistants.com">chiropracticassistants.com</a></td>
<td></td>
</tr>
<tr>
<td>Aubrey Organics Inc.</td>
<td>800-237-4270 aubrey-organics.com</td>
<td><a href="http://aubrey-organics.com">aubrey-organics.com</a></td>
<td></td>
</tr>
<tr>
<td>B&amp;B Marketing LLC</td>
<td>800-737-9295 sacrowedgy.com</td>
<td><a href="http://sacrowedgy.com">sacrowedgy.com</a></td>
<td></td>
</tr>
<tr>
<td>Ball Dynamics Int’l LLC</td>
<td>800-752-2255 fitball.com</td>
<td><a href="http://fitball.com">fitball.com</a></td>
<td></td>
</tr>
<tr>
<td>Bannner Therapy Products Inc.</td>
<td>828-575-2855 bannertherapy.com</td>
<td><a href="http://bannertherapy.com">bannertherapy.com</a></td>
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<tr>
<td>Belcore LLC</td>
<td>800-867-7414 belcore.com</td>
<td><a href="http://belcore.com">belcore.com</a></td>
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<tr>
<td>Berman Partners LLC</td>
<td>860-707-4220 bermanpartners.com</td>
<td><a href="http://bermanpartners.com">bermanpartners.com</a></td>
<td></td>
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<tr>
<td>Big Kahuna Native Naturals</td>
<td>435-527-0949 bigkahunanative.com</td>
<td><a href="http://bigkahunanative.com">bigkahunanative.com</a></td>
<td></td>
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<tr>
<td>Biofreeze</td>
<td>800-246-3733 biofreeze.com</td>
<td><a href="http://biofreeze.com">biofreeze.com</a></td>
<td></td>
</tr>
<tr>
<td>Biomative</td>
<td>800-445-6457 biotone.com</td>
<td><a href="http://biotone.com">biotone.com</a></td>
<td></td>
</tr>
<tr>
<td>Bluebird Botanicals</td>
<td>720-726-5132 bluebird-botanicals.com</td>
<td><a href="http://bluebird-botanicals.com">bluebird-botanicals.com</a></td>
<td></td>
</tr>
<tr>
<td>BML Basic</td>
<td>800-643-4751 bmlbasic.com</td>
<td><a href="http://bmlbasic.com">bmlbasic.com</a></td>
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<tr>
<td>BodyLogic</td>
<td>214-378-6100 ebodyslogic.com</td>
<td><a href="http://ebodyslogic.com">ebodyslogic.com</a></td>
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<tr>
<td>BodyZone.com</td>
<td>770-922-0700 bodyzone.com</td>
<td><a href="http://bodyzone.com">bodyzone.com</a></td>
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<tr>
<td>Bon Vital’</td>
<td>800-253-6466 bonvital.com</td>
<td><a href="http://bonvital.com">bonvital.com</a></td>
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<tr>
<td>BRYANNE ENTERPRISES INC.</td>
<td>877-279-2663 bryanne.com</td>
<td><a href="http://bryanne.com">bryanne.com</a></td>
<td></td>
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<tr>
<td>California College of Natural Medicine</td>
<td>800-421-5027 ccomm.com</td>
<td><a href="http://ccomm.com">ccomm.com</a></td>
<td></td>
</tr>
<tr>
<td>CAO Group</td>
<td>800-495-5545 caogroup.com</td>
<td><a href="http://caogroup.com">caogroup.com</a></td>
<td></td>
</tr>
<tr>
<td>CBD Clinic</td>
<td>888-422-3254 cbdclinic.co</td>
<td><a href="http://cbdclinic.co">cbdclinic.co</a></td>
<td></td>
</tr>
<tr>
<td>CBD for Life</td>
<td>800-492-1736 cbdforlife.us</td>
<td><a href="http://cbdforlife.us">cbdforlife.us</a></td>
<td></td>
</tr>
<tr>
<td>Chattanooga - DJO Global</td>
<td>800-321-9549 djoglobal.com</td>
<td><a href="http://djoglobal.com">djoglobal.com</a></td>
<td></td>
</tr>
<tr>
<td>China-Gel Inc.</td>
<td>800-898-4435 chinagel.com</td>
<td><a href="http://chinagel.com">chinagel.com</a></td>
<td></td>
</tr>
<tr>
<td>Chiropractic Outfitters</td>
<td>855-244-7660 chiropracticoutfitters.com</td>
<td><a href="http://chiropracticoutfitters.com">chiropracticoutfitters.com</a></td>
<td></td>
</tr>
<tr>
<td>Clear My Head Ltd.</td>
<td>937-847-2222 clearmyhead.com</td>
<td><a href="http://clearmyhead.com">clearmyhead.com</a></td>
<td></td>
</tr>
<tr>
<td>Clinical Health Services Inc.</td>
<td>888-249-4346 clinicalhealthservices.com</td>
<td><a href="http://clinicalhealthservices.com">clinicalhealthservices.com</a></td>
<td></td>
</tr>
<tr>
<td>Comfort Craft</td>
<td>800-858-2838 comfortcraft.com</td>
<td><a href="http://comfortcraft.com">comfortcraft.com</a></td>
<td></td>
</tr>
<tr>
<td>Core Products Int’l Inc.</td>
<td>800-365-3047 coreproducts.com</td>
<td><a href="http://coreproducts.com">coreproducts.com</a></td>
<td></td>
</tr>
<tr>
<td>Corflex Inc.</td>
<td>800-426-7533 corflex.com</td>
<td><a href="http://corflex.com">corflex.com</a></td>
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<td>Corganics</td>
<td>866-939-9541 corganics.com</td>
<td><a href="http://corganics.com">corganics.com</a></td>
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<td>Curamedix</td>
<td>877-699-8399 curamedix.com</td>
<td><a href="http://curamedix.com">curamedix.com</a></td>
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**SOMBRA® Wellness Products**

800-225-3963 sombrausa.com

Commitment to high quality was the cornerstone for the establishment of Sombra® Wellness Products in 1974. With a strong belief in pure ingredients, combined with an unyielding stance against unhealthy solvents, diluting agents, and animal testing and by-products, Sombra® is an economical, environmentally sensitive choice.

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For over four decades we have been a trusted resource for health care practitioners. Throughout the years our company has evolved considerably, but our mission has remained simple. We will treat our customers like family, offering the largest selection of equipment and supplies. Our commitment to this mission has driven us to carry an expansive line featuring over 10,000 products.
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*Based on a survey of Clinicians: chiropractors, podiatrists, massage therapists, physical therapists, retail pharmacists, and athletic trainers (IPSOS Clinician Survey). BIOFREEZE® is a registered trademark of the Reckitt Group of Companies. © 2021 The Reckitt Group - All rights reserved.*

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getsumlife.com

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(877) 743-8786

Contact us today and find out how you can join the SUM LIFE Team, and be an owner in the nutrition company that you offer your patients. This is not an MLM opportunity.
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<td>orthomolecularproducts.com</td>
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<tr>
<td>For over 30 years, Ortho Molecular Products has partnered exclusively with health care providers to deliver nutritional solutions of the highest efficacy. The most trusted voices in health care trust our products to help patients get better, faster. Our commitment to science, careful ingredient selection, and strict quality standards goes into every supplement we formulate.</td>
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<td><strong>631-390-9669</strong></td>
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<td>patientoneformulas.com</td>
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<td>Patient One® MediNutritionals offers a premium line of science-backed dietary supplements, exclusively through health care professionals. Patient One’s diverse range of formulas features today’s advanced ingredients and is supported by clinical data. Products span health categories, including Cardiovascular Support, Immune Support, Digestive Support, Eye Care and more.</td>
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<td><strong>561-929-7582</strong></td>
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<td>weightaminute.com</td>
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<td>Weight-a-minute is a lifestyle program and business that offers advanced nutrition technology for wellness, weight loss, weight gain and fitness. We offer an amazing add-on business to your practice, or as a separate business — all turn-key. We set everything up for you and train your entire staff. With five profits centers in one, add more income to your bottom line.</td>
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<td>standardprocess.com</td>
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<td>Standard Process is a family-owned, third-generation company that has been a leader in making whole food-based, nutrient-dense therapeutic supplements since 1929. From the company’s certified organic farm at its Palmyra, Wisc., headquarters to the Nutrition Innovation Center in Kannapolis, N.C.; Standard Process is committed to clinical science that advances health and changes lives.</td>
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<td><strong>800-445-4647</strong></td>
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<td>systemicformulas.com</td>
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<td>Systemic Formulas’ synergistically-formulated herbal blends are available through chiropractors, nutritional consultants, naturopaths, acupuncturists, medical doctors and veterinarians throughout the U.S. Systemic Formulas utilizes a proprietary blend of vitamins, minerals, enzymes, RNA/DNA tissue factors, amino acids and botanicals.</td>
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<tr>
<td><strong>844-387-8436</strong></td>
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<td>trugen3.com</td>
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<td>TruGen3 is built on the bedrock of three trusted generations of the Lioon family’s nutraceutical knowledge and experience. We deliver a carefully selected, limited group of high-quality, condition-specific nutritional supplements. Every product is backed by the highest ethical standards and clinically-researched ingredients, and available only through certified health care professionals.</td>
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<tr>
<td><strong>800-654-4432</strong></td>
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<td>emersonecologics.com</td>
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<td>For 40 years, Emerson Ecologics has been a vital link between integrative health practitioners and their patients and clients. Our commitment to providing the highest-quality professional-grade supplements, clinical education resources, safe patient protocols and innovative technological solutions empowers practitioners to improve patients’ lives. Unrivaled product selection, unsurpassed quality.</td>
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<td>ZyCal Bioceuticals Inc. is an employee-owned, green company specializing in manufacturing supplements that work at the molecular level. We are committed to providing superior products and services to health care providers and patients. Our flagship product is Ostinol®, a breakthrough in nutrigenomic nutrition, powered by a biologically-active protein complex extracted from organic bovine (cow) bones.</td>
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Monday, January 3

Visit standardprocess.com/CE-Challenge to learn more, download resources, and be part of the nationwide challenge.

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The Verne Bintz Company was born when Verne began producing scaphoid pads in his garage and basement after returning from being on the road representing orthopedic and children’s shoe lines. Today the company distributes products to more than 20 vendors and in 2014 received the Vendor of the Year award from the Pedorthic Foot Care Association. We are committed to great customer service.

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**NOVEMBER 28, 2021 • CHIROPRACTIC ECONOMICS** 93
WHEN WOMEN ARE PREGNANT, THE PHYSICAL CHANGES OF THEIR EVOLVING BODIES affect every aspect of life, making chiropractic care and body stabilization more crucial than ever. Low back pain affects over 68% of pregnant women, significantly interfering with everyday activities.¹

Ongoing chiropractic care and foot stabilization balances and aligns the body to help counteract changes to a woman’s center of gravity as her baby grows, relieving pain, discomfort, and fatigue. It’s an important part of making the experience as healthy as possible for both mother and baby.

The NEW Mother Nurture Custom Orthotics System by Foot Levelers – the first and only custom orthotics just for pregnant women.

The Mother Nurture System consists of three sets of spinal pelvic stabilizers, each different than the others and designed to be worn during a specific phase in her journey: Trimester Two, Trimester Three and Postpartum, plus a bonus Foot Roller to speed the break-in period and provide additional pain relief. This breakthrough resource is only available from health care professionals, who can monitor its use and integrate it into their treatments for the best patient results.

The Mother Nurture System can help:
• Align and balance the woman’s entire body from the ground up, for greater comfort and support, less pain and fatigue
• Counteract the effects of the woman’s shifting center of gravity
• Disperse increasing body weight more evenly to lower stress on the feet, lower legs and back
• Enhance a healthy gait cycle
• Support proper function throughout the kinetic chain

With a single digital scan or casting, Foot Levelers can use their proven scientific algorithms and predictive data to develop each patient’s Mother Nurture System. Unlike over-the-counter insoles made from cheap materials and generic sizing and correction, the Mother Nurture System is specifically made for her unique alignment needs for optimal treatment outcomes. Mother Nurture orthotics are expertly hand-crafted from top-quality, high-performance materials, and backed by highly knowledgeable customer and technical support.

Foot Levelers has been driving chiropractic innovation for 70 years, committed to helping chiropractors enhance their care and build successful practices with exciting breakthrough products and services like Mother Nurture. When she was expecting her first child, Senior Vice President Jamie Greenawalt became interested in developing customized stabilization to counteract the evolving bodily changes of pregnancy. She saw firsthand how challenging work and everyday activities became as her pregnancy advanced and wanted to create a solution to help other women feel their best and most vibrant during this unforgettable time.

The Mother Nurture development team included mothers and mothers-to-be, whose feedback and insights helped ensure that the system best reflected the needs of pregnant women.

Make Mother Nurture part of your practice!

Chiropractors, whose treatments complement the body’s natural processes, are in a unique position to address the shifting biomechanics of pregnant patients and provide them with the top level of supportive health care with the Mother Nurture Custom Orthotics System. Be among the first chiropractors offering this groundbreaking care to pregnant women in their communities!

References can be found online at chiroeco.com

Learn More
For pricing, availability, and other information, please visit footlevelers.com/mother or call 800.553.4860.

¹Liddle SD, Pennick V. Interventions for preventing and treating low-back pain and pelvic pain during pregnancy. Cochrane Database of Systematic Reviews, 2015; Issue 9. Art. No.: CD001139.

Reviewed by Maggie Colucci, DC, owner of Red Rock Chiropractic & Wellness Center in Las Vegas, NV

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"ULTIMATELY IT'S ABOUT HEALING," SAYS DR. KELLY J. ALLEN from his Western Pennsylvania chiropractic office. "The goal has always been to achieve an empirical validation of what we do as chiropractors." At age 60, Dr. Allen has spent the majority of his professional life working toward a goal that he has now realized through the development of the VSTAAR, the latest technological advance in computer-based adjusting instruments marketed by his company, Spinal Acoustics LLC.

The realization of his life's work can be traced to his early interest in audio equipment. As a teenager Dr. Allen became an audiophile, going so far as to manufacture and sell high-end stereo equipment by the early 1980s. He later came to understand that the chiropractor's goal of balancing and creating harmony in the human body is similar to balancing a room for sound. Now that Spinal Acoustics is a reality, the company's motto is, "Replacing the Sense of Touch with the Science of Sound."

As a student at the Palmer College of Chiropractic in the late 1980s, Dr. Allen was tasked by the computer department to build a test rig to measure the speed of a toggle adjustment on a Compaq computer equipped with a piezoelectric load cell. He observed that other than the force, the speed or frequency of the adjustment varied the most among practitioners. Afterwards, Dr. Walter Pierce enlisted Dr. Allen to build a video X-ray computer for his Video X-Ray system in order to measure the outcomes of an adjustment using video fluoroscopy. This resulted in a teleradiology unit in 1988 that was more sophisticated than other units used at the time.

At about the same time, Dr. Pierce was working on a non-computer based "kinetic" adjusting device with Joseph Evans, PhD. The goal was to eventually make a computerized adjusting instrument based on a load cell or a piezo electric sensor that Dr. Allen had worked with at Palmer. Dr. Allen, who had by then opened his practice in nearby Beaver County, joined the effort and brought along his ideas of frequencies as the main difference between practitioners. Dr. Allen obtained permission from Dr. Evans to modify the instrument for variable frequencies. The result was the first computer-based adjusting instrument known as the Pulstar FRAS. This device is still marketed today by Sense Technologies.

By 1995 Dr. Allen again went to work, this time with Tamas Besce, a Pittsburgh engineer, to develop a PC-based adjusting device with more capabilities. That effort culminated in the creation of Sigma Instruments and the Smart Adjuster. The basis of the Smart Adjuster is its piezoelectric sensor, an ultrasonic crystal used essentially for the measurement of pressure. In the view of Dr. Allen, the piezoelectric sensor represented state-of-the-art technology for its time. However, the limitations in its ability to continuously measure human tissue, combined with the tendency of the crystal to break, left him with the need to once again move the technology forward. The result is the VSTAAR — the newest and most advanced FDA-approved adjusting instrument marketed today.

Unlike any other adjusting instrument, the heart of the VSTAAR is its LVDT sensor technology. The closest proximity to human touch available, the LVDT sensor provides a continuous reading throughout the entire movement of the adjusting head, rather than a fixed snapshot at a single point in time. This distance/time factor, combined with a known force setting, accomplishes Dr. Allen's long-held goals. The adjusting head of the VSTAAR is essentially a magnetic rail gun rather than a solenoid and spring. It strikes significantly faster than any other device while not overheating. The instrument enables the doctor to identify a patient's issues before they become problems, and validates the need for sub-symptomatic care.

Along with his wife and office administrator, Michele, Dr. Allen's chiropractic practice adds new patients weekly as a result of the excellent clinical outcomes that they are able to achieve with the VSTAAR. His practice regularly receives multiple cross-discipline professional referrals. "We continually pride ourselves in identifying whether our patients need something other than chiropractic care, or whether chiropractic care alone is going to be effective," says the father of his son, a successful chiropractor, and his daughter, a nurse practitioner and Afghan war vet, and his youngest son, a 3D animation and 3D computer modeling specialist. "This is the instrument that should have been built in the first place."

For more information on Dr. Allen and the VSTAAR, please visit the VSTAAR website at vstaar.com, or visit him at his office in Beaver Falls, Penn.
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This landmark adjusting and analysis system enables clinicians to objectively locate joint dysfunction in the spinal column by measuring true compliance. The system pulses on each segment of the spine with a low energy mechanical impulse and records the impulse in real time. The results are displayed in various graphic forms as a graph of the relative compliance of the spine. Since the system does not use ionizing radiation such as x-ray or gamma radiation it is safely used on each patient on every visit.

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<td>THINK HEALTHY</td>
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<td>thinkhealthy.com</td>
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<td>PETTIBON SYSTEM</td>
<td>360-748-4207</td>
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<td>PROTECSPINE NORTH AMERICA</td>
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<td>hawkgrips.com</td>
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<tr>
<td>MULTI RADIANCE MEDICAL</td>
<td>440-542-0761</td>
<td>multiradiance.com</td>
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**THINK HEALTHY**

Think Healthy is a POSTURE company. We help doctors become the posture clinic of choice in their community. Poor posture is cumulative subluxations insulting the kinematic/biomechanic chain. Kits are high-quality, easy-to-use products to support patients under care. Posture Kits engage patients with their recommended treatment plans and help reduce the damaging effects of RSI during ADL.

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Developed 30+ years ago by Burl Pettibon, DC, the Pettibon System provides health care that enables patients to maintain their optimal structure for normal function. It is a comprehensive rehabilitation program for the spine’s hard and soft tissues. In addition, its use of specially-developed weights and exercises acknowledges that lasting spinal correction is related to strengthening of targeted muscles.

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Floating Manipulative Therapy lifts and suspends the upper body, thus providing a significant reduction in internal intervertebral disc pressure. The lower body weight, functioning as an anchor, provides natural traction. In this state, various types of movement therapy and rehabilitation can be conducted for the lumbar region, legs, etc.

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**ASPEN LASER**

With more than 30 years of experience, our team at Aspen Lasers is helping to pioneer the new frontier for rehabilitation. Our multi-wavelength, high-powered Class 4 lasers penetrate deeply into the body’s targeted area to help reduce inflammation, speed healing, and relieve pain. Effective from the first treatment, patients will immediately feel the difference and see the results.

**SYNERGY THERAPEUTIC SYSTEMS**

For over 15 years Synergy Therapeutic Systems have provided physicians, physical therapists, athletic trainers, coaches, teams, gyms and individuals with functional, economical exercise products and comprehensive, easy-to-follow area target exercise videos. Our programs offer strengthening and conditioning for specific areas of the body.

**ELVATION MEDICAL**

Elvation Medical is your soft tissue treatment partner. The PiezoWave2 and Myofascial Acoustic Compression Therapy (MyACT) offers a non-invasive treatment for acute and chronic musculoskeletal conditions that helps patients return to normal activities faster. MyACT utilizes focused sound waves and compression to mechanically trigger naturally occurring cellular biochemical healing.

**HAWKGRIPS**

HawkGrips is the industry leader in soft-tissue therapy products and continuing education. In addition to HawkGrips’ best-in-class tools for instrument assisted soft tissue mobilization (IASTM), we now also offer cupping therapy products and blood flow restriction (BFR) bands, providing a more comprehensive rehabilitation solution. Check out our leading continuing education programs.

**MULTI RADIANCE MEDICAL**

Multi Radiance Medical develops and manufactures FDA-cleared super pulsed laser therapy devices for relieving pain and accelerating recovery without drugs or side effects. The MR5 ACTIV PRO Series features three powerful and safe cordless lasers for pain relief anytime, anywhere. Our technology has been validated in 30+ peer-reviewed, published studies.
Chiropractic Economics is pleased to present the profession’s most comprehensive Rehab list.
The information below was obtained from questionnaires completed by the listed companies.
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<td>844-734-2202</td>
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<td>1800drsdiets.org</td>
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<td>ACUMED MEDICAL - MPS THERAPY</td>
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<td>CHINA-GEL INC.</td>
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SALONPAS
800-826-8861
us.hisamitsu

Our Salonpas® product line gained early acceptance in Asia and now sells in 50 countries around the world after starting out as a small, family-owned business in Japan. Salonpas® brand patches were first introduced in 1934 and their efficacy propelled our company to the global market leader position that we currently hold today. Thanks to sustained research and input from everyday users, our products continue to evolve.

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parkerlabs.com

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performancehealth.com

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PINETALES
See our website pinetales.com

PineTales buckwheat and millet pillows are high-quality, free of chemicals, handmade in Arizona and last up to 10 years. Optimally our bodies need a natural, firm pillow to provide exceptional support for proper neck/spine/head alignment, which allows the body to fully engage its natural healing processes overnight for full recovery from everyday stress and/or illness.

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isleep.com

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BINTZ COMPANY
630-665-3113
bintzco.com

The Verne Bintz Company was born when Verne began producing scaphoid pads in his garage and basement after returning from being on the road representing orthopedic and children’s shoe lines. Today the company distributes products to more than 20 vendors and in 2014 received the Vendor of the Year award from the Pedorthic Foot Care Association. We are committed to great customer service.

EMERSON ECOLOGICS
800-654-4432
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Emerson Ecologics has been dedicated to serving the dispensaries of integrative practitioners for 40 years. Grounded in a mission to offer the largest selection of vitamins and supplements, Emerson offers over 325 quality brands. From curcumin capsules to topical pain relief, educational resources, and Wellevate, Emerson’s online dispensary, Emerson is committed to supporting practitioners and their patients.
Our Infrared Sauna Blanket detoxifies the body, soothes sore muscles and joints, relaxes the mind, and boosts your mood — igniting a healthy DOSE of your brain’s feel-good chemicals (Dopamine, Oxytocin, Serotonin, Endorphins). Infrared technology mirrors the healing energy of the sun, raises your core temperature, and increases blood flow and circulation for better recovery.

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<td>1-800homeopathy.com</td>
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cbdclinic.com

CBD CLINIC was introduced in 2016 to provide an entirely new class of non-prescription topical medications for health care professionals. Our pain-relieving ointments, creams and massage oils were developed and are produced in an OTC compliant, cGMP audited manufacturing facility dedicated to the highest levels of quality and customer support. Scientific integrity and ingenuity, gold standard expertise in formulation development with natural ingredients, and honesty and transparency are among CBD CLINIC’s honored values. They provide the only 5-level topical pain relief series that includes CBD. It was created in order to set the gold standard for pain relief based on 15 years of experience researching, developing and testing naturally derived remedies. The unique 5-level pain management system will help you treat incremental levels of pain directly at the source of discomfort with increasing levels of active ingredients. Our values are scientific integrity and ingenuity; pioneering-trailblazing spirit; gold standard expertise in formulation development with natural ingredients; honesty and transparency; treating people with compassion and sensitivity; and delivering on our promises.

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biofreeze.com/chiro

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800-898-4435
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WORLDWIDE CHIROPRACTIC REPAIRS
770-899-7239
chirorepairs.com

Worldwide Chiropractic Repairs currently offers repair services for both mechanical and electronic adjusting instruments. See the list for the range of instruments we can repair. Even if yours is not listed, give us a call, or fill out the form on our home page to see if we can repair it for you. Often, your choice is either purchasing an instrument or having it repaired.

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800-472-4221
meyerdc.com

With access to more than 27,000 products from 700+ vendors, it’s our goal to be the convenient single source for all you need to serve your clients and grow your business. With a solid history of success serving multiple professional channels — including rehabilitation, health and wellness, spa, massage and beauty — we’ve earned a reputation as one of the country’s most reliable distributors.

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We stand up and carry on after a challenging year. We do so with a deeper understanding of what really matters. We took so many things for granted; a handshake, talking face to face, hugging loved ones...

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At ChiroHealthUSA we believe in doing the right things for the right reasons, and in the right ways. Integrity in serving the profession is at the core of everything we do.

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800-225-3963
sombrausa.com

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247rrc.com

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omega3care.com

3B SCIENTIFIC
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a3bs.com

A2Z HEALTH MASSAGE THERAPY SCHOOLS
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a2zhealth.net

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acuinternational.com

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acutederm.com

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ajuvia.com

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aliveemassageable.com

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allmanproducts.com

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Sombra was founded in 1974 with a commitment to high quality and the belief in pure and natural ingredients. We offer a wide range of products, from massage tables and chairs to active seating solutions designed to enhance patient comfort and satisfaction.

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<td>866-214-5880</td>
<td>goodmarkmedical.com</td>
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GETTING NOTICED ONLINE REQUIRES DIFFERENT STRATEGIES than those implemented to draw attention to your practice’s physical location. You can’t just hang up a banner to let your local community know that you exist, for instance, or put a flashing sign in your window.

Even if you place these items on your website or social media pages, you’re fighting against every other company on the internet. You become just one more business in a sea of businesses, reducing your ability to stand out enough to get any real attention. One strategy to consider is geotargeting marketing.

Geotargeted marketing
As its name suggests, geotargeting involves targeting potential patients based on geography, or where they live. This is critical for businesses that offer in-person services since, while attracting attention outside of your geographical area can get you noticed in the online world, it won’t necessarily bring more people into your practice.

In simple terms, geotargeting is achieved by looking for IP addresses within your local community and targeting the users of these devices. Just as you used to know where someone lived based on their area code and home phone number, the IP address on a computer (and other similar electronics) provides the same type of information. It reveals the user’s state, city and more.

Reaching out to electronic addresses within your vicinity increases your ability to connect with the people who could benefit from your chiropractic services. You can do this with various online ad platforms, such as Google Ads or Facebook Ads. When setting up your ad, ask it to target users within your local area.

Best practices for growing a social media community
Once you’ve targeted your local community with geotargeting marketing, how do you get them to interact with you online, growing your social media following? Here are a few best practices:

Make video a priority — Cisco estimates that, in 2021, 80% of all internet traffic is video — a four-fold increase over the amount of video traffic experienced in 2016. Instead of posting still images of your practice, post videos. Shoot a short clip of you talking about a new service or show your online community how to do stretches to ease their back pain, showing your personality and earning trust.

Encourage sharing and tagging — Part of the value behind social media is, if handled correctly, your followers can help build your online community. An example of the latter would be to create an online post celebrating athletes in your community, then ask followers to tag the athlete in their life who they are most proud of.

Offer helpful tips and advice — Give people a reason to include you in their social media news feed by regularly providing ways to advance their musculoskeletal health. Share the proper way to pick up heavy items, talk about which supplements are good for strong bones, or offer tips for relieving neck pain after a long day in front of the computer. Establish yourself as the local expert on health.

Hold contests and giveaways — There’s a reason millions of people flock to Las Vegas every year. It’s human nature to want to “win big” or to get something for nothing, or next to nothing. Holding a contest or free giveaway on your social media pages satisfies this same need. Prizes might include a free adjustment or massage or product that you sell.

Geotargeting marketing helps identify who to target, while implementing these other strategies can increase their desire to connect. Both can build your online community while growing your physical practice at the same time.

About Dee Cee Labs
Founded by Dr. Harry Hester in 1962, Dee Cee Labs has a company culture focused on helping folks discover a healthier quality of life through good, sound nutritional products. Their FDA-inspected and approved products are manufactured in-house and contain no harmful chemicals or preservatives. The belief in quality as a tradition, innovation as an ambition and service as a commitment is what drives them.

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For more content like this, visit chiroeco.com/new-practitioners.
DEAR DOCTOR OF CHIROPRACTIC,

You are essential to the health care of America. Your patients count on you to help them through this difficult time, as do your family and friends. If you’re a business owner your employees are counting on you also.

In pre-pandemic times there was less to worry about and it was easier to find mental escapes and downtime. Now we're trying to create that new normal as a society, trying to make it look as close to the old normal we can, for both doctors of chiropractic and their patients.

WE'RE IN IT TOGETHER

Last year we told the story of the two young chiropractors who 30 years ago attained their DC degrees, both near the top of the same graduating class and full of enthusiasm to enter chiropractic care. When they returned for their 30-year reunion, both were married with family and had stayed in touch over the years. But while one worked in a multi-doctor practice, the other had founded his own multi-location practice and as CEO was contemplating an early retirement.

THE DIFFERENCE?

How and why did the two DC’s paths diverge? Both sought success. Both were near the top of their class in school. Both entered the field with enthusiasm. The difference-maker was the business of chiropractic – learning the economics of the industry. The eventual CEO subscribed to Chiropractic Economics and gained the knowledge to take his practice to the next level.

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Educational Takeaways:
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• What is a Tincture?
• Menstrum
• Who is Paracelsus
• What is Alchemy?
• The Spagyric Process A to Z
• Product Usage Methods and Dosing
• The Secret of “The Great Work”

SPEAKER: JAMES “SLIM” MILES

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THE ROLE AND USE OF SUPPLEMENTS FOR THE EVERYDAY ATHLETE

Educational Takeaways:
• An introduction to the sports supplement industry
• Sport supplement safety and third-party certifications
• The athlete's needs and the role of supplements
• Different categories of sport supplements
• Examples of popular sport supplements and supportive evidence
• Case studies and protocols

SPEAKER: DR. PETER WOZNIAK, ND, MSC, CISSN

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RESTORING MITOCHONDRIAL FUNCTION AND ADDRESSING CELLULAR AGING

Examine how mitochondria make energy and what key nutrients can be used to restore mitochondrial health and address cellular aging processes.

Explore, in detail, the production and utilization of CoQ10 and electron transport chain, how they can become dysfunctional and how they can be revived using lab-based protocols.

SPEAKER: DR. DAN KALISH, DC, IFMCP

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Key Strategies to Enhance Patient Engagement

This webinar will provide an overview of dietary supplements in the context of sports medicine.

• Strategies for making care patient-centered
• Treatment adherence — importance of patient education, staged approach, meeting them where they are, communication
• Patient-reported health outcomes and research
• Patient empowerment and engagement
• Supporting patients with behavioral change

SPEAKER: DR. NATACHA MONTPELLIER, ND

Watch Now: chiroeco.com/key-strategies-to-enhance-patient-engagement
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