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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 two in five 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?”

“It’s really concerning,” Rachel Thomas, co-founder and CEO of Leanin.org, told CNBC. “…we see that 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/?s=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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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’d 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

Do you and your staff celebrate the winter holidays in any special way? (Bonuses, extra time off, office parties...)

Each month we’ll ask a new question on our Facebook page. Join the conversation at facebook.com/ChiroEcoMag

TWITTER DISCUSSION

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$70,000 in first 48 hrs

Dr. George Hoogeveen
$42,930 in first 48 hrs

Dr. Laura Carithers
$37,200 in first 48 hrs

Dr. Katie Effertz
$35,885 in first 24 hrs

Dr. Joshua Carr
$45,000 in 30 days

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%

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 888-422-3254  cbdclinic.co

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.

HERB TECH PHARMACEUTICALS 978-522-0049  herbtechpharma.com

Our line of topical CBD products use a proprietary phase change topical technology that allows the CBD from hemp to discreetly and effectively penetrate the skin, and are blended with herbal extracts to address specific lifestyle needs. The Penetrating Sublingual Mist (PMS) uniquely solves the sublingual challenge of oral CBD supplements.

KOI CBD 877-774-4779  koicbd.com

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.

MEDIHERB 800-848-5061  mediherb.com

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.

ENERGIQUEPRO 800-869-8078  energiquepro.com

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.

EUROMEDICA 866-842-7256  euromedicausa.com

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.

Terry Lemerond is credited as the first to introduce standardized ginkgo, glucosamine sulfate and IP-6 to the U.S. Several EuroMedica products have been featured in published scientific papers. New clinical trials, some including the well-known BCM-95® curcumin, are underway at prestigious research centers. EuroMedica is perhaps best known for Curaphen® Professional Pain Formula and CuraPro® products, both containing BCM-95® Curcumin. EuroMedica also provides unique and proprietary products including EurOmega-3®, Traumaplant® Comfrey Cream from Germany, Bladder Manager® featuring the clinically studied SagaPro®, ProHydra-7™ with SB-150® Seabuckthorn Oil, and Clinical Glutathione™ with Sublinthion®.

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.
CBD HEALTHCARE COMPANY
954-533-2920
cbdhealthcarecompany.com

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 and CBD to good people who seek supplemental relief from ailments, discomfort, and unease through the use of healthy, natural products.

ASPEN GREEN
888-578-5900
aspengreen.com

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.

CBDMD
800-973-3984
cbdmd.com

At cbdMD, we do things differently. We’re here to provide a wealth of alternative options for those seeking a new outlook on everyday wellness. From world-class athletes to world-renowned brands, we’ve worked hard to create a culture that allows everyone to experience the positive results of superior broad spectrum CBD products. Our mission is to enhance overall quality of life.

CBD MOVE FREE
833-522-3669
cbdmovefree.com

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.

MYONATURAL
866-276-6058
myonatural.com

MyoNatural makes the world’s first CBD oral spray that uses purified water and zero oil, and also makes topical pain relief CBD products. MyoNatural was developed by health care professionals for sports injuries, workout enhancement, joint pain and stiffness, sore muscles, arthritis, back pain relief and more. It makes the world’s only toxin-free and all-natural anti-inflammatory cream.

TRUGEN3
844-387-8436
trugen3.com

Trugen3 is built on the bedrock of three trusted generations of the Lioon family’s nutraceutical knowledge and experience. Their CBD products provide the most advanced multi-spectrum, efficacious, and phytocannabinoid-rich hemp oil encapsulated in VESIsorb® to optimize absorption. Hemp oil supports normal pain and inflammatory responses associated with aging.

SOULAR ALCHEMICAL NUTRACEUTICALS
Trevor@thehealthclub.world
soularalchemy.club

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 phytonutrients, including terpenes, minerals, esters, flavonoids, phenols and cannabinoids.

CLEAN REMEDIES PRO
216-777-3133
cleanremedies.com

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.

DETOX WITH THE DOCS
see our website
detoxwiththedocs.com

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!
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.

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Phone Number</th>
<th>Website</th>
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<tbody>
<tr>
<td>CBD, HERBS &amp; HOMEOPATH</td>
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<tr>
<td>1-800-HOMEOPATH</td>
<td>800-466-3672</td>
<td>1-800homeropathy.com</td>
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<tr>
<td>3 CARE THERAPEUTICS</td>
<td>888-572-3421</td>
<td>omegacare.com</td>
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<tr>
<td>A.C. GRACE CO.</td>
<td>800-833-4368</td>
<td>acgrace.com</td>
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<tr>
<td>ACEVA</td>
<td>877-688-7241</td>
<td>aceva.com</td>
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<tr>
<td>ACINTERNATIONAL SUPPLIES INC.</td>
<td>888-322-8468</td>
<td>acinternational.com</td>
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<td>ADEEVA NUTRITIONALS</td>
<td>888-251-1010</td>
<td>adeeva.com</td>
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<tr>
<td>ADVANCED NUTRITIONAL INNOVATIONS INC.</td>
<td>775-423-8925</td>
<td>caladvantage.com</td>
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<tr>
<td>ALLERGY RESEARCH GROUP</td>
<td>800-543-9999</td>
<td>allergyresearchgroup.com</td>
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<tr>
<td>ALT-MED LABS INC.</td>
<td>888-390-6888</td>
<td>altmedlabs.com</td>
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<tr>
<td>AMERICAN NUTRICEUTICALS</td>
<td>888-848-2548</td>
<td>888vitality.com</td>
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<tr>
<td>AMERICA'S FINEST</td>
<td>800-350-3305</td>
<td>afsupplements.com</td>
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<tr>
<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>aubrey-organics.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>
<td>bioproteintech.com</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>BIOVICTM</td>
<td>888-982-4684</td>
<td>biovibrands.com</td>
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<td>BLACK ROCK NUTRACEUTICALS</td>
<td>775-276-3551</td>
<td>blackrocknutra.com</td>
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<td>BLUEBIRD BOTANICALS</td>
<td>720-726-5532</td>
<td>bluebirdbotanicals.com</td>
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<td>BML BASIC</td>
<td>800-643-4751</td>
<td>bmlbasic.com</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 HOMEOPATH</td>
<td>609-927-5660</td>
<td>bhint.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>BUCKEYE NUTRITIONALS</td>
<td>330-665-1003</td>
<td>buckeyenuitritionals.com</td>
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<td>CARLSON LABORATORIES</td>
<td>847-255-1600</td>
<td>carlsonlabs.com</td>
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<td>CBD CLINIC</td>
<td>888-422-3254</td>
<td>cbcclinico.com</td>
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<td>CBD FOR LIFE</td>
<td>888-492-1736</td>
<td>cdfforlife.us</td>
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<td>CBD HEALTHCARE COMPANY</td>
<td>954-533-2920</td>
<td>cbdhealthcarecompany.com</td>
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<td>CBD MOVE FREE</td>
<td>833-522-3669</td>
<td>cbdmovelfree.com</td>
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<td>C‘EST SI BON CO.</td>
<td>888-700-0801</td>
<td>bestchlorella.com</td>
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<td>CHINA-GEI INC.</td>
<td>800-898-4435</td>
<td>chinagel.com</td>
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<td>CHOPRA</td>
<td>800-838-1808</td>
<td>chopra.com</td>
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<td>CLEAR MY HEAD LTD.</td>
<td>937-847-2222</td>
<td>clearmyhead.com</td>
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<td>CLEAR PRODUCTS INC.</td>
<td>888-257-2532</td>
<td>clearproductsinc.com</td>
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<td>COGENT SOLUTIONS GROUP</td>
<td>888-521-8867</td>
<td>cognetsolutionsgroup.com</td>
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<td>CORGANICS</td>
<td>866-939-9541</td>
<td>corganics.com</td>
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<td>CURRENT NATURALS</td>
<td>800-739-1445</td>
<td>currentnaturals.com</td>
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<td>DACREMA BOTANICALS</td>
<td>215-356-3056</td>
<td>dacreamabotanicals.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>
<td>davinclabs.com</td>
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<td>D DAY THREE BOTANICALS</td>
<td>440-378-4789</td>
<td>daythreebotanicals.com</td>
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<td>DEE CEE LABORATORIES INC.</td>
<td>800-251-8182</td>
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<td>DIAMOND-HERPANACINE ASSOCIATES</td>
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<td>DISCOUNT CHIROPRACTIC SUPPLIES</td>
<td>888-444-6741</td>
<td>discountchiropracticsupplies.com</td>
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<td>docshoppro.com</td>
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<td>858-262-0111</td>
<td>doctorsfornutrition.org</td>
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<td>DOUGLAS LABORATORIES</td>
<td>800-245-4440</td>
<td>douglaslabs.com</td>
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<td>800-220-3741</td>
<td>drclark.com</td>
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<td>DR. GABBER’S NATURAL SOLUTIONS</td>
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<td>drgabbers.com</td>
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<td>DR. H REJOINT</td>
<td>551-529-4404</td>
<td>drhrejoint.com</td>
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<td>DR. MERCOLA - NATURAL HEALTH PARTNERS LLC</td>
<td>259-673-2710</td>
<td>wholesale.mercola.com</td>
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<td>DRNATURA</td>
<td>752-409-1005</td>
<td>drnatura.com</td>
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<td>DRUCKER LABS</td>
<td>888-881-2344</td>
<td>druckerlabs.com</td>
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<td>DYNAMIC HEALTH LABS INC.</td>
<td>800-756-7114</td>
<td>dynamichealth.com</td>
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<td>DYNATRONICS</td>
<td>800-874-6251</td>
<td>dynatronics.com</td>
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<td>EDOM LABORATORIES</td>
<td>800-725-3366</td>
<td>edomlaboratories.com</td>
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<td>ENERGIEQUE INC.</td>
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<td>energiquepro.com</td>
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<td>energibits.com</td>
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<td>ENVIROMEDICA</td>
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<td>enviromedica.com</td>
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<td>ENZYME FORMULATIONS</td>
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<td>loomsizenzymes.com</td>
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<td>ENZYME PROCESS CO.</td>
<td>800-521-8669</td>
<td>enzyprocessco.com</td>
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<td>ENZYME SCIENCE</td>
<td>855-281-7246</td>
<td>enzyence.com</td>
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<tr>
<td>ENZYMES INC.</td>
<td>800-637-7493</td>
<td>enzymescinc.com</td>
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<td>ESSENTIAL FORMULAS INC.</td>
<td>972-255-3918</td>
<td>essentialformulas.com</td>
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<td>ESSIAC</td>
<td>613-831-7063</td>
<td>essiac-canada.com</td>
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<td>EUROMEDICA</td>
<td>866-842-7236</td>
<td>euromedicausa.com</td>
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Herb Tech's line of penetrating topical and sub lingual misting products are formulated with international recognized, award winning, patent pending formulation technology. The CBD and botanical portfolio in each product are designed for specific patient need.

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• Patent pending topical penetration technology for maximum absorption
• Guaranteed to contain 80% to 90% Pure CBD
• Dose controlled, 20 mg of CBD Extract per pump.
• Formulated with a unique portfolio of extracts for a stimulating Health, Wellness and Aromatherapy experience

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Effective technology for tendinopathies, myofascial treatment and deep trigger points for both acute and chronic pain sufferers.

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Call for Pricing and more details!

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
Truly the Best CBD: Now Two Proven Formulas!

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.
<table>
<thead>
<tr>
<th>College Name</th>
<th>Phone Number</th>
<th>Website</th>
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<tbody>
<tr>
<td>LIFE CHIROPRACTIC COLLEGE-WEST</td>
<td>800-788-4476</td>
<td>lifewest.edu</td>
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<tr>
<td>LIFE UNIVERSITY</td>
<td>800-543-3202</td>
<td>life.edu</td>
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<td>LOGAN COLLEGE OF CHIROPRACTIC</td>
<td>800-782-3344</td>
<td>logan.edu</td>
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<tr>
<td>NATIONAL UNIVERSITY OF HEALTH SCIENCES</td>
<td>800-826-6285</td>
<td>nuhs.edu</td>
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<tr>
<td>NORTHEAST COLLEGE OF HEALTH SCIENCES</td>
<td>800-234-6922</td>
<td>nycc.edu</td>
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**CLEVELAND U.-KANSAS CITY COLLEGE OF CHIROPRACTIC**

800-467-2252  
cleveland.edu

CUKC provides a balanced approach in chiropractic and the health sciences, fostering a community that is tightly bonded by a shared passion for wellness. The CUKC chiropractic program focuses on the structure and function of the human body, blended with a whole-person approach to health care.

**D’YOUVILLE COLLEGE**

716-829-8000  
dyc.edu

Students can earn a doctor of chiropractic degree in 3.5 years in a unique chiropractic program, the first in the country to combine a solid foundation in the liberal arts with rigorous, integrated training with traditional health care fields. There is also a pathway to earning a DC degree at D’Youville for students who have already earned their bachelor’s or are transferring from another DC program.

**KEISER UNIVERSITY**

888-534-7379  
keiseruniversity.edu

The doctor of chiropractic degree program at the Keiser University College of Chiropractic Medicine in West Palm Beach, Fla., was awarded programmatic accreditation by The Council on Chiropractic Education in 2019. The doctor of chiropractic degree program consists of 10 semesters of continuous study over 40 months, totaling 216 credit hours. More than 25% of this consists of clinical experience in a variety of settings.

**LIFE UNIVERSITY**

800-543-3202  
life.edu

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**

800-782-3344  
logan.edu

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.

**NATIONAL UNIVERSITY OF HEALTH SCIENCES**

800-826-6285  
uhs.edu

National University prepares students to become first-contact, primary care physicians fully qualified to diagnose, treat and manage a wide range of conditions. Their belief is that a superior education starts with an evidence-based, broad-scope curriculum emphasizing integrative medicine. Students are trained to provide whole-health healing to patients.

**NORTHWESTERN HEALTH SCIENCES UNIVERSITY**

952-888-4777  
whealth.edu

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.
CAMPBELLsville UNIVERSITY SCHOOL OF CHIROPRACTIC
800-264-6014
campbellsville.edu

The newest school of chiropractic in the U.S. opens in January of 2022 in Kentucky, with a focus that “simultaneously prepares students to succeed as a new doctor and as the CEO of a small business - a distinctive advantage considering 85% of chiropractors own their own practice at some point in their career.”

PALMER COLLEGE OF CHIROPRACTIC
800-722-2586
palmer.edu

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.

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.

<table>
<thead>
<tr>
<th>College Name</th>
<th>City, State</th>
<th>Phone Number</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAMPBELLSVILLE UNIVERSITY SCHOOL OF CHIROPRACTIC</td>
<td>859-605-4738</td>
<td>chiropractic.campbellsville.edu</td>
<td></td>
</tr>
<tr>
<td>CANADIAN MEMORIAL CHIROPRACTIC COLLEGE</td>
<td>416-482-2340</td>
<td>cmcc.ca</td>
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<tr>
<td>CLEVELAND UNIVERSITY-KANSAS CITY</td>
<td>913-234-0600</td>
<td>cleveland.edu</td>
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<tr>
<td>D’YOUVILLE COLLEGE</td>
<td>716-829-8000</td>
<td>dyc.edu</td>
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<tr>
<td>KEISER UNIVERSITY, WEST</td>
<td>727-576-6500</td>
<td>keiseruniversity.edu</td>
<td></td>
</tr>
<tr>
<td>KEISER UNIVERSITY, WEST, HAYWARD, CA</td>
<td>510-780-4500</td>
<td>lifewest.edu</td>
<td></td>
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<tr>
<td>LIFE UNIVERSITY</td>
<td>800-543-3202</td>
<td>life.edu</td>
<td></td>
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<tr>
<td>LOGAN UNIVERSITY</td>
<td>800-762-3344</td>
<td>logan.edu</td>
<td></td>
</tr>
<tr>
<td>NATIONAL UNIVERSITY OF HEALTH SCIENCES, IL AND FL</td>
<td>800-828-6285</td>
<td>nuhs.edu</td>
<td></td>
</tr>
<tr>
<td>NORTHWESTERN HEALTH SCIENCES UNIVERSITY</td>
<td>952-888-4777</td>
<td>nwhealth.edu</td>
<td></td>
</tr>
<tr>
<td>PALMER COLLEGE OF CHIROPRACTIC, DAVENPORT, IA</td>
<td>800-722-2586</td>
<td>palmer.edu</td>
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</tr>
<tr>
<td>PALMER COLLEGE OF CHIROPRACTIC, SAN JOSE, CA</td>
<td>866-585-9677</td>
<td>palmer.edu</td>
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<tr>
<td>PARKER UNIVERSITY, DALLAS, TX</td>
<td>866-303-7939</td>
<td>parker.edu</td>
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<tr>
<td>SHERMAN COLLEGE OF CHIROPRACTIC</td>
<td>800-849-9771</td>
<td>sherman.edu</td>
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<tr>
<td>SOUTHERN CALIFORNIA UNIVERSITY OF HEALTH SCIENCES</td>
<td>562-947-8755</td>
<td>scuhs.edu</td>
<td></td>
</tr>
<tr>
<td>TEXAS CHIROPRACTIC COLLEGE</td>
<td>281-487-1170</td>
<td>txchiro.edu</td>
<td></td>
</tr>
<tr>
<td>UNIVERSITY OF BRIDGEPORT</td>
<td>888-822-4476</td>
<td>bridgeport.edu/chiro</td>
<td></td>
</tr>
<tr>
<td>UNIVERSITY OF WESTERN STATES</td>
<td>800-641-5641</td>
<td>uws.edu</td>
<td></td>
</tr>
</tbody>
</table>

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M.S. Positive Psychology
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D.C. Doctor of Chiropractic

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B.S. Biology
B.S. Interdisciplinary Studies
B.S. Psychology

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A.S. Computer Information Management
A.S. Health and Wellness
B.S. Biology
B.S. Biopsychology
B.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

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Meet sophomore Elaina Varrozhin: “If you’re into sport health, you need to look into LIFE. From bachelor’s degree in Health Coaching and Exercise Science to a minor 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 tight – it’s enlivening! Being in close to downtown Atlanta, there’s always something to do. Plus, the new campus heating is exceptional! I made the choice to come to LIFE, and there’s nowhere else like it on the planet!”
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.

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.

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.

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.

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.

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.

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.

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.

DME Specialists helps clinics with obtaining their DME/PTAN number and navigating the complex rules and regulations with the Centers for Medicare & Medicaid Services (CMS). DME Specialists offers advice and consulting on billing and coding and full marketing assistance for practices offering durable medical equipment.
**FUNCTIONAL MEDICINE UNIVERSITY**
877-328-4035
functionalmedicineuniversity.com

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kmcuiversity.com

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.

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**PATH TO SUCCESS WITH DR. J.**
908-813-8200
drjamesfedich.com

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**
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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.

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advancedrehabconsultants.com

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AMC
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amcfamily.com

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antosdmebrace.com

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apexedi.com

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arfries.com

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chiropracticassistants.com

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bstrong4life.com

BUSINESSWORKS.US
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CASH PRACTICE INC.
877-343-8950
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cbdclinic.co

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see our website
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DR. MITCH MALY
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pmaly.com

DR. BARBARA EATON
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barlowbrainandbody.com

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myfivestar.com

FOUNDATION FOR CHIROPRACTIC PROGRESS
866-901-3427
foundationalc.com

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gibson-consultants.com

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866-942-5655
goldstarmedical.net

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888-926-2727
grastontech.com

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hcfseminars.com

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healthatlastusa.com

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hsfranchising.com

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myfivestar.com

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Dee Cee LABORATORIES, INC.
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massagecupping.com

ACTIVE METHODS INT’L
800-598-0224
activator.com

AMERICAN CHIROPRACTIC ASSOCIATION
703-276-8800
acatoday.org

AMERICAN CHIROPRACTIC BOARD OF SPORTS PHYSICIANS
844-372-2255
acbosp.com

AMERICAN CHIROPRACTIC NEUROLOGY BOARD
254-231-8508
acnb.org

AMREX
800-221-9069
amrexusa.com

ANABOLIC LABORATORIES
800-344-4592
anaboliclabs.com

APEX EDI
800-840-9152
apexedi.com

BACK SCHOOL OF ATLANTA
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thebackschool.net

BEST PRACTICES ACADEMY
877-788-2883
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BIOTICS RESEARCH
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ACUFLEx TABLES & LASERS
573-745-1086
acuflextables.com

ACTIVATOR METHODS INT’L
800-598-0224
activator.com

ACUPUNCTURE LASERS.NET
719-422-6727
acupuncturelasers.net

ADVANCED BIOMEDICAL TECHNOLOGIES
651-681-0198
abtlafleur.com

AMREX
800-221-9069
amrexusa.com

ASPEN LASER SYSTEMS
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aspenlaser.com

AVANT WELLNESS
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avantwellness.com

BANNER THERAPY PRODUCTS INC.
828-575-2855
bannertherapy.com

BENNETT X-RAY
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bennettxray.net

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bermanpartners.com

BIOELECTRONICS CORP.
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bioelectronicscorp.com

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888-557-4004
bioflexlaser.com

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novopulse.com

BODY BALANCE SYSTEM
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bodybalancesystemonline.com

BRYANNE ENTERPRISES INC.
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cagroup.com

CHATANOOGA - DJO GLOBAL
800-321-9549
djoglobal.com

CHIROPRACTICOUTFITTERS.COM
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chiropracticoutfitters.com

CHIROSUPPLY
877-563-9660
chirosupply.com

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888-249-4346
clinicalhealthservices.com

COLLAGENTEX
450-622-4004
collagentex.com

COMPASS HEALTH BRANDS
800-576-7263
compasshealthbrands.com

CS MEDICAL SYSTEMS
630-806-7062
csmedsys.com

CURAMEDIX
877-699-8399
curamedix.com

CUSTOM X-RAY DIGITAL SERVICE
800-239-9729
customxray.com

CURITIS
800-889-4184
celasers.com

DA VINCI MEDICAL
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davinicmedicalusa.com

DC CURE BY AEROTEL
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dccurebyaerotel.com

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diowavelaser.com

DISCOUNT CHIROPRACTIC SUPPLIES
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discountchiropracticsupplies.com

DOCSHOP PRO
877-677-0306
docshoppro.com

DYNATRONICS
800-874-6251
dynatronics.com

ELECTROMEDICAL TECHNOLOGIES
888-880-7888
electromedtech.com

ERCHONIA
888-242-0571
erchonia.com

HARLAN HEALTH PRODUCTS INC.
800-345-1124
harlanhealth.com

HEALTHY YOU
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healthyyouweb.com

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inreachhealth.com

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invisared.com

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TRUTH ➤ All non editable presets treatments are optimally programmed for quick and easy setup.

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TRUTH ➤ Custom Medray Prime cart with two finger height adjustment, just squeeze to raise or lower.

TRUTH ➤ Fully FDA compliant, many systems aren’t.

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TRUTH ➤ Every component furnished, glasses, training, marketing, non editable STAR protocols and more.

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Clinically proven DCcure relieves low back pain (LBP), reduces inflammation, and accelerates healing. It is manufactured in Aerotel's ISO-13485 facility in Israel and FDA Class 1 registered.

DCcure is applied by doctors in clinical settings and by patients at home between office visits. It can be included in specialized in-clinic / at-home chiropractic regimens and/or rented or sold.

There's never been a better time to offer DCcure, Aerotel's patented Pulsed Electromagnetic Field (PEMF) therapeutic device to your patients.

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Aerotel conducted a randomized, double-blind, IRB approved clinical pilot study at a leading American school of chiropractic.*

The study's aim was to measure the effectiveness of Aerotel's technology when applied, along with standard care, to subjects with mixed duration mechanical LBP.

When measured post- versus pre-treatment, patients applying our PEMF technology self-reported a 3X improvement in Oswestry Disability Index (ODI) scores compared to patients applying a SHAM!

For a complimentary copy of the peer-reviewed report, go to: https://bit.ly/2QxBYT0

GENERATE INCREMENTAL REVENUE FOR YOUR PRACTICE

It's never been easier to try DCcure. Depending on the size of your practice, its application can help you generate meaningful incremental revenue while helping your patients feel better faster.

Simply scan the QR code to learn about DCcure's no-risk trial.**

A POWERFUL, PALM-SIZED PORTABLE WONDER

DCcure has a sleek new modern design, is smaller and lighter than our prior model and now includes a rechargeable lithium battery and a digital touchscreen display.

It is preprogrammed to transmit low intensity PEMFs at different frequencies generating a wide and precise spectrum from 1 Hz to 45,000 Hz.

DCcure is priced hundreds less than most other PEMF devices on the market today and comes with a 60-day money back guarantee and 1-year manufacturer's warranty.

Aerotel USA, Inc., based in New York, is a subsidiary of Aerotel Ltd., founded in 1985 in Holon, Israel. Scientific and clinical investigations into PEMF are pillars of the company. Aerotel continues to pursue learnings on the efficacy of PEMF applied to various conditions and pathologies which are today, threatening the health and well-being of the world's population.

For endorsements and testimonials, go to: https://bit.ly/3n3mels

For a complimentary copy of the peer-reviewed report, go to: https://bit.ly/2QxBYT0

For endorsements and testimonials, go to: https://bit.ly/3n3mels

** Aerotel's no-risk trial is limited to supplies on hand, may be withdrawn at any time and is available to licensed health care professionals only. To ensure availability, we are limiting the no-risk-trial to five (5) units per practice. Contact Aerotel to inquire about bulk order discounts.


Contraindications: PEMF products are intended for the beneficial effects set forth in their instructional literature. Such products do not claim to diagnose, treat, cure, or prevent any medical condition. DCcure should not be used by persons who have an implanted pacemaker or defibrillator, are pregnant, being treated for any form of cancer, to mask or relieve undiagnosed pain, by infants or children under the age of 18.

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<table>
<thead>
<tr>
<th>Company</th>
<th>Contact Information</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>CASH PRACTICE</td>
<td>877-343-8950</td>
<td>We help grow your retention and cash collections in four easy steps. With our help, it’s easy to reduce your dependence on insurance. The Cash Practice Systems 4-Step Process is a proven process for increasing retention and cash collections, including payment processing, care plans, email marketing and health outcomes assessments. Cash Practice Systems includes everything you need in one place to collect more cash.</td>
</tr>
<tr>
<td>CHIROHEALTH USA</td>
<td>888-719-9990</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>
</tr>
<tr>
<td>PROMED FINANCIAL INC.</td>
<td>888-277-6633</td>
<td>ProMed Financial established itself in 1993. We set out as one of the first companies dedicated to health care and business lending solutions. The company also serves buyers and sellers with practice listings and sales on a national basis! We’re now focusing back on the chiropractic field with newly created lending! Our fixed rate refinances are a big hit! Call now!</td>
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<tr>
<td>FRANKEL AND NEWFIELD, PC</td>
<td>877-583-2524</td>
<td>You don’t need to fight the disability insurance company — we’ll fight for your rights, so you can focus on your health. You’ll work directly with a partner in our firm to pursue your short- or long-term disability claim. We have recovered nearly $200 million for our clients, and know the insurance companies’ investigative tools and tactics.</td>
</tr>
<tr>
<td>MASSAGE MAGAZINE</td>
<td>800-222-1110</td>
<td>MASSAGE Magazine has been exploring touch therapies for more than 35 years, developing a unique insight for the specific challenges and concerns that massage therapists face. With such intimate industry knowledge we’ve been able to develop a liability insurance program tailored specifically to the professional touch therapist.</td>
</tr>
<tr>
<td>NCMIC</td>
<td>800-247-8043</td>
<td>NCMIC was founded in 1946 by chiropractors who weren’t satisfied with their insurance options. We’ve never strayed far from that spirit, whether it’s malpractice insurance, business insurance, credit card processing, equipment loans, or any of our other financial and insurance products. We provide DCs with the thoughtful solutions they need to grow their businesses.</td>
</tr>
<tr>
<td>THE JOINT</td>
<td>480-245-5960</td>
<td>The Joint is reinventing chiropractic care by making quality health care affordable for patients seeking pain relief and ongoing wellness. Our membership plans and packages eliminate the need for insurance, and our no-appointment policy, convenient hours and locations make care more accessible. The Joint was founded in 1999 by a DC with a vision to transform chiropractic care.</td>
</tr>
</tbody>
</table>
If we’ve learned anything this milestone year, it’s that 75 years is just the tip of the iceberg. We look forward to serving you and helping to further the profession for many years to come.
FINANCE

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

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bankershealthcaregroup.com

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bestpracticesacademy.com

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billdme.com

CARECREDIT
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carecredit.com

CHIROFUSION
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chirofusionsoftware.com

CHIROHEALTHUSA
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chirohealthusa.com

CHIROSECURE
866-902-4476
chirosecure.com

CHIROWEALTH LEARNING SYSTEMS
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chirowealth.com

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888-227-5852
clearance.com

COFFMAN CAPITAL INC.
813-891-1811
coffmancapital.com

CROWN CREDIT
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mycrowncredit.com

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discdiseasesolutions.com

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DR. JAMES FEDICH
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drjamesfedich.com

ELECTRONIC TRANSFER INC.
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electronictransfer.com

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homeloanbank.com

INFENEDI LLC
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infenedi.net

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get-ips.com

JANE APP
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jane.app

KMC UNIVERSITY
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kmcupiversity.com

LIFE BENEFITS INC.
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life-benefits.com

MEDICAL BILLING PROFESSIONALS
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mbpros.com

MEDICAL COMPLIANCE SPECIALISTS
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medicalcompliancespecialists.com

MERCHANT PREFERRED ZERO
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murphybusiness.com

NCMIC FINANCE CORPORATION
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ncmic.com

NIHC CREDENTIALING SERVICES
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nihcgrp.com

NORTH AMERICAN BANCARD
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nabancard.com

PAYMENT DEPOT
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paymentdepot.com

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PREMIER PRACTICE CONSULTANTS
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promed-financial.com

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quatermastertax.com

SHARPE LEASING
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SIDECAR
877-727-2705
sidecaredge.com

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SQUARE
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squareup.com

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businesbacker.com

THE JOINT CHIROPRACTIC
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thejoint.com

WAYSTAR
877-635-2920
waystar.com

WEALTH FACTORY
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wealthfactory.com

WESTSIDE-MEDICAL
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westsidebilling.com

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advantageinsurancegroup.com

CHIROSECURE
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chirosecure.com

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massagemagins.com

NATIONAL CHIROPRACTIC COUNCIL
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chiropracticcouncil.com

OUM CHIROPRACTOR PROGRAM
800-423-1504
oumchiropractor.com

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oumchiropractor.com

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855-426-6842
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THE BUSINESS BACKER
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businessbacker.com

THE JOINT CHIROPRACTIC
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888-989-0855
thebusinessacademy.com

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3dconsultation.com

AZZ HEALTH MASSAGE SCHOOLS
888-303-3131
azzhealth.net

ADVANCED MEDICAL INTEGRATION
888-777-0815
amidoktors.com

ANATOMICAL MODELS INTERNATIONAL
877-208-9372
anatomicalmodels.com

ASSISTANTS FOR CHIROPRACTIC EXCELLENCE (A.C.E.)
734-520-5058
assistantsforchiropractic.org

BACK TALK SYSTEMS INC.
800-957-3103
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BACKPROJECT CORPORATION
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BIOFROZE
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biofroze.com

BML BASIC
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BODYSITE.COM
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bodysite.com

BODYZONE.COM
770-922-0700
bodyzone.com

BREAKTHROUGH
877-903-8616
getbreakthrough.com

BREAKTHROUGH COACHING
800-723-8423
mybreakthrough.com

BRITISH INSTITUTE OF HOMEOPATHY
609-927-5660
bihint.com

BRYANNE ENTERPRISES INC.
877-279-2663
bryanne.com

BSTRONGALIFE
866-515-4907
bstrongalife.com

BUSINESSWORKS.JS
931-854-0474
halalpiar.com

CASH PRACTICE INC.
877-343-8950
cashpractice.com

CHIRO DESTINY
877-740-1177
chirodestiny.com

CHIRO TV NETWORK
888-480-1350
chirotnetwork.com

CHIRODESIGN GROUP
512-301-0821
chirodesigngroup.com

CHIROMATRIX
800-426-8749
chiromatrix.com

CHIROMEDIA.COM
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chiromedia.com

CHIROLEADERS.COM
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chiroleaders.com

CHIROPLANNER.COM
888-364-5774
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CHIROPRACTIC LEADERSHIP ALLIANCE
800-285-2001
chiroleadershipalliance.com

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clinicartwork.com

CLINIC DOCTOR INC.
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clinicdr.com

CONCIERGE CONTACT CENTER
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conciergecontactcenter.com

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crawellness.com

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ochidpsausoftware.com

DEMANDFORCE
800-246-9853
demandforce.com

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760-208-1895
discoverwellness.com

DOCTORPROMO
516-867-8237
doctorpromo.com

DOUGLAS LABORATORIES
800-245-4440
douglasslabs.com

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907-444-9043
drbarbaraeaton.com

DR. KELLEY
985-789-1517
dr-kelley.com

DR. FERNANDEZ
800-882-4476
drfernandez.com

DYNATRONICS
800-874-6251
dynatronics.com

ENSPIRE FOR ENTERPRISE
800-906-8227
enspireforenterprise.com

EYEQUEST NETWORKS INC.
770-553-4800
eyequestnetworks.com

EZNOTES
312-212-1602
eznovites.com

FEDERAL INJURY CENTERS FRANCHISE
813-368-2148
joinficonfirmsales.com

FEELING PRETTY REMARKABLE
416-750-1500
feelingprettyremarkable.com

FIVE STAR MANAGEMENT
800-224-4876
fivestarmanagement.com

FOOT LEVELERS INC.
800-553-4860
footelevelers.com

FORTÈ HOLDINGS
800-456-2622
forteholdings.com

FOUNDATION FOR CHIROPRACTIC PROGRESS
866-901-3427
fpchp.com

FULLSCRIPT
800-472-4221
fullscript.com

FUNCTIONAL MEDICINE MASTERS
888-777-3020
functionalmedicinemasters.com

GIBSON CONSULTING
910-444-4484
gibson-consultants.com

GMP FITNESS
888-467-3488
gmpfitness.com

GOCHIROTV
888-748-3462
gochoirotv.com

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877-581-4484
healthyhabitsinc.com

HYDROMASSAGE
800-699-1008
hydromassage.com

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888-237-3625
icahealth.com

IMAGE ONE
800-536-3030
imageoneads.com

INCEPTION ONLINE MARKETING
920-857-1106
inceptiononlinemarketing.com

INPHÔNITE LLC
800-350-7693
inphonite.com

INSELMAN COACHING
888-201-0567
inselmancoaching.com

INTEGRATED PRACTICE SOLUTIONS INC.
888-477-2272
get-ips.com

INTERNATIONAL CHIROPRACTIC PEDIATRIC ASSOCIATION
610-565-2360
icapakids.com

JUBILANT MARKETING SOLUTIONS
866-625-8724
jubilantsolutions.com

KENT HEALTH SYSTEMS
386-574-5600
kenthealth.com

KOREN PUBLICATIONS
800-537-3001
korenpublications.com

LAW OFFICES OF PAUL SAMAKOW
703-761-4343
samakowlaw.com

LIFE SYSTEMS SOFTWARE
800-543-3001
lifeystemssoftware.com

LIFETEC INC.
800-822-5911
lifetecinc.com

MARKET DOMINATION SERVICES
877-204-2739
marketdominationservices.com
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.’

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.GettingPCases.com/ce
“We have two Synergy Total Body Systems. Patients love it! They are getting results. I especially like the Synergy Kyphosis Program!”
Timothy Odum, DC - Dallas, TX
“I have two Synergy Stations and they produce for me everyday!”
Martin Slaughter, DC - Starkes, FL.
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. Phillip Corbin  AR—2 min  https://youtu.be/bI1Pwr-7Tcg
Dr. Don Maple  OH—4 min  https://youtu.be/hLNIOPP1zTo

Go here to see a 10 minute video explanation by Dr James Raker
https://youtu.be/i53646S34PA
<table>
<thead>
<tr>
<th>Company</th>
<th>Contact Information</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anesthall Topical Analgesic</td>
<td>800-994-3776</td>
<td>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.</td>
</tr>
<tr>
<td>Professional Massage &amp; Spa Therapy Products</td>
<td>Biotone 800-445-6457</td>
<td>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.</td>
</tr>
<tr>
<td>China-Gel Inc.</td>
<td>800-898-4435</td>
<td>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.</td>
</tr>
<tr>
<td>DACREMA BOTANICALS</td>
<td>215-356-5056</td>
<td>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 efficacity of our products.</td>
</tr>
<tr>
<td>Doctor Hoy’s Natural Pain Relief LLC</td>
<td>866-674-8000</td>
<td>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.</td>
</tr>
<tr>
<td>HealthyLine</td>
<td>888-774-4422</td>
<td>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.</td>
</tr>
<tr>
<td>Mineralgia</td>
<td>800-757-7582</td>
<td>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.</td>
</tr>
<tr>
<td>Nexzol Pharma Inc.</td>
<td>833-639-9651</td>
<td>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.</td>
</tr>
</tbody>
</table>
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.

Companies highlighted in RED have an advertisement in this issue.

**MASSAGE & ACUPUNCTURE**

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.

**SOMBRA® WELLNESS PRODUCTS**
800-225-3963
sombrausa.com

**24/7 RELIEF & RECOVERY**
866-663-6567
247rnr.com

Relief & 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.

**SCRIPHESSCO**
800-747-3488
scriphessco.com

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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FAST ACTING
POWERFUL
PAIN RELIEF
FOR YOUR
PATIENTS

- Cool menthol pain relief formula
- Fast acting and long lasting
- Enhance your care — use before, during or after treatment
- Provide to your patients for continued pain relief between visits

LEARN MORE AT BIOFREEZE.COM/CHIRO
CONTACT YOUR DISTRIBUTOR TO ORDER!

*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.
Pain Relief Cream
Dead Sea Healing

“Live Free! After 25 years of treating patients with chronic pain, I decided to create Mineralgia. Based on healing minerals from the Dead Sea and naturally derived essential oils that I hand picked myself, we formulated the most effective, all natural pain relief cream!”

Dr. Brigitte Rozenberg D.C.

• Made in USA
• Clean natural scent
• Moisturizing, silky smooth formula

TO ORDER, please visit www.mineralgia.com and create your wholesale account.

Call us at (800) 757-7582
<table>
<thead>
<tr>
<th>Company</th>
<th>Phone Number</th>
<th>Website</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECS Therapeutics</td>
<td>631-465-0575</td>
<td>ecs-care.com</td>
<td>ECS Therapeutics® provides a health care professional-exclusive line of hemp products that support the body’s endocannabinoid system (ECS). Their quality and testing procedures are designed to meet the standards of practitioners. They offer hemp products in therapeutic doses, made with organically grown agricultural hemp and blended with organic, cold-pressed hemp seed oil for added synergy.</td>
</tr>
<tr>
<td>Designs for Health</td>
<td>860-623-6314</td>
<td>designsforhealth.com</td>
<td>This line is offered exclusively to health care professionals and their patients through referral and practitioner e-stores. Through this partnership, the practitioner plays a key role in safely maximizing and monitoring therapeutic outcomes for patients. Partners receive access to our Research &amp; Education blog, webinars, seminars, podcasts, and Clinical Rounds and Nutrient Roundtable recordings.</td>
</tr>
<tr>
<td>Fenix Nutrition</td>
<td>855-527-4464</td>
<td>fenixnutrition.com</td>
<td>Fenix Nutrition is a leading manufacturer of nutritional supplements. At Fenix Nutrition, integrity is the key to their success. Full-label transparency is offered on all of Fenix's products so their customers know exactly what ingredients are going into their bodies. Each product is made in a pharmaceutical-grade, certified GMP facility.</td>
</tr>
<tr>
<td>Greens First</td>
<td>866-410-1818</td>
<td>greensfirst.com</td>
<td>Whole food products to help you put your health first! Natural, health-focused nutrition made with the highest quality ingredients, with years of experience providing beloved nutritional wellness products for the whole family. Product lines include wellness, women's health, weight loss, CBD relief and more. Greens First PRO are professional-grade formulas especially for practitioners.</td>
</tr>
<tr>
<td>Nutri-West</td>
<td>800-443-3333</td>
<td>nutriwest.com</td>
<td>Nutri-West products are made to the industry's most exacting standards of quality, purity and potency. Each of the more than 1,200 raw materials used in producing Nutri-West’s tablets, capsules, tinctures and topical gels undergoes regular, random laboratory analysis to ensure that it meets the company's exacting standards.</td>
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</tr>
<tr>
<td>CBDPure</td>
<td>800-240-9884</td>
<td>cbdpure.com</td>
<td>All-natural high-quality CBD products designed to improve quality of life. Our tinctures, softgels and topicals meet strict CGMP standards with the best testing available. Don’t settle for just any brand; become a wholesale or private label partner and discover the CBDPure difference for yourself.</td>
</tr>
<tr>
<td>Euromedica</td>
<td>866-842-7256</td>
<td>euromedicausa.com</td>
<td>Providing trusted natural medicine products for health professionals, Euromedica specializes in bringing proven natural medicines to the U.S. and in developing unique formulas containing clinically tested, safe, effective ingredients. Euromedica’s founder and president, Terry Lemerond, has 40 years of experience in the nutritional supplement industry.</td>
</tr>
<tr>
<td>Sum Life</td>
<td>469-430-9060</td>
<td>getsumlife.com</td>
<td>Sum Life provides chiropractors the ability to own the company of the nutritional products they are selling. We have created a program that provides marketing and communications to add new patients and reactivate inactive patients while also helping them to build better, more effective businesses that optimize revenue and best serve their patients.</td>
</tr>
<tr>
<td>De Cee Laboratories</td>
<td>800-251-8182</td>
<td>dclabs.com</td>
<td>De Cee Laboratories was started in 1962 with the goal of helping people achieve a healthier life through nutritional products. Our products are manufactured in-house and contain no harmful chemicals or preservatives; all are subjected to rigorous third-party testing by independent labs. If you are not completely satisfied with one of our products, you can return it within 30 days for a replacement, credit or full refund.</td>
</tr>
</tbody>
</table>
Finally, You Can Own What You Offer.

77% of Doctors of Chiropractic offer nutritional supplements to their patients. Very few, if any, are owners of the company that supplies the nutritional products. That’s all about to change.

Finally, Doctors of Chiropractic have the opportunity to OWN a part of the company that provides the nutritional products they OFFER to their patients. This unprecedented opportunity has passed DCs by until NOW. Take the first step towards ownership by testing SUM DAYS & SUM NIGHTS for 30 Days - FREE!

A nutrition company like no other

1. OWN
   Become A Partner & Owner In A Nutritional Product Company Working To Offer Personalization To Your Customers & Your Patients

2. MARKET
   Allow Our Marketing Experts To Help You Leverage Nutrition To: 1) Get New Patients & 2) Reactivate Past Patients

3. EXPAND
   Gain Access To Expansion Tools & Training Focused On Enhancing Your Business Growth Through Our Business Expansion Program

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.

GetSumLife.com • (877) 7 Get Sum
(877) 743-8786
ORTHOMOLECULAR PRODUCTS INC.
800-332-2351
orthomolecularproducts.com

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.

PATIENT ONE® MEDI NUTRITIONALS
631-390-9669
patientoneformulas.com

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.

WEIGHT-A-MINUTE INTERNATIONAL
561-929-7582
weightaminute.com

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 profit centers in one, add more income to your bottom line.

STANDARD PROCESS
800-848-5061
standardprocess.com

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.

TRUGEN3
844-387-8436
trugen3.com

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.

EMERSON ECOLOGICS
800-654-4432
emersonecologics.com

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.

ZYCAL BIOCEUTICALS INC.
888-779-9225
zycalbio.com

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.

PROTOCOL FOR LIFE BALANCE
877-776-8610
protocolforlife.com

Protocol For Life Balance is a manufacturer of clinically-validated nutrition supplements, and an A-rated GMP manufacturer of pharmaceutical grade dietary supplements created for health care practitioners. Every Protocol For Life Balance product must pass a rigorous internal review to ensure relevance, efficacy and quality.

SYSTEMIC FORMULAS CORPORATION
800-445-4647
systemicformulas.com

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.
Greens First PRO Products

Professional-grade formulas with 54 different superfoods for practitioners who are looking for pure, whole food formulations.

Professional products created to help reduce the inflammatory process, support the body’s pH balance, quench all 5 major free radicals, and nourish the body with the phytonutrient power of fruits, vegetables, superfoods, probiotics, digestive enzymes, antioxidants, and more.*

*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.
SOVEREIGN LABORATORIES
928-202-4031
sovereignlaboratories.com

Sovereign Laboratories is a worldwide leader in the bovine colostrum supplement industry. For 25 years we have developed natural products that provide solutions for optimal health, vitality, aesthetics and healthy aging. Our signature product, Colostrum-LD®, is the top-selling brand of bovine colostrum in the United States, offering support for optimal gut and immune health.

NUTRITIONAL FRONTIERS
412-922-2566
nutritionalfrontiers.com

Nutritional Frontiers provides comprehensive, researched and therapeutic natural solutions for patients today. The “new frontier in nutrition” maximizes synergy with the latest technology in manufacturing with the highest quality control standards, cutting-edge unique formulations, and patient-friendly educational programs.

EIDON INC.
800-700-1169
eidon.com

Eidon provides clients with a revolutionary, highly absorbable line of liquid minerals. Each mineral is natural, without additives or preservatives. Each mineral is scientifically formulated in our lab, then carefully tested by private labs to ensure high quality and purity. Eidon’s staff supports its line by offering extensive customer interaction. We continuously improve based on customer needs, user feedback and scientific research.

NUTRITION

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

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Companies highlighted in RED have an advertisement in this issue.

1-800-HOMEPATH
800-466-3672
1-800homeopathy.com

3 CARE THERAPEUTICS
888-372-3421
omega3care.com

A.C. GRACE COMPANY
800-833-4368
acgrace.com

A2Z HEALTH MASSAGE THERAPY SCHOOLS
888-503-3131
a2zhealth.net

ACEVA
877-688-7241
aceva.com

AIDAN PRODUCTS
972-590-8732
aidanproducts.com

ALLERGY RESEARCH GROUP
800-545-9960
allergyresearchgroup.com

ALLMAX NUTRACEUTICALS US
312-421-6132
allimax.us

ALT-MED LABS
888-390-6688
altmedlabs.com

AMERICAN BIOSCIENCES INC.
888-884-7770
americanbiosciences.com

AMERICAN NUTRICEUTICALS
888-848-2548
888vitality.com

ANABOLIC LABORATORIES
800-344-4592
anabolicslabs.com

APSFEN GREEN
888-578-5900
aspengreen.com

ATRIUM INNOVATIONS
514-205-6240
atrium-innovations.com

AYUSH HERBS INC.
425-637-1400
ayush.com

BANNER THERAPY PRODUCTS INC.
828-575-2855
bannertherapy.com

BEYOND TRANSFORMATIONS
727-826-0946
beyondtransformations.com

BIOCCELL TECHNOLOGY LLC
714-632-1231
biocelltechnology.com

BIOGENETIX
833-525-0001
biogenetix.com

BIOPHARMACIA SCIENTIFIC LLC
877-705-1692
biopharmaci.com

BIOPROTEIN TECHNOLOGY
800-280-2456
bioproteintech.com

BIORESOURCE INC.
800-203-3775
bioresearchinc.com

Biotics Research
800-231-5777
bioticsresearch.com

BIOVI LLC
888-982-4684
biovibrands.com

BLUESPRING
800-289-0599
bluespringwellness.com

BON VITAL
800-253-6466
bonvital.com

BRYANNE ENTERPRISES INC.
877-279-2663
bryanne.com

BUCKEYE NUTRITIONALS
800-659-1003
buckeyenutritionals.com

CARLSON LABORATORIES
1-866-522-8974
carlsonlabs.com

CELL SCIENCES SYSTEMS LTD.
800-872-5228
cellsci.com

C'EST SI BON CO.
888-700-0801
c'estsi.com

CBD FOR LIFE
888-492-1736
cbdforlife.us

CELL SCIENCES SYSTEMS LTD.
800-872-5228
cellsci.com

CHIROPRACTOR'S BLEND
800-647-9355
chiropractorsblenddirect.com

CHIROPRACTIC ECONOMICS • NOVEMBER 28, 2021

CHIROECO.COM
A New You Starts Now
2022 SP Detox and Purification Challenge

A new year is a great opportunity to make positive, lasting changes. That's why Standard Process is starting 2022 with the SP Detox and Purification Challenge — an exciting, inspiring way to kickstart healthy habits.

Help your patients select the program that is best for them

SP DETOX BALANCE™ PROGRAM
Balanced, safe, and effective nutritional support for all three phases of detoxification*

PURIFICATION PROGRAM
Purify, nourish, and maintain a healthy body and weight*

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

Join the conversation by posting on social media using #standardprocess

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.
Fit Your PATIENTS Into Their GENES

ONE SIZE DOES NOT fit all when it comes to weight loss

Healthy Habits WILL SHOW YOU HOW to create and sell packaged programs to your patients with this turn-key business system.

• Generate revenue for or your clinic or practice with the only customized weight loss system in the country. Improve patient results by combining the power of genetics, food sensitivities and individually customized meal plans for your patients.

• Generate 10,000-50,000.00 a month without additional staff

• Access to exclusive weekly training protocols when you use our Online Certified Coaches

• Your patients receive weekly email support from our Online Certified Coaches

• Receive a monthly commission when your patients purchase supplements through our Online Certified Coaches

To LEARN MORE CALL 877.581.4484
drlundahl@healthyhabitsmc.com

www.healthyhabitsmc.com
We’ve Made It Easier Than Ever to Order Labs for Your Patients

Wellevate® Labs is designed to radically simplify your lab process with a single platform for ordering, reviewing, and sharing results.

Choose from over 1,000 conventional and specialty labs from leading providers and gain access to our physician support network for guidance on choosing labs and interpreting results.

It’s time to take your diagnostics to the next level. Visit wellevate.me to sign up.

*Service not available for all states, including NY, NJ, and RI.
MyoStim™
Supports Healthy Body Composition and Muscle Metabolism*

Order Now
Get 15% Off
Code: MYO15CE**

MyoStim™ Benefits*

- May help attenuate age-related muscle loss
- Promotes maintenance of muscle mass
- May help promote muscle growth
- May help attenuate muscle protein breakdown in athletes
- Promotes overall bone health
- May help support muscle strength

Formula Highlights

- Includes BodyBalance® collagen peptides — a proprietary blend of hydrolyzed collagen peptides shown to help support connective tissues, muscles, and bones*
- Includes MyHMB* — a powdered HMB to help promote overall muscle health*
- Provides 3 g of the branched-chain amino acid (BCAA) leucine to help support muscle protein synthesis and reduce muscle breakdown*
- 25 mcg (1,000 IU) of vitamin D3 to support overall bone health*
- Chelated form of creatine monohydrate bound to 200 mg of magnesium for superior absorption to help support cellular energy metabolism*

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

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Berberine-500
Exclusively from Dee Cee Labs

Let Your Patients Know!
A NEW ERA
in Blood Sugar Support is here!!

Our formula
Delivers Three Key Nutrients

Berberine - This natural plant alkaloid supports healthy blood glucose and cholesterol levels that are already within normal range.*

Cinnamon - Well known for its blood sugar benefits, it works with Berberine & Chromium to utilize (more efficiently) the body's natural glucose supply.*

Chromium - An essential trace mineral that enhances the function of the insulin receptors on the cells, which improves their sensitivity helping maintain healthy blood sugar levels.*

Order from Dee Cee Laboratories Today
www.dclabs.com | 1(800)251-8182

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.
Superior supplement dispensing. Better patient outcomes.

Help your patients stick to their healthy habits with our free platform.

Learn more at Fullscript.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.

Foot Levelers is the world’s leading provider of individually-designed Stabilizing Custom Orthotics, custom orthotic flip-flops, Shoethotics® and Sandalthotics®, as well as therapeutic products. We offer products designed to help reduce pain in the feet, legs, hips, back and neck, so you can enjoy a fuller and happier life.

G&W Heel Lift has been serving health care professions and their patients for over 50 years. It was founded by Arthur Gross, DC, and Willis Wilkinson for the purpose of supplying a better-quality heel lift. G&W Heel Lift has continued to grow by providing professional advice, seminars, protocols and excellent service to clients. Call us and a live person will answer your questions and take your order.

Ortho-Dynamics Orthotic Laboratories has been designing, engineering and manufacturing high-quality, innovative custom orthotics for over two decades. Our custom (prescription) orthotics — 35 styles in total — are made using the highest-quality materials available in our high-tech production facility, and come with a six-month guarantee.

The defining feature of any PowerStep orthotic is the unique arch shape. Offering reliable support paired with superior comfort, the PowerStep arch was designed by a podiatrist to create an affordable solution for people suffering from plantar fasciitis, overpronation and other painful foot conditions. PowerStep is the #1 podiatrist-recommended brand of orthotic insoles.

For over four decades we have been a trusted resource to 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.

The Orthotic Group (TOG) first opened its doors in 1985 and has spent over three decades manufacturing custom orthotics that have contributed to a pain-free, healthy lifestyle for millions of patients. Our steadfast commitment to our valued customers has remained unchanged as we strive to continuously improve the products and services that support your clinic’s growth and success.

In-clinic 3D printed orthotics. You are the factory. For $179 a month you get the complete kit rental, which allows you to make orthotics in-clinic for $35. Unlike 3D laser scanning, a more advanced structured lighting 3D scanning is used, and a medical practitioner prescribes every foot orthotic for patient-specific foot conditions.
For All of Life’s Adventures

The World’s #1 Recommended Custom Orthotic

• Remove/wick away moisture 4x faster
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• Includes DRS-X™ and the patented Gait Cycle System® for extra shock absorption
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Learn how to add InMotion to your practice today!
800.553.4860

InMotion
by Foot Levelers
The Foot Levelers Kiosk helps you be a better doctor. It saves time so you can spend more time adjusting your patients.

- Our laboratory receives your scanned foot
- Educates patients on their body posture
- Custom stabilizing orthotics help their adjustment

“We have been able to scan more patients in less time, which allows our staff to focus on other areas of the clinic. My patients get a lightbulb understanding of how long their problem has truly been going on and how the FEET are the answer!!!”

~ Dr. Amanda Bledsoe

Get More Details
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Save Time. **Save Money.** Save Hassle.

Relieves & Prevents Pain

**SAVE 15%** on the only #1 podiatrist-recommended, clinically-proven brand of insoles.

- **IMMEDIATE.** Same-day pain relief
- **EFFECTIVE.** Proven as effective as customs
- **AFFORDABLE.** A fraction of the cost of customs
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Call **888-237-3668** and reference code **CEP11** to **SAVE 15%**

Offer valid to business accounts through 11/30/21

#1 PODIATRIST RECOMMENDED 888-237-3668 | www.powerstep.com
ORTHOTICS

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

The information below was obtained from questionnaires completed by the listed companies.

Companies highlighted in **RED** have an advertisement in this issue.

BUYERS GUIDE

**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

---

**Comfo-Arch**

Only $8.15 per pair

A molded featherweight orthotic

- Excellent for sport, work, casual and dress shoes
- Deep heel cup for great hind foot control
- Sized XS, S, M, L, XL

**Prothotics™ Motion Control**

Only $15.50 per pair

Great choice for postural alignment

- Metatarsal rise and heel cup
- Structural stabilizer to prevent pronation and rolling ankles

**Powerstep® ProTech**

Only $20.75 per pair

Strong polypropylene shell

- Prevents over pronation to properly align the foot and reduce associated ankle, knee and lower back pain
- Stabilizing heel cradle and Comfort Cushion™

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A family business for over forty years

www.bintzco.com/chiro

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An Advanced Aquatic Nerve Stimulator that helps alleviate early-onset neuropathy pain.

NerveSpa PRO
Neuropathy foot bath
Real, proven science.

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2
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Nerve Rebuilder
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CHIROECO.COM  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!

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

\(^1\)Liddle 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

Created by Chiropractic Economics; Commissioned by Foot Levelers

References can be found online at chiroeco.com
The Mother Nurture™ Custom Orthotics System
by Foot Levelers

An exciting advancement in chiropractic care - the first and only custom orthotics just for pregnant women.

The Mother Nurture System helps:

• Decrease pain, discomfort and fatigue
• Stabilize the entire body from the feet up for the healthiest pregnancy possible
• Speed recovery and return to regular activities after baby’s birth

Call us to learn more
800.553.4860
### 3B SCIENTIFIC
**888-326-6335**
a3bs.com

The international group of companies 3B Scientific specializes in the manufacturing and marketing of didactic material for scientific, medical and patient education. The group's oldest site in Budapest, Hungary, began its manufacturing history in 1819, making 3B Scientific the most experienced group of companies in the industry. The brand name 3B Scientific® is represented in over 100 countries worldwide.

### CHIROTV NETWORK
**888-480-1350**
chirotvnetwork.com

ChiroTV Network produces patient education digital signage for your reception area TV. Effortlessly educate your patients on the benefits of chiropractic and lifetime family wellness care. Easily customize with the user-friendly interface to promote your products, services, events and so much more. Use your own computer or get the wireless plug-n-play option. Sign up today to get the FREE 30-Day Trial.

### CHIROUTP
**844-462-4476**
chiroup.com

ChiroUp’s vision is to connect chiropractors to an online platform of exceptional evidence-based clinical and business resources that are simple to access and implement today, thereby improving clinical outcomes, patient satisfaction and practice incomes tomorrow. Providers who deliver safe, fast, effective resolution of conditions will be rewarded, regardless of who is paying.

### FOOT LEVELERS
**800-553-4860**
footlevels.com

Foot Levelers is the world’s leading provider of individually-designed Stabilizing Custom Orthotics, custom orthotic flip-flops, Shoethotics® and Sandalthotics®, as well as therapeutic products. We offer products designed to help reduce pain in the feet, legs, hips, back and neck, so you can enjoy a fuller and happier life an come within a custom-made frame.

### GOCHIROTV
**888-748-3462**
gochirotv.com

GoChiroTV is technology that moves your practice forward. We are experts in creating chiropractic patient education videos on a wide range of benefits helping patient make better, informed decisions. Go educate, go promote, go impress, go automatic. Stand out among other chiropractors and take patient education to a new level with custom branding and marketing.

### KOREN PUBLICATIONS
**800-537-3001**
korenpublications.com

The Patient Education Sampler from Koren Publications was designed to help you increase retention and referrals. This well-rounded package includes both the most popular and classic brochures in the Koren collection including: Wellness Report Folders, Wellness Series Brochure Starter Set, Lifestyle Collection Brochure Starter Set, Chiropractic Bringing Out the Best in You! brochures, and more.

### MAX LIVING
**321-939-3060**
maxliving.com

Max Living exists to transform lives through chiropractic. We embarked on a mission to change the way that health care is viewed and delivered around the world. Over nearly two decades, MaxLiving has become synonymous with best-in-class chiropractic care.

### PATIENT MEDIA
**719-488-6663**
patientmedia.com

BackScratcher Cards combine the fun of Trivial Pursuit with the thrill of scratch-off lottery tickets. Each deck of BackScratchers features 60 different designs and short educational messages. On the back, patients use what they’ve learned to complete a sentence, choosing from four possible answers. They scratch off the one they think is correct. The amusing answers engage patients.
**PATIENT EDUCATION**

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

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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
The Foot Levelers Kiosk helps you provide the best possible care. It saves time so you can spend more time adjusting your patients.

01 Get your patients engaged and educated about custom orthotics while in the reception area

02 Review the patients' custom Report of Findings

03 Instantly place orthotics order to stabilize their foundation

Learn More about the Kiosk
800.553.4860
Activator Methods International has been providing chiropractic care, resources and training since 1967. The company’s major contribution to chiropractic care is the development of the popular instrument adjusting technique, the Activator Method. Arlan W. Fuhr, DC, founder of Activator Methods International, is the inventor of the Activator Adjusting Instrument, used by over 70% of the world’s chiropractors.

DDS Decompression Bracing assists providers to help treat low back, neck and osteoarthritis knee pain for their patients between therapy visits by relieving pressure on the nerve root. We can assist clinics in maintaining their DME bracing program through competitive bidding. DDS was the first company to patent a Spinal-Air Decompression Brace.

Delivering breakthrough designs and breaking the mold in spinal bracing has been our inspiration for 25 years. Aspen has brought to market the Aspen Cervical Collar, which inspired change in the industry approach to cervical care. This set the stage for numerous breakthroughs in spinal bracing that help solve clinical and business challenges through a bold, innovative approach.
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<td>770-612-8245</td>
<td>440-673-3858</td>
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<tr>
<td>pulstar.us</td>
<td>kinasmedical.com</td>
<td>inreachhealth.com</td>
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PulStar, with more than 25 years of “helping healing hands,” offers DCs innovative, scientific musculoskeletal therapy solutions. PulStar’s gentle impulses are suited to treating difficult musculoskeletal conditions. Our easy-to-use computerized adjusting system saves your hands from stress and strain.

Kinas Medical provides practitioners with comprehensive patient care and over 30 years of shockwave and EMTT industry expertise. Heal faster and more effectively with non-invasive, FDA registered treatments.

InReach Health is committed to bringing products and education to hands-on health care professionals. We partner with the best in the industry to bring thoughtful, proven products backed by our Clinical Advisory Board’s guidance and expertise. They help us to provide you with the best hands-on clinical solutions in the industry. InReach Health offers game-changing technologies available individually or bundled together.

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<th><strong>HYPERICE</strong></th>
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<th><strong>VSTAAR BY SPINAL ACOUSTICS</strong></th>
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<td>310-559-6900</td>
<td>866-526-1913</td>
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<tr>
<td>hyperice.com</td>
<td>spinaldecompressor.com</td>
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HYPERICE designs cutting-edge sports medicine and therapeutic devices that prevent injury, accelerate recovery, and enhance muscle and joint movement. Specializing in percussion, vibration, thermal, contrast and pneumatic compression therapy, their technology was created by engineers and rehab physicians to meet the expectations of the world’s best.

The Spinal Decompressor™ uses gravitational forces with active inverted movement/exercise to stretch both outer spinal muscles (extrinsic) and inner muscles (intrinsic) on the backside of the body while contracting and strengthening the opposing musculature on the front of the body and vice versa.

Introducing the only computerized adjusting instrument available today with 2019+ precision surgical-instrument-level technology with 12 years of development. Patented, FDA 510K approved in 2017 and clinically tested for eight years! The fastest treatment impulse of any device of its kind and the widest range of diagnostic and treating frequencies available.

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<tr>
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<td>970-658-2789</td>
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<tr>
<td>impacinc.net</td>
<td>kttape.com</td>
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Appropriate instruments can help a practitioner produce results with less effort and greater comfort. IMPAC manufactures instruments with practitioners foremost in mind. The ArthroStim and VibraCussor are designed to convey subtle nuances produced by a practitioner’s manual modulations, enabling a practitioner to continue applying manual sensitivity/awareness skills.

Trusted by health care professionals, KT Tape Original and Gentle tape are made of 100% cotton fibers with specialized elastic cores; KT Tape PRO and PRO Extreme are made using a highly engineered, ultra-durable synthetic fabric with 30% stronger elastic cores. KT Tape’s adhesive is latex-free, hypo-allergenic, and designed to last through humidity, sweat, showers and multiple days of wear.

The patented LiveO2 Adaptive Contrast (AC) System is our most popular system. This system allows you to train with all our exercise usage guides. Our proprietary Adaptive Contrast technology allows you to instantly switch between oxygen concentrated air and oxygen depleted air. This allows you to get better results in less time.
"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 device is 510K cleared for use by Chiropractors, PTs, MDs & DVMs. The device prototyping has been completed after 5 years. It is the only instrument that has a force that is within .1% within & measures in real-time distance down to 5 one thousands of an inch. This is the only instrument using the same sensor as the highly accurate daVinci X and Xi TM Surgical Robots & totally simulates human touch.

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844-701-0107
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ADVANCED REHAB CONSULTANTS LLC
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AJUVIA / PERSPECTIS INC.
416-595-1575
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apronlasers.com

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backproject.com

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biosoundhealing.com

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bodyline.com

BODYSITE.COM
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<td>PILLOWISE USA</td>
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<td>rapidreleasetech.com</td>
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<td>Troy Healthcare LLC</td>
<td>800-201-7246 stopainclinical.com</td>
<td>Troy Healthcare LLC has implemented advanced formulas in Stopain® Clinical pain-relieving products to provide fast, long-lasting pain relief of sprains, strains, bruises, arthritis, muscle aches, joint and back pain. Stopain Clinical Migraine &amp; Headache offers effective, safe pain relief without acetaminophen, caffeine, dyes, fragrances or preservatives.</td>
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<td>Salonpas</td>
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<td>630-665-3113 bintzco.com</td>
<td>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.</td>
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After just one session you'll feel blissed, buzzed and beautiful — like you just spent a day in nature. This portable device is perfect for living room sweat sessions or on-the-go wellness.

The Infrared PEMF Mat combines two powerful healing technologies to create the ultimate recovery tool without the sweat. PEMF technology grounds you in earth's magnetic field for a full-body reset, while Infrared's deeply penetrating heat doubles your dose. It also has a thick layer of 100% natural purple amethyst crystals in mesh fabric tubes across the entire mat. This powerful crystal therapy creates an even deeper treatment and naturally emits healing negative ions when heated. Hit the mat anytime to ease chronic pain, recover from workouts, deepen your meditations, or experience total-body relaxation. No set-up or clean-up required.

Available in full-size — perfect for stretching, meditation, yoga, or simply chilling and watching tv. Our smaller size (Go Mat) is lightweight and portable and fits perfectly into an office chair.

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866-663-6567
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Relief & 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.

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The BaxMAX Back Support is the ultimate back support for chiro care. Finding a back support that will quickly stabilize your core and is comfortable enough to wear while working, playing or doing physical activities is difficult. The BaxMAX is made of lightweight, breathable mesh and doesn’t have any elastic, so it breathes and is much more comfortable to wear than a standard back brace.

### Neotica Crème

Neotica Crème is an all-natural product that helps relieve muscular aches and pains. The analgesic balm contains active ingredients which effectively relieve muscular aches, arthritic and rheumatic pain, strains, sprains, sports injuries and insect bites. Greaseless, stainproof, and water washable, it contains methyl salicylate, menthol, camphor, eucalyptus oil and eugenol. A product of Thailand.

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

The information below was obtained from questionnaires completed by the listed companies.

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<table>
<thead>
<tr>
<th>Company Name</th>
<th>Phone Number</th>
<th>Website</th>
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<tbody>
<tr>
<td>1-800-Homepathy</td>
<td>800-466-3672</td>
<td>1-800homeopathy.com</td>
</tr>
<tr>
<td>24/7 Relief &amp; Recovery</td>
<td>886-663-6567</td>
<td>247rnr.com</td>
</tr>
<tr>
<td>3 Care Therapeutics</td>
<td>888-372-3421</td>
<td>omega3care.com</td>
</tr>
<tr>
<td>A.C. Grace Company</td>
<td>800-833-4368</td>
<td>acgrace.com</td>
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<tr>
<td>Accuthotix</td>
<td>888-325-3668</td>
<td>accuthotix.com</td>
</tr>
<tr>
<td>Activator Methods Int’l</td>
<td>800-598-0224</td>
<td>activator.com</td>
</tr>
<tr>
<td>Acuball</td>
<td>866-444-2255</td>
<td>acuball.com</td>
</tr>
<tr>
<td>Ajuvia / Perspectis Inc.</td>
<td>416-595-1575</td>
<td>ajuvia.com</td>
</tr>
<tr>
<td>Aline Systems Inc.</td>
<td>800-736-9005</td>
<td>aline.com</td>
</tr>
<tr>
<td>Allman Products Inc.</td>
<td>800-223-6889</td>
<td>allmanproducts.com</td>
</tr>
<tr>
<td>American Nutriceuticals</td>
<td>888-848-2548</td>
<td>888vitality.com</td>
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<tr>
<td>AnesthAll Topical Analgesic</td>
<td>800-994-3776</td>
<td>purplecream.com</td>
</tr>
<tr>
<td>Antos &amp; Associates LLC</td>
<td>386-212-0007</td>
<td>antosbrace.com</td>
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<tr>
<td>Apex Energetics Inc.</td>
<td>800-736-4381</td>
<td>apexenergetics.com</td>
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<td>Aspen Medical Products</td>
<td>949-681-0200</td>
<td>aspenmp.com</td>
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<td>Asteeza</td>
<td>877-364-9494</td>
<td>asteeza.com</td>
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<tr>
<td>Ayush Herbs Inc.</td>
<td>425-637-1400</td>
<td>ayush.com</td>
</tr>
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<td>Back Support Systems</td>
<td>800-669-2225</td>
<td>backsupportsystems.com</td>
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<td>Back Talk Systems Inc.</td>
<td>800-937-3113</td>
<td>backtalksystems.com</td>
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<tr>
<td>Bannner Therapy Products Inc.</td>
<td>828-575-2855</td>
<td>bannertherapy.com</td>
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<tr>
<td>Barefoot Science</td>
<td>877-651-3668</td>
<td>barefootscience.us</td>
</tr>
<tr>
<td>Battle Creek Equipment</td>
<td>800-255-0854</td>
<td>battlecreekequipment.com</td>
</tr>
<tr>
<td>Biotics Research</td>
<td>800-231-5777</td>
<td>bioticsresearch.com</td>
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<tr>
<td>Biotine</td>
<td>800-445-6457</td>
<td>biotine.com</td>
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<tr>
<td>Biovi LLC</td>
<td>888-982-4684</td>
<td>biovibrands.com</td>
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<tr>
<td>Blanshard Golf Injury Seminars</td>
<td>805-772-8298</td>
<td>golfinjuryseminars.com</td>
</tr>
<tr>
<td>Bluespring</td>
<td>800-289-0589</td>
<td>bluespringwellness.com</td>
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<tr>
<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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<tr>
<td>Bryanne Enterprises Inc.</td>
<td>877-279-2663</td>
<td>bryanne.com</td>
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<tr>
<td>Buckeye Nutritionalals</td>
<td>330-665-1003</td>
<td>buckeyenutritional.com</td>
</tr>
<tr>
<td>Canadian Memorial Chiropractic College</td>
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<td>cmcc.ca</td>
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<table>
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<tr>
<th>Company</th>
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<th>Website</th>
<th>Description</th>
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<tbody>
<tr>
<td>GENESIS CHIROPRACTIC SOFTWARE</td>
<td>877-601-5986</td>
<td>genesischiropracticsoftware.com</td>
<td>The Genesis EMR system is designed and built by chiropractors for chiropractors, integrating leading technology with easy-to-launch chiropractic practice management software system. This chiropractic EMR platform is affordable and powerful enough to help you automate your practice management and increase your practice profitability.</td>
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<tr>
<td>ECLIPSE EHR SOLUTIONS</td>
<td>352-488-0081</td>
<td></td>
<td>ECLIPSE is an ONC-certified complete EHR, licensed to over 37,000 users across more than 7,000 chiropractic and multi-disciplinary facilities throughout the United States on their LANs and in the cloud. Owned by Karen Walters, DC, and originally developed for her hugely successful multi-disciplinary practice in New Jersey, ECLIPSE has topped countless surveys and has defined leading-edge software design for decades.</td>
</tr>
<tr>
<td>ATLAS CHIROPRACTIC SYSTEM</td>
<td>877-602-8527</td>
<td>atlaschirosys.com</td>
<td>Atlas Chiropractic EHR Software is a complete paperless office solution including online booking, intake forms, billing, patient notes and education, and more. Atlas is client-driven and serves the specialized needs of the chiropractic profession. Our commitment is to provide quality service along with the latest features integrated with the best technology.</td>
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<tr>
<td>GENESIS CHIROPRACTIC SOFTWARE</td>
<td>877-601-5986</td>
<td>genesischiropracticsoftware.com</td>
<td>The Genesis EMR system is designed and built by chiropractors for chiropractors, integrating leading technology with easy-to-launch chiropractic practice management software system. This chiropractic EMR platform is affordable and powerful enough to help you automate your practice management and increase your practice profitability.</td>
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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.

MEYER DC
800-472-4221
meyerdcmassage.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.

PERFORMANCE HEALTH
800-323-5547
performancehealth.com

Performance Health is a leader in consumer health care and the largest global manufacturer and distributor of products to the rehab and sports medicine markets. The company’s products are sold to health care facilities and practitioners, as well as direct to consumers. Its brands include Biofreeze®, TheraBand®, TheraPearl®, Cramer®, Sammons Preston®, and Rolyan®.
We move forward.

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...

We all got lost in life, and life shook us back into place.

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.

Here’s to a better tomorrow... the one we’ll build together.

1-888-719-9990
ChiroHealthUSA.com
### Supplies

Chiropractic Economics is pleased to present the profession’s most comprehensive Supplies 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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<td>844-734-2202</td>
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<td>20/20 Imaging</td>
<td>866-734-6234</td>
<td>2020imaging.net</td>
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<td>24/7 Relief &amp; Recovery</td>
<td>866-663-6567</td>
<td>247rnc.com</td>
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<td>3 Care Therapeutics</td>
<td>888-372-3421</td>
<td>omega3care.com</td>
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<td>3B Scientific</td>
<td>888-326-6335</td>
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<td>ACUBALL</td>
<td>866-444-2255</td>
<td>acuball.com</td>
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<td>ACUINTERNATIONAL SUPPLIES INC.</td>
<td>888-322-8468</td>
<td>acuinterational.com</td>
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<td>A-CUTED DERM INC.</td>
<td>800-922-2883</td>
<td>acutederm.com</td>
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<td>AJUVIA / PERSPECTIS INC.</td>
<td>416-595-1575</td>
<td>ajuvia.com</td>
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<td>231-267-6570</td>
<td>aliveemassagetables.com</td>
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<td>ALLMAN PRODUCTS INC.</td>
<td>800-223-6889</td>
<td>allmanproducts.com</td>
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<td>ALLPRO IMAGING</td>
<td>888-862-4050</td>
<td>allpro-imaging.com</td>
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<td>AMD TECHNOLOGIES INC.</td>
<td>310-471-8900</td>
<td>amdtechnologies.com</td>
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<td>AMERICAN ANATOMICAL CORP.</td>
<td>319-800-6272</td>
<td>americanaatomical.com</td>
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<td>ANABOLIC LABORATORIES</td>
<td>800-344-4592</td>
<td>anaboliclabs.com</td>
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<td>ANALGESIC HEALTHCARE</td>
<td>800-749-1188</td>
<td>analgesichealthcare.com</td>
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<td>ANESTHALL TOPICAL ANALGESIC</td>
<td>800-994-3776</td>
<td>purplecream.com</td>
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<td>AQUA MASSAGE</td>
<td>800-248-4031</td>
<td>aquamassage.com</td>
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<td>ARIMED PHARMACEUTICALS</td>
<td>800-527-4923</td>
<td>arimed.com</td>
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<td>ASPEN MEDICAL PRODUCTS</td>
<td>949-681-0200</td>
<td>aspenmp.com</td>
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<td>ASSISTANTS FOR CHIROPRACTIC</td>
<td>754-320-5058</td>
<td>chiropracticassistants.com</td>
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<td>EXCELLENCE (A.C.E.)</td>
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<td>SCRIPHESSCO</td>
<td>800-747-3488</td>
<td>scriphessco.com</td>
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<td>BACK SUPPORT SYSTEMS</td>
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<td>BACK TALK SYSTEMS INC.</td>
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<td>BEAUMONT PRODUCTS INC.</td>
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<td>beaumontproducts.com</td>
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<td>BENNETT X-RAY</td>
<td>800-729-9729</td>
<td>bennettxray.net</td>
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<td>BIBBERO SYSTEMS INC.</td>
<td>800-244-2376</td>
<td>bibbero.com</td>
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<td>SCRIPHESSCO</td>
<td>800-225-3963</td>
<td>sombrausa.com</td>
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Commitment to high quality was the cornerstone for the establishment of Sombra Professional Therapy Products in 1974. With a strong belief in pure and natural ingredients, combined with an unyielding stance against unhealthy solvents, diluting agents, animal testing and by-products, Sombra is an economical, environmentally sensitive choice.

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Generate additional revenue by offering EVOLUTION Stability Ball Chairs, Perch Chairs, Wobble Chairs and Saddle Chairs designed specifically to deliver active sitting benefits to your patients. We are exclusively active seating experts since 2004. Contact us for more information about our various options for the Chiropractic Partners Program.

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<td>800-235-4387</td>
<td>gwhelilift.com</td>
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<td>HALO PRODUCTS INC.</td>
<td>858-699-1073</td>
<td>haloposture.com</td>
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<td>HARLAN HEALTH PRODUCTS INC.</td>
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<td>HAUSMANN INDUSTRIES INC.</td>
<td>888-428-7626</td>
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<td>HEALTH GEAR INC.</td>
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<td>healthgearweb.com</td>
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<td>JUDAH MANUFACTURING CORP.</td>
<td>903-275-3073</td>
<td>judahmedical.com</td>
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<td>KINESIO USA</td>
<td>855-488-8273</td>
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<td>KING BIO</td>
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<td>kttape.com</td>
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<td>KUSTOMER KINETICS INC.</td>
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<td>kustomerkinetiks.com</td>
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<td>LEANDER LLC</td>
<td>800-532-3337</td>
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<td>parkerlabs.com</td>
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<td>800-763-8423</td>
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<td>POSTURE PERFECT SOLUTIONS LTD.</td>
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<td>evolutionchair.com</td>
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<td>PREPAK PRODUCTS INC.</td>
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<td>PRINCE OF PEACE ENTERPRISES INC.</td>
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Hockert Sales has been proudly serving chiropractors for 30+ years. We carry a wide selection of equipment and supplies to keep your practice running smoothly. In addition to varied clinic supplies, we offer both new and used equipment, as well as replacement parts, repair and refurbishing. Whether it’s exciting new products or your everyday favorites, you’ll be sure to find it at Hockert Sales.

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LeanderCare.com

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HILL LABORATORIES
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ANTALGIC-TRAK
800-561-5124
antalgictrak.com

A revolutionary FDA cleared traction device called the Antalgic-Trak has helped patients improve their quality of life as well as bring in more patients and revenue for the doctor. The Kinetic Decompression Mobilization protocol enables easy and safe implementation for the doctor and assistants. With the ability to convert from a lumbar treatment to a cervical treatment and 10-way articulation, it makes everything else obsolete.

HYDROMASSAGE
800-699-1008
hydromassage.com

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SCIPHESSCO
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scriphessco.com

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thomastables.com

Thomas Tables has been a maker of fine chiropractic equipment since 1984, featuring beautiful handcrafted and custom equipment built by skilled craftsmen. Our precision engineering, along with the highest-quality materials and fine woodworking, have made Thomas Tables a clear choice for chiropractic practitioners worldwide.
Your Leander Table is Custom Made in the Heartland of the USA.

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Leander tables have been produced in the USA for 40 years. With over 10,000 Leander tables in clinics around the world there are now millions of satisfied Leander Method patients.

We understand that creating an excellent patient experience is important to building your practice. Additionally, your Leander table is designed to help you take care of yourself while “working smart” with a custom working height to protect your back and posture.

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- Electric Variable Height
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**PIVOTAL HEALTH SOLUTIONS**
800-743-7738
pivotalheathsolutions.com

At Pivotal Health Solutions, our story starts with a table. Not just any table, but the one that has grown our company to be what it is today. Chiropractors, massage therapists and more rely on our extensive line of products to launch and build their practices in the complementary health care field.

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888-754-1081
kdtneuralflex.com

KDT revolutionized Spinal Decompression Therapy; the KDT Neural Flex Spinal Decompression therapy table includes lumbar decompression, cervical decompression, prone, supine, side lying flexion and more. Decompression enables your practice to provide an effective, affordable option for patients with spinal disc compression pathologies.

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### TABLES

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<td>256-245-8390</td>
<td>chirocity.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.
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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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Learn about alchemy, tinctures, Spagyrics — the process of isolating and capturing the purest essence of plants and botanical materials, tincture usage and dosing, and more.

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**

**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**

**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**

**PATIENT CENTERED CARE**

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**

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