

“Why does the Leaning Tower Lean?” “...And how this knowledge could change your life!”

Hello, my name is Dr. Tony. After 11 years in England learning and practicing the latest techniques in chiropractic my family and I have returned home to join the team at Dr. Doug's Family Chiropractic Centre. However, before making our final trip home we took some time to travel around Europe where we enjoyed the culture, tradition and history of many beautiful cities. Among these was Pisa in Italy, a small city famous for its Leaning Tower.

Although intended to stand vertically, the tower began leaning to the southeast soon after the onset of construction in 1173 due to a **poorly laid foundation** and loose substrate that has allowed the foundation to shift direction.

Throughout the centuries many projects, costing millions of dollars, have attempted to try and stop the tower from falling over. Many of those projects, including attaching cables to brace the tower from further shifting, only patched the problem for a short time. Despite these efforts in 1987 the tower was still slipping further to the ground at a rate of 2 mm's a year. More recently, interventions have been carried out to actually **solve the problem, the cause** of the slippage. They are now attempting to stabilize the base, the subsoil to significantly reduce the inclination and make sure the tower will have a long life.

And while I sat observing the tower, I thought of all the people who's health is deteriorating due to a **poorly functioning foundation**. You see, every cell, every function in your body is under the control of your nervous system. This nervous system is so important that the brain and spinal cord is completely protected by bone. Therefore when the spine is misaligned or not functioning and moving properly it affects the ability of the nervous system and therefore your health. The problem is that many of you wait until you have signs and symptoms of poor health and disease before even attempting to address them. And then we often look to our medical doctors to provide us with a drug or surgery to cover-up the symptoms, despite their potential dangerous side effects.

Chiropractors on the other hand look to find and **correct the cause of the problem**, which often allows our patients to reduce or **even eliminate** their need for medications. Chiropractors today have an education that is equal to most medical doctor's education in classroom hours of anatomy, physiology, biochemistry, x-rays, etc. Where the two educations differ vastly is that medical doctors learn and focus on medications and their many potential side effects in an attempt to mostly treat symptoms. All of my day is spent finding and treating the causes of my patient's problems. Like the tower, correcting

the cause of the problem will always produce a better result than just patching it temporarily. The millions of people who see chiropractors frequently **report increased energy, decreased stress, better sleep, have less hospitalization, need less surgeries and have less sick days from work.**

Do not misunderstand me...if my health, like the leaning tower were to suddenly fall I would want some emergency care to temporarily help me through the crisis. That is where modern medicine shines.

But if you are sick and tired of being sick and tired, or you have a health problem that you just cannot seem to shake, you may need to see a chiropractor. Now taking care of your health shouldn't cost you an arm and a leg, which is why I am offering to you my initial exam for **only \$27**, which includes a



private consultation, x-rays if needed, EMG muscle testing, dermathermography, postural assessment, neurological, orthopedic and chiropractic testing...the whole ball of wax, **and you are not obligated to any further treatment.** If yours is not a chiropractic case I will refer you to the appropriate healthcare professional immediately. In fact here are just a few examples of what local people are raving about with chiropractic:

“Chiropractic was my **last option**, and after just a couple adjustments my migraines went from 2/month to 1 in about 4 months. Had I known better, my whole family would have come earlier.” M Stebbing

“After beginning Chiropractic care, **what a change!** I have no pain in my back, I can bend easily, and I am able to walk much better.” B Elson

“As an IT professional I was experiencing tingling and numbness in my arms and fingers. Chiropractic helped and I am no longer aware of the problem.” M Godfrey

“On my first visit to the Chiropractor I could barely walk, with excruciating pain throughout my back, neck, legs and many other areas due to Fibromyalgia. Now I am able to walk much better and further than I have been able to for years, without my walking stick.” S Gillard

With this opportunity you will also get my health empowerment workshop valued at \$25 as a bonus and if you are one of the first 20 callers you will also receive a book valued at **\$12.95** which tells you how to ‘get back your health and keep it for life.’ **This huge savings is only available for a short time only.**

My promise to you is that you will **only pay \$27** for all of this and not a penny more if you are one of the **first 20 to call and you call within the next 2 weeks!** There is no obligation to begin care with this offer. If after your initial visit you are not completely satisfied with the quality of our service and commitment to your health we will **refund your \$27 completely!**

Why am I doing this? I am doing this because everyone in today's society has many challenges and stresses that are affecting their health and happiness everyday, from the time they are born to the day that they pass on. And like the leaning tower, if one's foundation, one's spine and nervous system are not strong our health will literally crumble. That is why I am excited to invite you to our paperless office, with the latest technology and scanning systems, including electromyography muscle testing and Thermography, digitally copied x-ray images and allowing **short to no wait times!**

My qualifications? After a 4 year University degree in Pre-professional health studies and a 5 year chiropractic Masters degree I have been entrusted to treat people of all ages and activity levels, from tiny babies to professional athletes. I also have affordable family plans, which allows the entire family to receive care at a great price.

I, along with the team at our office travel around North America keeping up to date and learning all the latest advances in chiropractic. We continue to educate our patients and community about their health and help them achieve a better state of wellness. I welcome you to our conveniently located office, with plenty of parking at 354 Charlotte St. Our office number is **741-4404**. Just call today and a member of our team will arrange your appointment. We look forward to helping you.

A handwritten signature in black ink, appearing to read 'Tony Van Hoof'.

Dr. Tony Van Hoof