

A "Cool" Summer News Flash... and FREE Gift!

News Flash... Happy Summer, HealthSource Member!

I hope you're not focused on summer dangers like we are at HealthSource...because that's OUR job! YOU should just be thinking about having fun and getting a few projects done...*especially the ones you put off from last summer!*

But the dangers are out there...that's why we sent you this summer "news flash"...so you wouldn't stumble into one summer mistake in particular...*and...*to give you a FREE GIFT...and to see if you know:

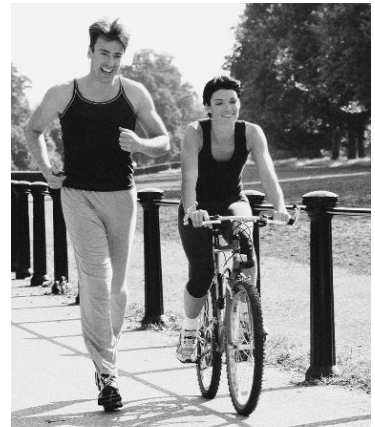
During the Summer, What's the #1 Question
We're Asked Here at HealthSource?

The number one question has to do with those injuries that happen every summer when everyone's out roaring around—doing all sorts of crazy things they're not in shape for—without giving a thought to the fact they haven't done much of anything all winter.

Because here's what happens, when we race around like a horse let out of the barn. We get into trouble with problems like this:

- ▶ straining your shoulder from throwing a softball for the first time in 6 months
- ▶ wrenching your arm by yanking on the cord for the weed whacker or the mower
- ▶ turning an ankle playing tennis...or stepping in a divot at the golf course
- ▶ wrecking you back by "swinging for the bleachers"
- ▶ hurting your hip as you're carrying the grill out of the garage
- ▶ pinching a nerve in your neck when you whip your head around on your bike

So the number one question? It's the first thing that comes to mind when you hurt yourself. I'm sure you've asked yourself this question when you're wondering about what to do for your pain.



Better start out slow and easy on that summer exercise program!



I know what to do with tennis elbow... the answer's on the next page

And yes, when you get hurt, you DO want to do all you can to get out of pain fast. But I'll tell you an astonishing story in a minute about why you DON'T want to be like some of our angry patients who say:

" I NEVER Want to Feel Pain—EVER AGAIN!"

Because at first glance, pain is an enemy, like this typical example of an imaginary angry patient (we'll call him Bob), who came storming into the office...even though it's hard to do any "storming" when you're limping around with a bad back, and pain shooting down into the hip.

Bob is frustrated and upset because he had big plans for a fishing trip. But now, he can't sit for more than a minute. If he's down any longer than that, the agony pops him back up to pace around 'till the pain drops back from a 9 to a 6 on a 1 to 10 scale!

He was loading all sorts of horrible, but yummy food into a cooler for the trip and was lifting it into the van...when bang! He felt a sharp jab at the beltline—about 2 inches out from the spine where...

...he could feel a dull ache that was gradually getting stronger and his muscles were starting to tighten.

Well, it scared the daylight out of him, so he hobbled into the house and grabbed the heating pad, cranked it up on high—then sat for half an hour, hoping it would loosen him up and ease the pain.

So what happened? The Pain Got 10 TIMES WORSE!

That's right, and you know why it got so bad so fast? Because of the #1 question we get asked about injuries at HealthSource...which is...

" But Doc, which do I use? HEAT or COLD?"

That's the BIG QUESTION...which isn't really so big...we just hear it over and over because it's so easy to forget. Well, here's a simple way to remember which one to use...heat or cold.

Just think about a sprained ankle (or even tennis elbow) which is a lot like wrenching your back or your neck—but you can SEE the trouble in your ankle a lot better. It's much more visible.

And what do you see? SWELLING...as your ankle gets more and more painful and as tight as a tick. OK, but what else? What else does swelling feel like? That's right...it feels...

HOT! HOT! HOT!

It feels like a fever in your ankle (or in your lower back if you've strained it). And what do you do with someone who's got a fever? YOU TRY TO COOL THEM DOWN, of course!

What you don't want to do is "add fuel to the fire" by using a heating pad on a recent injury. That's like pouring gas on a fire. No...for the first 36 to 72 hours, you should be using ICE, and lots of it.

Which is why we're giving away our FREE, super-duper sized jumbo ICE PACKS—all during the HOT, HOT, HOT month of July. They're also great for using in the cooler. Not only that, there are:

3 Ways to Get a FREE Jumbo Ice Pack



Cool off with a swim—and our FREE jumbo ice packs!



Spend your summer in the boat—not recovering in bed.

Since we know how wild and crazy your summer is going to be, we want you to be ready for those unexpected injuries. And there are 3 ways to get these soothing, monster ice packs.

But before I tell you how, it's important to see WHY we don't want to get rid of pain altogether, and my reasoning has to do with a terrible disease called leprosy and an amazing book.

You see, if you've read, *Fearfully and Wonderfully Made*, by renowned surgeon, Dr. Phillip Yancy and writer Paul Brand, you'd NEVER say you don't want...



Don't let pain interfere with our favorite summer fun!

to feel pain, ever again—even if your well-laid plans go out the window because of an injury.

Here's why.

Apparently, Dr. Yancy, when doing volunteer work with lepers in India, came to the realization that much of the tissue damage from leprosy is NOT from the disease itself.

It made him realize, on a whole new level, what a GOOD thing it is that nerves—AND PAIN—tell you when you're doing something harmful.

Of course, it's hard to appreciate a sharp jab in the neck or a spasm in your back when you can't get up from a chair, turn over in bed or even tie your own shoes...

...but in the long run, you should be very, very GLAD you can feel the pain.

Because the leprosy bacteria interfere with nerve function.

And as the disease progresses, you can't tell when you scratch yourself or hit your elbow on a table. Instead, you have lots of little, unnoticed injuries—bumps, bruises and scrapes—that over time add up to a LOT of serious damage—and the typical problems and disfigurement we associate with leprosy.

And when you think about it, what we do with pain killers, cortisone and muscle relaxants is very much like the unnoticed damage created by leprosy.

This may sound like an exaggeration, but it's not. We see this kind of destruction every day.

At HealthSource, we see IRREVERSIBLE DAMAGE all the time when people have been running their bodies hard and causing cartilage destruction, bone spurs, arthritis, ruptured discs—often leading to back surgery, hip and knee replacements...all because they couldn't feel what was really going on under the surface.

It's sad, because they don't realize the damage they're doing and how easily it can often be avoided.

Which brings us back to the FREE, jumbo-monster icepacks and the 3 easy ways to get one.

Now remember, these ice packs are for pain of minor injuries. If the pain persists, you've gotta get your rear in gear and march right down to our office. We want you to enjoy your summer to the max.

OK, here are the 3 ways:

1) **Help a Friend!** Just give us the address of a friend or relative who could use some help. We'll send them our, "Recession-Proof Your Spine" flyer with a FREE EXAM offer to check out whatever they're suffering from. It's a \$189.00 offer and don't worry...we'll just send them the flyer...we WON'T call and pester them... we promise!!!



Check out our ridiculous 4th of July QUIZ on the next page

