



# Optimal Health Comes From Optimal Function

Your body has the innate ability to heal itself. Chiropractic is based upon the sciences of anatomy, biology and neurology. Your brain and spinal cord (the Central Nervous System) controls and coordinates all physiological functions of the body.



Your spine protects your spinal cord. If there is a misalignment, or abnormal motion of one of the segments in the spine, it will disrupt the communication between the brain and the body or the body to the brain leading to abnormal function (health conditions or symptoms develop). This condition is referred to as a vertebral subluxation. The chiropractic correction of the adjustment, is used to restore motion and alignment, which in turn restores brain to body communication, which optimizes health and self-healing capabilities.

## How is Upper Cervical Care Different?

There are 274 possible ways the top two bones in your neck can become misaligned so precise x-rays and analysis is essential. An upper cervical adjustment/correction is gentle so there is no forceful pulling, twisting or jerking motion of your neck. The correction is applied using a precise and controlled touch that allows the head, neck, and spine to return to their proper position.

### Holding is Healing!

When the top two bones are in alignment, communication between the brain and body is restored, and the body has a greater chance to heal itself naturally.



# History Lesson - Upper Cervical Chiropractic



Dr. B.J. Palmer was the first Upper Cervical chiropractor. He was the son of the first general chiropractor, D.D. Palmer. B.J. was constantly striving to take better care of his patients. The clinic and school that he operated was focused on just that.

Before true Upper Cervical care was first developed, B.J. would adjust his patients wherever a bone was out of place in their spine. His patient's results were mixed, some got better and some did not. Dr. Palmer wanted to know why.

He then switched to only adjusting the most severe misalignments in the patient's spine. More patients got better, but he wanted to know why. B.J. studied the procedures and results and found that the higher up in the spine that he adjusted, the better patient responded. When he began an in depth study of the Upper Cervical spine and the involved neurology, Dr. Palmer began to work in that area of the spine almost exclusively.

The brainstem is the region of the brain that connects the cerebrum with the spinal cord. Motor and sensory neurons travel through the brainstem allowing for the relay of signals between the brain and the spinal cord to every part of the body. The brainstem is surrounded and protected by the 1st and 2nd bones in our neck, called the Atlas and Axis. This area is extremely vital to our health. A variety of health conditions began to respond to Upper Cervical care. People would come from all over the country and around the world to Dr. Palmer's clinic in Davenport, Iowa.

Dr. Palmer's Upper Cervical legacy lives on in every Upper Cervical chiropractor. Because of that, you can be certain that you are receiving the best care in the world to assist you in regaining and maintaining the health of you and your family for a lifetime.



*The Palmer School of Chiropractic*



## Rogue Valley Chiropractic Clinic

**Drs. Jeff Taylor & Ed McCullough, Upper Cervical Chiropractors**

1744 E McAndrews Rd., Suite A, Medford, OR 97504 • 541-779-8338 • [www.rvclinic.com](http://www.rvclinic.com)



## **We have exciting news!**

We have exciting news! Dr. Ed McCullough has joined our Practice and brings with him 10 years of Upper Cervical experience serving patients. He works with each patient to achieve their optimum healing potential. Please welcome him to our Practice!