



**HEALTH:  
FOOLING,  
FAKING OR FORCING THE BODY  
VS.  
FORGING/SHAPING THE BODY**

*It is a daily decision...what will you choose each day?*

1

---

---

---

---

---

---

---

---



**SINCE ABOUT  
1963  
TOUCAN SAM  
HAS TOLD US TO:**

*Follow your NOSE! It  
ALWAYS knows!... Where  
to find WHAT breakfast  
cereal?*

2

---

---

---

---

---

---

---

---



**AND MANY OTHER  
"BREAKFAST OF CHAMPIONS"  
CEREALS WERE CREATED.**

**WHY?**

3

---

---

---

---

---

---

---

---

**THE "BREAKFAST OF CHAMPIONS" CEREAL?**

\*about 1924 Wheaties was introduced to the public  
 \*1934 first athlete on the box was...

LOU GEHRIG

4

---

---

---

---

---

---

---

---

**WHY? TO SELL A PRODUCT, LET US IMPLY THAT IT IS HEALTHY FOR EVERYONE TO EAT, "JUST LIKE THE ATHLETES DO"?...FOR CONVENIENCE?...OTHER REASONS?**

Athletes have always been viewed and portrayed as  
 "The picture of Health"  
 One PROBLEM IS...

5

---

---

---

---

---

---

---

---

**THE "PICTURE OF HEALTH" HAS CHANGED AND EVOLVED (OR SHOULD WE SAY, "DE-VOLVED") OVER THE YEARS, UNTIL NOW...**

6

---

---

---

---

---

---

---

---



OR... STATNEWS.COM (JULY 17, 2019)

"Being healthy in their view (W.H.O.), excludes having any disease. Once upon a time this definition made sense. Today, managing disease, not solely its absence, is a means to a healthy life, especially for older adults. Rather than pursuing the "absence" of disease, we need a more inclusive definition of health-one that works for more people-rather than categorically excluding an entire segment of the life course. A definition of health needs to work for a nation. And most nations in both the developed and developing world are aging. Developing a definition of health that works for everyone-or, perhaps that works for more people across different segments of the life course-will allow older adults the chance to be healthy. We should revise our definitions of health to account for the need for early and excellent disease management. Managing disease, and not solely its absence, is a means to a healthy life."

10

---

---

---

---

---

---

---

---

OUR SECOND "W" IS..."WHEN"  
WHEN SHOULD I SEE A CHIROPRACTOR?

- \*Musculo-skeletal issues, the number one reason people seek care, or are referred
- \*Pain, probably ties with Musculo-skeletal issues, if you ask the patient!

But what about...

- \*various health concerns due to a malfunctioning or hindered nervous system
- \*optimal functioning of the body even when "symptoms of ill health" do not exist

13

---

---

---

---

---

---

---

---

"W" NUMBER THREE:  
"WHERE" FOR CHIROPRACTIC CARE

- \*\*Where will the Chiropractor adjust me, which bones?
- \*\*Where it hurts"?
- \*\*Where I have a symptom"?
- \*Where there is stress on nerves, affecting information getting through to the body

14

---

---

---

---

---

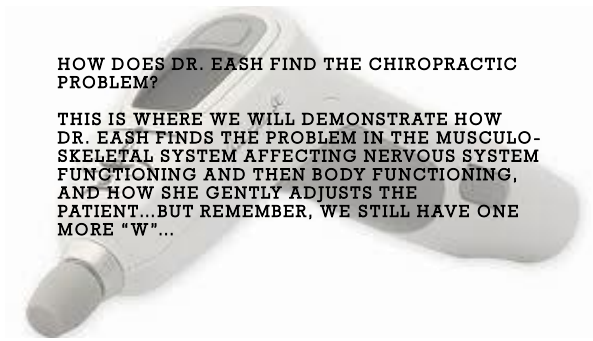
---

---

---

HOW DOES DR. EASH FIND THE CHIROPRACTIC PROBLEM?

THIS IS WHERE WE WILL DEMONSTRATE HOW DR. EASH FINDS THE PROBLEM IN THE MUSCULO-SKELETAL SYSTEM AFFECTING NERVOUS SYSTEM FUNCTIONING AND THEN BODY FUNCTIONING, AND HOW SHE GENTLY ADJUSTS THE PATIENT...BUT REMEMBER, WE STILL HAVE ONE MORE "W"...



15

---

---

---

---

---

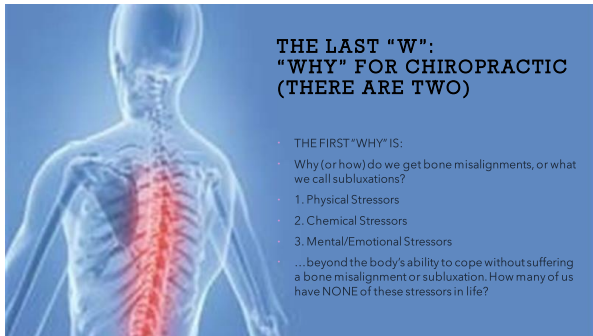
---

---

---

THE LAST "W": "WHY" FOR CHIROPRACTIC (THERE ARE TWO)

- THE FIRST "WHY" IS:
- Why (or how) do we get bone misalignments, or what we call subluxations?
- 1. Physical Stressors
- 2. Chemical Stressors
- 3. Mental/Emotional Stressors
- ...beyond the body's ability to cope without suffering a bone misalignment or subluxation. How many of us have NONE of these stressors in life?



16

---

---

---

---

---

---

---

---

"WHY"...THE LAST "W"

THE SECOND "WHY" FOR CHIROPRACTIC IS:

Less fooling, faking or forcing the body? Let your body function in a state of well-being by forging good nervous system pathways of communication!

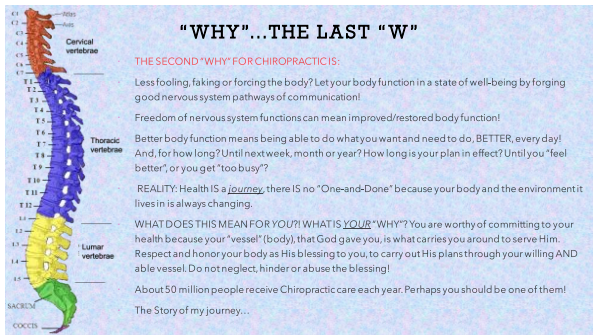
Freedom of nervous system functions can mean improved/restored body function!

Better body function means being able to do what you want and need to do, BETTER, every day! And, for how long? Until next week, month or year? How long is your plan in effect? Until you "feel better", or you get "too busy"?

REALITY: Health IS a Journey; there IS no "One-and-Done" because your body and the environment it lives in is always changing.

WHAT DOES THIS MEAN FOR YOU? WHAT IS YOUR "WHY"? You are worthy of committing to your health because your "vessel" (body), that God gave you, is what carries you around to serve Him. Respect and honor your body as His blessing to you, to carry out His plans through your willing AND able vessel. Do not neglect, hinder or abuse the blessing!

About 50 million people receive Chiropractic care each year. Perhaps you should be one of them! The Story of my journey...



17

---

---

---

---

---

---

---

---