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nervous system checked today!

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Don't Let a Cold Catch You

Most cold & flu symptoms are annoying, painful, or just plain make you miserable. The most important thing to remember is that most symptoms are there for a reason – they are the body's natural defenses at work. Symptoms are our best line of defense... but lots of folks just want to ingest handfuls of drugs every time they get sick to stop our body from producing them -- the very things designed to protect the body!

Did you know that most bacteria & viruses that cause infection in our bodies thrive at 98.6 °F? Fever is our body's way of raising temperature to a level that kills off enough invaders to allow our own immune system to win the battle. Runny nose and sneezing are two ways the body attempts to expel bacteria & viruses. The body's innate defenses should not be interfered with.

One of the healthiest things you can do to help your body manage cold & flu this season is to **reduce dependence on over-the-counter and prescription drugs**. These types of drugs only treat symptoms with little regard to the true causes of sickness. Cold & flu drugs can also disrupt the normal electrochemical messages between the brain and the body.

Using drugs to block symptoms not only disables our body's own defenses, but also introduces a host of side effects like drowsiness, dizziness, headaches, anxiety, and dangerously high heart rates. Accidentally mix an OTC cold/flu drug with other drugs and you could potentially create a lethal drug interaction.

If you find yourself battling cold or flu this season, **make an educated decision** about using drugs that specifically disable

our body's own best defenses in favor of alleviating temporary discomforts. Give your body lots of what it needs – water, nutrients, rest, and a healthy nerve supply. This is also the best strategy for prevention.

Staying hydrated gives your body the water it needs to keep all systems running at their best potential. Water is needed for proper brain function, digestion, cell replenishment, and fueling of the immune system. Your body is made up of 60-75% water and needs daily replenishment in order to support normal function and enable your body's natural defenses to sickness & disease.

You are what you eat. Giving the body plenty of nutrition on a regular basis allows your body to replicate itself at a cellular level with healthy building blocks of life: protein, nutrients, and minerals. Feeding your body with processed, fatty, or sugary foods not only deprives your body of the proper building blocks it needs, but can trigger a defensive response: the body engages an immune system reaction to what it knows to be dangerous and foreign.

Getting your spine checked regularly by a Doctor of Chiropractic will help maximize the potential of your central nervous system. Studies reflect that people under regular chiropractic care not only get sick less often, but also experience less severe symptoms and recover sooner. When the spine is in good shape, it allows the brain to maximize communication through the spinal cord & nerves with every living cell, tissue, and organ in the body. The brain tells everything in the body what to do, like putting your immune system on alert or engaging it during times of sickness or disease.



6th Annual Lakeland Chiropractic Food Drive: Nov 5th–26th

This holiday season, offer a helping hand to those less fortunate by donating to our community food drive. Last year, we collected 1,306 non-perishable food items! We strive to support the community first, so if you know of somebody or a family in need please let us know. We will distribute locally to those in need first, then all surplus will be donated to Campus Life Food Pantry.

For every **10 non-perishable food items**, your name will be entered into our drawing for massages, movie & restaurant gift cards, T-shirts, and water bottles.

For every **20 non-perishable food items**, receive a complimentary New Patient Assessment (valued at \$185) for yourself, friend, or family member. Includes consultation, baseline bio-structural examination, X-rays, and first chiropractic adjustment.*

* Medicare and Medical Assistance excluded.