

# Main Street Chiropractic

MONTHLY NEWSLETTER

NOVEMBER 2009



**Happy Thanksgiving from  
Main Street Chiropractic!**

## Build a Natural Defense Against Cold and Flu this Winter

*By: American Chiropractic Association*

With cold weather knocking on the door, many are concerned about falling victim to colds and flu. Many people are beginning to look into natural ammunition against winter viruses.

### **Vitamin C**

The role of vitamin C in the prevention and treatment of respiratory infections has been widely researched. Some studies suggest that vitamin C can affect the duration or severity of symptoms. Others have shown no effect on the symptoms, but suggested that vitamin C can reduce susceptibility to colds.

### **Echinacea**

Echinacea has been widely used to prevent and treat colds.

### **Tea**

A recent Harvard study looked at tea's role in boosting the immunity system. Participants who drank five cups of black tea a day for 2 to 4 weeks increased their levels of interferon, an important immune defense hormone, up to 4 times normal levels. Drinking the same amount of coffee for 12 weeks produced no such effects. The researchers suggest that the key was in the L-theanine, a substance in tea that increases immune response in fighting bacteria, infection, viruses and fungi.

### **Zinc Lozenges**

Zinc lozenges are another home remedy for fighting winter viruses. Although research on this remedy is conflicting, a recent study on zinc gluconate glycine lozenges in school-

aged children showed shorter cold duration and fewer colds with the therapy. Zinc lozenges, however, come in different formulations, and more research is needed to assess their effectiveness.

### **Stress Reduction**

Because research on natural remedies' role in fighting respiratory infections shows conflicting results, scientists turn to another powerful factor that influences health—stress. Here's what research shows:

- Chronic stress, such as unemployment or interpersonal difficulties with family and friends that last a month or longer, may substantially increase the risk of catching cold
- Children with a history of recurrent colds and flu have higher rates of

### **Page 2**

Healthy recipes for the fall season.  
Kids Corner Coloring Contest... Make sure your children enter!



### **Page 3**

Information and discount on Biofreeze®.  
Our Massage Special for November.  
Check it out!



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exposure to stressful experiences, stress-prone personality traits, and signs of emotional disturbance than healthy children

- Stress management reduces the duration of flu and colds

Many chiropractors have also noticed that chiropractic adjustments have helped prevent or reduce the duration of their patients' colds. Preliminary results of an ongoing chiropractic study show that chiropractic may increase immunoglobulin A levels and that it decreases the levels of glucocorticoid cortisol, a major component of stress. Chiropractic may affect the common cold through stress reduction; however, more research is needed to confirm this.

Did you know Chiropractic Care is good for your child's immune system.

Main Street Chiropractic is offering a

**FREE EVALUATION FOR YOUR CHILDREN!**

Only good through November so  
**Call (248) 656-2273 Today!**

## Honey and Walnut Pumpkin Bread

Serves 8 to 10

Serve this honey-sweetened bread, made with whole wheat pastry flour and oat bran, for breakfast or as a dessert or snack.

### Ingredients

- Canola oil cooking spray
- 1 1/2 cups whole wheat pastry flour
- 1/4 cups oat bran or wheat germ
- 1 teaspoon baking powder
- 2 teaspoons pumpkin pie spice
- 1/4 teaspoon salt
- 1/4 teaspoon baking soda
- 6 tablespoons cane sugar
- 1/3 cup canola or sunflower oil
- 1/3 cup honey
- 1/3 cup milk
- 1 1/4 cups fresh or canned pumpkin puree
- 1 egg
- 1 teaspoon vanilla extract
- 1 cup chopped walnuts

### Method

Preheat oven to 350°F. Grease an 8-inch loaf pan with canola oil cooking spray and set aside.

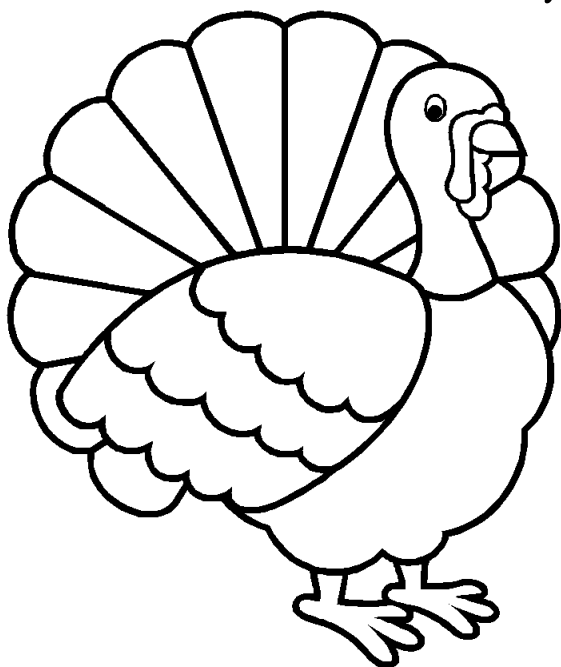
In a large bowl, combine flour, oat bran, baking powder, pumpkin pie spice, salt and baking soda. In a second large bowl, combine sugar, oil, honey, milk, pumpkin, egg and vanilla then add to flour mixture and stir until just combined. Fold in walnuts.

Transfer batter to prepared loaf pan and bake until cooked through and a toothpick inserted in the middle comes out clean, about 1 hour. Cool for 15 minutes on a wire rack then remove from pan and set aside to let cool completely.

*This recipe is provided to you by Whole Foods Market.*



## Kids Corner Turkey Coloring Contest



Name: \_\_\_\_\_

Age: \_\_\_\_\_

**For the month of November we will be having a coloring contest. All children under the age of 12 are eligible to enter.**

Your child can color this turkey and then bring it in to be displayed in our office for judging. Our winner will be chosen at the end of November. We will have a winner for each age group: under 4 years, 4 to 8 years old, and 9 to 12 years old.

Feel free to make copies of this page for all the children in your family or stop in our office and pick up another copy.

**Good luck to everyone who enters and Happy Coloring!**

KEEP THIS PAGE!

From the Desk of Dr. Hamilton

**Subject: Super Deals for You!**

Dear Friend:

On the other side of this sheet you will find a list of **specials and super deals** that can save you a lot of time and money!

We are active in the community and our patients tell us the businesses and services they use and love. We decided to put together a list of Neighborhood Service Providers, that had to meet our high standard of excellence and all came strongly recommended either from my own use, or from patient recommendations. We call it our **Hot List!**

**What will you discover?** Have you been looking for a reliable accountant? You will find someone on our list! Need a hair salon? A convenience store? A cleaners? Or some fashionable accessories? We have got a good one for you.

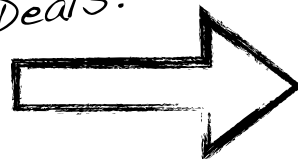
**Save Money, with Super Deals!** Because we contacted some of these businesses and told them they would be exposed to all our patients, some of them have agreed to offer special deals which can save you money! Enjoy the list of Neighborhood Services providers! If you see one missing, let us know. (And if you see one that shouldn't be there, tell us that too!)

Best Regards,

Dr. Hamilton

P.S. If you'd like **your** business or service to appear on the next Neighborhood Hot Sheet, call (248) 656-2273 or email [info@mainstreetcc.com](mailto:info@mainstreetcc.com) for the details.

Flip over for  
Great Deals!



# Neighborhood Hot Deals For You!



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MASSAGE THERAPY

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We are available for complimentary chair massages at your company or personal event.

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Christmas parties, grand openings, company picnics, Graduation parties, family reunions, Bat Mitzvahs, Weddings and Charity Events

**Beverlee Ruczynski** **Nicole Vandegrift**  
Massage Therapist Massage Therapist

Call Now!

Want your business or service to be included on our next Hot List?  
Call (248) 656-2273.

## Welcome To Our Office

Daniel S.      Barbara F.

Thomas M.     Michael B.

David E.      Lorraine P.

Lia M.        Jay R.

David T.      Dennis G.

## We Love Referrals

Linda H.      Jamie B.

Cindy T.      Kim R.

Susan H.      Maria B.

Anytime you refer a patient to our office you will receive a Free 30 Minute Massage. In addition, your name will be entered into our monthly referral raffle to win a special prize. This month you can win a \$25 gas card

### **BIOFREEZE®**

#### Vitamin of the Month

Cold Weather causing you to have achy joints this winter? Get Biofreeze® for 10% off this month.

Biofreeze® Pain Relieving Gel provides temporary relief from minor aches and pains of sore muscles and joints associated with arthritis, backache, sprains and strains.

Biofreeze® contains natural menthol as a cooling pain reliever along with an herbal extract called ILEX paraguariensis. Biofreeze® is the only pain relieving gel with Ilex, an Herbal Extract from a South American Holly shrub. The Ilex base helps to facilitate full penetration of the pain relieving medications. The result is a deep long lasting pain relief period. (Reports up to 6 hours). Users receive pain relief within minutes, and after 2-3 applications, the maximum benefits of Biofreeze® can be felt. With Biofreeze® Pain Relieving Gel it is not necessary to rub or massage the product into your skin. Just apply a thin layer to the painful area.

Information in this article provided by [associatedcontent.com](http://associatedcontent.com) and [doctorsexercise.com](http://doctorsexercise.com).

# It's All About You!



Here is a picture of our winner of the candy contest.

The final count was 1271 pieces of candy in the jar and the winning guess was 1325 pieces of candy.

Hope you had a Happy Halloween!

Main Street Chiropractic also gave away a \$50 gift card to Andiamo's Restaurant in Rochester.

The winner was chosen by drawing the name of one of our patients who brought in their postcard in October. Irys F. was the lucky winner.



**Congratulations to all of our winners.**

*Save This Coupon!*



## Main Street Massage Therapy

is offering you a

**60-Minute Massage**  
for only **\$39.95**

Call **248-656-2273** to schedule your first massage today.

Offer Valid for New Massage Clients Only