



### Facebook: Are You a Fan?

Did you know that we have a page on Facebook? Yes. We have a page that we use to provide more regular updates in between newsletter issues. Besides the news and events that is found within the newsletter, we also provide forums where you can share your opinions and experiences.

Feel free to have a browse. We have placed some useful links on videos that we recommend to enrich your health experience.

Search for "**Point Cook Chiropractic Health & Wellness Centre**" on Facebook Pages.

Look out for our next newsletter, which is bound to come out in early March, 2010. In that issue, we will be introducing our first in-house competition for the year: Easter Eggs Estimate, plus a timetable for the commencement of our Health Workshops, entitled "Half Hour to Health."

Until next time!

**Dr Alfie & The Team**

## LABOUR DAY

Please note that the office will be closed on Labour Day, Monday 8th March 2010.

We will have an extra long day on Tuesday to substitute.

## Web Improvements

We've made significant improvements to our website lately.

Please take the time to explore our wonderful online presence.

[www.pointcookchiro.com.au](http://www.pointcookchiro.com.au)

### Trading Hours

Monday	9.00am—7.00pm
Tuesday	Closed
Wednesday	9.00am—7.00pm
Thursday	4.00pm—7.00pm
Friday	9.00am—12.00pm
Saturday	10.00am—1.00pm
Sunday	Closed

# vitality

Point Cook Chiropractic  
Health & Wellness  
- Our Newsletter

[www.pointcookchiro.com.au](http://www.pointcookchiro.com.au)

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## February 2010 issue



### A GREAT START TO THE YEAR!

Firstly, welcome to our first newsletter for 2010. We wish to keep you updated about events, promotions and useful information that is going within and around our centre that would further enrich your health experience with us.

We have closed our office in South Yarra, **Chiropractic@TheComo**. After 6

years of serving South Yarra and its surrounding communities, we have decided to focus all of our attention on the young and growing suburb of Point Cook. As a result, **we are now open on Thursday afternoons, between 4pm and 7pm.**

We hope that you've had a wonderful start to 2010. We hope that you have refocused on your health goals now that the festive (or as we like to call it, "Silly") season is over. We look forward to helping you achieve those goals.



*everyone's family*

### TOY DRIVE THANKS

We would like to thank those individuals and families who participated in our 2<sup>nd</sup> annual Toy Drive for The Smith Family. Thank you for making it such a success and we will be holding this event in years to come.

## In this issue:

- Bags to School
- Our Myo therapist: Steve Guy
- Infrared Sauna: A simple, yet effective way to detoxify your body
- Facebook: Are you a Fan?

## BAGS TO SCHOOL

At the time of writing, it is three weeks into the first term of the school year and some of our parent practice members are concerned about the weight of their kids' schoolbags and its effect on posture.

As a guide, proper posture is defined when the ear, shoulder and hips are aligned vertically and perpendicular to the ground. Shoulders would be held back and horizontally level. If this is achieved, we get proper balance of the spine that bears minimal stress on the muscles.

An example of poor posture would be when there is carriage of the head forward. We find this when the bag is heavy and causes the child to stoop forward to prevent falling backwards. Since the human head's average weight is 8lbs

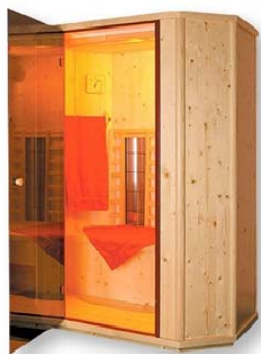
(the weight of a light bowling ball), any forward movement of the head from its alignment with the shoulders is going to place increased stress on the neck muscles. This is one of the main causes of tension headaches.



To prevent forward head carriage when carrying schoolbags and ensuring proper posture altogether, we advise that the weight of your child's schoolbag does not exceed 30% of their weight. For example, a 40kg child's bag limit should be 12kg.

We suggest for parents to monitor their child's schoolbag weight over the course of the term and the year as different stages of the year have different workloads.

If you have any concerns about your child's posture, please approach either Louise or Dr Alfie to arrange a **FREE postural check and 5 minute assessment.**



### INFRARED SAUNA: A SIMPLE, YET EFFECTIVE WAY TO DETOXYFY YOUR BODY

We've recently introduced our Physiotherm Infrared Sauna to complement the chiropractic and myotherapy work that we currently provide to our clients. We

believe that the simple process of getting rid of toxins through heat therapy is a convenient way to achieving true health and wellbeing.

Detoxification involves ridding the body of the accumulated toxins that we receive from the environment (eg. The air we breathe, our diet) and those that it produces through metabolism. A toxic constituency often is marked by symptoms such as:

- poor circulation,
- poor skin tone,
- tight muscles,
- low energy levels
- and frequent flus and colds.

Infrared sauna is different from steam saunas in that they work at lower temperatures to provide the same benefits. The difference comes from the way the infrared heat penetrates deeper into the skin and results in tapping into the toxins that are located deeper into the layers of skin. The result is a more comfortable detox process.

Other benefits include:

- Improved blood circulation,
- More supple skin,
- Increased energy levels,
- Relief from muscle and joint pain,
- Weight loss, when carried out on a regular frequency.

It has been said that the Infrared Sauna, or Detox Box for short, can result in significant weight loss over a short period of time. Provided that you follow a sensible diet, we believe that it is possible to drop up to a dress size in 7 days.



If you wish to make a booking to try the Detox Box, or would like to learn more, please call the office or approach Louise at the desk.

**Limited Time Offer:** For the month of March, you could try the Detox Box for half price. Usually \$30, now just \$15, for a 20-minute session.



### OUR NEW MYOTHERAPIST: STEVE GUY!

Steve joined us late in November 2009 and is settling comfortably in his role as the Centre's Myotherapist.

Steve comes from Bacchus Marsh and is a keen tennis player. He plays tournaments with his local tennis club and has been myotherapist to several sporting teams, including the Victorian Bushrangers cricket team and the Darley Football team.

says Steve. "We work with the client to focus on muscle issues and, unlike massage therapists, myotherapists work with you to ensure the best possible recovery at the shortest amount of time often using additional skills to complement the manual muscle work." Such complementary skills include: dry-needling and cupping, as well as providing advice on stretches and exercises to ensure that relapses are avoided.

Steve is available on Mondays, Wednesdays and Fridays until late. Current practice members have exclusive fees that provide savings on their combined visits. The fees are as follows:

Continued...

"Myotherapy is more than just a massage,"