

Orientation Packet

Welcome to the *Home of the Honor Box* where you will find:

- No phone call necessary
- Walk-in hours for established members
- You set your own fee (cash, check or charge)
- No copay or deductible hassle
- No insurance denials and surprise bills

To participate, complete the following at

www.fallchiropractic.com:

1. Watch our online *Fall Chiropractic Orientation 2025*.
2. Download and complete *Feedback Form*.
3. Download and complete *Intake Form*.
4. Walk in no later than 1 hour before our lunch or close.

	Fall Chiropractic Home of the Honor Box	
M	9 - 1	2 - 6
T	9 - 1	2 - 6
W	9 - 1	2 - 6
TH	CLOSED	
F	9 - 1	-
“Have you been checked for Neuro-Spinal Interference this week?” www.fallchiropractic.com • www.facebook.com/fallchiro		

Why the "Honor Box?"

So why the Honor Box fee system? Why do we allow our members to pay what they can afford each visit? How can a business stay in operation on that basis today?

Basis of the Honor Box

1) Persistent modern stressors make weekly chiropractic care necessary for all.

Modern life has unprecedented physical, mental, and chemical stressors on a daily basis. *Vertebral Malposition* (VM or subluxation) can happen in any spine with modern stress. We care for our members from birth to over 100. If your loved ones fall within those ages, they should not be denied spinal care either.



2) Chiropractic care is so necessary, no member of any household should be denied care for financial reasons.

We understand the cumulative life-robbing effects from *Vertebral Malposition* (VM) and *Neuro-Spinal Interference* (NSI). We do not want finances to cause people to walk around with the life-critical nerve supply in their body being choked off for longer than they should.

The average person sees a medical doctor 6.3 times a year. Fees typical of medical offices are for a less frequent basis. They also have to employ a whole insurance billing department. That would defeat our purpose, which is to make regular chiropractic care affordable.

What We Ask of You

1) Ensure you and your household get a spinal check at least once per week. Your neuro-spinal connections are brightest with regular, weekly checks. How long do you need good neural connections? With today's stress, weekly spinal checks are a wise life habit.

2) At each visit, pay the maximum that you can easily afford for you and your family. You set your own fee at each visit, because your life-circumstances may change. For instance, if you were diagnosed with cancer or heart disease with expensive medical bills, you would need good neuro-spinal connections just as much as ever. However, remember that it is a community effort here. Treat the box with respect knowing that others will do the same when your own financial means change.

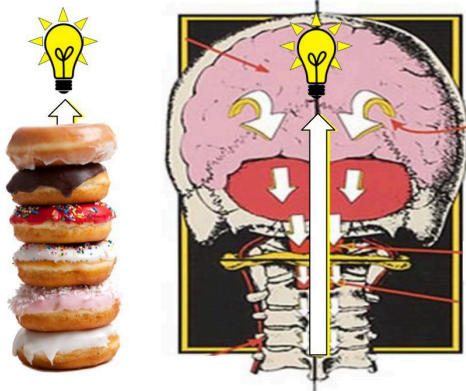
3) Spread the word and refer those you care about. Ask if they have had their spines checked. Tell them about our box and walk-in policy. Finally, text them our website link for the orientation. We also ask you to "like" and give a rating and review on Facebook and Google. Why? If we understand how important spinal care is to us, then we want to share with those we care about.

The "box on the wall," is a joint effort on your part and ours. We hope you will make every effort to do your part.

What is a Vertebral Malposition?

A *Vertebral Malposition* (VM aka subluxation) occurs when one or more vertebral bones lose their normal position. Though pain free, it dims neural connections between the brain & body. It is significant because it causes *Neuro-Spinal Interference* (NSI) or blockages to neural signals traveling between the brain and body.

Well-positioned vertebral bones with good neural connections can be visualized with a stack of donuts. The donut holes together picture a clear tunnel for bright neural connections traveling up and down the spine.

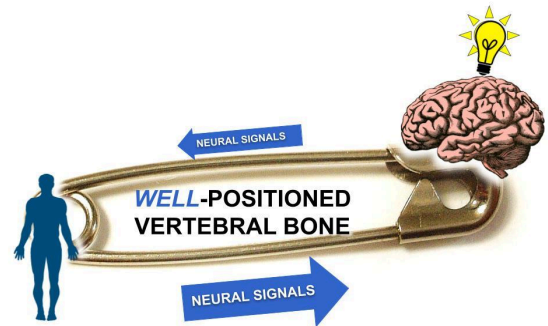


Just the opposite, a *Vertebral Malposition* can be pictured with the crooked stack of donuts, shutting down the tunnel of donut holes. This pictures how a mal-positioned

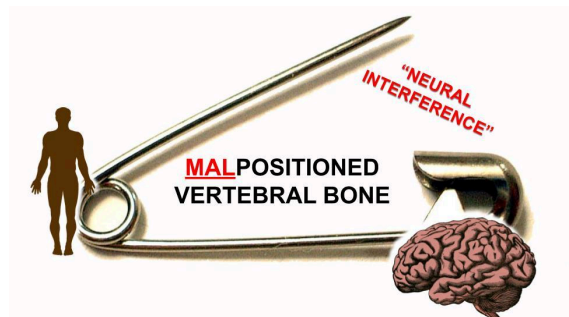


vertebral bone dims down neural connections through the central spinal canal.

The clear pathway of neural information can also be pictured as a connected safety pin making a closed loop. One end represents the brain and one the body with the spine in between. This pictures how the spinal cord fires from brain cell to body cell and back. When vertebral bones are *well-positioned*, (like a closed or *connected* safety pin), the neural signals are connected and bright.



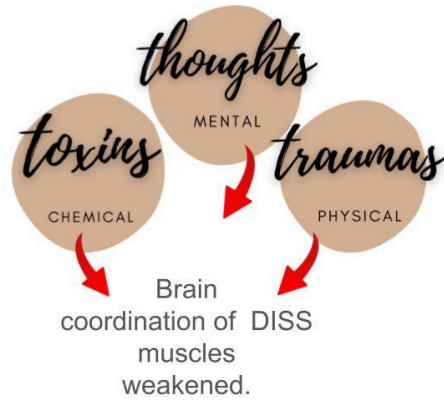
However, in the following picture the vertebral bone would be *mal-positioned*. The *mal-positioned* vertebral bone blocks the nerve and dims neural connections (an open or *dis-connected* safety pin). Without neural connections, brain and bodily disorder and dis-function accumulates over time. Loss of potential and function results. Chiropractors' sole purpose is to detect and clear this *Neuro-Spinal Interference* (NSI).



What Causes a Vertebral Malposition?

A *Vertebral Malposition* (VM or subluxation) is a vertebral bone out of its normal position that causes *Neuro-Spinal Interference* (NSI).

So what *causes* a malposition?
Stress! VM is caused by your body's inability to adapt to mental, physical, and chemical stress.

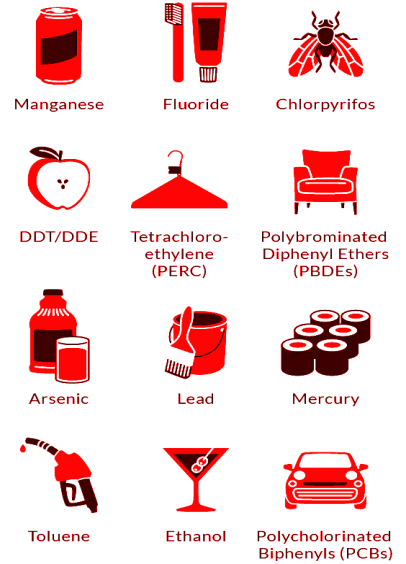


Nearly all modern stressors trigger a "fight-or-flight" reaction. Mental stressors like finances, work, social media, we all know can set us on edge. Physical stress includes not only lifting, falling, or repetitive stress, but also includes posture. Long periods stooped over a phone or computer creates tension.

This tension over-stimulates the same parts of our brain that are triggered by a life-and-death threat. Even if it is "just" mental stress, the body puts its resources toward survival. This is fine for short periods. However, when you live surrounded by modern levels of daily stress, this weakens the brain's motor control of the small muscles that keep the spine positioned correctly. Thus vertebral bones malposition.

Today's thoughts and trauma are enough. However, the biggest reason VS's are so common today is the toxins in our air, food, and water. In one study, 90% of a studied population had detectable levels of 62 chemicals in their bodies out of 163 screened.

According to the EPA there are over 86,000 chemicals on the US market today hidden in paint, clothing, upholstery, cleaning products, etc. "Neurotoxins" in particular affect the brain, the most sensitive tissue to environmental toxicity. In a vicious cycle toxins can distort how well the brain regulates the muscles that stabilize vertebral positioning. With excess chemical stressors, it is no wonder there is higher incidence and frequency of *Vertebral Malposition* today.



This is the basis of the Honor Box.
 Persistent modern stressors make *Vertebral Malposition* commonplace. The Honor Box makes possible weekly spinal checks for all.

What Is Possible with Weekly Care?

How do weekly spinal checks help?

By now you know that a *Vertebral Malposition* causes *Neuro-Spinal Interference* (pictured by a disconnected safety pin). So our members gain & maintain brighter neuro-spinal connections for better functioning body cells and brain cells. But what specifically can your family gain with "bright neural connections?"



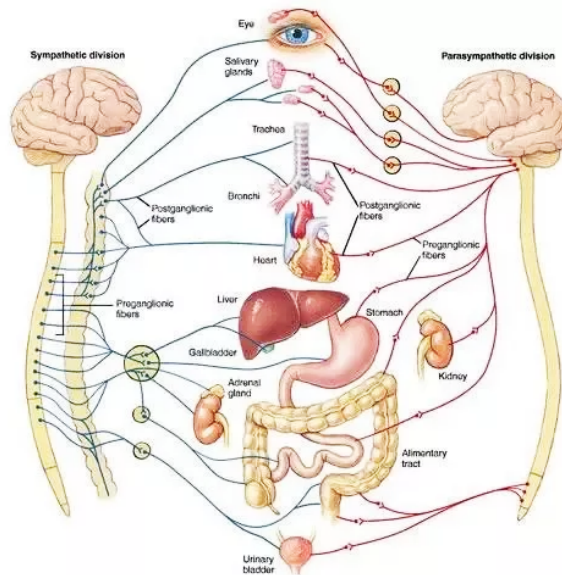
and hearing parts of the brain. If the brain and emotions are more balanced, what is possible in relationships with family or community? This is our "big" vision.



A variety of testimonials are posted about beneficial changes to conditions: blood

pressure, heart arrhythmias, sleep, energy levels, better immune function, reductions in allergy symptoms, improved energy, anxiety or depression improved, less time recovering from injuries, greater speed, strength gains, and coordination. Athletes note they benefit

A single neuro-spinal connection maintained over time is *as far-reaching as the nervous system itself*. The neuro-spinal system pictured to the right shows neural connections from the brain reaching out to the heart, lungs, digestion, urinary tract, etc. Within the brain is the neuro-endocrine system that regulates the balance of hormones like estrogen, testosterone, and thyroid. All these hormones are under the influence of the neuro-spinal system.



more from their workouts and better digest their food and supplements. Students note better memory, attention and focus at school. Check out our testimonials at [Facebook.com/fallchiro](https://www.facebook.com/fallchiro) and Google.

Perhaps most dramatic, a spine problem in fact is a brain problem. Mood, memory, sleep cycles, stress hormones, focus and attention all are influenced by brighter neural connections. Occasionally, immediately after a new member's first adjustment members note that the room seems brighter or their hearing seems more sensitive. This is normal, and due to the fact that the spine ties into vision

What is possible with weekly spinal care? Possibilities are as far-reaching as the nervous system itself. Brighter

neuro-spinal connections bring greater order and harmony throughout the brain and body. The ordering effect of good neural connections is general and non-specific, but its effect is *certain*. Increased harmony in the brain may be subtle, but, perhaps most important, it can be dramatic in your relationships. It is a wise habit with far-reaching vision for you, your family, and community.

Why **WEEKLY** Spinal Checks?

"Why are spinal checks weekly?"

In a word, weekly chiropractic care is necessary because of *stress*. Whether "thoughts, traumas, or toxins," mal-adaptation distorts brain function and the muscles around your spine. This results in a *Vertebral Malposition* (VM), resulting in *Neuro-Spinal Interference* (NSI) between the brain & body.

There is likely no modern day without some type of stress. Therefore, VM likely also occurs daily. Brief weekly spinal checks reduce time you experience dimmed neural connections.

"Why not just when I FEEL I need it?"

Symptoms like pain don't indicate the presence or absence of VM. Even if you are pain-free, disconnect the circuit, the body's 100 billion brain cells and 70 trillion body cells no longer fully communicate. The estimated bandwidth of your spinal cord is roughly 3 TB's of data per second. That is an equivalent of over 700 4K movies every second through your spine. What might you be missing?

"Can I check my own spine for VM?"

Would you check your own electrical connections on your high tension power lines or would you leave that to a power lineman? *Vertebral Malpositions* do not alert you with a pain signal. Therefore, even chiropractors have other chiropractors check their spines. With thousands of hours, and thousands of spines, chiropractors acquire skill and sensitivity.

However, the real expert is designed into your own body. Small muscles under the control of your cerebellum contract in waves up and

down your spine to regulate vertebral positioning. It is these muscles modern chiropractors feel to find where your body indicates the malposition is at.

"Can't I leave the nerves blocked?"

Yes, but there are consequences. Leave your nervous system disconnected and the brain and body cells become disordered and dis-coordinated. Brain and bodily dis-coordination from dimmed neural connections adds up over time. Nearly every cell organ and tissue is controlled and coordinated by the nervous system. The stress of modern life does not stop, and neither should weekly-for-life spinal care.

"Isn't weekly a lot of time?"

Rarely does the check and adjustment take longer than five minutes. Every week Americans spend an average eight hours eating, a recommended ½ hour brushing teeth, and 2 ½ hours working out. This makes spinal care more gain with less work than any dentist, dietician or personal trainer asks.

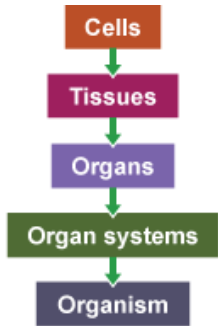


What do we ask? 5 minutes. At least once per week. What do you gain? Brighter neural connections to your 100 billion brain cells and 7 trillion body cells.

Five Principles of Chiropractic

Principle One

The body is created with innate capacity to maintain order, within the limits of matter.

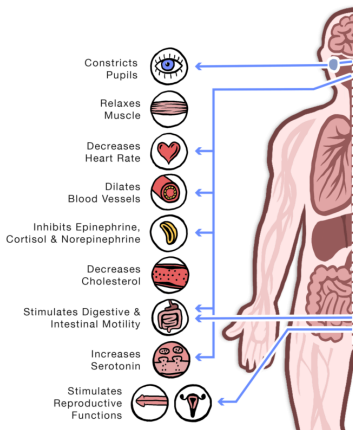


The body has levels of organization that build on each other. Cells work together in tissues, tissues work together in organs, and organs work together in organ systems, organ systems work together in organisms.

This order is evident in every life process: movement, reproduction, sensitivity to environment, growth, respiration, excretion, and nutrition. We have order in how we are organized. We also have the tendency to find our way back to order.

Principle Two

The main tool used to maintain order in brain and body cells is the neuro-spinal system.



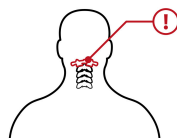
The neuro-spinal system consists of the *brain*, the *spine* and the *vertebral bones* protecting the spine.

Together, it regulates involuntary physiologic processes including heart rate, blood pressure, respiration, and digestion. This system works automatically without a person's conscious effort.

Principle Three

Neuro-Spinal Interference (NSI) from Vertebral Malposition (VM) reduces order in the brain and body.

Protective vertebral bones can become malpositioned and block signals traveling through the spinal cord. We use the disconnected "Safety Pin Cycle" to illustrate this bone out of place interfering with critical neural communication.



Principle Four

Vertebral Malposition occurs commonly due to modern stressors.

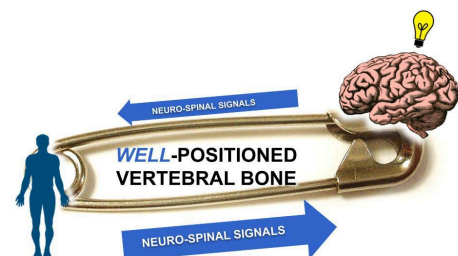


Modern stress comes in the form of the "Three T's": thoughts, trauma's and toxins. All three weaken brain coordination of the muscles that hold the spine in position. This daily onslaught makes Vertebral Malposition very common in today's spines, whether young or old.

Principle Five

Chiropractor's find and clear Vertebral Malpositions for brighter neuro-spinal connection for brighter expression of life.

Chiropractors do not diagnose or treat pain or symptoms. We detect and clear Vertebral Malpositions that cause *Neuro-Spinal Interference*. The impact of a single neuro-spinal connection brightened is as far reaching as the neuro-spinal system itself.



Make It a Family Routine

You did the hard part—you got started with the wise life habit of weekly chiropractic checks. Congratulations! Now some tips to make the habit stick...

Step 1: Identify Your DAY of the Week to Visit Your Chiropractor.

It is our members who create a consistent schedule of visiting us on the same day of the week that make a habit and stick to it. Don't leave it to chance just getting in when you feel moved. Make it as much part of your routine as brushing your teeth and walking. Set a phone reminder.

Step 2: Identify a VISION for Life that will be Improved with Regular Chiropractic.

An inspiring vision for life improvement can push you through the ups and downs of creating your chiropractic routine. Life will, likely, take you out of your routine and the good habits you're trying to create. Find a motivation that will pull you back on track towards success.


One goal that clients may have when they start care is the ability to perform better in their day to day functions at work, like computer work for longer periods of time (or school, sports, etc). When you realize that investing into your wellbeing is an investment into your job performance, your goal to thrive during the day, rather than merely survive, will power you back into your regular routine.

Step 3: Identify the IMPACT from Your Chiropractic Routine on Those Around You.

Taking care of yourself to take care of your priorities can benefit not only yourself, but also those around you. When you are functioning better, you can serve those in your inner circle who you have close relationships with. Think of those closest to you to help inspire you towards the consistent habit of regular chiropractic care.

With brighter neuro-spinal connections, you not only will be brighter on the inside, but you will have better connections with those on the outside, too!

Identify your DAY, VISION and IMPACT to help you launch your chiropractic routine so you can live a higher quality of life.



Fall Chiropractic
Home of the Honor Box

M	9 - 1	2 - 6
T	9 - 1	2 - 6
W	9 - 1	2 - 6
TH	CLOSED	
F	9 - 1	-

"Have you been checked for Neuro-Spinal Interference this week?"
www.fallchiropractic.com • www.facebook.com/fallchiro