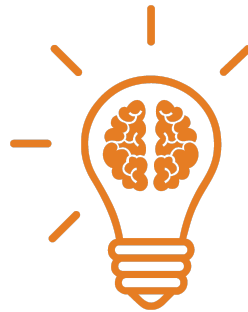


Fall Chiropractic
Orientation
2026



Complete
Orientation & Feedback Form
and receive 40% off your first visit.

Includes:

- A one-on-one doctor consultation
- Chiropractic spinal examination
- *Tytron* Paraspinal Thermography Scan
- Same day chiropractic adjustment

Contents:

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Our Vision

We have a unique approach to care. We ensure we are thorough in our expertise. We make our expertise available to all willing. We ask that our members be willing to do their part.

The body is complex, and sometimes several technologies may be necessary to take care of the whole human. However, spinal care is absolutely necessary and foundational for everyone. Why?

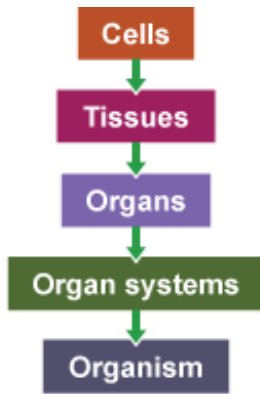
1. The brain and spine is central to coordination of all human functions.
2. Modern stressors threaten nervous system health.

Completing your *Foundational Evaluation* and *Foundational Care Plan* is a phenomenal step to take for yourself, your future, and all the loved ones your life impacts!

Spinal care must be the “firm foundation” of everything else we do.

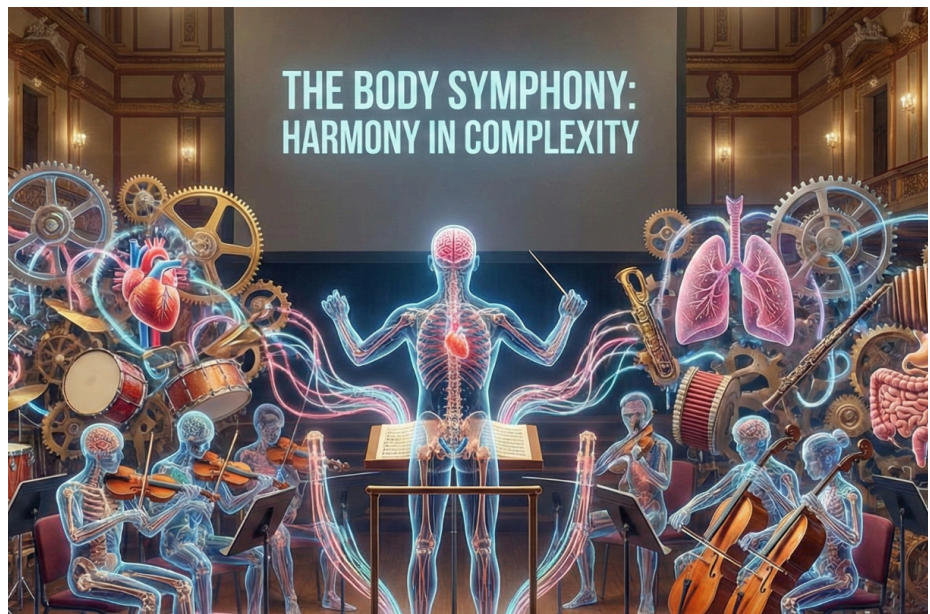
Principle One

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



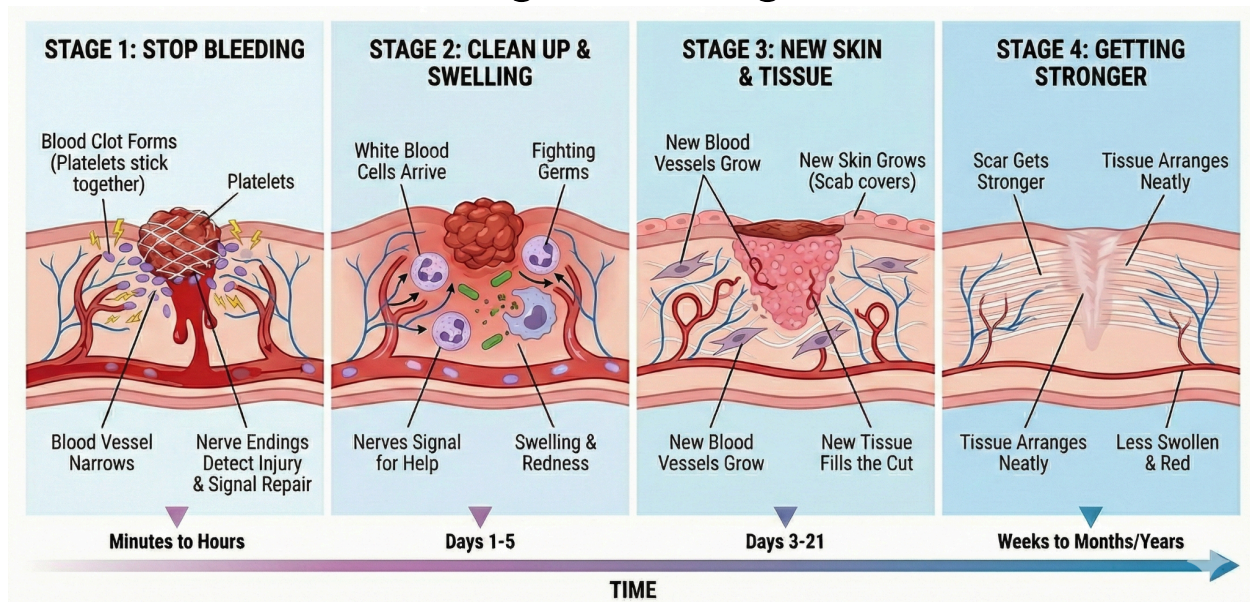
The body has levels of organization that build on each other. Cells work together in tissues, tissues work together in organs, organs work together in organ systems, and organ systems work together in organisms (that's you).

Your body coordinates function between its 50 trillion body cells and 100 billion brain cells. This order is evident in every life process: *movement, sensitivity to environment, growth, respiration, excretion, and nutrition.* The sum of all processes going on at once are estimated 600,000,000,000,000,000,000,000!



No matter what you feel might be going wrong in your body right now, the fact that you are alive at all is a miracle of intelligent design. There is a lot that is “going right!” Everywhere we look, we see evidence of order in how we are organized.

We also have the tendency to find our way back to order. A child’s finger healing illustrates this.



No matter what tissue may be attempting to heal in your body right now, healing involves two ingredients: *time* and *nerve supply*. The stages of healing are a process over time, and no repair occurs without time. If you look closely at the graphic, notice the involvement of the nerves detecting injury and signaling for help. That is the topic of principle number two.

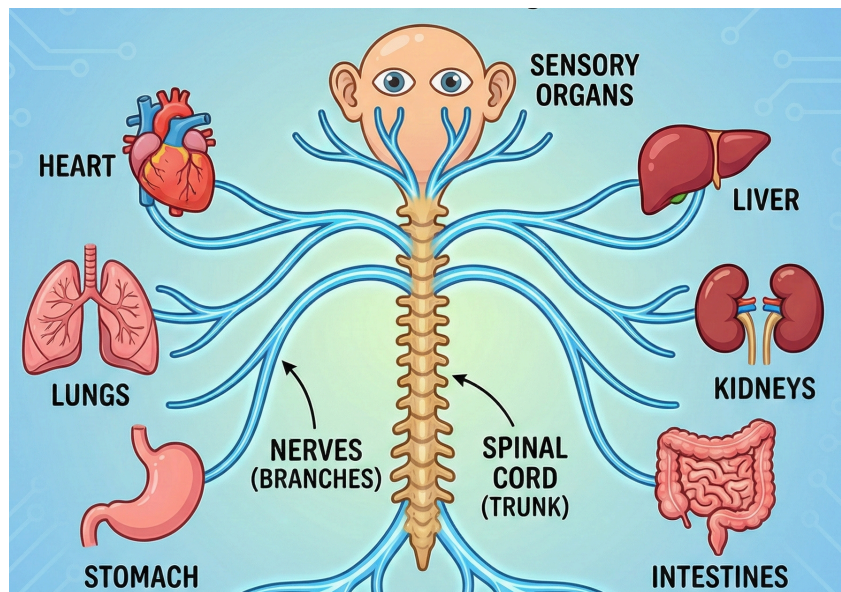
Principle Two

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

You have a lot going on right now as you sit reading. Your stomach may be digesting a sandwich, finger muscles contracting as you scroll, and...there you blinked.

What keeps it all organized and so well ordered? A clue is in the first system to develop. When you first became you, it wasn't the heart or the skin or the eyes that first formed as an embryo. It was the brain and spinal cord! How early?

Just 18 days after conception. Every cell, organ and tissue forms on the end of the branching nerves from your spine much like fruit on the end of a tree branch.



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

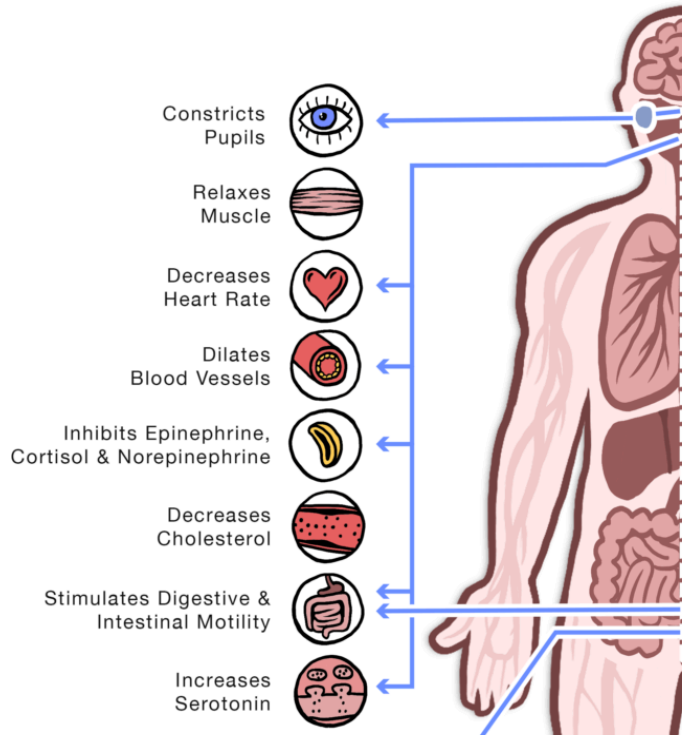
Intelligent design is seen in the armored skull



protecting the brain and the well-ordered, interlinking protection of the 24 vertebral bones. With only 206 total bones in the body, over 10% of your body's bones are devoted to protecting this vital "central computer."

Together, the neuro-spinal system regulates involuntary life processes including heart rate, blood pressure, respiration, and digestion. This system works automatically without a person's conscious effort.

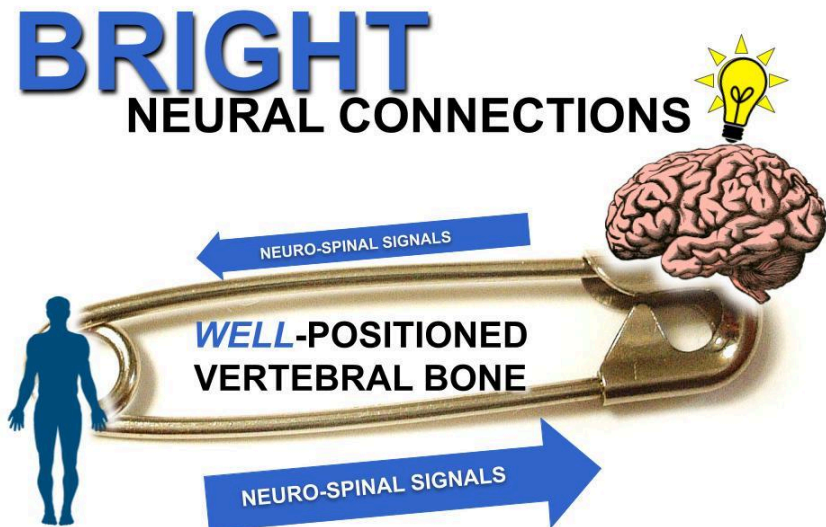
The neuro-spinal system directly coordinates obvious functions like eye pupil dilation, hearing acuity,



and the heart's rhythmic contraction. However, it also regulates hormones like *cortisol*, *adrenaline*, *testosterone*, *estrogen*, and *growth hormone*.

The most important graphic you will see in this orientation is the Safety Pin Cycle. This connected loop pictured by a safety pin shows the *neuro-spinal*

system working correctly. At one end of the safety pin you have the 100 billion brain cells and on the other end 50 trillion body cells. In

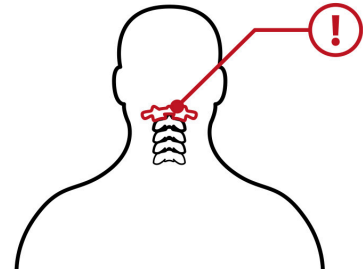


between is the spinal cord carrying information and commands up and down through the column of vertebral bones protecting the spine. When “connected and protected” through well-positioned vertebral bones, the neuro-spinal messages are “bright.” What kind of bodily function results? *Well-ordered, organized function*.

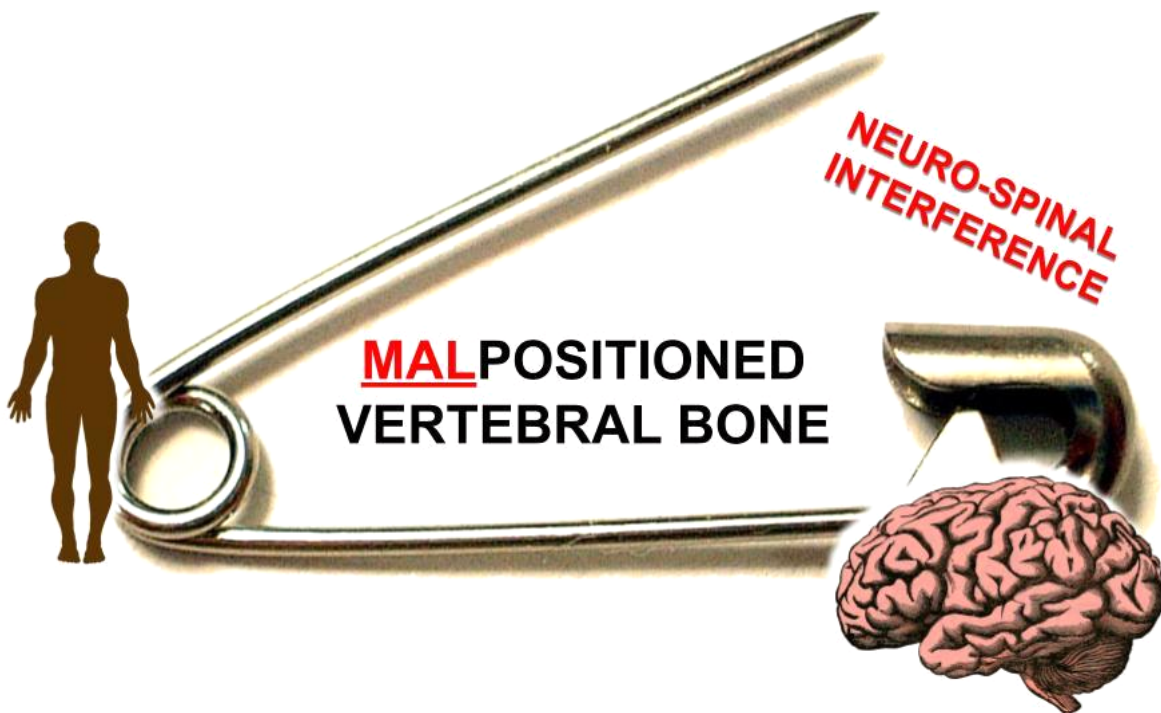
Principle Three

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

Protective vertebral bones can become malpositioned. Even one malpositioned vertebral bone can block signals traveling through the spinal cord and nerve roots branching off the spine.



We use the disconnected “Safety Pin Cycle” to illustrate a single bone out of place interfering with critical neural communication.



Can you feel when this happens? No.

You are not consciously aware of all the information traveling through the spinal cord. That means you do not feel most neuro-spinal interference.

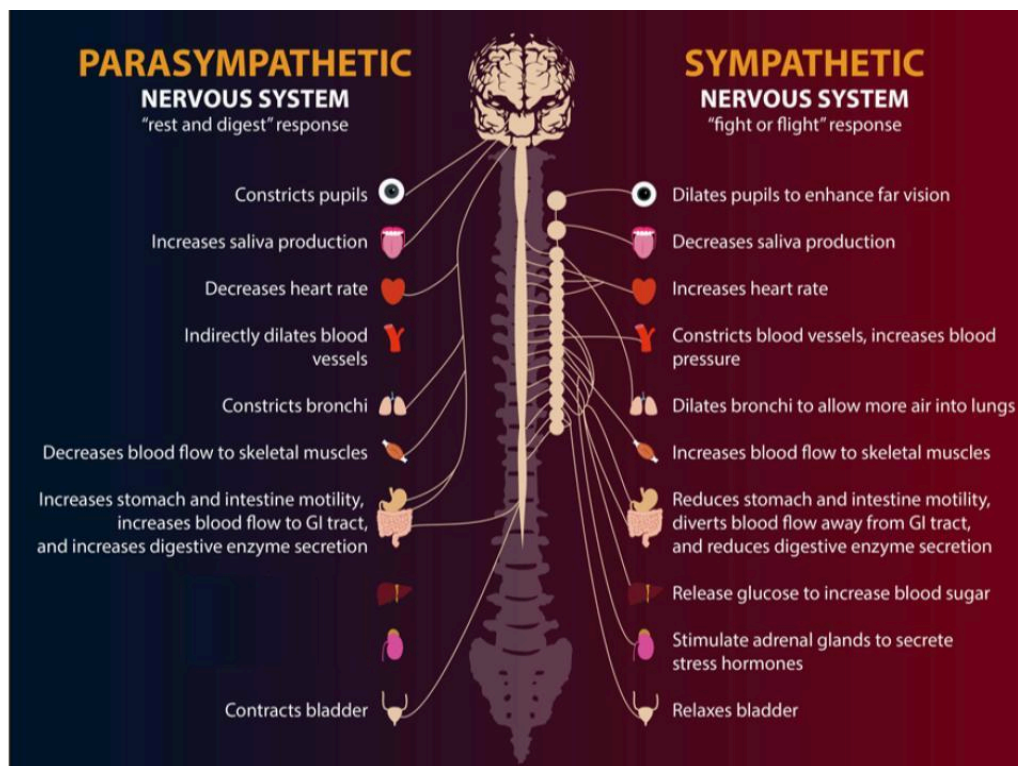
An estimated 3 terabytes of information travel each second through your spine to your brain (750 HD movies). Your conscious brain is only aware of 50 bytes out of those 3 terabytes. For any one sensation you are aware of, you have about 64 billion times that amount of information flowing up and down your neuro-spinal system. If you've ever lost a key, try keeping track of 64 billion keys!

No one can truly tell when they have neuro-spinal interference. That's why we check your whole spine for vertebral malpositions regardless of where you have or don't have pain, discomfort, or an "off feeling."

When can the first vertebral malposition occur? Whether natural births or not, vertebral malposition can occur in the birth canal. As will be

discussed, excessive neuro-toxin exposure can occur even in the womb, and this weakens the newborn's neuro-spinal connections. On the other hand, by the time we are in the mature years of our life, we've had even more time to accumulate those stressors. We encourage all of our friends and loved ones to have their spines checked for silent interference from birth to death.

Science has undoubtedly barely scratched the surface of the hidden complexities of the neuro-spinal system's control of delicate balance of life. We understand more than ever what is to lose by having the central computer of our body disconnected and off-line.



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. Mental stress and postural trauma with phone use have received plenty of media attention. This daily onslaught makes Vertebral Malposition very common in today’s spines,

CHEMICALS KNOWN TO DISRUPT BRAIN DEVELOPMENT

90% OF PREGNANT U.S. WOMEN: have detectable levels of **62 chemicals** in their bodies out of 163 screened

SOURCE: DOI: 10.1093/dmp/dkz027

 Lead	 Polybrominated diphenyl ethers (PBDEs)
 Mercury	 Polychlorinated biphenyls (PCBs)
 Organophosphate pesticides	 Polycyclic aromatic hydrocarbons (PAHs)
 Phthalates	

The infographic features a teal background with a silhouette of a pregnant woman on the right. It lists various chemicals with corresponding icons: a faucet for Lead, a flask for Mercury, a spray can for Organophosphate pesticides, a bottle for Phthalates, a chair for PBDEs, a mobile phone for PCBs, and a car for PAHs.

whether young or old.

However, the biggest reason VM'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.

Principle Five

*Chiropractors find and clear
Vertebral Malpositions*

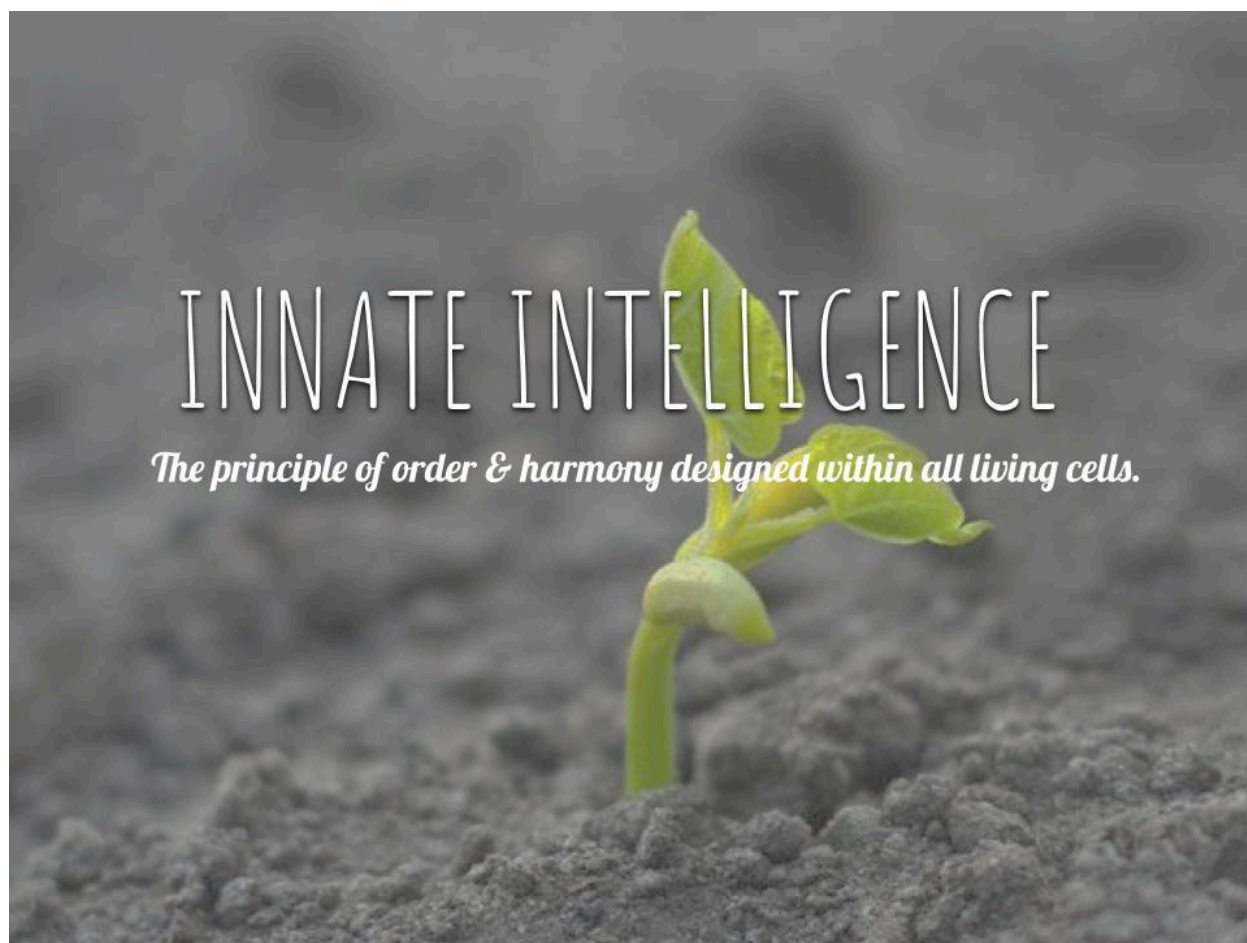
*For brighter neuro-spinal connection
And brighter expression of life.*

With 10 years of college, and at the publishing of this orientation over 20 years of chiropractic practice, much time personally has gone into developing doctor skills. The profession itself is now over 140 years old, and much work continues in growing the art and science of chiropractic spinal care. In addition to periodic use of the paraspinal thermal imaging, we have spent much of those years developing the sense of touch to assess the intricate muscles lining and supporting your vertebral bones.

When we perform an adjustment, a licensed chiropractor isn't just "cracking a back"—in fact with our drop technique, you often will not hear a crack. Instead we apply precise force to a specific segment of the spine to influence the master controller of the human body. You come to us for the certainty that we adjust the right bone, in the right direction, with the right amount of force.

Our aim as your chiropractor is not to control what your body does with the brighter neuro-spinal connections. Instead, just like handing you the keys to the family car, we seek to put your own body back in control of itself.

We may **connect** your neuro-spinal connections. But who will **direct** the body from there?



Who innately knows more: the fanciest, smartest doctor, or your own body? Principle One tells of

order and harmony and balance designed within all living cells. Scientists call it *homeostasis*. Chiropractors have called it *innate intelligence*. This is the same intelligence that is created and designed within your body that expanded you from 2 cells to 100 trillion cells in months. It is the intelligence that causes plant leaves to grow up and not down, roots to grow down and not up.

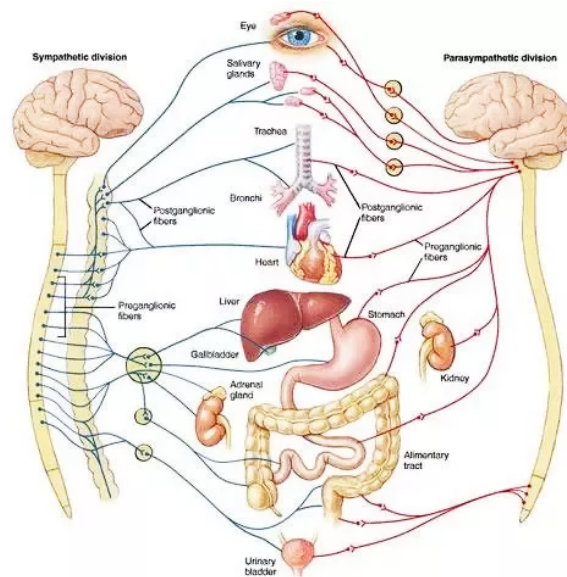
Your body regulates its own processes, far beyond any technology man has invented. What can your body do with brighter neuro-spinal connections?

What Is Possible?

A single neuro-spinal connection maintained over time is *as far-reaching as the nervous system itself*.

The neuro-spinal system pictured shows neural connections from the brain reaching out to the heart, lungs, digestion, urinary tract, etc.

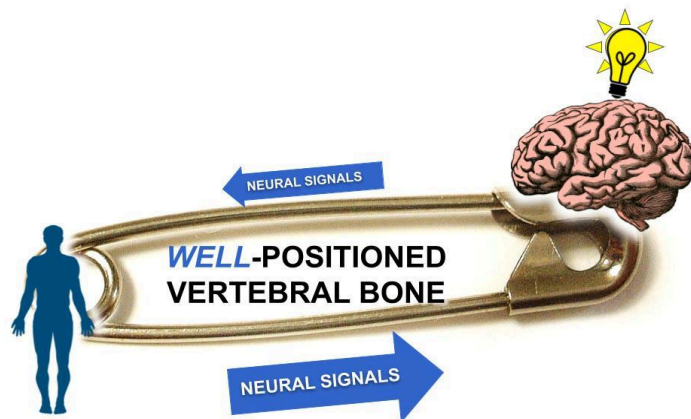
Within the brain is the neuro-endocrine system that regulates the balance of hormones like estrogen, testosterone, and thyroid. All these hormones are under the influence of the neuro-spinal system.



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. Often after an adjustment members will note they sleep deeper and longer. All this is normal, and due to the fact that the spine ties into vision, hearing, and sleep parts of the brain (*visual cortex, auditory cortex, hypothalamus, and thalamus*).

If the brain and emotions are more balanced, what is possible in relationships with family or community? Brighter and better connected families and community is part of our “big vision” in our little practice.



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 more from their workouts and better digest their food and

supplements. Students note better memory, attention and focus at school. Feel free to look at our testimonials at *Facebook.com/fallchiro* and our *Google* listing.

Does this make neuro-spinal interference the cause of all our problems? No. As we have covered, the body is very complex and needs numerous factors in balance: whole food and natural sunlight exposure for instance can be deficient. However, our question to you is how can our quest for order and harmony in our bodies and brains even begin without good neuro-spinal connections? What did your body's development first begin with? What is the main tool the body uses to coordinate and control every other cell organ and tissue? The neuro-spinal system.

**Spinal care is a wise life-habit
With a far-reaching vision
For you, your family, and community.**

First Visit to our Office

Foundational Evaluation



We take your spinal health seriously. Correcting perhaps years of neglect requires time and attention by your chiropractor. Therefore every new member starts with a scheduled visit. If you complete and print your forms at home, you only need to arrive 5–10 minutes before your time. If not, please arrive a full 30 minutes early so our team can process your file. When the staff receives the questionnaire from this orientation, you will receive:

- 40% savings off your first visit
- A one-on-one doctor consultation
- Chiropractic spinal examination
- *Tytron* Paraspinal Thermography Scan
- Same day chiropractic adjustment, when

clinically indicated.

- A complimentary 5 min therapy chair session.

This spinal scan ensures we have a clear map of your nervous system before we begin. Spinal scans are revisited periodically as we monitor your progress. All this is done without any concern of accumulation of radiation damage from x-rays.

Your doctor will then administer a hands on palpation of your spine to verify the scan findings, and then perform a precise and specific chiropractic adjustment that very same day.

Finally, we include a complimentary first therapy chair session.

We encourage everyone to get their families checked as well. We go to great effort to accommodate households with children—ask about our Foundational Family discount on first visits!

Why Therapy Chairs/Tables? **The Perfect Complement to Care**

We now integrate therapy chairs for a rounded care strategy.



We have gone to the trouble of acquiring the highest quality and most advanced therapeutic chairs available for our members. Aided by American efforts post-WWII in Japan, Fujiiryoki built the first known therapy chair in 1952. Today, the same company continues to innovate. In 2026 they were the only therapy chair company to include two separate “robots,” individualized therapy based on body scans, vitals monitoring, etc. all assisted by artificial intelligence.

You know now that Neuro-spinal adjustments clear nerve interference that blocks coordinating nerve signals. These signals transmit information that function like “blueprints” on a construction site. Therapy chairs provide phenomenal assistance in this objective.

In our construction site analogy, our therapy chairs...

- **Detect the day's specific "debris zones"** using *Fujiiryoki Smart Scanning*.
- **Soften the "supporting cables"** (muscles) immediately after the "beams" (vertebrae) are set. The build becomes more comfortable all with the *Fujiiryoki 4D Therapy*.
- **Deep-clean the site** by flushing toxins and boosting circulation, with 2 robots that follow your spine's natural curves on an *S-track*.

Communication with your chiropractor is important during the first 6 sessions so we can fine-tune your experience. Just like a new workout, it often takes time for your body to adapt and mild soreness can normally occur.

In some cases therapy chairs are not used due to health history, fit of chair, or in the case of ages 14 and under. However, we find this component to care important enough to find a "second best" substitute for you.

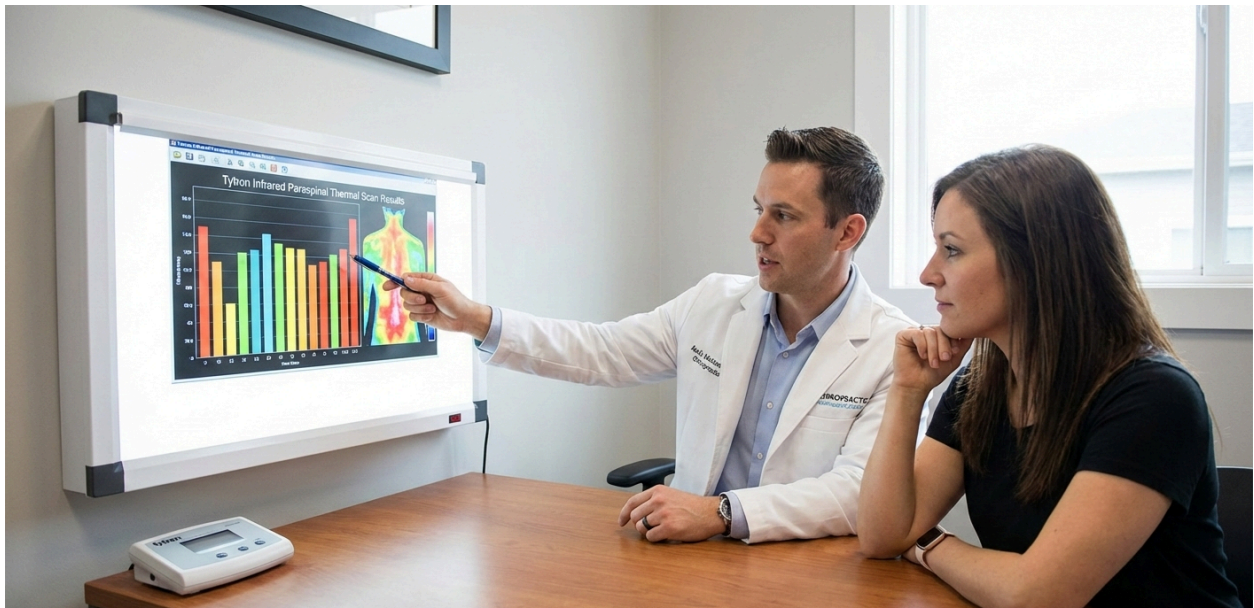
You will see and feel the difference in an elongated, more upright posture and spine!

Second Visit to Our Office

Foundational Care Plan

At your second visit, your doctor will

- Give a report of doctor findings
- Schedule your *Foundational Care Plan*
- Give you your follow up spinal check and any necessary adjustment.
- Give you a full 10 minute therapy chair session.



The *Foundational Care Plan* varies for each individual, and can be from a few weeks to a few months. You will be asked to schedule out any follow-up that is necessary.

For payment you can pick what works best for you from two of our exceptional payment options :

- Pay visit-by-visit with our *Single-Visit Fee* of \$39 plus \$15 for your therapy chair session.
- Our convenient and popular auto-pay *Membership* (up to 43% savings off *Single-Visit Fee + Therapy Chair Session*)

Once your *Foundational Care Plan* is complete, no appointment is needed. You can now take advantage of our Walk-In Adjusting Hours.

Many of our members select to continue with the convenience of our *Membership*.

However, it is also after any initial scheduled visits that you would gain access to our *Honor Box* fee system where you pay what you can afford. We have continuously had our Honor Box hung on the wall since 2018 and it is part of our “labor of love.”

The *Honor Box* requires a signed *Honor Box Agreement* form and is reserved for “*continuous weekly care only*.” Therefore it does not cover initial *Foundational Care Plans*. If one misses a week in the Honor Box, your first visit back is our

normal per-visit fee paid at the front desk. Then the Honor Box resumes with your weekly spinal checks.

We no longer make exceptions.

However, to help families, the \$39 charge for first visit back after an absence (i.e. vacations, illness, etc) only applies to the first person in a household. All other household members that are established members in our office can immediately use the Honor Box within one week of the per-visit charged first member.

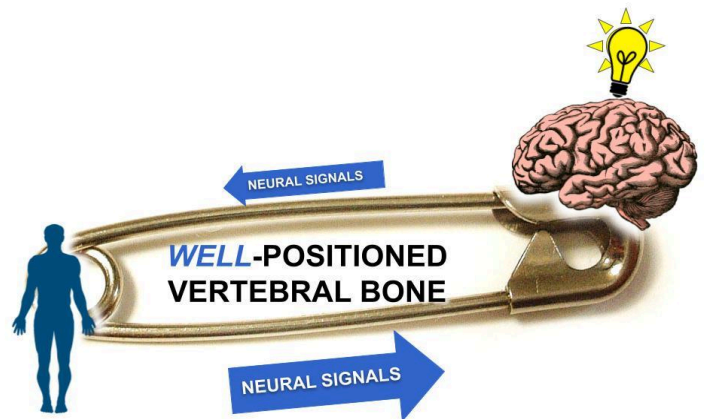
“What about my family?”
Foundational Family Discount

As one great American once said:

"The family is the basic unit of our society... Community values and goals that give America strength also take root in the home"

How are neuro-spinal connections critical to every family?

1) Brighter Relationships. Brighter neuro-spinal connections make for brighter connections with those around you. Think about it. *The spine is the main data cable*



feeding the brain from the body. The better your vertebral position, the better your brain's function and the better you handle stress.

Over the years our office has volunteered work with addiction recovery in our community. Recovering addicts under chiropractic spinal care

have double the adherence rate to their recovery program. However, it does much more than that. As one young man in recovery pulled me aside one day and said

“Dr. Fall, my son would have nothing to do with me. But since starting under spinal care I’m more attentive and less angry. Now he follows me around everywhere and wants to be with me.”

We see it every day. *Connections with others improve when we are better connected on the inside.*

2) Brighter Potential for Children. As badly as adults need bright neuro-spinal connections, the growing, developing brain and body of a child needs it even more.

We all know the disastrous consequences of mal-nourished children. If critical protein and nutrients are not supplied during growing and developing stages of life, growth potential of the brain and body can be stunted.

It is more subtle, but likewise, vertebral mal-position commonly results from modern stressors like excess technology use and

chemical toxin load. If this occurs long term, it can rob a child's critical stages of growth of proper neuro-spinal connections. Performance in sports, school, socialization can all suffer. Ultimately, their adult life potential can be impacted.

Therefore, we commend parents that are proactive with their children's future.

Foundational Family Discount:

Your first visit fees for your household are as follows:

	1st Person	2nd Person	3rd+ Persons
Fee	\$90	\$45	Gratis

Youth Add-On Membership:

One spinal scan and adjustment, though valuable, does not provide the life-impact we see with regular, consistent spinal care! Therefore we make available to families our Add-On Memberships.

If another household member is in one of our memberships, youth 18 and under can join with a

Youth Add-On Membership for as little as **\$10/month and receive up to 5 visits per month.**

Of course, we ask that all participants 14 and older review this orientation. We hope to see more bright, promising young people from supportive families be tomorrow's principled chiropractors! Any highschooler or college-age young person who is a member can ask to shadow Dr. Fall in the office. Over 20 years, we are proud to say our office has seen numerous wonderful, bright lights go into the profession of chiropractic!

The Big Picture

Spinal Care is central and foundational to your body/brain function and . Along with our *Spinal Care* and *Fujiirioki* therapy chairs, we sometimes find additional tools and health work is necessary. Two fundamentals along with Spinal Care are *Designed Nutrition*, and *Infrared Therapy*.

Feel free to ask for more details at any time.

