

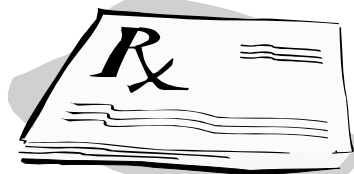
# In Good Hands

A Free Monthly Newsletter For The Friends and Practice Members of Jacob Hans, D.C.  
Lifesource Network Chiropractic, 3636 4<sup>th</sup> Ave., Ste. 200, San Diego, CA 92103

"You always reap what you sow. You always reap later than you sow. You always reap more than you sow."

~Zig Ziglar

## ‘More Shocking News About Vioxx, Celebrex And Your Children...’



**S**an Diego – *The Vioxx plot just thickened and took a dangerous turn for the worse. And if you think I'm beating a dead horse with this issue, you will think again when it's revealed just how close your children were to being a part of this terrible and deadly mistake.*

First the old news for those of you who missed last months issue: Drug giant Merck was forced to pull arthritis pain medication, Vioxx, off the shelves due to it's life-threatening risk of heart attack and stroke. Worldwide sales of Vioxx totaled \$2.55 BILLION last year. Since 1991, 91 MILLION Vioxx prescriptions have been written in the United States alone.

**That was last month's shocker.  
This month there are TWO MORE.  
Here's the first:**

It has recently been publicized that the FDA knew for years about the risks involved with Vioxx, which may come as a shock to you... but it shouldn't. As reported in the last issue of this newsletter, a full 20% of all FDA approved prescription drugs are either labeled as "dangerous" or withdrawn from the market over a 25 year period.

There is tremendous societal, government and MONEY pressure to get new "wonder" drugs to the market... FAST. Should it really be a big surprise to anyone, with so much money at stake, that people in high places simply seem to be turning a blind eye?

But that's NOT the...

**REALLY BIG SHOCKER!**

Nope... not even close. The really scary thing about all this is...

**Just Weeks Before Vioxx Was Pulled From The Market – It Was Approved For Kids!!!**

How do you like them apples?

Way back in 1999, both Merck and the FDA had mounting evidence about the cardiovascular risks associated with the drug. As time went on... the deadly side of Vioxx was being exposed.

**Ignored Warning And Tested On Children...**

Recent news suggests the company had plenty of warning signs, yet continued advertising for the drug regardless. In spite of the growing controversy with adult users of Vioxx, Merck went ahead with tests on children. And in line with all the other shocking news – Vioxx was only tested on children for a mere 3 months before gaining FDA approval.

**Just Read The Fine Print...**

One spokeswoman for Merck claims that information about heart risks were printed on the label. According to studies, the label being referred to is the fine-print package insert, which is rarely read.

One FDA researcher found evidence of cardiovascular disorders associated with Vioxx use. Before the drug was approved for children, he reported his findings at a medical conference. However, FDA officials ignored the study, stating it was not considered the "gold-standard" by the pharmaceutical industry. Thus, the evidence was not strong enough to deter approval for pediatric use.

**It's Not Our Fault**

The FDA remains unapologetic for the decision they made concerning Vioxx in that the correct decision was made based on the information they were given. The agency also agrees that pulling the drug from the market was the right thing to do.

All this echoes a very alarming trend...

**The Amazing Power Of Drug Company Marketing....**

We all know how drug company advertising affects the actual diagnosis of disease. It's simple psychology – the more a drug company advertises a drug – the more patients “think” they need that drug and go into their doctor's office and request it.

**Take osteoporosis for example:** According to an associated press article, data from 2003 shows that osteoporosis diagnoses have increased SEVENFOLD since 1994. Doctor visits for the condition have jumped nearly 5 times over the same period.

Now I realize that osteoporosis had indeed become more common as an ailment over this period, but 7 times over in just 9 years? It seems to me there is something else at play here.

**And here's what it is:** The AP story states how the increase in osteoporosis diagnoses has *conveniently* coincided with the high-profile releases of new drugs to treat the condition in 1995, 1997, and 1998.

Seems more than just a harmless coincidence... doesn't it?

**But the really alarming thing is:** What about all the other conditions and especially our children? Has drug company marketing affected ADHD diagnosis and treatment the same way? What about depression? There was a HUGE push for Children's Prozac not too long ago. And we all know the suicidal warnings that come with that one.

But the REAL question I'm going to pose to all my readers this month is...

### **Is There Really Anything Wrong With You In The First Place?**

Or have you been convinced by slick (and often deceptive) marketing you have a “condition” you must be treated for?

**The fact of the matter is:** as we go through life and age, we are going to have slight aches and pains. Good days and bad. Some days you are going to be a little tired.

That is a far cry from having a medical condition that needs long lasting drug treatment!

When I watch a drug commercial, and I see a lot of them because they are on every few minutes, I see people floating and laughing through a field of flowers. All their cares in the world have been INSTANTLY taken away. Life has become one big party!

And the message to me is: if you're not like that hired actor or actress in that field of flowers... if you

have even the slightest level of discomfort in your life... if you aren't in a state of utter and complete euphoria...

### **You Need Medication!**

And obviously, the American public is being influenced by this rubbish.

Well, let me be the one to break the news to ya: **YOU ARE NOT SUPPOSED TO FEEL LIKE YOU ARE HIGH ON MORPHINE EVERY SECOND OF EVERY DAY OF YOUR LIFE!!!**

That's just not reality.

Now, I'm not saying you should be in pain your whole life either. Not even close. But don't be fooled by the ACTORS in the field of flowers.

And if you are in pain, you should not be mis-led as to the affects and safety of your treatment choices.

Now everyone is jumping on the Celebrex bandwagon as a “safe” alternative to Vioxx. I'd be very careful if I were you. Very careful indeed.

Especially when there is an all-natural and risk-free alternative. That alternative is Chiropractic care.

Chiropractic has been proven safe and effective for many conditions such as back pain, neck pain, carpal tunnel syndrome, fibromyalgia, headache, knee and shoulder pain, and many others.

Chiropractic care may not make you dance across a field of flowers and take ALL your worldly cares away... but... it won't kill you either. And there is a good chance it can make you near pain-free!

...And don't forget, if you ever have any questions or concerns about your health, talk to us. Contact us with your, questions. We're here to help, and don't enjoy anything more than participating in your life long good health.



## Success Story Of The Month

(Names And Details Have Been Changed To Protect Privacy)

# Is Courage Dead? (Part II)

Last month in, "Is Courage Dead?" you read a true story about Kelly, her brutal attacker and her hero, Ron, who most likely saved her life. If you didn't read that story... you must. If you can't find (or didn't receive) last month's newsletter, just give us a call and we will send it right out to you. Why?

Because we were absolutely swarmed with positive response from that story! Everyone just loved it...and... quite a few readers said it changed their lives and the way they look at things... forever.

Pretty powerful stuff. That was the good news. But, just like any good news... there is always...

### Bad News!

Here's the bad news: For the last few weeks I have been nothing short of HARASSED to put another story like that in this month's newsletter. And let me tell ya – the badgering has been relentless! You guys can be ruthless!

Who do you think I am? Hemingway? Twain? Well, I'm not. I'm a Chiropractor... not an author! These stories just don't roll off my tongue as easily as lies flow from a politician's lips! Sheez. So how about cutting me some slack? Ok?

**But wait!** What if I told you I have another "Courage" story? And this one is as good... if not better... than last month's? How happy would that make ya? But... and this is a VERY BIG "but," you have to make me a promise. What's the promise? After I tell this story and you get your "courage story fix," you will not drive me or my staff crazy requesting more stories. Do you promise? Come on... say it! Ok..... good. Now for the story:

As Leah Bianco laid on the New York subway tracks... stunned and injured from the fall... terror filled her body. Almost paralyzing her...

She was only a few feet from the deadly 600 volts that surges through the power rail. And a speeding subway train was only 30 seconds away.

Just minutes before, Leah, a 28-year old retail planner for Tommy Hilfiger, was on her way to the gym before work. As she stood on the platform waiting for the R train, she noticed someone in a dark, dirty jacket approaching her. Leah had lived in the city for over 4 years and had seen hundreds of "shady characters." She just ignored his steady approach...which proved to be an almost fatal mistake...

As she looked away, the next thing she felt was a forceful bump that catapulted her off the subway platform. She screamed as she plunged 5 feet onto the hard, cold metal rail below.

The fall left her slightly dazed and with an injured knee that had taken the brunt of the fall. She couldn't make it back up onto the platform by herself and she knew the train was only seconds from crushing her... *so she started screaming for help.*

Hundreds of people up on the subway platform watched... but no one helped. All shamefully ignoring her pleas to save her life.

### **She Began To Hear The Screeching Of The Subway Wheels As The Subway Roared Down The Track Towards Her...**

Leah somehow pulled herself to her feet and tried to pull herself up on the platform to safety. She just couldn't. No one so much as bent over to offer her a hand. As panic set in, she screamed at the top of her lungs for anyone to help her.

On a nearby track, Randy Brown, exhausted from working his night job and on his way to his day job, heard the blood curdling screams for help right through Patti LaBelle... who he was blasting at full volume on his discman.

He craned his neck to see Leah trying to pull herself off the tracks as the rest of the morning commuters offered no help. Ron immediately ran to aid Leah. Reaching down, he grabbed her hand and pulled as hard as he could. With an adrenaline surge, he launched Leah 5 feet onto the platform to safety.

As Leah tried to regain herself, she looked down the subway tunnel and saw the man that pushed her. She yelled to Randy, "That's the guy right there!" Randy ran after him, but the man jumped into a waiting train and sped away.

Later that day Leah realized she didn't get a chance to get her hero's name or thank him. So she contacted the New York Daily News and told her story. The paper published her photo and a front page story with the headline...

### **Find My Angel**

Her angel was found. One of Randy's friends read the story and encouraged him to come forward. He did and the two were reunited. But that's not all. For his act of heroism, Randy was given a job at the Daily News that replaced both his day and night jobs!!! How's that for a nice twist! And how's that for a story?

You know, once again, we see the unwashed masses indifferent to the plight of others. Most will not even bend slightly at the waist to reach out a hand and help someone in need. Even in a matter of life and death. It's sad.

But we also see there are a few shining stars. Thankfully, these stars shine brighter than all the "duds" in society. We should be truly thankful for these stars and try to be more like them ourselves. If there is someone you know that needs help, bend over and reach out your hand. We all need more heroes. Heroes like Randy Brown. Thanks, Randy!

*We love helping our patients and their friends and relatives through their tough times and getting them feeling better! We are here to help you stay feeling better and looking younger! Don't be a stranger. Call us, and we will assist you in putting together a customized maintenance plan. It's not a luxury anymore! With our low monthly payment plan, it's less expensive to maintain your good health! You really can afford Network Spinal Analysis care! Don't wait until you can no longer move*

## **Did You Know?...**

**1. When you think you might want to sell your house in less than a year, experts advise against any major remodeling or renovations.** They suggest you only do what real estate pros call "freshening". Examples of freshening are cleaning and refinishing floors in poor

condition, remove old carpets and wallpaper, paint rooms that need it in neutral colors only, empty out cluttered garages, basements or attics, make sure the sidewalks and outside of the house are neat and clean. You'll get the value back for these relatively minor expenses, **whereas you may not recover the costs of big remodeling projects.**

**2. "Free" Internet Service Providers" (ISP's) may not be such a bargain after all.** Many have gone down the tubes, and the remaining companies often force you to watch annoying advertising the whole time you're on-line. A free ISP could be a good backup when your paid ISP is not working, or if you want an anonymous, "clean" email address that isn't known to unsolicited emailing spammers. You should consider signing up for more than one free ISP in case one goes out of business. Two places to check out are:

<http://dl.www.juno.com/get/web> or [www.netzero.com](http://www.netzero.com).

**3. If you're allergic to cats,** you may find that dark colored cats are four times more likely to cause intense allergic reactions. These cats produce more of a protein that triggers sneezing, watery eyes and chest tightness in people allergic to cats.

**4. Be careful before you take Viagra!** Viagra can be dangerous when taken in combination with other medications, particularly nitroglycerin related drugs. It can also be hazardous for people with coronary artery disease. Please make sure you consult with your doctor or pharmacist before taking Viagra. And please do not buy it over the Internet or from a mail order house without getting expert advice first!

**5. There are some ways your hair loss can be stopped,** or even reversed! For example: A. Too little protein in your diet can cause hair loss that's reversible simply by eating more protein! B. Thyroid Disorder – By adjusting an under or over active thyroid, hair loss can be reversed! C. Certain prescription drugs have side effects that cause accelerated hair loss. If you're taking chemotherapy, heart pills, pain killers, antidepressants and others, please check to see if hair loss is listed as a side effect! Of course, you should never make any health care decisions without consulting with your health care providers!

## **Tip of The Month... Holiday Tips To Reduce Stress!**



The holiday season can be one of the most stressful times of the year. Where are you going to get all the money for gifts, who did you forget this year, and of course, don't forget the family gatherings! Here are some suggestions that can reduce your 'Holiday stress':

**Budgeting For The Holidays** - Most people end up with a mountain of credit card debt that takes until next New Year's Eve to pay off. The holidays don't have to be a financial nightmare if you plan ahead.

**Stress & Debt Reduction Strategies Include:** As early as you can in the new year, work out a rough budget of expected Holiday costs. Don't forget 'hidden' expenses such as food bills and overseas telephone charges.

Figure out how much disposable income you have between now and the holidays. A certain percentage of this can be dedicated each week to covering your expected Holiday costs. Don't be discouraged if the amount seems small. Even if you only save \$5.00 or \$10.00 per week over a year, it can provide you with more than you think. If your nest egg isn't

enough to cover your estimated expenses, perhaps you may need to refigure your budget to a more realistic amount. If you have a hard time not "dipping into" your Holiday fund, you may want to open a savings account WITHOUT AN ATM CARD! Set a limit on the cost of presents.

**Holiday Shopping** - According to a recent study by Roy Morgan Research, around 60 percent of Australians dislike Holiday shopping, just 20 percent plan their shopping expeditions, and the majority of us (nearly 75 percent) often come home without a single purchase for our efforts. Stress reduction strategies for successful Holiday shopping include:

Make a list of all the gifts you wish to buy before you go shopping. Without an EXACT list you will probably end up wandering around the stores for hours. Be sure to pick up a few extras, such as chocolates, just in case you forget somebody or you have unexpected guests bearing gifts. If possible, do your Holiday shopping early - in the first week of December or even in November. Even better, do your shopping gradually over the course of the year, starting with the post-holiday sales. If you buy your gifts over the internet, some companies will even gift wrap them.

**Relationships** - The Holiday season is notorious for high levels of anxiety and relationship stress. The key is understanding this and not expecting miracles. Expect small bumps in the road and don't get too stressed when they occur. Remember: it's only a few short weeks out of the year!

**General Health And Well-Being** - Some other ways to keep your stress levels down include:

**Everything In Moderation** - it may be the season to be jolly, but too much food and alcohol is harmful, and drunk driving is a real danger and illegal. If you can't (or don't want to) step off the social merry-go-round, at least try to eat and drink in moderation.

**Get Enough Sleep** - plan for as many early nights as you can. Studies now show lack of sleep is a major cause of early aging and many health problems.

**Don't Stop Exercising** - keeping up your regular exercise routine can give you the fitness and stamina to make it through the demands of the festive season.

**Keep Your Regular Chiropractic Appointments** – Chiropractic care is more important during the holidays than any other time of the year. Don't let yourself suffer a relapse and force you to spend the Holidays suffering in pain.

**And here's something exciting you can do with your children – Track Santa Claus!** Watch your children's eyes light up as they track Santa's progress on Christmas Eve for some [Christmas fun](#). As Santa travels around the world, they can watch him coming ever closer.

Animated and interactive, this site serves as the perfect incentive to get your children to go to bed. Just go to <http://www.noradsanta.org/> any time after November 25<sup>th</sup>.