

What's On For July 2008

**Happy Birthday
Canada**

Centre Hours
Closed

Tuesday July 1st



**Andrew Haydon Park
Tuesday July 1, 2008**

Come visit LiveWell Family Health Centre at Andrew Haydon Park this Canada Day! LiveWell will be demonstrating spinal screenings, massage therapy as well as offering nutritional snacks and colouring for children. Music, entertainment, and free demos will be taking place all day long throughout the park!

Orthotic Workshop

Wednesday July 9th, 2008
LiveWell Health Centre -
Lower Level

Are you tired of Foot, Knee, Hip and/or Lower Back Pain? Join Drs. Jason and Sabrina Bercovitch, of LiveWell Family Health Centre, as they explain how orthotics can be of benefit. We will be offering a complimentary foot examination and gait analysis to identify potential problems with your feet. If you participate in any activity that places stress on your feet, you won't want to miss this informative session!

Space is limited. To reserve your spot, please call 613-225-3339.

You'll be glad you did!



CHIROPRACTIC & ATHLETIC PERFORMANCE

By Drs. Jason & Sabrina Bercovitch

Many amateur and professional athletes are sidelined with injuries that could have been prevented. Others sit it out on the bench because their injury does not respond to conventional treatment. Still others are playing, but at less than peak efficiency, simply because their structural system is not balanced. Progressive coaches, athletes, and health professionals are starting to realize that drugs are **not** the answer. They merely mask symptoms, deceiving the athlete into actions which often make the injury more serious. Probably more than any other health profession, Chiropractic's approach to health closely relates to the needs of the sports participant. Most sports involve body contact, fast starts and stops, and positioning that places an unusual amount of strain on the back muscles, spine, and structural system. Chiropractors consider a person as an integrated being, giving special attention to the spine, joints, muscles, tendons, ligaments, and very importantly, the nervous system. Chiropractic is natural health care that stresses the importance of keeping all the systems of the body functioning efficiently so the player enjoys peak performance, a minimum injury risk, and fast recuperative powers. Many world class and Olympic athletes, as well as professional stars and teams, have retained sports chiropractors to provide care. Joe Montana, Nolan Ryan, Muhammad Ali, Kareem Abdul-Jabbar, and Carl Lewis have all utilized chiropractic care. The Players Associa-

tion of the NFL has officially incorporated sports chiropractors as a regular part of care. Chiropractors have been selected as attending doctors at the Olympic Games and at national and world championships including track and field, cycling, volleyball, aerobics, tennis, hockey, baseball, basketball, and football. The primary treatment of the Doctor of Chiropractic is an "adjustment" to those areas of the spine or surrounding joints which are slightly displaced and fail to function normally. The adjustment restores proper alignment and function to the spinal joints, thereby restoring normal nerve transmission and healing potential to the vital structures of the body. Injuries like sprains (ankle), strains (e.g., pulled muscles), tendonitis (e.g., tennis elbow) bursitis (e.g., shoulder pain) and joint problems in the shoulder, elbow, wrist, hand, hip, knee, ankle, and foot can all be treated effectively with chiropractic care. These are all good reasons to seek chiropractic care. Maintaining proper alignment will allow athletes to be prepared for their sport. Many of the greatest athletes in the world are adjusted before competition as a "tune-up" in an effort to place their bodies in a state of peak efficiency. Following competition, they are adjusted to enhance the recuperative process after the stress of their particular event. When asked about chiropractic's effectiveness, Roger Craig, formerly of the San Francisco 49ers, stated, "We won four Super Bowls in the 1980's with it, so it must be doing something right!"

Improve your muscles performance and prevent injury

By Shannon Charlton, RMT

Your muscles need regular exercise to perform at sports, maintain proper posture and to keep you healthy. Exercise places the required stress on muscles to build endurance and stimulate muscle growth.

A **Muscle Strain** or "**Pulled Muscle**" is a common athletic injury. It is injury to the muscles from trauma resulting in partial or complete tearing. Strains are caused

by excessive stretch, sudden movements, violent muscle contractions or overuse.

Delayed Onset Muscle Soreness or DOMS is a common side effect of exercise. DOMS usually occurs 24-48 hours post exercise, and is caused by a build-up of metabolic wastes, like lactic acid, or by microtears or minor damage to muscle fibre.

Chiropractic Conference in Toronto
Friday July 18th & Saturday July 19th

The office will be closed for chiropractic Friday afternoon and Saturday morning. Dr. Jason, Dr. Sabrina, Vicki and Victoria will be attending a chiropractic seminar in Toronto given by renowned chiropractor and Coach Dr. Mike Reid. The doctors will be learning new techniques and procedures to bring back to LiveWell.



Improve your Golf Game
Wednesday July 23rd, 2008
LiveWell Health Centre - Lower Level

Just in time for summer, this seminar is designed for golfers who are interested in key strategies for improving their swing, minimizing injury, and taking strokes off their score. Join **Dr. Sabrina Bercovitch**, as she explains how proper conditioning and proper biomechanics of the spine and pelvis are keys to not only improving your overall golf performance, but also enhancing your enjoyment of the sport. From the novice golfer to the more seasoned veteran, you won't want to miss this session. Remember – Tiger Woods, one of the greatest golfers in the world, sees a chiropractor regularly!

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"I've been going to chiropractors for as long as I can remember. It's as important to my training as practicing my swing."

Tiger Woods

You can reduce your risk of injury & soreness and improve your muscles performance with:

-Warm-up exercise: prepares muscles for more intense activity by increasing your heart rate.

-Cool down exercise- Decreases body temperature and heart rate, relaxes muscles, realigns fibres, and encourages proper range of motion. Cool down should include 5-10 minutes of walking or jogging and 5-10 minutes of static stretching of all major muscle groups.

-Massage Therapy: will reduce chance of injury by restoring proper tone, improving range of motion and flexibility, increasing blood flow and supply of

oxygen and nutrients to muscles, encouraging elimination of metabolic wastes and will speed healing time of injuries.

-Epsom Salt bath: will reduce DOMS by drawing metabolic wastes from tissues if taken soon after activity. Add 1-2 cups of epsom salts to a full hot bath and soak for 20 minutes. Rinse well after to remove salts from skin and drink plenty of water during and after as salts remove fluids. Rest for 30 minutes and you may do gentle stretches after. *Avoid epsom salts if you're pregnant or have heart conditions*

Knowing how to help your muscles prepare for and recover from exercise can assist in achieving peak performance.

Water Wisdom!

By Shannon Goodwin Birch, BA, RHN, RNCP

8 GLASSES OF WATER A DAY... if you've never heard that mantra, you may have been living under a rock. For weight loss and good digestion, headaches and clear complexions, drinking water is a suggestion that keeps popping up.

Water is so important to the human body that whole books have been written singing its praises. If you are an athlete, if you're starting a fitness routine or if you're an evening/weekend warrior, water is an issue of particular importance.

Water lubricates joints and acts as a cushion to reduce friction between bones and ligaments. It helps to flush the toxins and waste out, and carries nutrients and hormones throughout the body. It is said that while we can manage without food for about 5 weeks, we cannot survive without water for more than 5 days.

More important to the yoga instructor or soccer player: even slight dehydration affects mental ability and muscular strength.

In fact, exercise demands about one extra litre of water for every hour of exertion, over and above your regular daily intake. And if you're building muscles on a high animal protein diet, you require more water for metabolism than your vegetarian counterpart.

So how much is enough? Well, there are a number of factors to consider including activity level (more exercise = more water), season (hot weather makes us thirsty), coffee and alcohol consumption (as a general rule, one extra cup of water per cup of coffee) and dietary intake (leafy salads hold more water than pasta). A good starting point involves taking your weight, in pounds, and adding a zero. This will give you a good guideline number of milliliters per day that you should aim for. For example: 150 pounds = 1.5L.



Supplement of the Month

UltraMeal

Nutritional Support for the Management of Conditions Associated with Metabolic Syndrome

Designed for those who want to improve body composition, UltraMeal promotes the loss of body fat while helping to maintain lean muscle mass. UltraMeal also supports healthy heart function by providing 15 grams of soy protein per serving. Diets low in saturated fat and cholesterol that include 25 grams of soy protein a day may reduce the risk of heart disease. Soy protein has also been shown to have cholesterol-lowering effects. UltraMeal comes in a wide variety of flavours!!!