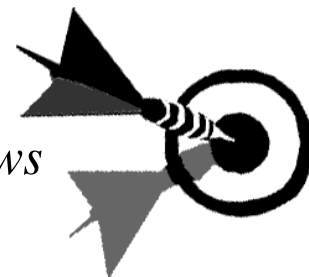


To The Point

The Acupuncture Medical and Research Centre, Inc. News

1600 West 38th Street Suite 402 Austin, Texas 78731-6407 (512) 371-1121



Volume V No. I

WWW.AcupunctureAustin.com

January 2002

Resolutions for New Year

Whether you've decided to quit tobacco, shed unwanted extra pounds, or you just want to be more relaxed in 2002, acupuncture can help. For a stress and relaxation treatment, a one hour, full body session is recommended to help you achieve maximum results. To help you quit smoking or lose weight, we offer two types of acupuncture treatments. With either concern, you can choose between a one (1) hour, full body treatment or a quick "ear points only" session. To receive a one hour acupuncture treatment, simply call our office and schedule an appointment. If you are crunched for time and want to receive a quick treatment, we have a clinic every Monday and Wednesday evening for "ear points only" to help you lose weight or to quit tobacco. In addition, ear points can be inserted to treat high blood pressure, morning sickness, anxiety, and general nausea among other conditions. To get the quick treatment, just show up between **6pm-6:45pm** on Monday or Wednesday, fill out a short form, (1st time only) and we'll get to work on helping you.

With quitting tobacco, acupuncture will help reduce your desire for nicotine and minimize the physical withdrawal. Acupuncture relaxes your lungs and muscles, speeds up detoxification and helps reduce stress. The amount of tobacco you smoke, dip, or chew each day will determine the number of treatments you may need. In addition, it is very important that you prepare yourself emotionally for letting go of your dependency.

For weight loss, acupuncture helps minimize food cravings, anesthetizes the stomach, and slows the rate of salivation. Points that treat stress are also added to help you feel calm and relaxed. The amount of weight you wish to lose will determine the number of treatments you may need. Feel free to call the office with any questions you may have.

"Knowing how to win is the first step. We must also know how to make use of our victories." Polybius

Cedar Season Again

It's hard to believe but another year has come and gone. You might not think there could be allergens in the air when it's cold outside, but cedar is out there. It's playing havoc with sinuses, throats, and lungs all across Central Texas. You could be one of the people out there suffering. Did you know that acupuncture can be very effective with cedar and other allergy symptom relief? Acupuncture anesthetizes the sinuses and stimulates your body to eliminate toxins faster than usual. It stimulates the liver and intestines to eliminate better, gets your muscles to relax, and enhances the movement of blood and other body fluids. Removing foods that create mucus from your diet can also make a substantial difference. Usually with 6-10 acupuncture treatments, symptoms can improve by 50-100%. With most individuals, 65- 100% relief is attained. In addition, we can train you in self-care therapy for daily use on your own or As needed.

Gift Certificates Available

No matter what the holiday or occasion, the gift of health is a very caring and loving gesture for any family member, friend, co-worker, or even for yourself. We are happy to create a gift certificate for any service or dollar amount you desire. Some past examples of custom made gift certificates include: quit smoking treatments, health care packages ranging from 1-5 treatments (with or without initial consultation,) magnet or herbal supplies, weight loss treatments, stress, pain management or allergy treatments. Call us today and we can have a gift certificate made for you with your special message in less than 2 days. We can even mail it to whom ever you request on your behalf.

Table of Contents

Office Hours	Page 2
Scheduling Tips	Page 2
Our Staff	Page 2
What I've Learned ...	Page 3
Microdermabrasion ... Skin Care	Page 3
Ask Dee Ann	Page 4

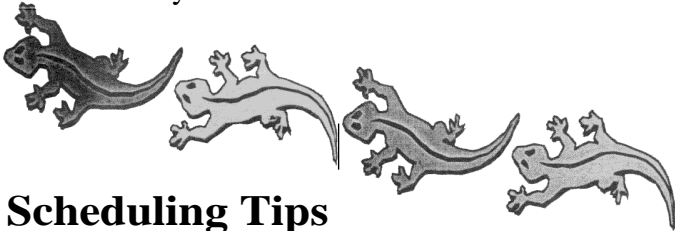


Office Hours

Monday, Wednesday, Friday
9am-1pm 3pm-7pm
Tuesday and Thursday - Closed*

Dee Ann will be out of the office on:
December 24th, 25th and 31st,
January 1st and 11th,
March 25th.

*If Dee Ann is out of the office on a Friday or Monday, she will typically work on the Tuesday or Thursday of that same week.



Scheduling Tips

If you know that you will need to have several acupuncture treatments in a row and you can only come in during certain hours, try scheduling several treatments in advance. Our staff will be happy to arrange future appointments for you during your next visit, or just call 371-1121 and schedule them now. Don't delay! If you need an appointment late in the day, call now as the late appointments typically get taken first.



Got an email address?

In the future we will be able to send newsletters via email. Next time you're in the office be sure to tell the staff your email address and we'll include you on the mailing list. Our website has a new look, check it out at

WWW.AcupunctureAustin.com

AM & RC Incorporates

In early 2001, Dee Ann consulted with both her accountant and lawyer for advice on the best way to save money for a new office building. As a result, Dee Ann incorporated her business into two separate companies. The name of the clinic has changed only slightly, it is now the Acupuncture Medical & Research Centre, Inc. Although there are only minor visible changes, the incorporation of AM & RC should help Dee Ann on the road to buying or building the clinic of her dreams. What can you do to help Dee Ann move on to a better location? Well, every prayer, meditation or projection of energy towards the idea of a new clinic can be helpful. Also, you can participate in our simple contest. Jot down your idea(s) for a new office location and drop it by or mail it to the office. Whether it be a cool old house, a tree covered lot, or even a small building that you think would be a great place for an acupuncture center, we want to know about it. If we use your suggestion, we will reward you with a series of ten [10] free acupuncture treatments.

Pocket Calendars

The new pocket calendars for the quickly approaching year 2002 have arrived. Come by and see us and be sure to pick up your complimentary calendar along with a pen. Also, if you haven't yet seen our renovations, perhaps we can give you a quick tour. Hope to see you soon!

Introducing Our Staff:

Debbie Harper ... began working for us in early September. She moved to Austin from California this past summer. Debbie is married and has two dogs and two cats. She enjoys hiking, swimming, walking her dogs and going to the movies. Debbie has two associates degrees, one in science and the other in animal health technology. Debbie has a wonderful personality, friendly smile and a terrific attitude. We are very pleased to have her with us.

Heather Stanford ... returned to work part time. Heather's smile and energy were sadly missed when she parted ways this past August to pursue her dreams of teaching. As luck would have it, Heather was able to return on a part time basis in October.

Laine Downing ... still behind the scenes managing the office, writing the newsletter, ordering the supplies, making Dee Ann lunch, keeping the books, warding off solicitors and is still managing to keep all of her hair.

I've Learned ... by Laine Leigh Downing

People often ask me to share with them what it's like to work for an acupuncturist. In the course of my employment with Dee Ann, I have learned a tremendous amount about health care, disease, and myself. The following article is part one of a series of articles based on the many things I've learned during the 5+ years I've been employed at AM & RC, Inc.

Five years ago, I had no idea my life would be forever changed when a friend asked me to drive her to her acupuncturist's office. First of all, the idea of acupuncture totally freaked me out. My attitude was, "Why would anyone in their right mind deliberately allow someone to stick needles in them?" Second, my imagination was coming up with all kinds of ideas as to what I would find when I walked into the acupuncture office. I wasn't sure if they would be swinging snakes over their heads or chanting or what I might see. Well, if you've ever been to Dee Ann's office, you know that it is not like what I had expected. Her office is, quite simply, beautiful. Although I planned to drop my friend off at the door and wait in the car for her, my friend was in a great deal of back pain that day and needed me to help her walk up to the office. Despite the normal outward appearance of the clinic, I was still worried that I was walking into some kind of freaky voodoo place. However, we were greeted at the door by a nicely dressed and pleasant young female receptionist. She instructed my friend to "sign in" and then she led us to a small but lovely room. When Dee Ann walked into the room, she introduced herself and then proceeded to tell my friend that she was going to cup her. I thought I heard her say "cut," so I interrupted with, "I'll be leaving now, because if you think I'm going to watch you cut my friend then you're both insane!"

"Of course, I'm not going to cut your friend!" Dee Ann exclaimed with a laugh. "Cupping is a very old form of therapy noted throughout history in many different cultures and it will not be painful to your friend," she explained. "It will be similar to a plumber using a plunger for a clogged drain in that the cupping will help to increase circulation within your friend's body by bringing the blood closer to the surface of her skin." The "procedure" began and as I watched I could not believe my friend wasn't screaming or jumping off the table because it **looked** very painful. My friend just laid on the table, made sounds of utter joy, and explained to me that this particular treatment had been very effective in diminishing her back pain. After the cupping, Dee Ann put needles in my friend's back and left them in place for about 30 minutes. Even though

my back hurt all the time as a result of a car accident 10 years prior, I was still dead set against acupuncture and especially the very weird "cupping procedure!" When the treatment was complete, my friend's back looked as though Dee Ann had used it for golf practice. My friend maintained that it only "looked" painful and did not hurt at all. Upon leaving the office, my friend was in a much better mood and she was able to walk without pain. She even felt good enough to go shopping, which is something she rarely did due to her back pain. To see my friend in such good condition after her treatment had given me hope that I could also be pain free. From this experience, I've learned that I should not judge a book by its cover.



Weight Loss and Quit Smoking Clinic!

Monday and Wednesday Evenings*

6pm-7pm Only \$25

*No Appointment Necessary

Microdermabrasion ... Available

Microdermabrasion is the wave of the skin care future. It's wonderfully uplifting for your face, neck and chest. If you haven't tried it before, now is your chance. Available at AM & RC, Inc. on Thursdays, Christine Mayes is a Paramedical Skin Therapist specializing in the treatment and care of acne prone clients. Christine comes from Santa Barbara, California where she operated an acne and skin care clinic for 12 years. Upon moving to Austin, she worked for a leading dermatologist. Recently, she wrote and finished her book, *It's Just A Zit*. She now owns Christine International Inc. where she does cosmetic product research and development. Christine gives microdermabrasion, electrolysis and acne skin care treatments at the AM & RC clinic on Thursdays.

Call Christine at **512-989-3602** for an appointment.

Skin Care Coupon

\$30 off your 1st Microdermabrasion,

Electrolysis or Acne Care Treatment.

Expires 6-01-02, Not valid with any other offer.

Ask Dee Ann

Q: Since September 11th, I have had increased moments, even days, of anxiety and depression. What can I do to get back on track with my life?

A: Many people have come in for anxiety, stress, and/or depression after September 11th. I, too, have suffered as a result of this bewildering and horrible national disaster/trauma. Acupuncture can help calm nervous energy and anxiety. One client noted feeling guilty after her acupuncture treatments because she was so much more calm and collected than her and even help make your bowel movements become regular/daily. To keep myself calm, I have given myself 4-5 treatments since the disaster. To help control depression, salmon oil has helped multitudes of people, including myself. Daily doses of 1-5 grams of salmon oil have been noted in clinical studies to help with depression. There are herbal remedies that help as well; however, I like to try the salmon oil first as it is just a food, thus lessening the chances for adverse reactions. We carry salmon oil (from Canada) at our office. Be sure to take the salmon oil at the beginning of your largest meal, typically lunch or dinner.

Q: My insurance does not include acupuncture and traditional medicine. What can I do to get coverage?

A: The insurance policy you have is between you and your insurance company. You are the customer! They are the broker for specific policies. Remember this! If you want acupuncture and traditional medicine covered under your policy, let your voice be heard. Tell them! The insurance company will listen to you. They can make changes at the next renewal of your policy, or risk losing your business. You have the power to request specific line item coverage within your policy. Also, be aware that sometimes they will include acupuncture as a covered therapy only if a medical doctor provides it. For your information, in Texas, medical doctors are not required by law to have any training in acupuncture before they are able to provide this therapy to a patient. As a consumer, you must request the specialist in the field, a Texas-licensed acupuncturist. By going to a Texas-licensed acupuncturist, you are assured that they have over 1800 hours of specific training in acupuncture and traditional medicine. Why settle for less?



WWW.AcupunctureAustin.com

Acupuncture Medical & Research Centre, Inc.
1600 West 38th St. #402
Austin, Tx 78731-6407



PRSR STD
U.S. POSTAGE PAID
AUSTIN TX
PERMIT NO. 2236