

To The Point

The Acupuncture Medical and Research Centre News

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Acupuncture is a relatively easy, pain free alternative to medication and surgery. Contrary to some misconceptions, we use needles that are no bigger than a hair on your head. They are typically inserted only 1-2mm into your skin. It is so simple and easy that sometimes people walk into our office and say, "Just turn me into a dart board today, I really need it!" Hopefully, it will put your mind at ease to know that the only time we ever use the dart board type of therapy is for extremely grumpy people.



Torture or Therapy?

The first time I ever heard of cupping therapy, I was watching *The Godfather Part 2*. There is a tiny blip in the movie where Fredo is a young boy and he is sick. He is crying and whining in perfect Fredo fashion. Surrounded by women, Fredo is on a table with no shirt and some kind of jar on his chest.

At the time, I didn't really know what they were doing to him so I kind of forgot about it. Then I saw *The Madness of King George*. In this movie, they clearly show cupping therapy. However, King George was insane and screaming like a lunatic during the whole therapy so one could have assumed that he was being tortured. At least this is what I thought. Another movie, *Dangerous Liaisons*, displayed Michelle Pfeiffer's character screaming during a "cupping session" as well. After this, I was convinced this therapy was barbaric torture. Then, one day, a friend of mine needed a ride to see her acupuncturist. When we arrived, she invited me to accompany her to the treatment room to see what acupuncture was all about. However, acupuncture was not the treatment my friend received, instead it was cupping therapy. At first, I was pretty freaked out at the prospect of seeing firsthand this supposed "torture therapy." I asked my friend, "Didn't you learn anything from *The Madness of King George*?" (I knew she had seen the movie.) My friend just laughed and said, "Yes, but you don't know how much cupping helps with my back pain."

She was right, I didn't have a clue what this weird (barbaric looking) so-called therapy would do for her. What I did find out was that my friend didn't scream during the treatment. She didn't yell either. She just moaned, "Aah! That feels

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NEW! Herbal Consultation Program

We have been informed that Wholefoods and Central Market will stop carrying Chinese herbal formulas beginning Spring 2006. In light of this news, we have created a new program for people who may not be ready for acupuncture but still want to be able to get Chinese herbal formulas. Here's how it works:

- w Schedule your appointment for an herbal consultation. (Herbal consultations will take about 1 hour.)
- w Bring all supplements, herbs & medications you are currently taking to your appointment.

For a fee of \$120 you will receive:

- w One herbal consultation (\$90 value)
- w A 1-year family membership* (\$75 value)
- w 1 small bottle of herbs (if recommended)

* Membership allows you & your immediate family to receive 20% off most herbs, supplements & services** offered by AM & RC, Inc.

** Facelifts, Alpha-Stim & Xango not included.

Inside this Issue

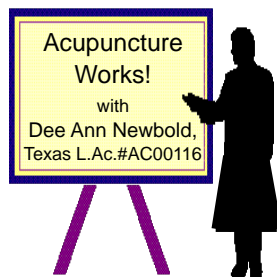
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Acupuncture for Stress

Stress has become such a prominent part of everyday life that many people feel stressed on a regular basis. However, as you may have guessed, it is not normal for our bodies to be stressed constantly. Serious consequences may occur when you are in a continual state of stress. For example, you may find yourself feeling irritable, moody, angry, depressed or tired every day. Even though we all experience these emotions from time to time, they are not things that we should be dealing with constantly. Stress can bring about these emotions and, if not handled, can cause serious illness, too. Acupuncture is an easy and non-medicated way to resolve most stress. Typically, it helps to receive a full hour of acupuncture once or twice a week for a couple of weeks. Then we can provide ear acupuncture, which takes about 10 minutes, on an as-needed basis. Many of our clients have noted significant improvement with the use of acupuncture. There is also the potential to decrease the use of medication or avoid it's use altogether. This is a wonderful benefit in an age where more and more doctors are dispensing medication all too regularly. For our clients that choose to try an herb, supplement or homeopathic remedy, we have many to choose from. These offer a safe, non-toxic alternative and have little-to-no side effects in contrast to many of today's pharmaceutical medications.

Talking about Acupuncture and Herbs

For the past 18 years, Dee Ann and her staff have participated in many health fairs and lectures across the greater Austin area. We have a professional, informational display available to set up at any function. We can talk about a wide range of topics including:



- sAcupuncture
- sAllergies
- sAnxiety
- sDepression
- sDiabetes
- sFertility Issues
- sHeadaches
- sNutrition
- sPain (Most types)
- sQuit Smoking
- sStress
- sWeight Loss
- sSupplements & Herbs
- sNon-Surgical Facelifts**

If you have a group, organization or a social event that you think would enjoy the opportunity to learn more about these or other related topics, please call Leigh Downing, Office Manager (512)371-1121. You can also send an email with your name, phone number and organization or group information to AMRCeditor@austin.rr.com.

AMRC STAFF:

Dee Ann Newbold, Tx L.Ac.

Lucina Stricko, Front Desk Assistant

Leigh Downing, Office Manager



Cupping Therapy Continued from front page great!" After the treatment, my friend was able to stand up straight without any back pain. This was very telling for me because my friend was often in pain.

Since then, I've learned a lot about cupping. Plus, I've had cupping therapy myself...lots of it. Now my point of view is much different. It has helped to stop the low back pain I have suffered with for years. Today, I no longer view cupping as "torture therapy." Instead, it has become the therapy of choice for almost any pain I may develop. I also use it on my shoulders, legs and even my stomach area for gall-bladder pain.

What is cupping exactly?

Cupping is a very old form of therapy that is noted throughout history in several cultures. It is mentioned throughout Asian history. Greek, German, Russian, Mexican and Aztec Indian cultures mention it as well. Cupping is similar to the ancient use of leeches, except that with cupping, no substantial amount of blood is removed from the system. The blood in the body is only forced to move. The main purpose of cupping is to move the blood closer to the surface of the skin so that new blood will be released by the liver to fill the void. Cupping is very similar to using a plunger in a clogged drain or plumbing situation. By creating a vacuum, the fluid in the body is forced to move.

If you have poor blood circulation, mild discoloration may occur after cupping, even up to 24 hours later. The discoloration is similar to the color of a bruise. The lighter the color, the better the circulation is at that point in time. No discoloration can mean there is proper circulation at or near the surface of the skin, or that the impaired circulation is too deep to appear after the first try. Dark discoloration is a sign of poor circulation. Typically, cupping is repeated several times, at varying intervals. Once we know it is helping with your health concern, you can be trained to perform cupping therapy with a home set. Then you are able to treat yourself on an as needed basis, as frequently as several times per day.

Leigh Downing, Office Manager

Herbs & Supplements for Fall

When summer finally begins to fade away and the nights and days get cooler, many of us may breathe a sigh of relief. After all, it's been darn hot! Thank goodness the Fall season brings crisp nights and cool days which are refreshing and stimulating to our senses and our bodies. However, our immune systems can become unbalanced with the shift in temperatures and humidity levels. Many of our clients often ask if there are supplements they can take in addition to acupuncture for **strengthening their immune systems**.

Of course, there are many herbs and supplements on the market today, so choosing a few can be overwhelming and time consuming. Here are four products to help combat colds and flu, plus, strengthen your immune system.

1.) **Oxy-Moxy** and 2.) **Dynamo2** are unique natural oxygen enhancing compounds that allow more oxygen to enter the blood stream. If you tend to get sick with colds or sinus infections, we have found that Oxy-Moxy is helpful in reducing that risk. Oxy-Moxy is extracted from Norwegian seaweeds and has added chlorophyll for maximum oxygen absorption. Also, if you travel frequently, these products will supplement the lack of oxygen you're deprived of on an airplane.¹

3.) **Euphorbium Sinus Relief Nasal Spray** helps with nasal congestion, runny nose, cold and flu nasal symptoms and rhinitis and sinusitis. It is also safe for babies and children.

3.) **M/R/S Mushroom Formula** made from maitake, reishi, and shiitake mushrooms, provides the polysaccharides that are believed to be among the most nutritionally supportive for enhancing healthy immune function. Wide ranging health properties include liver detoxification, high blood pressure support, glucose metabolism and cellular health support.¹

Mushrooms are at the top of the list among earth's most medicinal substances. "The healing potential of mushrooms is one of the most exciting and powerful areas of medical research going on today," says Christopher Hobbs, L.Ac., a fourth generation herbalist, acupuncturist, and author of *Medicinal Mushrooms: An Exploration of Tradition, Healing & Culture*.²

We have a variety of products that can assist your body's natural defenses this coming winter. Call or stop by for more information on how we can help. We hope you have a wonderful and healthy holiday season!

¹ These statements have not been evaluated by the Food & Drug Administration & are not intended to diagnose, treat, cure or prevent disease.

² Body + Soul Magazine Issue: October 2005

Winter Office Hours

Monday, Wednesday, Friday
9am-12:40pm 2:40pm-6:30pm

Tuesday 10-5pm
Thursday - Closed*



Dee Ann will be out of the office:
November 24th and 25th
December 23rd, 26th and 30th
January 13th (TSBoAE mtg.)

*Please note: If Dee Ann is out of the office on a Friday or Monday, she typically works the Tuesday or Thursday of that same week.

Free Evaluation & Exam Certificates

Have you been trying to persuade a friend or loved one to try acupuncture? Many times people may not understand the value of acupuncture or perhaps they have concerns about the treatment that worry them. Maybe they are just frightened of needles. (We know how big needles are at the doctor's office....no worries, acupuncture needles are much smaller.)

The best way for you to help your loved one or friend try acupuncture is to offer them a free evaluation & exam. This is how it works:

- † Give us the name & address of your friend or loved one.
- † We mail a certificate for a free evaluation & exam
- † When your friend gets the certificate, they call and make an appointment to talk with us about their health concerns.

The free evaluation and exam lasts 40-50 minutes. During this time, they meet with the Office Manager for 20 minutes to go over a brief questionnaire. Then, they meet with Dee Ann for 20-30 minutes for additional questions and an exam.

This is an excellent way to determine, for free, if acupuncture can help their condition. They are not obligated to continue with acupuncture treatment. Meeting us will help to put their mind at ease about the treatment, our facilities and our credentials. Call 371-1121 today with any names and addresses and we will mail the certificates.

The point is to help your loved ones learn more about the non-medicated, pain free benefits of acupuncture therapy and Oriental Medicine.



Ask Dee Ann

Q: There are three people in my household that see Dee Ann. Why do we only get one copy of the newsletter? I want to give one to a friend that would benefit from acupuncture, but I also want to keep my copy.

A: To keep expenses low and our fees competitive (and also limit the use of paper), we send only one copy of the newsletter to each household. We usually have copies leftover and are happy to mail one to your friend. Just give us a call with her/his address and we'll send a copy.

Q: How old is acupuncture therapy?

A: The oldest known book that discusses acupuncture is over 3000 years old. However, acupuncture is known to have existed even longer. When the iceman, Otzi, was found in the Italian Alps, he was dated as living 5300 years ago. He is thought to be the earliest and best evidence that acupuncture was being used during his lifetime. This means that acupuncture is one of the oldest forms of healing known to humans. Dee Ann created a notebook for you to read more about Otzi. It is in our lobby, so please feel free to drop by to learn more. You can also search the web for more information about Otzi. It is quite an interesting read.



We offer a variety of gifts ideas like certificates for treatment packages, supplements & herbs (with consultation) or gift baskets full of goodies that you pick out yourself.

A certificate can be customized with your personal message and holiday wishes. A four day notice is requested so that your gift can be created by the time you arrive to pick it up. For your convenience, we can ship it directly to your loved one with your personal message attached.

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