

The Big Idea, Neck Orthotic and CHI Institute Open Stores on ChiroMall

Editorial Staff

Three new stores are now open on ChiroMall.com, the online mall designed exclusively for doctors of chiropractic:

The Big Idea store offers "Healing Hands," a museum-quality sculpture that brings to life the character and dedication of the profession and of the individual chiropractor. Reward yourself or your mentor with this heirloom piece of art.

The Neck Orthotic store offers a simple, safe and cost-effective cervical traction device for patients to use at home or in the office. If you want to "put the curve in" and correct "forward head posture," this is the one device you need now.

CHI Institute has provided leading-edge therapy devices to the chiropractic profession for the past 16 years. CHI's Infratonic 8 technology is the fifth generation of Chaos Therapy devices designed to penetrate deeply into vertebrae and surrounding musculature, erase trauma, soften armoring, provide deep muscle relaxation, relieve stress and anxiety, allow adjustments to hold longer and leave patients in a state of relaxed healing.

You can still get cash rebates for purchases made on ChiroMall. These cash rebates apply to purchases of all products in all stores made through June 30, 2004. (Some restrictions apply; please see ChiroMall.com for details.)

ChiroMall Online Specials can be found at ChiroMall.com/specials. (Because of certain restrictions, we are not able to reveal the actual price of each product listed, only the percentage discount you will receive off the retail price.) Remember, new items will be listed every month, and items listed during the previous month will no longer be available at those special prices.

ChiroMall now features 17 online stores offering more than 600 products exclusively for doctors of chiropractic. ChiroMall protects professional prices by limiting access to doctors of chiropractic who have their unique user ID and password. Your unique user ID and password were printed on the front page of the June 17, 2004 issue that was mailed just a few weeks ago.

Doctors who don't know their unique user ID and password can request them via e-mail (listservices@mpamedia.com). Please provide your full name, address, license number and the state that issued your license.

Companies interested in opening an online store on ChiroMall should contact Renee Coloman, marketing coordinator, at 800-324-7758.

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