

Over 1,000 Products and Services Now Available on ChiroMall

DOCTORS CHOICE AND THERION OPEN NEW STORES

Editorial Staff

With the addition of two new stores, ChiroMall now offers more than 1,000 chiropractic products and services. The additional stores bring ChiroMall up to 22 individual online chiropractic stores. ChiroMall offers a special "comparison shopping" feature that allows doctors the ability to compare similar products.

The two new ChiroMall stores are:

- Therion Research manufactures an extensive line of professional- quality magnetic therapy products, including products for chronic pain management, natural healing, arthritis, and inflammation relief.
- Doctors Choice features the finest in back support products, therapeutic products, orthopedic cushions and ergonomic products, including "The Angle," a patented lumbar traction device.

ChiroMall continues to be the only online chiropractic e-commerce Web site that limits access to doctors of chiropractic by assigning every DC their own unique user ID and password. Your unique user ID and password can be found on the front page of the June 17, 2004 issue of *Dynamic Chiropractic*.

Current ChiroMall Online Specials can be found at www.ChiroMall.com/specials. Remember, new items will be listed every month, and items listed during the previous month will no longer be available at those special prices.

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.

JULY 2004