

Most Athletes, Performers and Superstars Use Chiropractic

EVEN IF THEY DON'T TALK ABOUT IT

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It may just be a series of unrelated events, but lately, I see more instances of chiropractic utilization by famous people. It seems more and more top names in professional sports and the performing arts have made chiropractic a consistent part of their professional health routine.

The good news is that these superstars are true believers in the value of chiropractic to maintain their health. Most of them are very aware of the needs of their body and require chiropractic to keep them at the very peak of their talent.

The majority of these superstars have, at one time or another, experienced an injury that has threatened their career. They have encountered a situation that has not only threatened their health, but also could have potentially forced them to retire or drastically reduce their performance capacity. In these cases, chiropractic care has played a critical role in getting them rehabilitated quickly. In some instances, they have sustained an injury during a game or performance and sought immediate chiropractic care. Their DC adjusted them on the floor, backstage, in the locker room, etc., so they could continue performing.

These stories are very exciting and serve to point out just how important chiropractic is to health and wellness. They make us realize chiropractic is consistently an important choice for people who depend upon their health for a living and have the means to purchase any form of health care they want.

Sadly, many superstars refrain from talking about their health care and tend to be reluctant to endorse chiropractic, regardless of how important it is to their career. Their ability to share those chiropractic experiences somehow gets lost in the world of managers, publicists and paid endorsements.

Needless to say, the public pays attention to what famous people do and the decisions they make in their lives. These people have the potential to influence public opinion like no one else. For this reason, we are including interviews and articles about famous people who use chiropractic in *To Your Health*, the health and wellness magazine for your reception area.

Beginning with the April issue of *To Your Health* (enclosed with this issue of DC), your patients will read how various performers and athletes depend upon chiropractic to keep them in top form and help them recover from career-threatening injuries. Your patients also will learn more about the wellness philosophy from people who live it every day.

In this issue of *To Your Health*, your patients and other consumers will read an interview with Sarah Harding-Traverso, who was Ms. Fitness USA for 2004 and 2006. Sarah presents her wellness philosophy, as well as some practical ways to stay healthy. She also talks about the important role

chiropractic played in rehabilitating a serious injury she suffered as a young gymnast.

It is our hope that these famous people can truly be role models for your patients and others who subscribe to *To Your Health*. As such, they will enhance their understanding of chiropractic and the importance of a wellness lifestyle.

Our commitment is to partner with you to spread the message about chiropractic and how important it is to people's health. We look to educate and inform your patients while constantly reminding them of the value of your services. If you are interested in assisting in this effort, please contact us at 1-800-359-2289 for more information.

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MARCH 2007