

Hello, Friends!

Happy March to you all! Today it is cold and rainy, so I hope you are warm and dry wherever you are spending your time.

First off, I want to take a moment to wish our very own Michelle Weaver a HAPPY BIRTHDAY! Yes, today is the big day. Don't forget to wish her a great one when we see you this week for your spinal check up.

One matter of house keeping. I have really appreciated all of the wonderful feedback I've received about these email newsletters. I'm glad that they are serving a good purpose! Keep those comments coming! However, if you need to send information to us about changes in personal information, appointments and other time-sensitive material, please don't send it to us through this listserv. The [Dr.Erica@maimonideschiropractic.com](mailto:Dr.Erica@maimonideschiropractic.com) email is rarely ever checked. So, we'll be sure to miss out on your important communications. Instead please call the office or send an email to [chiromichelle@aol.com](mailto:chiromichelle@aol.com). This way, we'll be able to serve you better. Many thanks and on to the newsletter! Make sure to read all the way to the end so you can learn how to get your FREE Border's gift card!!

A word about the brain and pregnancy. In case no one had noticed lately, your chiropractor has had to write down just about everything in order to remember important information. I must admit that while memory changes are a common part of pregnancy, it doesn't always make it less frustrating.

Unlike popular thought, women do not lose brain cells during pregnancy. In fact, it is very likely that during pregnancy women make more and more intense neurological connections within the brain. This is probably because of the major physical, chemical and emotional changes associated with becoming a mother. In this month's issue of Prevention Magazine, Kevin Gault explains to us the neurology of pregnancy forgetfulness. Scientific reports suggest that there is a chemical reason for this befuddling time. In the June 2002 issue of Reproductive Medicine, a study of healthy, pregnant women found that memory took a dip especially during the second trimester. At the same time brain chemicals called serotonin, dopamine and epinephrine also dropped. These neurotransmitters affect mood as well as memory. The good news is that after the pregnancy is over the chemistry goes back to normal. Phew!

This brings another point to mind that is not only important for pregnant women but really for everyone. The very foundation of our body's ability to function relies upon the health of the nervous system (brain, spinal cord, and nerves). The brain must be able to optimally communicate with the rest of our body's cells in order for us to be healthy. So, especially for those people who are experiencing a change in brain chemistry, whether it's due to pregnancy, growth, medications, aging or illness, it is imperative that they be regularly checked for subluxations. Subluxations (spinal misalignments with accompanying nerve root pressure) represent a major interference to the body's ability to regulate itself. And how much more intense will this be when there are already changes

to brain chemistry. Chiropractic can be an important tool in helping to maximize the resources already inherent in the body because it restores optimal nerve flow.

And now, listen carefully to find out how to get your free gift card!!

Who is the one person in your life who you wish was receiving care in our office? You know how important chiropractic care is to your health, but who is being left out? Maybe you feel like you don't have the right words or the right information in your hand to bring to that person. We can help! We have all the tools.

If you refer someone between now and March 20<sup>th</sup>, we will be happy to give your friend, family member or co-worker a consultation, examination, and report of findings for just \$25. That's a huge savings because these services are normally valued at around \$100 or more. *And if your person calls for an appointment and comes in before March 20<sup>th</sup>, you'll receive a gift card to Borders. Very cool!*

Well, I'll be signing off for now! But keep an eye peeled for next month's exciting newsletter!

As always, please keep bringing all of your wonderful comments and questions. We just love it!

Yours in Health,

Dr. Erica