

8 REASONS TO VISIT **SOUTH JORDAN CHIROPRACTIC**

HEALTH & WELLNESS TODAY

FRIENDLY,
MULTI-
DISCIPLINARY
APPROACH TO
HEALTH AND
HEALING

THE POWER OF
PURE OXYGEN:
FROM CONCUSSION
THERAPY TO
ANTI-AGING

DINNER
CLASS
KNOWLEDGE
IS POWER!

South Jordan Chiropractic and Wellness Team

Dedicated to getting your health
"BACK for your future!"

Certified Auto Accident Specialists

Se habla Español

\$9.95



6

95924

53991

2

8 Reasons to visit South Jordan Chiropractic



1 Knowledge & Skill
Dr. Shetlin has considerable post-graduate and advanced training.



5 Comprehensive Care
We offer a wide range of services. Our focus is to help you achieve the life you want to be living.



2 Leadership
Dr. Shetlin is a teacher and leader in the wellness industry.



6 Advanced Care in One Location
From chiropractic to medical, hyperbaric, weight loss, massage, and laser, we offer a complete range of services.



3 Gentle, Relaxing Atmosphere
We provide a relaxing atmosphere with many comfort amenities.



7 Excellent Service
You can be sure that throughout your relationship with us, you will receive first-class service every time. Guaranteed.



4 Friendliness
Our staff is the friendliest in South Jordan. We greet every patient with a smile. A typical visit is both pleasant and relaxing.



8 Can Relate
We've been in motor vehicle accidents ourselves and know the pain and frustration - just wanting to get better.

RECENT
AUTO
ACCIDENT
FREE 1-HOUR
MASSAGE
WITH YOUR INITIAL EXAM AND X-RAYS
SCHEDULE TODAY! 801-446-5100

Letter from
DR. SHETLIN

At South Jordan Chiropractic, our mission is to educate and adjust as many families as possible toward optimal health and longevity.

We have gathered some of the most talented doctors, massage therapists, and office team members to aid in your health, healing, and longevity.

Our advanced specialty is auto accident injury diagnosis, treatment, and rehab.

However, our second passion is family wellness! We love aiding families to age gracefully together with natural means. As we share the latest in true health care research, teach how to maximize quality sleep, better deal with daily stress, exercise correctly, eat better, and of course, remove nerve interference...you will be empowered to maximize your own health and healing from the inside-out.

Thank you for giving us the opportunity to serve you and your family!



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Get Treatment for Whiplash as Soon as Possible

by Dr. Russell Terry

Whiplash is a neck injury due to forceful, rapid back-and-forth movement of the neck, like the cracking of a whip. It most often occurs in auto accident collisions (front, side, rear-end, rollover), but can also occur as a sports injury or physical abuse. It can injure bones in the spine, discs between the bones, ligaments, muscles, and other soft tissue of the neck. It can even cause brain injuries like a concussion.

Common signs that you may have suffered a whiplash are neck pain, stiffness, tingling or numbness in the arms, dizziness, and headaches. Symptoms could include blurred vision, ringing in the ears, sleep issues, difficulty with concentration, and depression.

It's best to see South Jordan Chiropractic as soon as possible after the event to prevent any long-lasting complications. ☸



The struggle is real...The Big Six

“Quality Sleep * Immune Function * Weight Control”



by Dr. Russell Terry

If we were to sum up the top six most common health complaints in the human family, these are what you would find.

The doctors at South Jordan Chiropractic have had extensive post-graduate study in nutrition and better health. In fact, we have worked to help formulate our own private label supplements to aid those struggling with any of the BIG SIX most common health challenges listed in this article. If you struggle with getting quality sleep, frequently ill or a weak immune system, low energy, joint pain, brain fog or memory issues, and/or weight control, a solution could be as easy as 1, 2, 3.

ONE, our doctors specialize in helping the human body heal and function at its best through natural means. Step one is a healthy functioning nervous system. Your nervous system controls every function in your body from digestion, immune function, hormone balance (sleep, menstrual cycles, energy), and so on.

TWO, our doctors have advanced training in nutrition and getting the right nutritional “building blocks” into your body to help with the internal bio-chemical functions of the body.

THREE, avoid toxins! There are toxic things we breathe in, eat or drink that are inflammatory and harmful to our body. Simple choices to avoid these toxins can go a long way in our quality of life, health, and longevity.



No pain = Big Gain

The power of Chiropractic Wellness Care

by Dr. Russell Terry

For most people, their first introduction to chiropractic care is pain based: "I have headaches", or "I hurt my low back", are all too common phrases on the initial visits at chiropractic offices around the world. Using chiropractic care for pain relief, while effective, leaves most of the benefit of TRUE chiropractic care on the cutting room floor. Going to the chiropractor solely for symptom relief is like robbing a bank...and only taking the pens!

Most people are surprised to learn that the aches, pains, and health conditions that we have come to accept as "normal" in our society, are almost always attributed to a lack of proper spinal hygiene over the course of a lifetime. One of the main tenants of our treating philosophy is the need for maintenance or "Wellness" care. It is always more effective to avoid a problem in the first place than to try and fix it later. The true value of ongoing chiropractic care is that it never allows dysfunction in the spine to progress for long enough to lead to DIS-EASE. The savings in time, money, and stress are almost impossible to calculate for those that never experience the "normal" illnesses

that are avoided by a lifetime of true chiropractic care.

The day-to-day damage from thoughts (work stress, interpersonal relationships, worry about finances), traumas (car crashes, repetitive injuries, slip/fall), and toxins (environmental, dietary) are UNAVOIDABLE. And the damage from those stressors always attacks the spine and nervous system first. If we truly value our health, we must take small steps day to day to help ourselves better adapt to these constant stressors. The nervous system is all about adaptation, and it does a MIRACULOUS job of it when it is given the proper tools.

Healthy people don't get sick! Healthy people become un-healthy, leaving them with a lowered ability to adapt, and an increased susceptibility to the disease process. Consistent chiropractic care allows for the nervous system to be constantly adapting to, and healing from, these damaging thoughts, traumas, and toxins. Allowing for a state of Wellness in the body and avoiding a state of Dis-ease.

Help your family stay healthy together! Get checked by a chiropractor today!



DINNER CLASS

Knowledge is POWER!

The doctors and team at South Jordan Chiropractic take the term "Doctor" seriously. It is Latin for "teacher or educator." We feel it important to educate and empower our patients with the knowledge and skill to do the right things at home and work that will save them time and money both in our office and other medical offices.

We are all busy, but humans have to eat, right!?!? So, we have designed the ultimate "two-fer" where patients and their guests join us for a dinner presentation on health, healing, and longevity. Dr. Shetlin charges



\$500 to \$2000 for corporation functions, sharing this information to increase employee productivity and save companies millions of dollars in *absenteeism* (sick days) and *presenteeism* (less productive labor due to headaches, back pain, etc.) To our patients and their guests, it is FREE other than a small RSVP fee.

Join us on a Wednesday night from 6-8pm (RSVP with the office team, must be scheduled in advance). Be prepared to laugh, cry, learn, grow, and implement changes toward becoming a better, healthier you. A small time sacrifice with exponential health and financial gains! See you there.

I can't Drive-55, but I better keep out of the passing lane

By **MATTHIESEN, WICKERT & LEHRER, S.C. Law Firm**

It is the universal trigger and a pet peeve of millions of drivers.

You're making good time traveling 75 MPH in the left lane of a freeway with a 70 MPH posted speed limit. You tap your brakes, turning off the cruise control, because a midnight blue 2012 Buick Regal is firmly ensconced in the left passing lane, traveling at 65 MPH and staying abreast of a Kenworth tractor pulling a 53-foot trailer. Fifteen minutes later traffic is bumper to bumper behind you as far as you can see, and you resort to flashing your lights, to no avail.

The driver of the Buick Regal believes that traveling at or near the speed limit in the fast lane is acceptable—and that they are teaching the impatient drivers behind them a valuable lesson in driving safety. In a perfect world, a sheriff's deputy would suddenly appear and pull the Buick Regal over for unsafe driving and violation of state driving statutes. Far too often, however, instant karma doesn't occur, but an accident does.

All states allow drivers to use the left lane (when there is more than one in the same direction) to pass. Most states restrict use of the

left lane by slow-moving traffic that is not passing. A few states restrict the left lane only for passing or turning left. Some states have "yield laws" which require drivers to move into the right-hand lane if they are blocking traffic in the left lane. Most states follow the Uniform Vehicle Code and require drivers to keep right if they are going slower than the normal speed of traffic (regardless of the speed limit). A handful of states either do not require vehicles to keep right or permit vehicles moving at the speed limit to drive in the left lane regardless of traffic conditions.



The Power of Pure Oxygen: From Concussion Therapy to Anti-Aging

The oxygen we breathe sustains our lives, but did you know it can also heal a long list of diseases? Well, maybe not exactly the oxygen we breathe, but rather hyperbaric oxygen therapy (HBOT).

Savanna Shetlin understands the transformational power of HBOT because she sees it every day. Its abilities never

cease to amaze her. A medical treatment that enhances the body's natural healing process by inhalation of 100% oxygen, HBOT is done in a total body chamber where atmospheric pressure is increased and controlled.

- In just 30 to 60 minutes—the length of a typical treatment—this non-invasive process works to repair damaged tissues.



- Patients can experience remarkable healing from post-concussion symptoms and other traumatic brain injuries, wound recovery (even in diabetics), post-surgical accelerated healing, and more conditions.
- It's also a proven anti-aging treatment. "HBOT has been demonstrated in several clinical studies to enhance the body's innate ability to repair and regenerate."

Savanna explains. "It's used as an add-on therapy to complement the healing process in both acute and chronic conditions."

How does it accomplish such results? "Through a simple yet carefully monitored method, increased pressure allows oxygen to become fluid-like and dissolve, saturating the blood plasma (independent of red blood cells)," Savanna says. She compares the process to what you might see in a bottle of soda. Before you open the bottle, the carbon dioxide gas bubbles are under pressure, which decreases the size of the bubbles enough that they dissolve into the soda. You can't see them, right? But when you open the cap and that pressure is released, the volume of each bubble increases and the bubbles appear.

Similarly, during HBOT the oxygen molecules decrease in size and are able to dissolve into the blood plasma. The result: a tremendous increase of oxygen delivery throughout the body. "Basically, HBOT allows oxygen to reach inflamed tissue and support optimal cellular and organ functionality," she says. "It's actually considered the most trusted way to increase oxygen levels to all organs of the body."

You'll never think about oxygen the same way again! ☘



Savanna is a Hyperbaric expert. She will help you feel comfortable as she puts you in the oxygen chamber.



SPINAL DECOMPRESSION TO TREAT NECK & LOW BACK PAIN

Thirty-One million Americans experience low-back pain at any given time. ... Low back pain is the single leading cause of disability and missed work worldwide, according to the Global Burden of Disease 2010. Back pain is one of the most common reasons for missed work. If you suffer from chronic back pain you know how disruptive it can be to your daily life.

More and more people are looking for non-surgical solutions to relieving back pain. Spinal decompression helps many of South Jordan Chiropractic patients get relief from their chronic pain. Spinal decompression is especially helpful for treating "radicular" problems such as pain radiating from the neck down the arm or the low back down a leg (sciatica).

What Is Non-surgical Spinal Decompression?

Non-surgical spinal decompression is a type of motorized traction that may help relieve back pain. Spinal decompression works by gently stretching the spine which takes pressure off the spinal discs. This negative pressure on a bulging or herniated disc can cause retracting, taking pressure off the nerves, which in turn helps promote movement of water, oxygen, and other nutrients to the discs so they can heal.

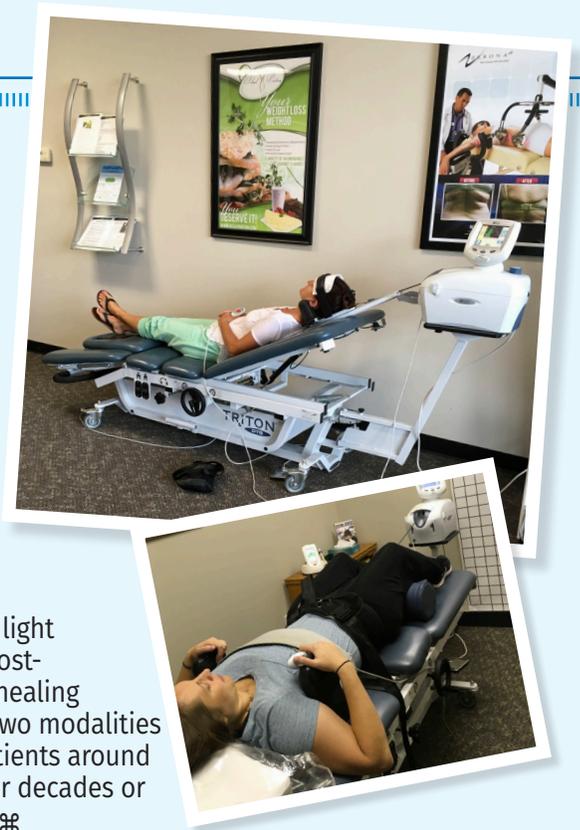
Who benefits from spinal decompression?

It is very effective for those suffering with low back pain and radiating symptoms down the legs. Also, those with neck pain accompanied with

radiating symptoms down the arms.

This non-invasive treatment has yielded great results the past 30 years!

At our office, we combine decompression with laser light therapy to naturally and cost-effectively accelerate the healing process. Together, these two modalities have helped countless patients around the world delay surgery for decades or even avoid it all together. ☸



Craniosacral Therapy & Massage

A Feel-Good Way to Health and Happiness

Getting a massage is one of life's great pleasures, and sometimes the benefits go far beyond blissful relaxation. Those are the kind given by Mur Kennelly and Dr. Becky Altman.

"I love my job as a massage therapist because I get to make a difference in other people's lives! I help them get out of pain that's either an acute (new) or chronic (long time) pain. I find out what area of the body is bothering the patient then work the surrounding muscles to better soothe and relax them. I customize each massage for each patient."



Dr. Becky Altman



Mur Kennelly, LMT



Dr. Becky Altman, who grew up in Minnesota, earned a bachelor's degree in biology before attending Palmer College of Chiropractic in Davenport, Iowa. After graduating from Palmer, Dr. Becky took additional courses in CranioSacral Technique. Together, the unbeatable team offers decades of experience to clients who want a naturally effective way to ease aches, promote healing, and even tackle tough diagnoses like traumatic brain and spinal cord injuries.

As Dr. Altman explains, craniosacral therapy involves manipulating the bones of the skull to treat any number of conditions. "Cranio" refers to the head or cranium, and "sacral" refers to the five fused vertebrae at the base of the spine (sacrum). "Craniosacral therapists are trained to feel with their hands the motion of the craniosacral system through extremely sensitive, gentle, and intuitive touch, thereby

assisting the body's natural corrective tendency."

Both Dr. Altman and Mur use their own set of tools to locate the root of a patient's problem and eliminate it to aid in faster healing. The fact that they can do so in a way that doesn't carry the same risks of negative side effects that traditional healthcare does is especially gratifying. "I choose natural treatments because I love how they make me feel," Mur says. "Offering massage to clients helps them overcome emotional and physical blocks and gain freedom from pain in a way that's enjoyable for them."

"Pairing craniosacral therapy with chiropractic treatments offers even better results," says Dr. Altman. "Often allowing patients to 'hold' an adjustment longer, the combination is particularly helpful for headaches, tinnitus (ringing in the ear), TMJ disorders, and infant challenges ranging from colic to sleep problems."

Mur agrees that, often, the two are better together. "When there's an abnormal curvature in the spine, for example, the muscles on one side tend to get tight and can pull the spine back out of alignment after an adjustment. If massage is performed before or after the chiropractic adjustment, the muscles are allowed to relax and more readily accept the change in structure," she advises.

It's common for people who aren't familiar with chiropractic, massage, and craniosacral therapy to be stunned at how well they work. This is why Dr. Altman continues to be so excited about her job. "I love seeing patients get relief from a condition they've struggled with or parents witness their baby becoming happier and more content," she says. "Seeing people achieve optimum health without drugs or surgery is the greatest reward!" ❧

I was in a **WRECK!**

What is this going to cost me?

So, you or someone you know was involved in a car crash. The crash itself is just the tip of the iceberg.

Best case scenario there is minimal damage to your car to fix and maybe a little chiropractic care, massage, or physical therapy.

More often, there is the stress of new aches and pains, missed work, lack of sleep, the stress of fixing your car or replacing your car, ER bills, chiropractic bills, physical therapy bills, falling behind at work, possible surgery, MRI bills, and many more unexpected problems that build up over time. Just when you think it is almost over or going to resolve in a few short months...it goes on for years!

The typical person in this situation is thinking, "Wait, this wasn't even my fault! Why do I have to deal with this nightmare!?"

The good news: We live in a country with auto insurance, doctors, and attorneys with protocols in place to help those injured through this uninvited scenario.

The bad news: Many people fail to find the right help and get "chewed up and spit out," by "THE SYSTEM." This often leads to financial challenges or even bankruptcy. As bad or worse, they are left with chronic pain and suffering.



The Fix

The solution is surprisingly simple and affordable. Hire a personal injury attorney sooner rather than later. Personal injury is different from family law, divorce, or corporate law, where you are responsible to pay a "retainer fee" up front. A personal injury attorney is FREE to the no-fault party. They work for you but are actually paid out of the settlement from the at-fault party's insurance. I still highly recommend an attorney that is "certified" and studies with the Whiplash Group so you can rest assured they do not "dabble" in the very complex legal quagmire of personal





injury. Whatever you do, don't hire Uncle Bill, the divorce attorney in the family, to handle your personal injury case. It will cost you in the end.

Most personal injury cases, if you have the proper insurance in advance and the right attorney on the case, will result in little to no out-of-pocket expense to you. Some attorneys introduce their clients to medical financing groups, like Injury Care Solutions, who contract to pay all your necessary medical expenses on your behalf. These companies have a "lien" with your attorney which secures their reimbursement after your case is settled. This is just another way to make sure you get the care you need after a motor vehicle collision, without personal expense to you. Medical and Chiropractic physicians who specialize and are certified in personal injury care typically take liens directly, but only from attorneys they trust will take care of both the patient/client and the doctor's office. Businesses like Injury Care Solutions help bridge that gap

Thus, building a "team" of professionals to serve you after a crash is the best way to obtain a successful outcome with minimal or no cost to you.

If the occasional medical prescription, pillow, nutritional supplement, or therapeutic device is not covered, but is recommended, don't shortchange yourself and your health. Invest in your own health with the purchase and be patient, the right attorney will get you fully reimbursed (and then some) when he/she is done settling your case.

Ultimately, the doctors are working for you, the patient. Your medical bills are between them and you. The insurance works for you. The at-fault insurance company works for neither you nor the doctors. For this reason, it is important to have an attorney involved to make sure all parties are fairly looked after by the third-party payers so you have little or no cost in your recovery from a crash you did not cause.

What is "Personal Injury"?

Dr. Becky Altman



Personal injury is a term often used to describe accidental injuries to the body. They are caused by car accidents, bicycle accidents, gym mishaps, playground accidents, and falls of all kinds, both in and out of the home. Someone's insurance (auto, liability, health, etc.) usually pays for any required medical care.

Personal injuries include painful (and often hidden) injuries to the soft tissues and structures in the back, neck, and joints.

Neck pain and headaches can appear immediately following an injury, or the symptoms may appear hours, days, or even weeks later. Low back pain may develop some time after an accident.

The persistent and disabling pain is due to the damage of the delicate and vital nerves and blood vessels in the spine (soft tissue injury). The healing time of these

soft tissues may be prolonged for months or even years after the injury.

Similar injuries can also be caused by falls downstairs, in the bathtub, at the playground, while riding a bicycle, etc. The specific injuries and symptoms depend on many factors.

However, in all cases of personal injury, from whatever cause, immediate medical care is critical. A seemingly minor discomfort following an accident could develop into a serious injury much later, leaving you with a lifelong disability affecting your work, leisure, and relationships.

It's very important that you get a complete medical examination by a highly qualified doctor who can do the right tests, the right documentation, and administer the appropriate treatment or refer you to the proper specialist.



With 1 in 8 Americans “uninsured” and 30% of Americans being “under-insured” you want to make sure you and your family are properly protected!*



Schedule your FREE insurance consultation and evaluation to make sure you have not just the minimum state requirement coverage, but the right fit for you and your lifestyle.

Contact info:

**Dave Ellis StateFarm Insurance South
Jordan / Herriman
801-417-9880**

* <https://www.bankrate.com/insurance/car/uninsured-motorist-statistics/>
<https://www.advisory.com/daily-briefing/2019/02/08/underinsured>

Christopher Jackson Life Insurance



Chris Jackson is a military veteran, entrepreneur and financial strategist born and raised in Utah. Chris and his team educate businesses on wise money strategies that can combat inflation, reduce taxable income, and minimize the risk of loss.

They customize plans to fit the needs of each client, providing businesses with a productive cash reserve. This reserve can become a dynamic business asset that can be utilized as a company sinking fund, retain key employees, or fulfill a myriad of business risk management needs.

To learn more about this unique cash management tool and find out what sets Chris and US Life apart from the rest, please reach out via email Chris.J@Uslifepro.com or reach out to Dr. Jay Shetlin for a personal introduction.



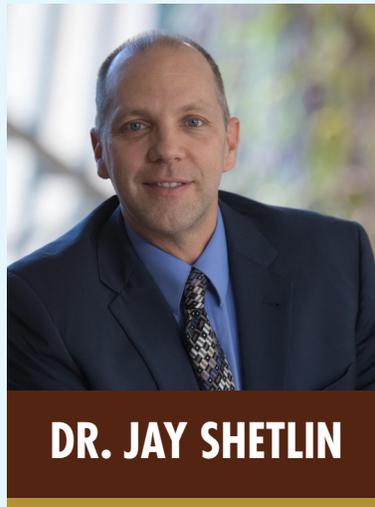
South Jordan Chiropractic and The Injury Clinic

Healing Bodies and Aiding Justice

On August 5, 2017, Dr. Jay Shetlin's life changed forever when he and his wife were involved in a serious motor vehicle collision. His extensive recovery involved surgery to fuse his neck, as well as homeopathic elements such as massage, laser light therapy, anti-inflammatory nutrition, and hyperbaric oxygen therapy. As a chiropractor himself, Dr. Shetlin also used chiropractic before his surgery and as soon as possible (9 months) afterward. His experience, as horrific as it was, prompted Dr. Shetlin to create a multi-therapy practice that allows collision victims to become whole again—physically, emotionally, and financially.

South Jordan Chiropractic Healthcare is an investment into both short- and long-term health. His team of doctors have advanced training in personal injury, making them true, certified experts. The staff boasts comprehensive specialties such as a chiropractic sports physician, a cranio-sacral authority to help with concussion care, and a functional medicine doctor for nutrition and detox support.

About 50 percent of collision patients end up with lifelong problems, but the Sojo Chiro/Injury Clinic team's combination



DR. JAY SHETLIN

of therapies boasts a success rate of greater than 90%.

Just as importantly, these highly trained physicians perform detailed final exams and case reviews to build an Independent Medical Validation report, which strengthens

cases brought by personal injury attorneys on behalf of accident victims. Using an Independent Medical Validation Report can have a lasting impact on the outcome of court cases, lending much-needed weight to a demand letter. This simple step can, in fact, aid in increasing a settlement offer by \$60,000 to \$250,000.

Getting lives back on track—in every way—is the sole purpose behind South Jordan Chiropractic Healthcare.

SojoChiro.Com
801-446-5100



Dr. Shetlin's personal car accident in 2017 changed the way he treats personal injury victims.

TIME MACHINE FACTS

Did you know, The first "Muscle Car" was the GTO? It was the brainchild of John DeLorean while he was working at GM.

Did you know he also designed the Pontiac Firebird?



Did you know John DeLorean was next in line to run General Motors when he left to start his own car company?

Did you know the DeLorean was the 2nd safest production car in 1981-2?

Did you know DeLorean Motor Company (DMC) was in Ireland?

Did you know DMC was funded by English Tax Dollars?

Did you know the suspension was made by none other than Lotus?

Did you know the DeLorean is a "touring car," not a sports car?

FACT: John DeLorean was not in the cocaine business nor smuggling cocaine in his cars. He met with a drug dealer to obtain a "hard money loan" to make payroll. He was framed by the FBI on drug charges. He was acquitted after 4 years of court battles.

Did you know DeLorean Motor Company was already bankrupt and closed when the movie Back to the Future was released?

Did you know the first choice for the time machine was an old refrigerator? Bob Gale said, We were afraid kids would want to play in old refrigerators, and some would get hurt or die, so we went with a car."

Did you know Ford offered \$75,000 for the producers to use a Mustang as the time machine?

Did you know the speedometer on a stock DeLorean only goes to 85 mph? A 95mph stickler overlay was used in the movie so they could go up to 88mph.

Health and Happiness

By Shae Richardson, CA

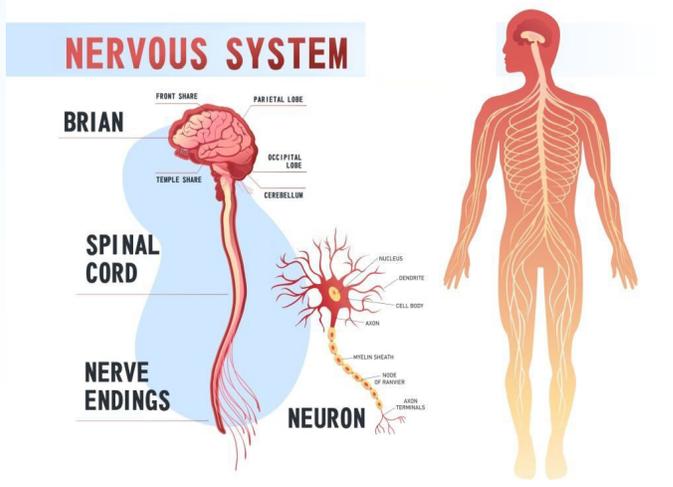


Working at South Jordan Chiropractic has taught me so much about health and happiness that I can't believe I had not been taught anywhere else. The human body is capable of so much as long as you are taking the right steps to guide it in healing and free its innate intelligence. I have had the privilege of seeing so many patients get the correct care and knowledge from this office and their pain has either decreased significantly or is completely gone!

It has been so rewarding to witness our patients benefit greatly after they have put in the time and effort by following the care plan prescribed by the doctors. This stuff really works!!

Even better, when patients understand the “power of preventative care,” and decide to get their families in for “wellness treatments,” well, I think it is beautiful!

Personally, I grew up doing lots of sports and activities. Naturally, I was injured a few times, but I always bounced back very quickly, as most kids do. Overall, I had very few “symptoms” and was not generally in pain. When I saw my X-rays in my personal Report of Findings, I was shocked! There it was...the years of trauma causing my neck to lose its curve! To be clear, I didn't have any pain yet, but



guaranteed I would have in the next few years. I was lucky I have not been in any serious car accidents that could have started arthritis to begin and damage my neck forever! I consider myself fortunate to have found this office and learned vital information to help correct my neck curve and prevent pain in the future! This is knowledge I will cherish forever and pass onto my kids! I have seen first-hand in my life and by witnessing patient after patient, that “the power that made the body DOES heal the body!”

I plan on being a lifetime chiropractic patient, and I hope you do too!

CRUMPLE ZONES

By Dr. R. Jay Shetlin, DC

Older cars were built like chrome-plated tanks. Their framework was incredibly strong and rigid. They were able to withstand forceful impacts with minimal body damage. These older cars had such rigidity that the vehicle itself would experience less **deceleration**. This meant the occupants inside the vehicle would experience a greater **deceleration** or **impulse**.

To avoid the often-deadly results of rigidly designed vehicles, newer vehicles are now designed with crumple zones which purposefully collapse upon impact and by so doing allow more time (Δt) over which force (f) can be distributed, thereby reducing the actual deceleration or impulse to the occupants.

By design, crumple zones will engage only during high energy collisions, not lower energy collisions. Cost is a factor in every manufactured product, and it simply would not be cost effective to have them engage in minor collisions. The reason for this is that when crumple zones are activated, there is typically significant damage to the vehicle. Oft times the vehicle is "totaled." In the automotive industry it would be wasteful to have every car in the slightest fender-bender to end up as scrap metal. As for the insurance industry, it would be devastating to pay damages related to this many vehicles per year. Thus, there has to be a happy medium. There are two solutions to this dilemma:

1. Crumple zones for high-speed collisions. (more vehicle damage hopefully yielding less occupant injury)
2. 5 mph bumpers for low-speed collisions. (Less/minimal visible vehicle damage)

As a result, vehicles are engineered such that in a high-speed frontal or rear impact collision, the crumple zone engages to absorb as much force as possible while keeping the "cage" or occupant compartment intact. This crumple

zone engineering combined with seat belts and airbags saves lives in high speed collisions. Even with these technological advances in automotive engineering, thousands of occupants in the US involved in high-speed collisions are killed.

There are two remarkable reasons why "more people are injured in low-speed collisions than high-speed." The first, is because more individuals are killed in high-speed collisions, leaving fewer in the data category of "injured."

Another factor brings us back to basic physics. If a vehicle is involved in a low-speed collision or, in other words, no crumple zone is engaged to help absorb (f) force over (t) time, then where do all the forces go? This is pivotal as to why more people are injured in low-speed collisions.

In a low-speed impact, one might ask what happens with momentum, kinetic energy, and change of velocity, $Force = (mass) \times (acceleration), g$'s and impulse?

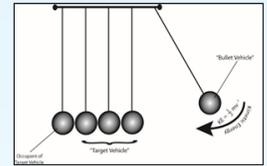
The laws of physics tell us that no two solid objects can occupy the same space at the same time. If we have a vehicle stopped at a red light that is rear-ended at speeds less than 10 miles per hour, there should be no absorption of force by the crumple zone. The bumpers are designed to hide or minimize property damage thereby reducing expensive repairs. Much like a Newton's cradle (see images), upon impact **ALL the energy and force of the 2000 lb-4000 lb vehicle in motion is transferred through the frame of the stopped vehicle directly into the occupants.** If a collision report were properly documented, it would label the vehicle in motion as the "bullet vehicle" and the vehicle which was struck while at a standstill the, "target vehicle."



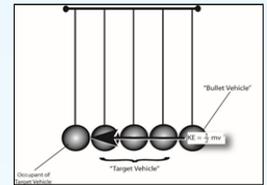
Newton's Cradle

This demonstration illustrates how the energy and force of the *bullet vehicle* is transmitted through the frame and mass of both vehicles directly into the occupants of the *target vehicle*.

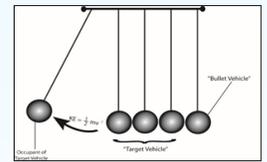
1. *Bullet vehicle is moving. Target vehicle and occupant(s) are stopped.*



2. *Bullet vehicle strikes target vehicle. There is no "absorption of force" thus the energy is transferred into (or through) the target vehicle.*



3. *Transfer of energy to the occupant(s) is instant and far greater than typically understood.*



Occupants of both vehicles will experience these forces. However, it is common for the target vehicle occupants of rear-end or side-impact collisions to experience greater injury. Reasons will be discussed in the "complicating factors" section of *The Physician's Guide to Whiplash and Hidden Soft Tissue Injuries* – book. These factors contribute to the misunderstood fact that more people are injured in low-speed collisions than high speed collisions.

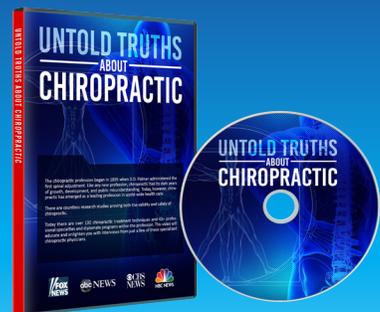
Insurance adjusters typically view low-speed collisions and minimal vehicle damage as equal to less or no injury to occupants. There is no research to support this false claim. However, this is a topic for another day.

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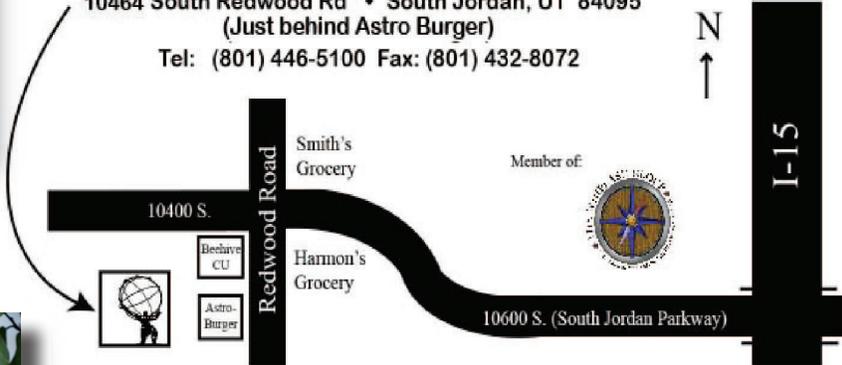
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