

ABOUT DR. JAMES PHILIP FIORE, D.C.

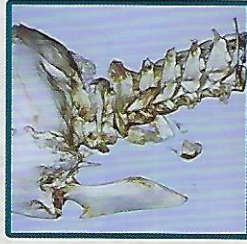
Dr. James Philip Fiore, D.C. was born in Brooklyn, New York and grew up on Long Island. He is a graduate of St. John's University, with a B.A. in Philosophy and Education. He moved to California in 1979. He obtained his doctorate in Chiropractic from Los Angeles College of Chiropractic in 1988. He continued his studies on specific Upper Cervical Chiropractic with some of the most renowned Upper Cervical Chiropractors in the world – Dr. Steven Duff, Dr. David Smith, Dr. Weldon Muncy, Dr. Dan Kuhn and Dr. Reggie Gold, to name a few.

Dr. Fiore uses only the Blair Specific Upper Cervical technique in his clinic. This technique is the most effective, efficient way to help people achieve a more functional lifestyle and reach their full potential for longevity. It is a very specific, gentle, yet powerful adjustment. The most advanced technology is used to determine how to make the correction specific to each individual. Only a few chiropractors in the world use these latest technological developments. Dr. Fiore has researched all the other Upper Cervical techniques extensively and has concluded that the Blair method is the technique that can most accurately correct nerve interference.

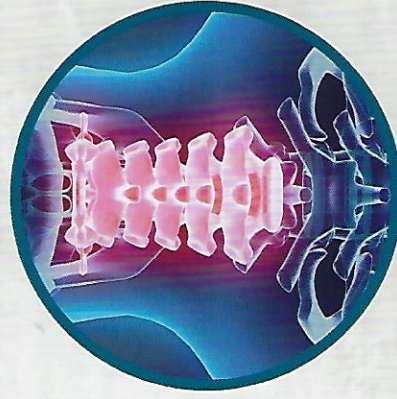
Dr. Fiore has been a Chiropractor since 1988. He has served as secretary for the Golden State Chiropractic Association and is a member of the Foundation for the Advancement of Chiropractic Education. He is a member of the Blair Chiropractic Society and the Federation of Straight Chiropractic.

Dr. Fiore is married to his lovely wife, Jody. They have a 6 year old daughter, Teyeah, and a 18 year old son, Austin. Dr. Fiore also has twin sons, Marc and Christopher, and 20 year old Nicolas. He is a brown belt in Hua Rang Do, has participated in many 10Ks and half marathons, enjoys running, weight training, fishing and riding his Harley Davidson. At the present time, he is utilizing Cone Beam Computerized Tomography, the most advanced imaging technique of the spine to date.

3D CBCT IMAGE SCANNING



Dr. Fiore uses an incredible 3D CBCT Scanning system of the Cervical Spine to reveal any problem areas. This gives Dr. Fiore extremely detailed information that is not available on any other imaging technologies. Dr. Fiore is only one of a few Chiropractors in the world using this advanced equipment to properly diagnose areas that most other chiropractors miss.



(714) 543-2430

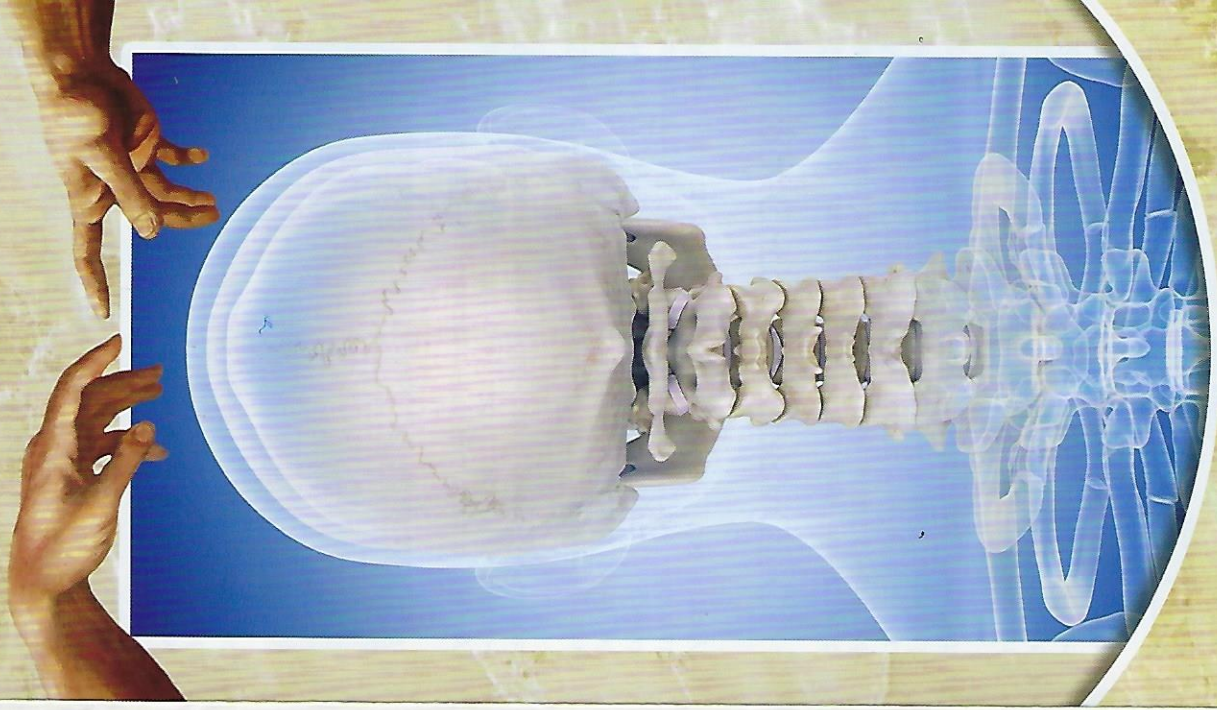
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Understanding STRAIGHT CHIROPRACTIC



James P. Fiore, D.C.
functional longevity and
maximum potential

CONFUSED ABOUT CHIROPRACTIC? YOU'RE NOT ALONE!

Every year, over 12 million people seek chiropractic care. Millions more, however, are confused as to what chiropractic is and what it can do for them.

One reason for the confusion is that there are actually two different kinds of chiropractors from which to choose:

- 1 Doctors of Straight Chiropractic
- 2 Doctors of Mixed Chiropractic

The major difference between the two types is the way in which they approach the art and science of chiropractic, and the objectives of their practice.

Straight chiropractors are specialists in the human spine. They seek to increase a person's level of health by correcting misalignments, called subluxations, which interfere with the normal flow of nerve energy through the body.

STRAIGHT CHIROPRACTIC

Doctors of straight chiropractic have made vast improvements in techniques, and have added a wealth of knowledge and understanding to the healing art. Yet, they have retained three of the most essential principles upon which chiropractic was founded:

They focus their practice on the analysis and correction of vertebral subluxations. They do not attempt to treat disease and do not use drugs, surgery, or other "medical" tools in their practice.

They continue to uphold the belief that the body has a natural, innate ability which strives to maintain an optimum level of health ... and subluxations are a major form of interference to that striving. They advocate health maintenance and contribute to it by monitoring the spine for subluxations.

UNDERSTANDING THE DIFFERENCES

We are fortunate in this country to have many options available to us when it comes to healthcare — from radiation therapy to herbal remedies ... from surgery to acupressure ... from prescription drugs to nutritive supplements ... from straight chiropractors to spiritual healers.

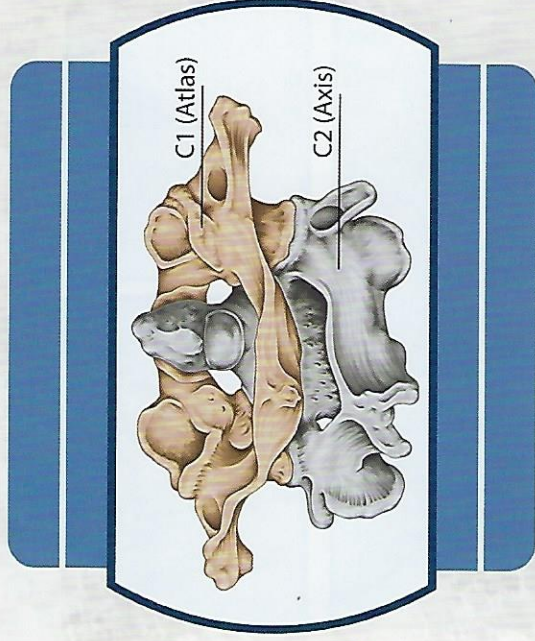
When it comes to health care, what is best for one person is not always the solutions for another. You have to learn how the body maintains its own health and how you can avoid interfering with its self-regulating mechanisms.

You also have to learn about the various healing arts so you can make intelligent choices in selecting the one that's right for you.

When looking into chiropractic, it is important to decide which school of thought best fits your needs and ideas about your body and health.

For many people, the answer is simple: if you wish to seek out a health professional specializing in the correction of vertebral subluxations, the doctor of straight chiropractic is the natural choice. Without drugs, surgery, or invasive procedures — with only time-tested safe and gentle spinal adjustments — the doctor of straight chiropractic can assist in removing the interference that prevents your body from reaching its optimum level of health.

If you feel you need medical care, you would obviously wish to consider a qualified and licensed medical doctor or a health professional fully trained in the diagnosis and treatment of disease.



They adhere to the original purpose of chiropractic. They do not claim to "cure" or "heal". They do not treat symptoms or make medical claims. Professionally, they are solely interested in aiding the body to reach its maximum potential of life and health: a health that includes a person's physical, mental and social well-being.

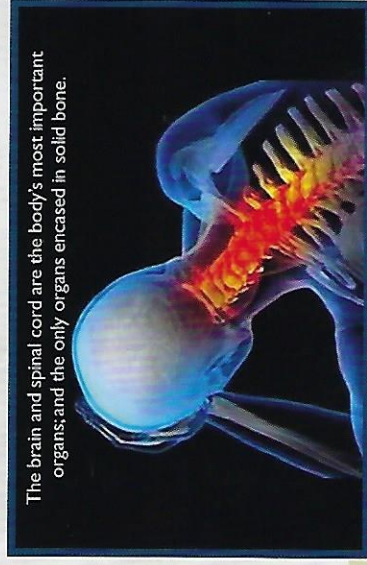
MIXING CHIROPRACTIC

Early in the profession's history, some chiropractors began to adopt a medical purpose of treating disease with chiropractic techniques. They manipulated the spine to treat a variety of illnesses.

In more recent years, they have relied less on chiropractic techniques and more on medical techniques to meet their medical objectives. They use a variety of modalities, tools and techniques in their practice.

These mixing chiropractors may prescribe certain medications, herbal or homeopathic remedies, use a variety of office-type diagnostic equipment, perform physiotherapy, minor surgery, crystal healing kinesiology, and other procedures.

This group seeks a closer identification with medical procedures.



The brain and spinal cord are the body's most important organs; and the only organs encased in solid bone.