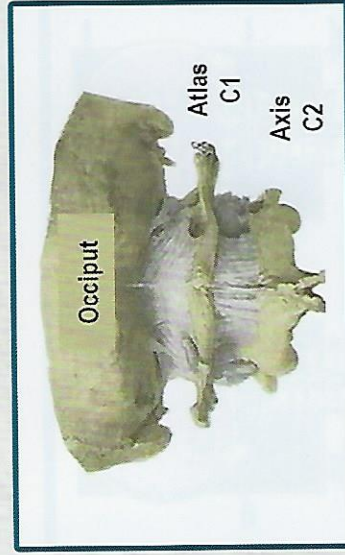


ATLAS AND AXIS

The upper two bones of the spine (Atlas and Axis) are held in place only by muscles and ligaments. There are no bony locks on these segments. These two can be moved out of their normal positions and cause pressure on the brain stem. This is the cause of sickness and dis-ease in the body – the symptoms depending entirely on which nerve tracks are squeezed or pressed, interrupting the normal flow of energy or mental impulse from the brain stem (medulla oblongata) to the body.



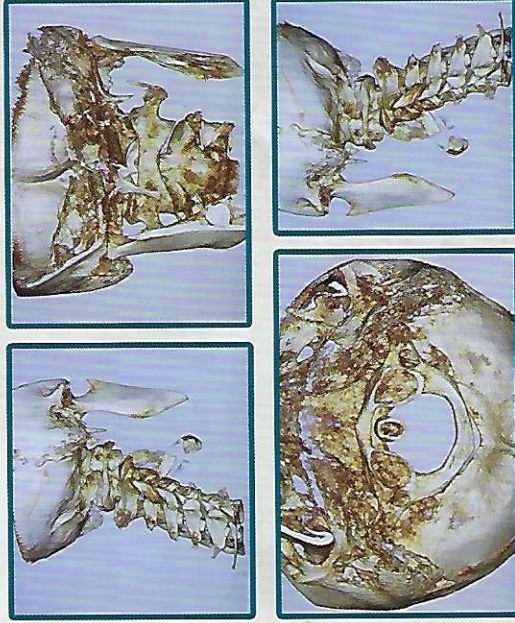
ABOUT DR. JAMES PHILIP FIORE, D.C.

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.

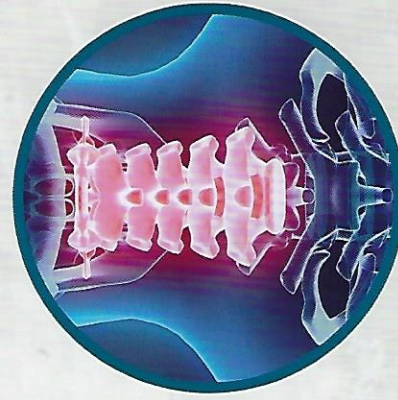
Dr. Fiore uses the most advanced technology to determine how to make the correction specific to each individual

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.

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

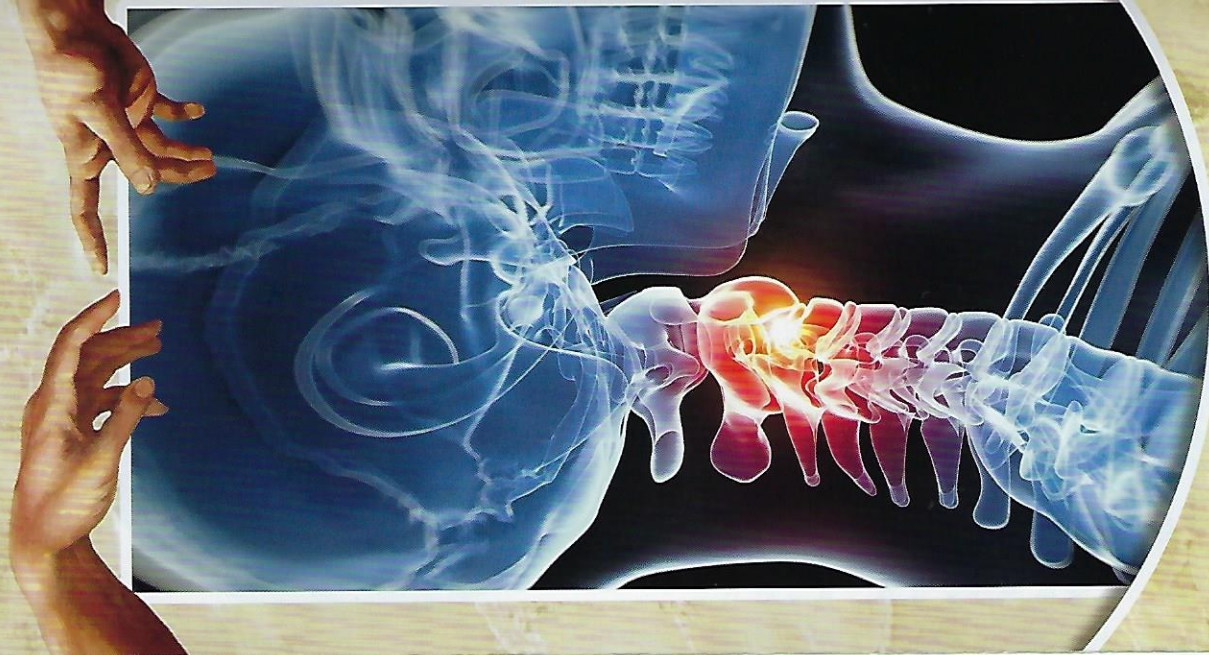
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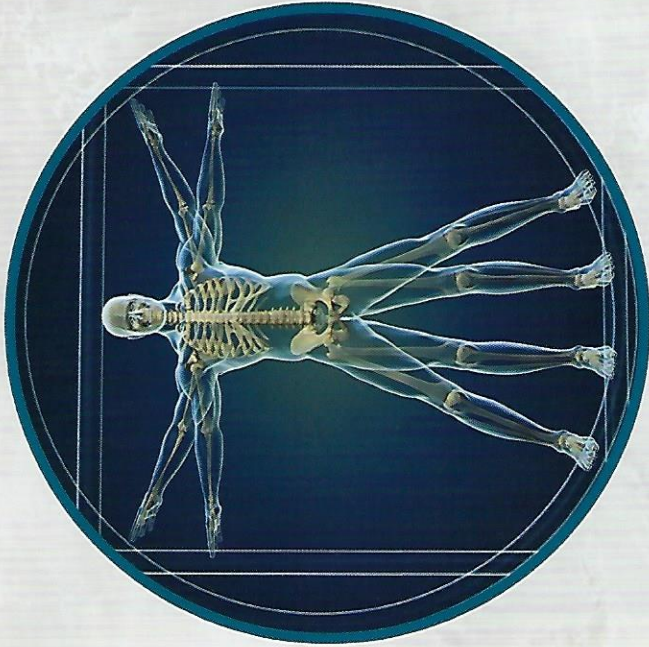
Blair
UPPER CERVICAL
Care



James P. Fiore, D.C.

functional longevity and
maximum potential

HOW DOES A VERTEBRAL SUBLUXATION AFFECT YOUR HEALTH?



Our spine consists of 24 spinal bones stacked one on top of the other. The head sits at the top of the spine and the pelvis at the bottom. Spinal bones are called vertebrae.

The vertebrae surround and protect the spinal cord, which is the main "communication cable" the brain uses to send messages to and from the cells of the body. The spinal cord connects to the brain at the top of the neck while nerves exit between each of the vertebrae. Nerves are like wires, connecting the spinal cord to the rest of the body.

Vertebrae can become misaligned due to trauma and other stresses (physical, chemical, emotional, etc.) causing a "short circuit" to the nerve system interfering with the communications between the brain and the body. This is called a *vertebral subluxation*. This is a serious problem and always causes a decrease in health, function and longevity.

CHIROPRACTIC "TECHNIQUES"

Within the Chiropractic profession, there are many different approaches that chiropractors use with their patients. These different approaches are called "techniques".

What makes Blair Upper Cervical care unique is that it will restore function and longevity with gentle, specific adjustments of the Upper Cervical spine only when an adjustment is needed. Chiropractors correct subluxations with specific adjustments.

The right adjustment at the right time makes all the difference.

WHAT IS BLAIR UPPER CERVICAL?

Blair Upper Cervical care is designed to help you regain health, function and longevity with the fewest number of adjustments. It is extremely effective and efficient, saving time and money, restoring health from above-down, inside-out.

THE UPPER NECK

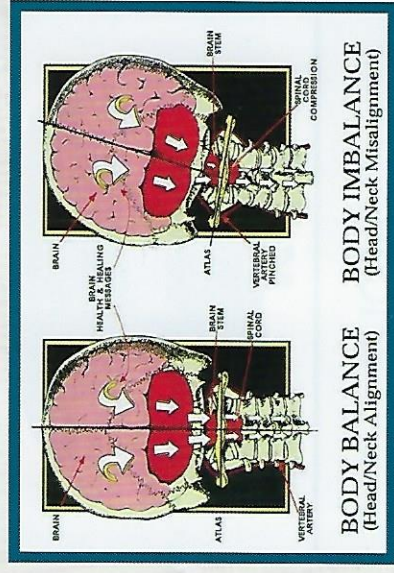
Research and clinical studies spanning over 60 years have found that if there is a vertebral subluxation at the top of the neck, the entire spine and body become unstable and unhealthy.



These studies have also found that if the upper neck is very carefully studied and precisely adjusted, the entire spine will regain health without the need for repeated adjustments throughout the spine.

X-RAYS, CT SCANS & ADJUSTING

The Blair system is the most advanced radiological study of the neck in all of chiropractic or medicine. A series of x-rays or a computerized scan allows the Blair practitioner to analyze the joints of the neck in great detail and formulate a precise, custom-made adjustment unique for each individual.



WHAT DOES THIS MEAN TO YOU?

At our clinic, you can be sure you will receive the highest technical quality of specific upper cervical care in a caring environment. You can be certain that all of our efforts will be directed at helping you regain health, function and longevity with the least amount of adjusting possible. With the upper neck being corrected properly, you can avoid the need for repeated adjustments. You will "Live Long and Prosper".

WILLIAMS G. BLAIR, D.C.

Blair Upper Cervical care is named after its founder, the late Dr. Blair, who had his clinic in Lubbock, Texas. The work of Dr. Blair was based on the upper cervical work developed by Dr. B.J. Palmer, President of the Palmer College of Chiropractic and Developer of Upper Cervical Specific care. It is to these two great men that we owe our thanks for the ability to serve our patients with his wonderful work.