

Make the switch.



**Discover the power of the NeuroInfiniti
and Neurologically Based Chiropractic.**



The difference is night and day!

"The NI has been great! Practicing with this equipment always brings the conversation back to the nervous system. I have practiced with x-ray, I have practiced with SEMG; there is no comparison... NI is in a totally different league! I had about 10 new patients walk in the door this last month complaining of sciatica, but these patients never bring it up again after the consultation. Why? Because they see the bigger picture. Each of them is currently out of pain but they have stayed because their focus is on nervous system function and coordination. When you can show someone how they function or DON'T function, that is a real eye opener to them. If I were you I would buy it yesterday! Seriously!"

Dr. Joe Demyen, Canton GA

"With the introduction of the Neuro Infiniti, we have a more accurate instrument for determining neurological dysfunction. Clinics throughout the world will flourish and give us a bright future for the practice of true chiropractic."

Dr. Jim Sigafoose

"The NeuroInfiniti can help us chiropractors know we are making neurological improvements for our patients. Its value can also be useful in providing evidence of change to the patients and outside parties who are always asking for evidence based practice and medical necessity for continuing care."

Dr. Justin Peatling, NSW Australia

The dialog in the office has become less about pain and problems, and more about the negative effects of stress on the nervous system, and the role Chiropractic care plays in preventing the problems stress causes. The NeuroInfiniti is helping me educate my patients that the lack of symptoms, doesn't always mean they are healthy. The NeuroInfiniti has given me the ability to speak with a sense of authority and confidence I didn't have before.

Dr. Bruce Banman, BC Canada

The NeuroInfiniti allows us to examine how the body and Nervous System are responding to the environment (true health status), so if you can measure that, you can measure health status at any point in time. X-rays can't tell you that and neither can a thermal scan. Only by determining how the brain perceives and responds to stimuli, can you determine the integrity of the nervous system.

Dr. Matt Lapp, Thorndale, PA



Practice now . . .

Imagine that a new patient walks through your door with low back pain. You take x-rays. You use a plastic spine to demonstrate that they have a misaligned vertebra and as a result restricted range of motion. You use surface EMG to demonstrate a muscle imbalance on one side of their spine. You measure their pain. They are pleased because a friend referred them because they are in pain. They must be in the right place. So far, their perception matches reality.

Then you discuss with them the damaging effects of physical, chemical, and emotion stress. You try to explain nerve interference. You talk about the long term benefits of chiropractic care. You mention that chiropractic care is for more than just back and neck pain. It's important for health.

Odds are good that you just left their operating reality. They came to you because they are in pain. They may listen to discussions of health and wellness, but as far as they can see you are still just the "back doctor". You have shown them little to change that perception.

You will likely see this patient for as long as it takes for their pain to go away. They may continue to come on something of a maintenance basis, but your relationship with this patient will be about their pain.

Multiply this experience by almost every patient in your practice. You can see the daily grind that you may face for the rest of your career as you try to "sell chiropractic".

Imagine how this visit will go
once you make the switch from...

Pain to Brain!

Practice - The NBC Way!

Now imagine that a new patient walks through your door with low back pain. You tell the patient to imagine that he is crossing the street. A car races around a corner and is headed right at them. You explain that in an instant their sympathetic system takes over: their brain produces beta waves as it calculates what to do, adrenaline and cortisol floods their bloodstream, their heart races, respiration shoots up, muscles tense, their hands get clammy and cold. You explain that their survival depends on how quickly they sense the danger and how well their brain is able to control and coordinate the different systems in response to it.

Luckily, you explain, they are able to jump out of the car's way.

Once the danger has passed, you explain, how the parasympathetic system takes over and brings everything back to a relaxed, resting state.

This, you explain, in a nutshell, is health. It is the brain's ability to control and coordinate the different systems of the body appropriately for its current environment and circumstances. Be it a chemical, physical, or emotional stressor, your ability to respond appropriately – and then recover - will reflect on how healthy they are.

You explain that not all stressors carry with them life or death consequences. A ringing phone. A crying baby. Walking outside into the cold. Waking up or even going to sleep. All of these situations require their body to adapt in an appropriate manner for the situation. All of these situations require a change from their nervous system. How efficiently and to what degree the changes take place is a statement on how healthy they are.

You explain that as incredible as our self healing, self regulating bodies are, repeated, chronic, or acute stress can overwhelm our systems. The delicate balance between the sympathetic and parasympathetic systems can begin to become imbalanced, leading to an overaroused, underaroused or unstable nervous system. Live too long in any of these conditions and they will likely end up with an exhausted nervous system.

The symptoms related to these extremes are well known, and they include possible structural abnormalities and muscle asymmetries which might lead to – of all things – low back pain. You explain that low back pain is actually but one of the potential problems resulting from a nervous system imbalance. Research points to a plethora of others. You can show them.

Finally, once they have a much better understanding of the role that stress plays in their health, you ask if they are interested in taking a quick test to measure how their nervous system currently responds to stress. You explain that it is actually what you will be using to monitor the care they will receive in your practice. They are anxious to find out.

Multiply this experience by almost every patient in your practice. You can see how different the conversations will be. No selling required.



Pain hurts, but...

stress kills.



**Change the conversation
in your practice.**



The Stress Response is the Future of Healthcare.

You can measure it. The patient can understand it. It doesn't get any better than that.

The NeuroInfiniti Stress Response Evaluation is an effective and accurate method of measuring your physiological stress response. It is a 12 minute computerized test, which is a totally non-invasive exam using an instrument found in research facilities around the world. Sensors are attached to your skin in such areas as your shoulder muscles, the top of your head, your forearms, and your hands. There are no needles or any form of skin penetration. From this computerized test, we can compare your neurological response and recovery to three types of stress challenges.

What does the NeuroInfiniti measure?

The Stress Response Evaluation consisting of . . .

- EEG
- SEMG
- Heart Rate
- Respiration
- Heart Rate Variability
- Hand Temperature
- Skin Conductance



Frequency. Duration. Intensity of care.
Based on objective neurological outcomes.

The NeuroInfiniti is a complete package giving you everything that you need to make the switch in your practice. You will receive our New Patient Marketing, Health Talks, Posters, Training and Interpretation Help and much more . . .



Arndt-Schulz Biological Law 1870

"The Law of Hormesis"

- Strong Stimuli halts physiological activity
- Medium Stimuli inhibits physiological activity
- Weak Stimuli speeds up physiological activity



You can use the results to identify the state of your patient's nervous system:

Balanced

This type of nervous system will demonstrate signs of: high energy, few symptoms, resistance to infections, positive mental attitude, present time consciousness, mentally alert, excellent health, looks younger than years, remains active and vibrant, etc.

Over-aroused

This type of nervous system will demonstrate signs of cold hands, tight muscles, teeth grinding, anxiety, heart palpitations, restless sleep, poor: social awareness; comprehension; expression of emotional, re-current infections, multiple competing trains of thought, high blood pressure, accelerated aging, irritable bowel, high blood pressure etc.

Under-aroused

This type of nervous system will demonstrate signs of ADD (including impulsivity, distraction, & disorganization), depression, lack of motivation, poor concentration, spaciness, low blood pressure, hypoglycemia, constipation, low pain threshold , difficulty awakening, cognitive worry, irritability, incontinence, lack of energy, etc.

Unstable

This type of nervous system oscillates between under arousal and over arousal, and may demonstrate signs in both over and under aroused plus: migraine headaches, seizure, narcolepsy, sleepwalking, hot flashes, PMS, multiple chemical sensitivities, bed wetting, eating disorders, bi-polar disorder, mood swings, panic attacks, etc.

Exhausted

This type of nervous system may demonstrate signs of all of those listed in over-aroused plus Chronic Fatigue Syndrome, Epstein-Barr Syndrome, M.S., ALS, RA, Fibromyalgia, Cancer, all autoimmune system disorders.

The History of the NeuroInfiniti

Throughout his 32 years of practice, Dr. Richard Barwell was never content with the accepted explanation of Chiropractic. He always talked about the nervous system with patients, but every time he demonstrated the vertebral misalignment, they only saw and heard "bone". In spite of using all the available educational tools, the education was still based on the bone out of place model. In his patients' eyes, he was still a "back doctor".

In an effort to prove that the chiropractic adjustment actually alters nervous system function, Dr. Barwell began a quest along with Dr. Annette Long, a clinical psychologist, and her husband Dr. Alvah Byers, a research psychologist, who lived in Pueblo, Colorado. They were both pioneers in the biofeedback community and had spent 25 years studying both bio and neurofeedback. Dr. Byers published the "Byers Neurotherapy Reference Library" which was the first compilation of biofeedback research ever done.

After many discussions and a great deal of reviewing existing literature, they decided to set up a study that is called a "null hypothesis" – which meant their intent was to prove that the chiropractic adjustment did nothing to alter brain function.

Over the course of 2001, they gathered pre and post EEG studies on eight separate occasions. They were forced to discard the null hypothesis concept early on as a result of the dynamic changes they were seeing in brain wave activity. They continued to gather studies over the next three years and with the help of Dr. Craig Schisler B.A., M.A., D.C., Ontario, Canada – they wrote a paper called, "A Four Case Study: The effect of the Chiropractic adjustment on the brain wave pattern as measured by EEG." In 2005, this paper received the best paper submitted award at the 2005 Sherman International Research and Paper Symposium.

The knowledge that the adjustment altered central nervous system function, from cortical activity to limbic system responses, moved the concept of Chiropractic from being based on a simple joint mechanical release, to a much stronger foundation of a direct neurological intervention. This also provided an explanation as to why and how Chiropractic adjustments achieved dramatic results when dealing with health changes far beyond back or neck pain. During the course of their research they also noted that there was now a basis for the application of different techniques in practice, depending on the needs of the nervous system: an over stimulated nervous system would likely respond better to a lighter style of approach while an under aroused system would need a more stimulating technique.

In an effort to provide a method of objectively measuring the changes to the CNS pre and post care, Dr. Barwell continues his research and consulted with the leading biofeedback clinicians in the world.

So now this is where we are: the foundation for Neurologically Based Chiropractic has been well established and really dates back to B.J. Palmer in the 1930s. The NeuroInfiniti simply keeps his understanding alive and brings it into the 21st century, where the computer has allowed us to prove that he was right all along. The subluxation is in the impulse and vertebral subluxation is a symptom.

The NeuroInfiniti is changing the conversation in practices around the world. We can now provide objective data on a patient's neurological function as it relates to their health, and then demonstrate how their care is altering that function. No longer do we talk about back pain or spinal correction. Today we have returned to the functional neurology that was our beginning!

Welcome Home Chiropractic!



Traditional Philosophy . . .

Unleashed with New Technology!

(877) 233-0022

www.NeuroInfiniti.com