

NUTRI-SPEC



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THE NUTRI-SPEC LETTER

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From:
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Dear Doctor,

DO YOU WANT TO IMPRESS YOUR PATIENTS?

TEST THEM ORTHOSTATICALLY ... AND THEY WILL PRAISE YOU EMPHATICALLY!

What could be simpler?!!!

Here is the dialogue between you and your patient when you are looking at her initial test results ...

“Mrs. Smith, you probably already figured out that no other doctor you’ve been to does the tests we just did on you. (Pause, and watch her face.) ----- For instance, we stroked those lines on your arm. You have no idea what that test tells us because no other doctor has ever done that on you, am I right?”

“No, no one has ever done that on me before --- and it kind of itches a little bit.”

“Yes, and you see that even though it has been quite a few minutes since we stroked those lines, the cross on your upper arm is still showing red, do you see that? What does that tell us? This is called a dermatographics test --- and no other doctor you know does this ...

“This test is critically important because it gives us so much information about your immune system. It also tells us about how your immune system is working with your nervous system and with your hormone system.

“On you --- those red itchy lines tell us that a certain type of white blood cell in your immune system is somewhat overreactive, and that it is reacting with your nervous system and your hormone system to produce a certain family of inflammatory immune factors. And, that information about your immune system tells us what nutrition supplements will be specifically beneficial for you --- and even if there are certain supplements that could throw your immune system further off balance.

“Do you begin to see how our Metabolic Testing allows us to put together an individualized Metabolic Therapy plan specific to your needs? What I am getting at is that in many people, when we draw those lines on the arm, the line turns white instead of red like yours did. And there are other people who show such a wide red line that it actually forms welts and itches for a long long time.

“People with those reactions need an entirely different set of nutrition supplements and dietary recommendations to get their body chemistry back in balance and to relieve the stress on their immune system, their nervous system, and their hormone system. So again --- do you see how what we do is different --- more specific --- than the doctors who just want to give you drugs or some kind of “natural” remedy based on what symptoms you have?”

“Yeah, this is definitely different. It’s about time someone figured out what’s really going on in me!”

“That dermatographics test is just one small example of a test that no one else will ever do for you, and that tells us a tremendous amount of valuable information about how your body’s metabolism isn’t as efficient as it could be. But a far more important set of tests that gives even more critical information is how we checked your blood pressure and heart rate. Do you recall all the tests we just did?”

“Well yeah, I know you took my blood pressure --- I think you took it twice --- and I think you were checking my heart rate.”

“Yes --- and part of what is so valuable about the testing we did is that we took your blood pressure twice --- and if you think about it you will

realize, we took your blood pressure lying down and then immediately after you stood up. Do you remember that?”

“Yeah --- what does that tell you?”

“That is what we call checking your blood pressure orthostatically --- which is just a fancy way of saying we not only check your blood pressure, but we check your blood pressure’s response to the stress of standing up after you have been lying for a little while. But here is what you have to understand. It is not just what your blood pressure “is” --- it is how your blood pressure responds to the stress of standing up.

“When you have been lying and first stand up, our blood pressure has to increase a little bit. --- Why? --- To get enough blood up to your head so that you don’t pass out. In some people, when we measure their blood pressure as they’re standing up, the blood pressure not only goes up a little, it goes up a lot --- sometimes even to a dangerously high level --- which we call Orthostatic Stress. And there are a whole lot of Metabolic Imbalances and stresses in the immune system, the nervous system and the hormone system that can cause that kind of Orthostatic Stress.

“And --- there are people who, when they stand up their blood pressure not only does not go up a little bit, it actually crashes down. This is what we call Orthostatic Failure. These people often feel kind of dizzy or woozy when they first stand up. ----- All the information we gather from the orthostatic blood pressure changes is far, far, far more important than just what your blood pressure “is”.

“At most doctors offices what do they do? Do they take your blood pressure?”

“Sure, they always take my blood pressure.”

“And do they take it lying down or standing up or both?”

“No, no --- they just take it once --- while I’m sitting.”

“That is what I mean when I say no other doctor you know does the type of testing we do. Our test of your orthostatic blood pressure gives us so much valuable information --- about the strength of your heart muscle, about the circulation to your heart, about the arteries throughout your body and how efficiently they expand and contract in response to the stresses of everyday living --- and also information about how your heart

responds to emotional stress. ----- Does any doctor you have ever been to check for those things?”

(Laughing) “No!”

“But there is a lot more you need to know about the orthostatic challenge we do. You may have noticed, we not only check your blood pressure lying down and then your response to standing --- we also check your heart rate --- and check your heart rate four different times.

----- We check your heart rate sitting at rest --- we check it after you are lying down for exactly 30 seconds --- we check it immediately after you stand up --- and then we check it a final time after you have been standing still for 2 minutes.

“Do you think the information --- not just about what your heart rate “is” but how your heart rate changes from sitting to lying, from lying to standing, and then after standing for a couple minutes --- is really important, especially when combined with what we see in your orthostatic blood pressure response?”

(Laughing) “Yeah --- if it wasn’t important you wouldn’t do it!”

“There is an exact pattern of heart rate responses that a perfectly healthy person shows. From sitting to lying, the heart rate should drop a certain amount --- not too much and not too little. And when it doesn’t respond perfectly it tells us a lot of information about the nerve control of the heart, the nerve control of the blood vessels, and even gives us valuable information about the thyroid gland.

“And the change in the heart rate --- not what the heart rate “is” --- but how it changes from lying to the stress of standing gives us a whole lot more information about the heart muscle, the circulation to the heart, the circulation throughout the body, and about the nervous system and hormone system control of the heart and circulation.

--- “And then --- we’re not done yet! We take that final heart rate after you have been standing very still for a couple minutes. And what do you think should happen in a perfectly healthy person --- after the heart rate spiked up a little bit when the person stood up to make sure blood got to the brain --- what do you think should be happening after the person stands still for a couple minutes?”

“I don’t know.”

“Would you expect the heart rate to stay up really fast as it needed to under the stress of standing, or should it start to settle down a little bit?”

“I guess it should start to settle down, shouldn’t it?”

“You got it! And yet some people’s heart rate does not start to settle down. It spikes up, when they first stood up and then never settles down. In fact some people’s heart rate keeps rising and rising and rising the longer they stand. In extreme cases --- these are the people that can get woozy and even pass out if they stand still for too long.

“NOW --- do you really begin to understand that no other doctor you have ever been to, or will ever go to, does the extensive and specific testing we do?”

“Yeah, I get it.”

“And, do you see that no other doctor knows as much information about YOU --- and how YOU have your own specific individual needs --- entirely different than someone who has different Metabolic Testing results than you do? --- And, that we can put together very specific recommendations to balance your metabolism, and take the stress off your immune system, your nervous system, and your hormone system?”

“Yeah, I really do get it. This is exactly what I want.”

“Our Metabolic Testing is the best way --- the only way --- to help you truly achieve our goal --- to help you ...

LIVE STRONGER LONGER.”

Imagine yourself having this dialogue routinely with patient after patient. Do you want to impress your patients? --- You just did!

Now, imagine what every one of your patients does after truly understanding how special and unique --- how specific and individualized --- your NUTRI-SPEC Metabolic Analysis is. You can be sure your patient is going to immediately begin praising you ---

“BRAGGING” ABOUT YOU ...

to family members, friends, and coworkers. ----- How many referrals do you think you will get from each patient you connect with by establishing a communication line using this dialogue?

Your practice will grow --- and the praise you receive from your patients will be exceeded only by your prosperity.

And now we have something BIG BIG BIG to make it virtually effortless for you to impress your patients with your orthostatic analysis. Beginning today --- we are giving you an entirely streamlined procedure for doing your NUTRI-SPEC Electrolyte/Water Imbalance Analysis.

----- You may recall that last month's Letter gave you a highly refined and expanded means of doing what we now call our Unified Acid/Alkaline Analysis --- by which you can determine Anaerobic/Dysaerobic, Glucogenic/Ketogenic, and Acid/Alkaline Imbalances all in one shot --- by taking just a few simple test results and plugging them into a Table that directly gives you the supplements to consider for each patient.

Now, we are giving you the very same expanded and streamlined approach to your Electrolyte/Water Imbalance. ----- Four simple tests are all you need to plug into an Analysis Table. --- You will instantly be given the list of supplements to consider --- specifically individualized for your patient.

**TEST YOUR PATIENTS ORTHOSTATICALLY ...
AND THEY WILL PRAISE YOU EMPHATICALLY!**

Check it out!