

NUTRITION



Cervical Pain? Or Inflamm-Aging?

by Dr. Guy Schenker, DC

Inflamm-aging is triggered by a biological clock that activates in all of us around age 23, but that clock “ticks” much faster than it should for some individuals. You treat their resulting inflammatory symptoms every day. A primary mechanism of inflamm-aging is driven by inflammatory cytokines, such as interferon-gamma, TNF-alpha, and interleukin-6. These are the drivers of fibromyalgia, arthritic pain, vascular disease, obesity, cognitive decline, and really most of the symptoms your patients present.

Picture your 61-year-old male patient with chronic bilateral neck pain. Your chiropractic adjustments help — a little, but only a little. It is time you took a broader view. In addition to chronic pain, your patient also suffers from chronic fatigue, shows abdominal weight gain, is borderline diabetic, and takes thyroid for Hashimoto’s autoimmune thyroiditis. What do all these conditions have in common? They are all associated with the immune-mediated inflammation gerontologists have termed inflamm-aging.

Inflamm-aging is associated with a broad array of conditions, just as it is in your patient, whose neck pain is mostly fibromyalgia. Chiropractic care is helpful but will never achieve the clinical results you and the patient desire. It is time for clinical nutrition. You must penetrate deeply into the roots of inflamm-aging at the cellular level.

Researchers in the field of gerontology have done just that. They identified a select group of nutrients and some repurposed medicines that specifically affect “the causes of the causes” of inflamm-aging. Gerontologists named these therapeutic agents

proven to improve both quality and length of life as “rejuvenins.”

There are five rejuvenin nutrients that make the “top ten” effective in ameliorating the core causes of the symptoms you see in your patients every day. Those rejuvenins include carnosine, alpha lipoic acid, N-acetylcysteine combined with glycine, and quercetin. Inflammatory cytokines drive your patients down the path of inflamm-aging, creating pain and other symptoms that send patients to you for help. Gerontology research shows you can help. Compared to younger subjects, older adults show extreme elevation of many pro-inflammatory cytokines at baseline.

- IL-6 is 934% higher.
- TNF-α is 116% higher.
- C-reactive protein (CRP) is 88% higher.
- Endothelial biomarkers of inflammation can be 175% higher.

Supplementation with a blend of rejuvenins lowered IL-6 by 77%, TNF-α by 57%, and CRP by 49%. It also decreased insulin by 55% and insulin resistance by 59%.

The power is yours to use.

Dr. Guy Schenker, a Pennsylvania chiropractor since 1978, developed the Nutri-Spec System of Clinical Nutrition, which eschews symptom-based nutrition in favor of individualized metabolic therapy. Reach us at 800-736-4320, email NutriSpec@Nutri-Spec.net, or visit nutri-spec.net.

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PRACTICE MANAGEMENT



Best Laid Plans for Chiropractic Success

by Dr. Michael Perusich, DC

How many times have we caught ourselves muttering, "Oops! That didn't go as planned!"

It's a common occurrence when things don't align with our expectations. However, the secret to success lies, in part, on how well you plan for it.

Crafting a great plan is part art and part science, just like Chiropractic. It starts with nurturing an idea in your mind, meticulously transcribing it onto paper, and finally refining the action steps to bring the plan to life, and monitoring the metrics to keep it on course. It's like setting goals – bypassing these crucial steps only leads to encounters with failure.

We recently led a team-building workshop for doctors. The impact was inspir-

ing and everyone walked away with new-found revelations, ingenious strategies, and concrete action steps to propel their practices forward. The atmosphere was exhilarating, and if they continue nurturing this process back at their offices, the results will undoubtedly be extraordinary.

Sadly, all too often, we become engrossed in patient care and revenue generation, losing sight of team building and future growth planning. The end result is we hit a stagnant plateau, and our hard-earned success begins to dwindle and the growth curve flattens. Desperate for a quick fix, we resort to temporary solutions like discounting new patient prices, hastily hiring more staff, or investing in flashy new equipment, praying for a magical revenue boost.

The real answer to this predicament is strategic planning! By allocating time to incorporate planning into your schedule,

the possibilities are boundless. It's from planning that you gain sustainable, controlled growth, an empowered and engaged staff, an influx of new patient referrals, streamlined procedures, a deluge of satisfied patients, and an unimaginable revenue stream that can bring more profitability to your business.

Napoleon Hill appropriately said, "If you fail to plan, you can plan to fail." The power to determine your fate – success or failure – rests in your hands, so choose wisely.

Dr. Michael Perusich is a solutions-focused advisor with more than 25 years of success across the healthcare and consulting industries. His broad areas of expertise include coaching, training, content development, and motivational speaking. Dr. Perusich is the CEO for Kats Consultants, LLC, where he and his team offer a unique platform of business knowledge and tools for today's Chiropractic entrepreneur. He can be reached through katsconsultants.com.

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