



East Shore Medical & Pain Management is pleased to bring to the people of Harrisburg and our surrounding communities a **BRAND NEW APPROACH to the Treatment of Peripheral Neuropathy.**

New Understandings in the Field of Peripheral Neuropathy are now **Providing New Hope to Thousands** who Suffer with the Agony and Misery of this Disease.

If you're someone who deals with the misery and agony of peripheral sensory neuropathy; the ongoing *soreness, numbness, burning, stinging, tingling, tightness, pain and distress of this very aggravating condition; the feeling of walking on pins and needles or ground up glass, or have the sensations of little bugs crawling all over you* when none are actually there, or are a family member of someone who does, please don't give up before thoroughly reading this report, as it's my hope **this may be one of the most worthwhile report you've ever read.**

There is some **NEW AND VERY EXCITING NEWS IN THE FIELD OF NEUROPATHY TREATMENT** that may very well provide you with the help of which you've been searching for so long!

Having served the residents of southcentral Pennsylvania for more than 30 years, we've witnessed a lot of people experience some really fantastic results! However, until now, **one of the most discouraging conditions for patients and doctors alike** has been an inability to help most people in any significant way with the challenges of peripheral neuropathy, primarily because it's a disease that's mostly eluded the understanding of science. **We're very pleased to report to you – times are changing.**

In this report, I'll be sharing with you the latest advancements in neuropathy understanding; what they are, the kinds and causes, as well as how the various symptoms affect people differently. Then, I'm going to reveal to you a new and exciting neuropathy treatment approach that has been developed in just the past year.

You may be wondering, "Why does *my* doctor not know of this?" It's very simple. At the time of this writing, there are fewer than 150 health care offices of any kind throughout the entire nation utilizing this program. Coming out of Arizona in early 2009 (where there are lots

of people with neuropathy) it's **so new** that unless you were connected with the researchers and developers as I've been, then you're a doctor that doesn't even know this program exists.

Peripheral Neuropathy – What Is It?

Peripheral neuropathy is a disease afflicting 20 million people in the United States. That's about 1 out of every 17! **Most are over the age of 45**, at a time when they should be enjoying their lives the most. When looking at the name, **Peripheral** means "that which is at or near the perimeter." **Neuro** means "nerve" and **opathy** means "pathology or sickness."

So as the name implies, in speaking about peripheral neuropathy (often just called neuropathy) we are **referring to distressed, damaged, sick and/or dying nerves** that are located in the outer aspects of the body and which are usually close to the skins surface.

Three Primary Kinds of Neuropathy

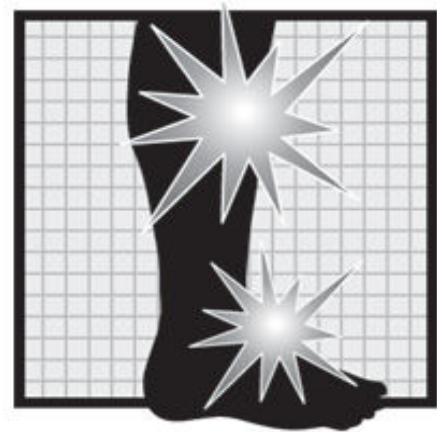
There are **three primary** kinds of neuropathy. They include Motor Neuropathy, Autonomic Neuropathy and Sensory Neuropathy. Understandings in the fields of motor and autonomic neuropathy have not yet brought forth many answers for people who deal with these kinds of neuropathy. Motor and Autonomic Neuropathy are most frequently viewed as permanent problems associated with partial or full paralysis of nerves or muscles. It is for that reason we will focus this report on **Sensory Neuropathy – the kind that most people deal with.**

Peripheral Sensory Neuropathy

Peripheral **sensory** neuropathy is a kind of neuropathy that causes numbness and/or various kinds of pain in the feet and legs (later the hands and fingers) that causes a great deal of distress and agony for many, many people! **It is the most commonly experienced kind of peripheral neuropathy.**

In this form of neuropathy the tiny nerves that serve the skin become "disconnected" and fail in their ability to transmit normal sensations to the brain, such as in decreased touch perception, or when one doesn't always know where their feet are under them.

Unique challenges are found in different people. For some, it results in various forms of **numbness**. For others, the nerves are undergoing abnormal internal stimulation when no such outside stimulation is present, and often results in different types of **pain** ranging



Numbness, pain, achiness, burning, "bee sting" or shock-like sensations; the feeling of little bugs crawling on your feet or legs, swelling, tight, vice-like sensations around the legs or ankles, weakness, falls and balance issues. These are just some of the various symptoms of.....

PERIPHERAL NEUROPATHY

anywhere from *burning, aching, shock-like sensations, hot or cold feet or legs, tight, vice-like sensations around the legs or ankles, pins and needles - to the feeling of dozens of bees stinging you when you are barely touched, and for some, the feeling of hundreds of little bugs crawling all over your feet and legs when none are really there.* Significantly compounding the problem, one very frequently experiences both numbness and pain – meaning too little AND too much stimulation of different nerves.

Additionally, often one will experience both sensory and motor neuropathy, which when compounded with numbness and balance issues serves to increase the likelihood of injuries from falls, many quite serious that frequently result in broken hips and other fractures.

Causes and Risk Factors – A Growing Concern

Peripheral Sensory Neuropathy comes about from many different causes – also known as “risk factors.” These risk factors are divided into **three** different categories. They include **metabolic** (chemical), **mechanical** (compressive), and **genetic** (hereditary). Each of them creates their own set of unique challenges for those who suffer with this disease. Let’s take a look at all three.....

Metabolic & Chemical

The **most common** metabolic cause of neuropathy that we see in our office is **neuropathy coming from diabetes.** The problem is growing steadily worse as this very concerning and prevalent disease affects more and more people at an earlier age – and as people live longer.



Diabetes Is Bad!

**Diabetic Neuropathy Makes
How You Feel Even Worse!**

Nearly 60% of all people with diabetes develop diabetic peripheral neuropathy. As if the pain, numbness, burning, stinging and swelling that go along with diabetic neuropathy aren’t by themselves bad enough, many people develop ulcers and gangrene, with nearly **86,000 people** in the United States experiencing diabetic-related amputations each year because of uncontrolled peripheral neuropathy.

It’s one of the most feared complications, and it strikes people with a sense of hopelessness at the prospect of losing part of a limb and their natural means of mobility. When we combine neuropathy with all the other issues that frequently go with diabetes, as we mentioned earlier, “It’s a very concerning disease.” It’s very common for diabetics to experience most, if not all the symptoms of neuropathy described herein.

Adding to the metabolic and chemical causes, a large percentage of people who have undergone **chemotherapy** also develop peripheral neuropathy, as many of the chemicals aimed at killing cancer cells also damage peripheral nerves cells. In addition to the already described symptoms of neuropathy, many people report **other unique and abnormal sensations** as a result of peripheral nerve damage - such as the feelings of walking on foam rubber, or their toes "feeling as large as fence posts."

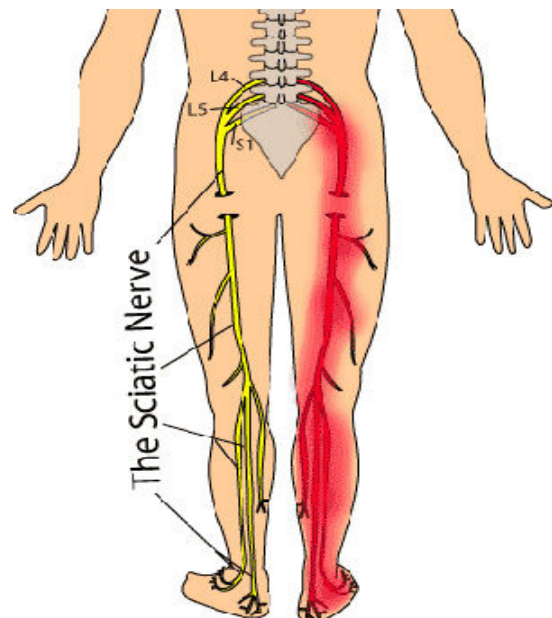
The descriptions of abnormal sensations surrounding neuropathy are almost endless! Rounding out the metabolic and chemical category are problems such as alcoholism, toxins, liver and kidney disorders, as well as individuals unknowingly causing or contributing to their neuropathy by taking some very common prescription drugs.

Mechanical & Compressive

Moving to the next category are the **mechanical** (compressive) **forms of neuropathy.** These causes are also very common, and most often result from **mechanical joint problems that compress the nerves** as they emit from the spine (or are compressed inside other joints) before they reach their final destinations. We've all heard of the very common and painful condition known as Sciatica.

Sciatica is a form of neuropathy which causes pain and/or numbness in the back or leg(s); a condition that is caused by compression of the sciatic nerve as it emits from the lower spine, usually due to disc bulges, disc herniations, mechanical misalignment of the vertebra, or because of disc degeneration; also known as spinal arthritis (another mechanical joint problem of the spine).

The nerve transmissions become disrupted in the spine, **much like what happens to water flowing through a hose if you "put a kink in it" - the normal flow of the water ceases.** In the nerve, this disruption of nerve impulses results in numbness, pain or both.



Another form of mechanical (compressive) neuropathy is that of **Carpal Tunnel Syndrome**, where the nerve is *mechanically compressed* in the wrist often resulting in pain, numbness or weakness of the hand or fingers. In fact, **any nerve** that becomes *compressed* due to *mechanical* joint problems, **whether it be in the back, neck or otherwise**, and causes a disruption of the tissue function that it serves, is scientifically known as mechanical neuropathy.



Restless Leg Syndrome and **Periodic Limb Movement Disorders** are other such conditions also frequently caused by compressive joint problems. While not always, these conditions frequently contain many of the same neuropathic symptoms described in this report such as pain, tingling, burning, tightness and so on – as well as an uncontrollable urge to move the legs and feet to find relief.

Traditionally, chiropractic has had wonderful success in helping most people with these mechanical kinds of neuropathy challenges.

Genetic & Hereditary

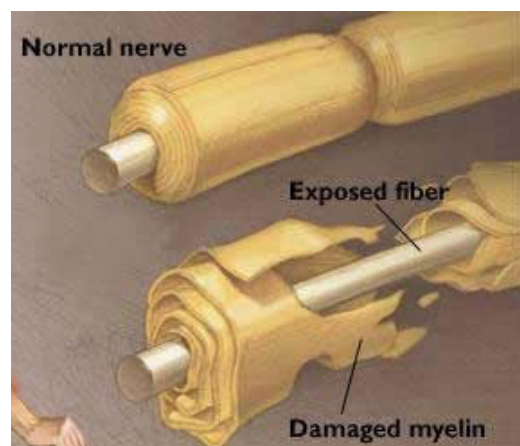
Moving from the most to the least common, the final category of neuropathies are those caused by a **genetic or hereditary factor**. They include neurological challenges such as Friedreich’s Ataxia and Charcot Marie Tooth Disease. These are fairly rare and while very significant to those afflicted, make up less than 1% of neuropathies. Multiple Sclerosis, while not necessarily known to always be hereditary, is also a form of neuropathy.

ISCHEMIA – The Primary CAUSE of Sensory Neuropathy

Let us now move our discussion into the **physiological causes** of how and why neuropathy develops. By doing so, **it allows us to develop a QUALITY plan for a CAUSE-ORIENTED treatment approach** offering a higher chance of success, rather than one based entirely on symptoms as is found with many of today’s failed conventional approaches.

It has been found through extensive research that the cause of almost all neuropathic pain; the cause of distressed and damaged peripheral nerves which create the many various symptoms of neuropathy – is from a body destroying process known as **ISCHEMIA**. Ischemia is one of those scientific words which simply mean “**tissue death due to starvation.**” This is vitaly important to understand, because **peripheral nerves are LIVING TISSUES NEEDING FED.**

All living things require nutrients and oxygen and need to be as free of poisons and toxins as possible in order to grow, thrive and prosper. **Your peripheral nerves are NO exception!** When functioning *normally*, nerve tissues receive nutrient rich, highly-oxygenated blood that is **carried to them by microscopic capillaries**; tiny-tiny-tiny blood vessels that are easily



One of the BIG KEYS in successful neuropathy treatment is to improve blood, nutrient and oxygen transport in the capillaries to support the birth of new peripheral nerves.

clogged. When they DO become clogged, many nerve tissues fail to receive the needed nutrients and oxygen in order to survive. When this happens they become damaged – or die!

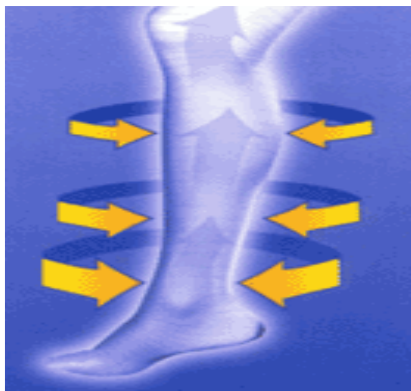
It's the same that happens when an occluded artery causes a massive heart attack – only with neuropathy, it happens on a *massive* scale **damaging literally millions of microscopic peripheral nerves.**

In the case of diabetes, too much glucose fills your bloodstream **clogging the capillaries and preventing the nerve tissues from receiving the nutrients and oxygen they need.** In compressive forms of neuropathy, the direct physical pressures placed on the nerves by aberrant joint function shut down the flow of O2 and nutrients to the nerves – much like what happens **if you run over a water hose with a car tire!**

In cases surrounding chemical toxins, such as chemotherapy, the drug toxins “kill” the nerve endings as they attempt to kill the cancer. In mechanical neuropathy, pressure on the nerve at the constriction point shuts down nutrient and oxygen flow into the nerve tissue.

Nutrient and O2 restriction to nerves first damages an insulating coating around them known as **myelin**. Myelin is a substance which protects the nerves and aids in transmission of the nerve signal itself. When myelin is damaged, **the whole nerve is damaged – leading to the symptoms of peripheral neuropathy.**

Myelin is a substance made chiefly of cholesterol and surrounds the nerve fiber **much like the rubber coating that wraps around an electrical wire.** When this coating erodes away, the nerves short-circuit, once again leading to the symptoms of peripheral sensory neuropathy.



Hot or Cold Legs or Feet, and Tight Vice-like Sensations around the Legs and Ankles are also Symptoms often seen in Neuropathy.

To make matters worse, once oxygen restriction damages the myelin, the nerves have difficulty coordinating pore and capillary dilation in the skin, preventing proper skin perspiration and the ability of the legs to “breathe” as they should.

This often leads to more challenges such as swelling, **tight, vice-like sensations in the legs and ankles** as well as hot or cold feelings in the feet or legs.

As you can see, once this snowball starts rolling, it's often like a line-up of falling dominoes leading to more and greater problems.

The good news with peripheral sensory neuropathy is that peripheral nerves can heal and go through a process of rebirth, if the proper procedures are put in place and if the cause of the condition can be caught in time.

For Most People – Conventional Treatments Don't Work Very Well!

As we've discussed, there are few common conditions that create as much ongoing concern or agony as that of peripheral neuropathy. As the numbness and pain grow worse, it can even cause many people to want to give up on life. When the challenges get this bad, many people are willing to try practically anything – any cream, any drug, any pill, powder, potion, lotion or syrup!! Unfortunately, **painful sensory neuropathies are RARELY correctable with drugs.**

You may be surprised to learn most drug treatments for neuropathy are **NOT EVEN INTENDED to treat neuropathy**, but are actually designed to treat other conditions! For example, Neurontin (Gabapentin) is actually an anti-convulsive designed to treat seizures. Elevil (Amitriptyline), Tofranil (Imipramine) and Cymbalta (Duloxetine) are anti-depressants. There are a few others.

Of course, the many side-effects of these drugs also frequently lead to other health problems from a result of long-term usage (such as immune system, liver, kidney and stomach disorders, kidney failure, increased risk of kidney dialysis and suicidal tendencies - just to name a few).



None of the drugs on the market, not even Lyrica (Pregabalin - which just happens to be the latest in the line-up of hard-to-pronounce names), addresses the **TRUE UNDERLYING CAUSE of neuropathy**, which as we've discussed is that of capillary destruction and the resulting damage to the nerves due to ISCHEMIA; restricted blood, nutrient and oxygen flow!

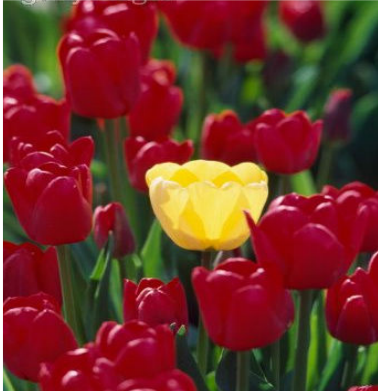
Yes, "There is an exception to every rule." It's true some people might find some temporary relief, for a while – until these drugs stop working - but **long-term failure and disappointment with almost every conventional treatment for neuropathy - is most always the end result.** The individual meets with discouragement time and time again, until many begin feeling like a yo-yo on a string – frequently bouncing from the heights of hope - to yet another let down! The end result is many patients simply carry on down the road of "continued hopelessness."

Why? It's because all conventional treatments focus **ONLY** on the treating of **symptoms**, while ignoring the **underlying causes resulting in ISCHEMIA**.

Unfortunately, **in the deepest midst of this disease** some people develop so much pain that minutes – every minute - seems like hours! They turn to sleeping agents to get them through the day, or Valium, Percocet, Oxycontin and other high-powered pain killers just to find a moment away from the misery – just to get by.

This is neuropathy at its most dangerous.

“Is There Any Real Hope?”



For many people with peripheral sensory neuropathy, **YES!** You’ll recall in the opening comments of this report, I promised I was going to share with you a new and exciting neuropathy treatment approach that has just recently been developed and is providing hope to thousands of people with neuropathy.

One of the things that makes this program so exciting – so revolutionary – is that it’s the **FIRST** and **ONLY** neuropathy treatment program in existence that **scientifically addresses the ACTUAL CAUSE of peripheral neuropathy – ISCHEMIA!**

In association with **Neuropathy Treatment Centers of America, East Shore Medical and Pain Management** is pleased to bring this brand new and revolutionary new treatment approach for peripheral neuropathy to the people of York and our surrounding communities.

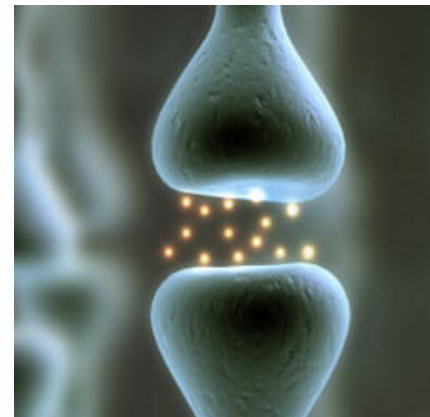
The mainstay of our peripheral neuropathy treatment program centers around **Infrared** and **Near-Infrared Light Therapy** and a special type of painless **Electrical Stimulation**. These therapies effectively penetrate the skin to stimulate healing of the damaged nerves and to restore normal nerve function while assisting in new capillary formation and nerve growth.

Introduced by NASA, Infrared and Near-Infrared light therapy was originally developed as a way to speed up cell regeneration rates to provide faster plant growth and food production for future long-term space missions. Once it was found to be effective with plants, inquisitive minds began researching it as **a way to speed cellular regeneration to reduce healing time in health challenges** of we human beings.

Coupled with **Electrical Stimulation**, these remarkable therapies **nearly double** the rate of human cell regeneration, exactly what is needed in peripheral neuropathy.

Additionally, they serve to release a natural pain relieving compound found in the soft tissue linings of your blood vessels known as Nitric Oxide, which again, helps bring about relief.

While these procedures are being performed, we’re also **administering oxygen to flood your bloodstream with any additional fuel necessary for regeneration metabolism on a cellular level.**



Getting your nerves to communicate properly with each other again. This is Paramount for Successful Neuropathy Treatment.

There’s even more . . .

This alone is NOT ALL that's needed in our battle against neuropathy! It's been found that different nerve types in the body need different frequencies of vibration in order to heal and respond most efficiently. **This is the part that most of our patients enjoy the most!**

Our program utilizes up to three different frequencies of vibration on different areas of your lower extremities, which further stimulates new capillary and nerve regeneration, and **stimulates the re-connection** of the peripheral nerves with the tissues they serve.

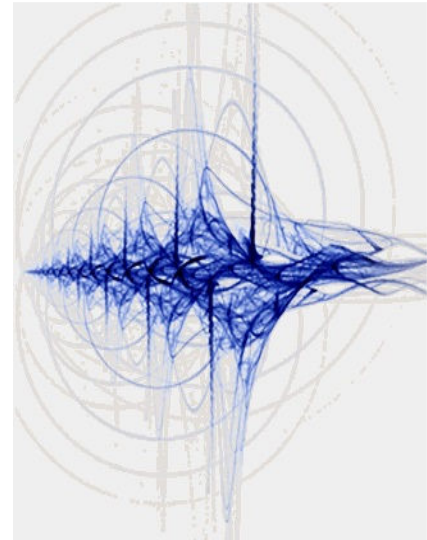
Tissue vibration also serves to reintroduce proper sensation and balance, and in many cases further aids in pain reduction.

However, we **STILL don't stop here**. We also utilize **gentle and all important joint mobilization** to help in removing any restrictions preventing proper joint and gait motions of the lower extremities that many people develop as a result of neuropathy. When necessary we employ **reverse polarity therapy** to aid in the re-integration and correct directional flow of your body's natural electrical nerve currents.

From there, we look at any needed stretching or strengthening maneuvers, home procedures and/or personal coaching to help support your body in its quest to achieve the most optimum results your body is capable of providing you.

All these procedures are **remarkably safe** and for almost all people, **totally painless!** In our many years of practice, **we've never before experienced a program where so many people look so enthusiastically forward to receiving their treatments!**

Finally, most of our patients are very pleased and relieved to know we utilize **no drugs** and **no injections!**



A Different Level of Thinking



For people dealing with the ongoing concerns of neuropathy, it's clear to see this program is indeed "a different level of thinking."

By now you can clearly see **why** the types of equipment and procedures we utilize in our peripheral neuropathy treatment program are so extremely important if you are to have an honest chance of ever defeating all or part of your neuropathy.

Call Us Today at (717) 652-5550

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