



NEWSLETTER AUTUMN / WINTER 2017 — 2018

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British
Chiropractic
Association

General
Chiropractic
Council





Monmouthshire Business Awards

EMBRACING THE PAST, EXCITED BY THE FUTURE



**AXIS CHIROPRACTIC WINS
"BEST SMALL BUSINESS OF THE YEAR"
AT THE MONMOUTHSHIRE
BUSINESS AWARDS 2017!**



We are proud to announce that Axis Chiropractic has won the award for "Best Small Business of the Year" at the Monmouthshire Business awards on October 6th 2017. The Gala dinner was held at the Celtic manor with over 350 guests and 19 companies waiting to hear if they had won in their category. The clinic was also short listed as a finalist in the "Excellence in Marketing" Award but lost out to AluUK based in Chepstow.

This year's awards were expanded to cover the 'old Monmouthshire border' which includes Monmouthshire as we now know it, Newport, Caerleon, Chepstow, Cwmbran, Pontypool, Ebbw Vale and Caerphilly.

The awards were once again hosted by broadcaster Hywel James.

MBA founder & director Janet Harris said:

"This was the biggest and best awards we have staged by far and the atmosphere at the gala dinner and presentation night was second to none."

"Everyone was supportive of every single nominee, and there was a real feeling that we were all there to celebrate the fantastic and innovative businesses operating in this area of Wales."

The clinic has seen some big changes over the past few years and this award is a wonderful acknowledgement of all of the hard work the Axis Chiropractic team have put in.



ADVICE FOR A HEALTHY SPINE

The spine is made up of 25 bones (vertebrae) which are separated by fibroelastic cushions (discs). Throughout life, the spine is required to withstand considerable weight bearing stress, purely as a result of the pressures of daily living. As we age, the discs lose fluid, become tougher, and less able to respond to weight bearing loads. This puts greater stress on the vertebrae and joints, which in turn form new bone around their edges to create a larger area to withstand weight.

The overall effect of degenerative changes in the discs, joints and vertebrae leads to a feeling of stiffness and reduced overall movement of the spine. However, just like any other part of the body, the better care that is taken of the spine, the less degeneration is likely to occur.

Attention to a healthy lifestyle from an early age can help reduce the effects of 'wear and tear' on the spine. In addition, it is good to follow these simple rules:



- **Don't smoke.**
It affects the nutrition of the discs.
- **Avoid excessive alcohol intake.**
It causes weakened bone because of an interrupted blood supply, and even fractures.
- **Exercise moderately on a regular basis.**
It is essential to overall health as well as good spinal health.
- **Stretch more!**
Flexibility is key to strong muscles.
- **Make sure your diet is rich in vitamins and minerals** (particularly Calcium, Vitamins K and D) from fresh, wholesome foods.
- It is never too late to take proper care of the spine and reduce the effects of ageing.

INTERESTING FACTS ABOUT THE HUMAN BODY

Your skull is made up of 29 different bones. Nerve impulses sent from the brain move at a speed of 274km/h.

50,000 cells in your body died and were replaced by new ones while you were reading this sentence.

The total length of all the blood vessels in the human body is about 100,000km.

When you blush, your stomach also turns red!

The human skeleton is composed of 270 bones at birth — this total decreases to 206 bones by adulthood after some bones have fused together.

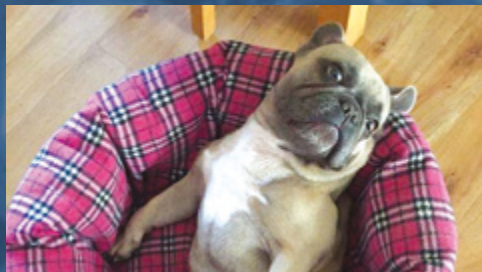


CHRISTMAS RAFFLE

From the 1st November we will be selling tickets for our Charity raffle. Last year we raised a massive £870 between the Cardiff and Newport Clinics for our chosen charities. This year we are aiming to raise £1,000. This year we are supporting:

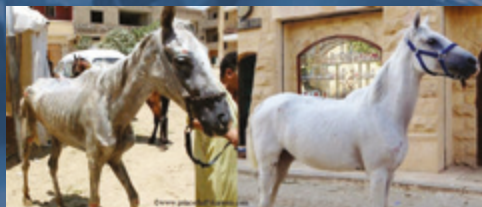
The French Bulldog Saviours | Registered Charity No.: 1163829

French Bulldog Saviours is a non-profit making breed-rescue charity (Registered Charity No.1163829) run entirely by volunteers who strive to rescue, rehabilitate and re-home French Bulldogs in need or at risk, giving them a better chance of living a healthy, happy life in a permanent loving home.



Prince Fluffy Kareem Horse | Registered Charity No.: 1156400

PFK is a UK-registered charity based in Cairo, Egypt. Their mission is to help the animals working by the pyramids of Giza. They treat mainly horses but also lots of camels and donkeys. "No animal is a lost cause". The charity treat hundreds of sick and injured animals each year and the work they do is nothing short of a miracle.



Tŷ Hafan Children's Charity | Registered Charity No.: 1047912

Tŷ Hafan is one of the UK's leading paediatric palliative care charities and offers care to children and support for their families, throughout Wales. Ty Hafan offer comfort, care and support to life-limited children, young people and their families in the hospice, in the community and in their home so they can make the most of the time they have left together.



There will be over £300 worth of prizes to be won! Prizes include 2 Dr Greame professional massagers, Sports Massage vouchers, a magnum of champagne, a chocolate hamper, or a cuddly toy! Plus many other prizes, so don't forget to get your ticket before December 22nd.

IS COLD WEATHER MAKING YOUR BACK PAIN WORSE?

Those who suffer with chronic back pain might notice it gets worse during the autumn and winter months. Although there's not much scientific evidence that shows a link between chronic pain, humidity, temperature changes and wind speed, weather changes CAN affect those who suffer with joint pain conditions, especially arthritis and osteoarthritis.

The most commonly accepted reasoning is that with colder temperatures comes lower air pressure, that can cause joint tissues to expand — further worsening joints already prone to swelling and tenderness. If cold weather worsens your pain, you can prevent it yourself and combat it with these 3 simple steps.

Heat Therapy

Including heat therapy in your daily routine can help to reduce stiffness and boost healing through increased blood circulation. Try applying a warm towel or a heating pad to your painful area for about 20 minutes for temporary pain relief. You can also go for over-the-counter heat wraps. (Please do not get confused with the use of ice for acute joint, ligament or joint injuries).

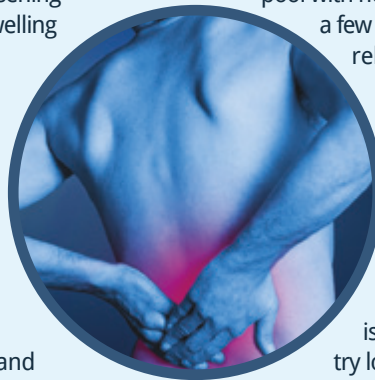
Water Therapy

If you like swimming, try to visit heated indoor pool with hot baths, jacuzzis and saunas a few times a week for almost instant relief from your pain.

Stay Active

As tempting as it is to just stay on the sofa during winter evenings, it is crucial to keep your spine mobile and stay active. If your pain is too severe to go to the gym, try long walks with hiking poles or perhaps Pilates at home.

However, if the pain stops you from leading your normal life, the best way is this it us at the clinic so we can professionally address the root causes of your joint and back pain.



FOODS THAT FIGHT INFLAMMATION

Doctors are learning that one of the best ways to quell inflammation lies not in the medicine cabinet, but in the refrigerator.

Your immune system becomes activated when your body recognizes anything that is foreign — such as an invading microbe, plant pollen, or chemical. This often triggers a process called inflammation. Intermittent bouts of inflammation directed at truly threatening invaders protect your health.

However, sometimes inflammation persists, day in and day out, even when you are not threatened by a foreign invader.

That's when inflammation can become your enemy. Many major diseases that plague us — including cancer, heart disease, diabetes, arthritis, depression, and Alzheimer's — have been linked to chronic inflammation.

One of the most powerful tools to combat inflammation comes not from the pharmacy, but from the grocery store. Many experimental studies have shown that components of foods or beverages may have anti-inflammatory effects.

Choose the right foods, and you may be able to reduce your risk of illness. Consistently pick the wrong ones, and you could accelerate the inflammatory disease process.



MEET LEAH — OUR CARDIFF CLINIC'S NEW SPORTS MASSAGE THERAPIST!

Leah is a qualified level 4 Sports Massage Therapist. She qualified in 2013 at UWIC (now Cardiff Met). Leah's sports massage career started out with providing in-house massage within Admiral (one of Cardiff's largest employers) as part of a health scheme to tackle the adverse effects of prolonged sitting and improve wellbeing. She then moved to Bristol and started working in a private physiotherapy practice working alongside physios treating sporting and non-sporting clients.



Her treatments aren't just massage — she will teach you to become more body aware and how to correct movement patterns to ensure the treatment carries on into everyday life.



Leah will be available for appointments in both our Newport and Cardiff clinics along side Yulia and Darran.

Appointments are available evenings and Saturdays so get in touch to book a time that suits you best!

MASSAGE LOYALTY CARD & OFFERS

We run a massage loyalty card. If you attend four 1-hour massages you get a 40 minute massage free! Please ask at the front desk for a card on your first massage, or use the counter on the back of this flyer by handing it to the receptionist at the front desk.

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FREE

Book FOUR 1-hour massages and get a 40 minute massage* free!

*Excludes Bellabaci cupping



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a review on Google!**



FUTURE PLANS

During 2017 the Newport clinic has under gone some big cosmetic changes and 2018 will be the Cardiff clinics turn for a make over!

CARDIFF CLINIC

We are looking to extend the Cardiff clinic into the rear of the building, creating a much larger reception area, 4 large spacious treatment rooms and access to a car park at the rear of the building. We are still in the early stages talking through ideas with an architect.

Once planning permission has been obtained we are hoping to start work in late Spring 2018. We will be posting our progress as it happens on our blog page on the website: axischiropractic.co.uk/blog

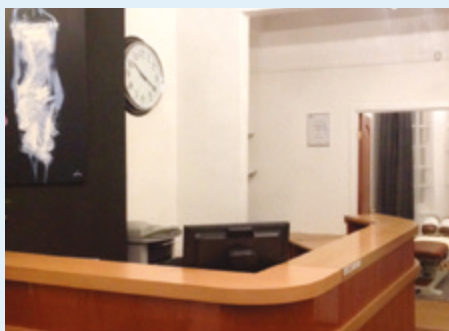
NEWPORT CLINIC

We are continuing to improve the Newport clinic throughout 2017/18. We have a new front door and porch arriving soon and are currently renovating the upper floors of the clinic. This will allow us to offer a wider range of treatments and facilities.

We are in talks with a local Physiotherapist who is looking to move in early 2018. We are constantly looking to add to the clinic so if you know anyone in the health industry who is looking to join our expanding team, tell them to get in touch!



Above: Proposed fascia for Cardiff clinic
Right, Top: Newport clinic, before
Right, Below: Newport clinic, after



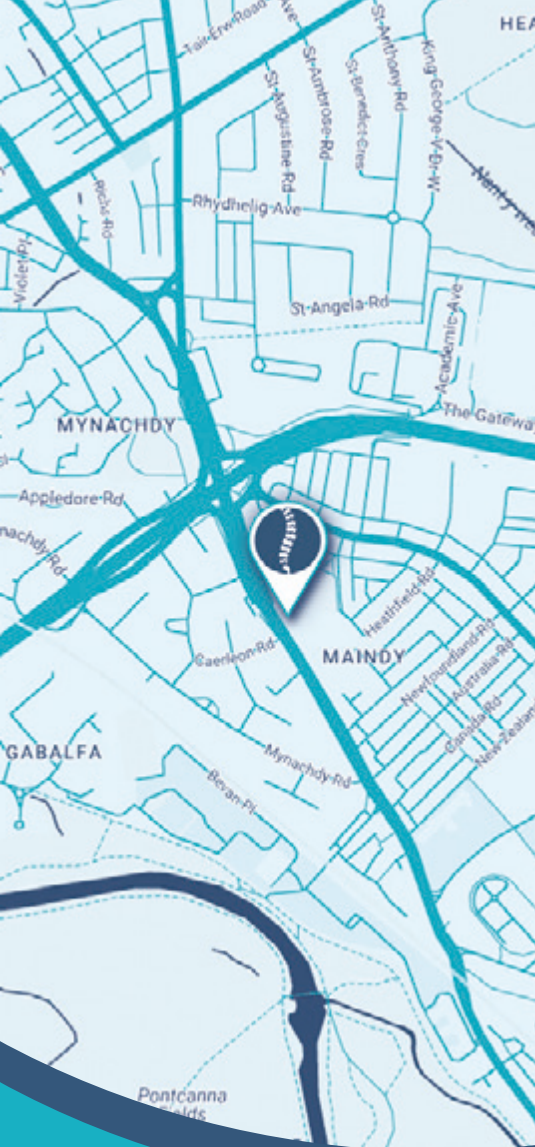
GIFT VOUCHERS

We are now offering Gift Vouchers for both Chiropractic care and massage across both clinics. So if your struggling for inspiration this Christmas or know someone who would benefit from seeing us then look no further.

Vouchers can be for a monetary value of your choosing or for a specific treatment such as, new patent appointment with 1 hour massage. The value of the voucher can be displayed or concealed upon your request.

Please email Michelle on info@axischiropractic.co.uk for more information.



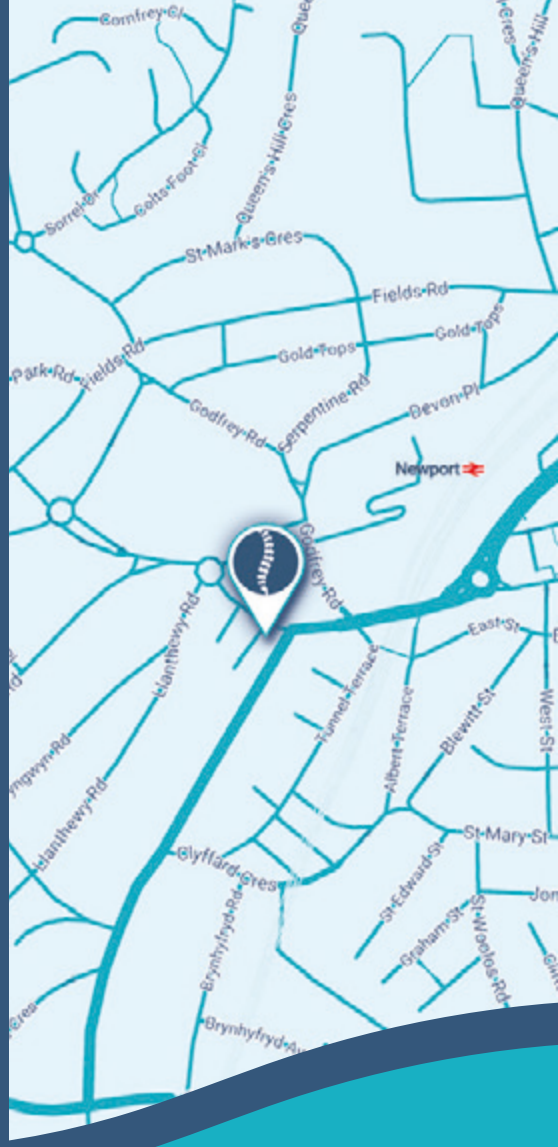


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