



Dr. Dennis Perman ::

## Message of The Week



### Reducing Brain Stress

February 24, 2014

Dear Doctor:

It was a pleasure and a privilege to attend and present at the NeuroInfiniti seminar in Atlanta this weekend, where a roomful of doctors and students from all over North America got their minds expanded by some of the freshest and most progressive thinking in chiropractic.

The focus of the program was the evolution in chiropractic consciousness that is under way, as a deeper understanding of nerve interference has redirected our attention toward the brain instead of simply the spinal nerve roots. The more we understand brain function and work toward reducing brain stress, the more likely that our real message is embraced by the health care consumer. This is a departure from the typical discussion in today's chiropractic practice, and holds great promise for better educating the public.

There are two new books out that address this issue in detail -- let me offer a snippet of each, so you can dial into their importance and use them to inform your community. "When a nervous system becomes overloaded or stressed, there is so much input going on that the system begins to "short circuit." The brain's processing resources become overwhelmed so that these "short circuits" create inappropriate responses. The inappropriate response disruptions feed back into the other body systems, which in turn create additional stress on the already overloaded central nervous system." (from "Why You Get Sick and How Your Brain Can Fix It," by Dr. Richard Barwell.)

"All forms of stress cause brain stress. When the brain is stressed, it goes out of balance, and unfortunately, the body always follows and goes out of balance as well. This shows up as illness, disease, behavioral problems, loss of vitality, and rapid aging. The chiropractic adjustment rebalances the brain and when the brain is balanced again, fortunately the body will follow and heal." (from "Your Flourishing Brain," by Dr. Bob Hoffman and Dr. Patrick Porter.)

This revolutionary perspective is guaranteed to ruffle feathers -- I know it ruffled mine. But the more I reflect on it and study it, the more sense it makes, and I urge you to be open enough to consider the potency of this paradigm shift.

No doubt you've had this experience -- you're at a party, and someone asks you what you do. You say "I'm a chiropractor," which typically evokes one of two responses -- either they grab their neck or low back and exclaim, "Wow, do I need you," or they grab their neck or low back, and exclaim, "Wow, am I glad I don't need you."

We'll know we have arrived when they point to their head and say, "Oh, you're the doctors who help reduce brain stress so people can get well and stay well." It could happen sooner rather than later, depending on how we change the conversation in our offices. Our patients are available to be led -- the question is, where are we leading them?

Hmm, something to think about...

Dennis Perman DC,  
for The Masters Circle

PS - If you want to know how the most successful chiropractors do it, come and see "How It's Done -- The Art of Implementation, Productivity and Execution," in London, Chicago and metro-New York, featuring Drs. Barwell, Porter and Hoffman, teaching their cutting edge work on brain-based wellness -- for info or to register, please call 800-451-4514, or go to [www.themasterscircle.com](http://www.themasterscircle.com).