



December News

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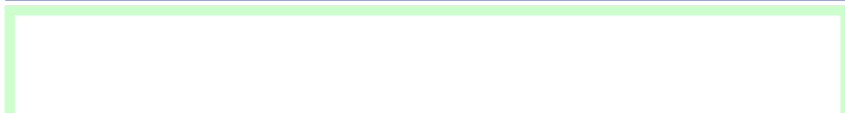


We are once again offering Holiday Gift Certificates so that you can share the experience of acupuncture with your friends and family. There are three ways to buy the certificates:

- Stop by our clinic [during office hours](#)
- Call us at 314-772-4325 to buy over the phone
- Purchase online by [clicking here](#)

We can mail the certificate for you if you'd like. Although you will pay only \$25, the certificate will note that your gift is an acupuncture treatment valued at \$35.

Give the gift that keeps on giving!



Give the gift that keeps on giving!

Holiday Hours

Open: Dec. 21-23, Dec. 28-31

Closed: Dec. 24, 25 and Jan. 1

How Does Acupuncture Work?



We get this question all the time in our clinic. It's one question answered two ways: One through the Eastern philosophy which created this unique form of treatment, and another through the lens of our Western medical model.

Eastern Explanation:

The Eastern Explanation for how Acupuncture works is that the life energy flowing through the body which is termed Qi (pronounced chee) can be influenced and balanced by stimulating specific points on the body. These points are located along channels of energy known as meridians that connect all of our major organs. According to Chinese medical theory, illness arises when the cyclical flow of Qi in the meridians becomes unbalanced or is blocked.

Western Explanation:

Definition of Acupuncture

Acupuncture is the stimulation of specific points located near or on the surface of the skin which have the ability to alter various biochemical and physiological conditions in order to achieve the desired effect.

Explanation of How Acupuncture Works

Acupuncture points are areas of designated electrical sensitivity. Inserting needles at these points stimulates various sensory receptors that, in turn, stimulate nerves that transmit impulses to the hypothalamic-pituitary system at the base of the brain. The hypothalamus-pituitary glands are responsible for releasing neurotransmitters and endorphins, the body's natural pain-killing hormones. It is estimated that endorphins are 200 times more potent than morphine. Endorphins also play a big role in the functioning of the hormonal system. This is why acupuncture works well for back pain and arthritis and also for P.M.S. and infertility.

The substances released as a result of acupuncture not only relax the whole body, they regulate serotonin in the brain which plays a role in human and animal disposition. This is why depression is often treated with acupuncture.

Some of the physiological effects observed throughout the body include increased circulation, decreased inflammation, relief from pain, relief of muscle spasms and increased T-cell count which stimulates the immune system.

Source: Acufinder.com, By: Diane Joswick, L.Ac., MSOM

The Birthday Special



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Birthday Month!

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Mention the Birthday Special when you
come in or when you call

By appointment only

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