



A new patient, first-day work-up, including a consultation, exam, X-rays, the first adjustment, the first laser, a report of findings and written recommendations normally costs \$129, an amazing value for the money!

**However: Bring in this page and the visit will only be half of that—\$69.50!**

**OR try plan B**—talk to us *before* you decide. Dr. Boatright offers FREE consultations every Tuesday!

We're conveniently located on Maryland Avenue just west of 7th Street here in Central Phoenix at **Desert**

**Rose Chiropractic**. It's in the Los Arcos Building at 532 E. Maryland Ave., Ste. D. You'll see our chairs by the front door.

Call today at **(602) 264-6300**. Level an arsenal against **Sciatica!**

**Dr. Rick Boatright**

**Desert Rose Chiropractic**

532 E. Maryland Ave., Ste. D

Phoenix, AZ 85012

## **SPECIAL REPORT!**

# **A 5-Part War Chest For Winning YOUR Fight Against Sciatica!**

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Sciatica experts throughout the world have developed proven individual therapies for fighting sciatic pain—and therapies that haven't! Combine the BEST! Drop the rest! Page 2



**PLUS:** Discover the one major blunder that both medical doctors and chiropractors commonly make, a blunder that causes treatment to FAIL miserably! Page 5

Be sure to see inside if you have back pain with buttock (*and/or leg pain*) and a healthcare professional has told you it's

**SCIATICA!**

# Why Choose One Therapy When You Can Have the Entire Arsenal!

## Arsenal Weapon #1:

Officially labeled chiropractic but  
it's really ...

### "Chiropractic Without the Crunch!"

For forty-five years, innovative doctors who keep up with cutting edge neurological and spinal science have abandoned old-fashioned, "rack-em-crack-em" chiropractic care. Instead, they've taken the next scientific leap and implemented instruments to correct spinal discrepancies that irritate the nerves of the sciatic bundle. Instruments like Activators (left) and Impulse instruments (above right) deliver corrective motions into the joints of the spine and other parts of the body with a precision unmatched by more antiquated hand manipulations.

These instruments deliver a corrective impulse that's up to 100 times faster than old-fashioned hand manipulations. That speed is immensely important

## BECAUSE ...

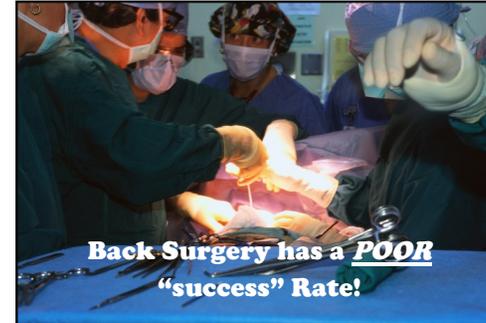
- ◆ Corrective motions have to happen faster than a reflex.
- ◆ So, instruments deliver corrective impulses many times faster than a reflex!
- ◆ An equation in physics states that: "Weight times Acceleration = Work"

According to the American Medical Association, only 52% of low back surgeries are successful ... and "success" is no guarantee that it will improve! By medical definition, "success" means that "it doesn't get worse after the surgery!" So, 48% DO get worse!

What DOES work? Let's take a look.



optimal correction of Cluneal Nerve Entrapment requires the doctor to adjust the correct spinal segments relating to the origins of the Cluneal Nerve, do deep massage to help free the nerve from the tunnel that binds it and apply laser therapy to help heal the nerve and keep it moving freely without binding again.



**Studies Reveal, that Back Surgery Only Has a 52% Success Rate!**

And "success" is defined as "the patient does not get worse after the surgery!"

This means that 48% DO GET WORSE! And of the

52% who have "success" we don't know what percentage of them actually got better! We only know that they didn't get WORSE!

We know that if you're having sciatic surgery, but the problem is actually Cluneal Nerve Entrapment or Peroneal Nerve irritation or Sural Nerve inflammation, the surgery doesn't have ANY chance for success! And the scars can trigger problems of their own.

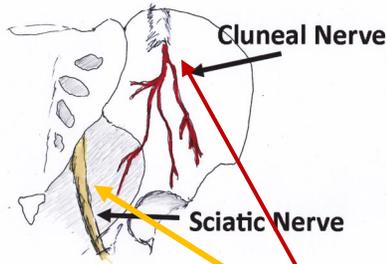
Pain killers suppress your immune system and stress you liver and kidneys. We know that they're DANGEROUS! That's why they're available by prescription only. And over-the-counter drugs aren't much safer. They suppress your immune system and tear up your stomach!

**In fact, pain killers only MASK your problem and have NO CORRECTIVE VALUE WHATSOEVER. They lie to your brain, so your condition only gets WORSE over time!**

Are you fed up with the pain in your low back, buttocks and down your leg? Do you want to be CERTAIN whether it actually IS SCIATICA or NOT? Do you want to definitively identify the true cause of your pain so it can be treated directly and effectively?

**Call Dr. Boatright's office TODAY! As a true expert, he's been helping people with SCIATICA for 25 years! Why not you too?**

**(602) 264-6300**



## ... Have the Right Diagnosis!!!

In a majority of patients who've been told by a doctor, a chiropractor, a nurse or a friend in the healthcare business, that they are suffering from sciatica, it's simply NOT TRUE!!!

It's the **BIG BLUNDER!**

## Arsenal Weapon #5

This is one of the *biggest* reasons why "sciatica is so hard to treat." It's only hard to treat if the doctor is treating you for sciatica but it's really something else!

True sciatica is specific. It's pain down the back of the thigh. It can also cause pain in the low back near the spine. But when the pain is at the top of the "hip bone" is NOT sciatica because the sciatic nerve DOES NOT LIVE THERE! That's the location of the CLUNEAL NERVE!

Pain in the area marked above in RED is Cluneal Nerve Entrapment. The YELLOW area, lower and toward the center of the tail bone, is the SCIATIC nerve. The sciatic nerve is NOT in the middle of your buttock. It's NOT on the outside of your thigh. It's NOT in your calf or in your ankle. It's on the inner part of your lower buttock and down the back of your thigh!

Dr. Boatright is an expert at differentiating SCIATICA from Cluneal Nerve Entrapment, and other conditions commonly MISDIAGNOSED as sciatica. The secret to treatment success is ABSOLUTELY dependent on a correct DIAGNOSIS!

Similar to treatment protocols for treating the piriformis muscle in true sciatica cases,



See Dr. Boatright's You Tube video on his web site. It illustrates Cluneal Nerve Entrapment, and why it's MISDIAGNOSED as sciatica so often. Click on "Dr. Boatright's Teaching Videos" at [www.drnickboatright.com](http://www.drnickboatright.com)

- ◆ According to that equation, because Instruments deliver corrections up to 100 times faster than hand manipulations, the force can be reduced by 100 times but still delivers the same amount of work in pounds per square inch!
- ◆ Compare it to trying to **PUSH** a nail into the wall with your hand as opposed to using even a small hammer. The hammer (the instrument), is obviously far more effective!

Even more than greater precision, being faster, extremely controllable and reproducible (which all make it incomparably SAFE) it's also COMFORTABLE!

## There's No Twisting or Popping!

Corrections are delivered with you lying face down in a completely neutral position!

*When spinal bones physically irritate your SCIATIC NERVE through misalignments, they don't stand a chance against instrument adjusting!*

## Arsenal Weapon # 2:

### **Low Level Laser Therapy (3LT)**

### **21st Century Spinal Technology at Its Best!**

In 2006, the FDA approved the first low level laser device after decades of research. Unlike "lasers" for public use and many of the cheap "dot" lasers some doctors use in their offices, the **Erchonia 5000** laser is a true medical grade laser device. It delivers up to 100,000 different impulse frequencies.

You see, when lasers pulse, they don't heat or cut, but they **DO** have specific healing effects on tissues in the body. Each pulse frequency produces a unique healing effect.



Dr. Rick Boatright .... a nationally-recognized expert in instrument adjusting, with 25 years of practice experience ... incorporates a complete array of proven approaches to sciatica relief. Since the spring of 2012, we've had the good fortune of having him right here in Central Phoenix at Desert Rose Chiropractic.



Since the Erchonia emits **FOUR** laser **LINES** instead of a single laser **DOT**, it treats a huge area compared to other, more amateur laser instruments.

The Erchonia instrument is programmed to carry **two different pulse frequencies** for each of the four laser lines, so it treats with a total of **EIGHT** pulse frequencies **AT THE SAME TIME.**

### **Because of...**

- ◆ Treating with laser lines instead of laser dots,
- ◆ The huge selection of 100,000 possible pulse frequencies
- ◆ And the simultaneous application of **eight** different selections at once,

the Erchonia laser delivers treatments in **THREE MINUTES** that would take the nearest competitor almost **half an hour** to accomplish!

### **That's Great News for Sciatica Sufferers!**

First, **instrument adjusting is cutting-edge chiropractic technology that delivers corrections with unsurpassed precision.** Follow that up with **laser therapy** and you open an entire array of additional benefits!

- ◆ Controls pain
- ◆ Releases muscle spasms
- ◆ Inhibits inflammation
- ◆ Stimulates blood flow
- ◆ Frees entrapped nerves (like the sciatic nerve)
- ◆ Accelerates healing
- ◆ And achieves correction stability much sooner!

### **But There's Even More in This Arsenal!**

## **Arsenal Weapon #3**

Bones out of place aren't the only things that irritate the sciatic nerve! In addition, there can be a soft tissue component called a **piriformis muscle syndrome**. This is a little muscle, about the size of your thumb, that sits right on top of the sciatic nerve at the lower, inner portion of your buttocks. So, if all your chiropractor does is adjust your back, the doc

could easily miss this important component that's a major player in a great percentage of **sciatic cases**. That's especially important when it describes **YOUR** case!

Dr. Boatright knows that you need to **adjust** the vertebrae which release the nerves that control the piriformis muscle, **massage** the muscle itself, **laser** the piriformis to free the muscle spasm and boost the muscle's production of mitochondria (the energy-producing part of a muscle cell). Plus you have to reset the tone on the nerve that controls it.

### **BUT EVEN THAT'S NOT ENOUGH!**

## **Arsenal Weapon #4**

As a patient, you want to understand what you have to **AVOID** doing that can cause sciatica to come back. You want to know what exercises you need to **DO** to strengthen the right muscles and stretch the ones you need to stretch. Sciatica is **NO FUN** and once you get rid of it, you want to **STAY** rid of it as long as you can!

**For patients who do have sciatica**, Dr. Boatright gives you these recommendations in his written report of findings along with a complete, detailed explanation of all of your examination findings and a one-on-one review of your X-rays so **you can actually SEE** what's going on for yourself!

**But You Also Have to Be Sure to...**

### **FREE** **consultations** **every Tuesday!**

Even with the arsenal Dr. Boatright uses to aggressively fight sciatica, a small percentage of cases actually do need to be seen by medical doctor—an orthopedic doctor or a neurologist—for possible surgical intervention.

The only problem is that medical doctors aren't trained in the chiropractic sciences. So, **even the courts have determined that doctors can't give a valid opinion about when chiropractic care would be beneficial** (*Bettencourt vs. the WCAB and Derrick vs. the WCAB*).

So, to help you make a realistic determination, Dr. Boatright offers free consultations in his office **EVERY TUESDAY.**

**NO OBLIGATION!**

**NO PRESSURE!**

**NO KIDDING!**

**Call:**

**(602) 264-6300**