



# ACUPUNCTURE

CoreRoanoke.com | 540.344.1055

*effective*

*gentle*

*natural*

*proven*

**[CORE]**

CHIROPRACTIC AND WELLNESS

Monday, Tuesday & Thursday: 7:15am - 5:30pm

Wednesday 7:15am - 12:00pm

Acupuncture is a procedure that involves stimulating points on the body by penetrating the skin with needles. It is among the oldest healing practices in the world.

## ACUPUNCTURE IS EFFECTIVE

The most common ailments presented to an acupuncturist are pain-related conditions such as:

- Arthritis
- Back, neck, knee, & shoulder pain
- Carpal tunnel syndrome
- Sciatica

Acupuncture is also used to treat:

- Eye, ear, nose, & throat disorders
- Gastrointestinal disorders
- Addiction
- Musculoskeletal conditions
- Circulatory disorders
- Women's health disorders
- Emotional disorders
- Neurological conditions

## ACUPUNCTURE IS GENTLE

Acupuncture uses fine, hair-like, needles that slide between tissues. Acupuncture needles are 25-50 times thinner than a hypodermic needle. The needles are sterilized, disposable, stainless steel.

There is little sensitivity to the insertion of acupuncture needles. While some people feel nothing at all, others experience a brief “pinching” feeling as the needle penetrates the skin. This can be followed by a mild sensation of cramping, tingling, numbness, traveling warmth, or heaviness. Often a desired achy feeling is achieved, which represents the stimulation of the nervous system.

The needles are left in place for 20-30 minutes. Most people find the experience extremely relaxing and uplifting. Some even fall asleep during the treatment.

## ACUPUNCTURE IS NATURAL

Acupuncture's all-natural approach to health starts by a holistic assessment of the body's systems to determine how best to treat the area of chief complaint. This approach looks to the heart of the dysfunction, and treatment often consists of not just acupuncture, but also exercise and nutrition. When acupuncture is combined with other natural healthcare systems like chiropractic, a synergistic affect can occur, catapulting an individual's health in a more positive direction.



## ACUPUNCTURE IS PROVEN

Clinical studies have shown acupuncture to be beneficial for a myriad of health conditions. Acupuncture is now a mainstream form of healthcare used in Western medical settings as an adjunct and sometimes preferred method of treatment.

## HOW ACUPUNCTURE WORKS

### Eastern Explanation

The life energy flowing through the body, 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

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. The substances released as a result of acupuncture not only relax the whole body, they regulate serotonin in the brain and stimulate the immune system.

## HOW QUICKLY DOES ACUPUNCTURE WORK?

A positive response to acupuncture is generally seen after the first to fourth treatment. Chronic and complicated conditions will take longer. If you're being treated for a menstrual problem or infertility, it may take three menstrual cycles for your body to respond. You will schedule your appointments further and further apart as you achieve optimal results.



### **Daryl C. Rich, DC, CSCS**

Dr. Rich has been a chiropractor serving the Roanoke Valley since 2004. His approach is to use the best, most cutting-edge techniques in chiropractic, acupuncture, soft-tissue mobilization, rehabilitative exercise, and nutrition to aid patients with their concerns. This variety of tools allows Dr. Rich to customize a treatment protocol to fit each patient's needs.

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