

FOR IMMEDIATE RELEASE

Contact:

Local Doctor Goes Beyond Traditional Chiropractic to Ease Neck Pain

(Lawrenceville, GA, December 22, 2003) Ancient Greeks believed a fellow named Atlas carried the world on his shoulders. Modern humans can relate to Atlas' burden, given our stressful times. There's more than stress to blame, however. A two-ounce bone in the upper region of the spine, aptly named the atlas, carries the entire weight of the head—about 15 pounds. Given this disproportionate weight, it's easy to understand why so many people suffer from headaches, and neck and shoulder tension. Add the occasional car accident, hours at the computer and poor posture, and complications increase.

Neck and shoulder pain are frequent complaints heard by Dr. Steve Goninan. According to Dr. Goninan, there's substantial evidence indicating that a misaligned atlas leads to fibromyalgia. Dr. Goninan, who specializes in the upper cervical area, began studying the atlas orthogonal technique about six years ago. Using a table-mounted instrument, the chiropractor delivers two pounds of force just behind the patient's earlobe. When adjusting a patient's neck by hand, about 70 pounds of force is used. By combining the atlas orthogonal technique with X-rays, Dr. Goninan calculates the exact percentage of a patient's misalignment. He is currently one of only four chiropractors in Gwinnett County using this technique.

Despite chiropractic's 108-year tradition, Dr. Goninan still encounters skeptics. Dona Tignall was among them. She visited the Lawrenceville chiropractor after three other doctors said she'd live with pain for the rest of her life. After a few months under Dr. Goninan's care, Tignall was pain free.

For more information on the atlas orthogonal technique, call 678-225-4800 or visit www.atlasorthogonality.com.

#