



Natural allergy treatment

Whatever the body has created, the body can cure.

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ALLERGIES ARE RAVAGING THE AMERICAN PUBLIC, ESPECIALLY children. Peanuts are now seen as much of a danger as bringing a gun or a knife to a school. Why are allergies on the rise with the general public, and why are people only seeking answers through medications?

According to the American Academy of Allergy, Asthma, and Immunology, approximately 50 million Americans suffer from seasonal allergies, and they spend up to \$4.5 billion annually on medications and doctor visits. With medications tending to have unwanted side effects, perhaps allergies are the plague that will bring the general public to chiropractic for their health needs. Are you ready for them?

The reason you can help most

allergy patients is that, unlike most of western medicine, chiropractors do not treat the allergy; they treat *the person* with the allergy.

The treatment technique

The premise should be familiar to you; chiropractors have been helping patients with allergic symptoms for over 100 years. Chiropractic allows the body to heal itself, and there are many ways to help people with allergies. You can be confident with simple, safe, and effective strategies that directly address your patient's specific allergy.

Unlike other health issues such as low-back pain, which can occur in varying degrees, allergies are an all-or-nothing phenomenon. You either have allergies or you don't. It's like

turning on a light switch.

The trick is to find the switch specific for that individual and turn it off. Doctors believe that the reason this technique can work dramatically well is that an allergy is usually an overreaction of the nervous system to something it should not be reacting to at all.

The intervention uses a combination of chiropractic, applied kinesiology, acupressure, and homeopathy. This allows you to specifically influence the nervous system to stop it in its tracks from overreacting to a stimulus or allergen (whether dietary or environmental in origin). Using these four holistic tools, you can stop the overreaction of the nervous system directly, and in many cases immediately.