

**Warning: If you suffer from Headaches more than once or twice a year, this is NOT normal and you should see a Doctor. You could have a life threatening health condition. If you suffer from Headaches weekly (or more frequently), please visit the nearest Emergency Room.**

# CONFIDENTIAL REPORT:

## “Headache & Migraine Secrets FINALLY Revealed!”



*Here is the FREE REPORT that you requested!*

Dear Sufferer,

Hello, I'm Dr. Brian L. Seymore and I am very excited to share with you what thousands of *former* Headache and Migraine sufferers learned to rediscover their lives! They are very excited to be able to actually do all the things they once did, but haven't been able to do since suffering terribly with debilitating Headaches or Migraines. So if YOU suffer with terrible, life altering Headaches or Migraines... unplug the phone, turn off the television and go to a quiet place with a pen and paper. Read this ENTIRE report, cover to cover. This will be the most important report you will ever read AND this report will provide you with all the information you will need to make the decision that is BEST for YOUR Headaches or Migraines! This report will expose the myths you may have heard and give you ALL the facts... based on science, statistics and research... no opinions. This may change your life. Good luck!

Before we move forward, let's make this simple... Let's just refer to ALL types of Headaches (Migraines, Tension Headaches, Trauma-Related, etc.) generically as just "Headaches". We will describe all of the different classifications later, but you will learn that it is truly unnecessary to "classify" them. Let's not let the wording Mumbo-Jumbo confuse us here... This is actually VERY simple, once you completely understand it. Hang in there; you will see what I mean later.

## Did you know...

There are over 50 MILLION Headache sufferers in the United States. (1) Headaches are the #1 Rated health complaint in America, even surpassing the common cold. (2) Each year, Headaches generate 80 million doctors visits at a cost of over \$50 Billion (yes, that's Billion, with a "B") in medical bills and Headache sufferers spend over \$4 Billion in OTC (Over The Counter) Medications (that don't even fix the problem)! (3)

The most exciting news is: So many previous sufferers who have tried *everything* and were thought to be hopeless cases or were told- "*We've done all we can do for you, and you're just going to have to live with the pain...*" Those people are now pain free!

**KNOW THIS:** This report is more than just how OTHER people solved their Headaches... *MUCH MORE*. It reveals exactly how YOU can too.

**Imagine:** ... living the rest of your life Headache free.  
... waking up tomorrow morning with your Headache pain GONE.  
... how much easier your life would be if you could just be pain free.

**There really is an easy way. In this report, we will reveal to you how you can become pain free... once and for all!**

If you are **seriously motivated** to finally put an end to your agonizing Headaches – *naturally* – without drugs or surgery, this will be the most exciting and important report you ever read. Why?

Many modern doctors are saying this new information (which you will learn shortly) has revolutionized Headache pain treatment and may make medication for Headaches way less popular, and even *obsolete* in most cases!

## 3 Types of Headaches

**1. Migraines.** Migraine Headaches are a VASCULAR type, meaning they are caused by issues with blood vessels, usually arteries, commonly the Vertebral Arteries (*which we will explain later*).

The reason Headaches of the migraine variety are so severe is that the Brain is the “Master Organ”, which means it is #1, and when the blood flow is disrupted to the brain, even shortly, the consequences can be devastating. The blood vessels to the brain carry oxygen and nutrients vital for the brain, which enables the Master Organ to control the function of every organ, tissue and cell in the body.

Migraine symptoms are characterized by Sharp, pounding pain, often on one side of the top half of the head (*see illustration to the right*). There are often visual disturbances, dizziness, nausea and vomiting. Migraine sufferers commonly experience sensitivity to light and sound. (4)



Migraine Headaches are “triggered” by stress or anxiety, hormonal changes, certain medications, food allergies (especially cheese, chocolate, alcohol, cured meats and sweets), disturbed sleep patterns, bright or flickering lights. (4)

**2. Tension.** Tension Headaches are a NEUROLOGICAL type, meaning they are caused by pressure on the nerves, typically in the mid to upper cervical spine.

Tension headaches can be relentless as the nerves that control the organs, tissues, and cells are irritated. Slight movements of the neck can greatly increase pressure on the nerves and cause painful stimuli that leads to headaches.

Tension symptoms are characterized by a dull pain in the forehead, temples, or pain in a wide band across or around the head (*see illustration to the right*). (4)



Tension Headaches are often triggered by stress, fatigue, eye strain, over-use of pain medications, and digestive disorders. They are often caused by the following physical conditions: Nervous tension, muscle spasm, poor posture, spinal misalignments (Subluxation). (4)

**3. Trauma.** Trauma Headaches are a COMBINATION of Migraine (Vascular) and Tension (Neurological) types... meaning they affect the vascular supply as well as the nerves.

Trauma Headaches are often associated with some sort of an injury (slip, fall, auto accident, etc.) to the head, face, neck or spine. (5)

Trauma Headache symptoms include: (5)

- Sensation of tightness, throbbing, or constriction.
- Broad area of pain, often in a tight band of pressure over the entire head (*See illustration to the right*).
- Tightness, tension, aching or pain in the shoulders &/or shoulder blades.
- ANY symptoms of Migraine *or* Tension Headaches...



### ***So, Which Type of Headache do YOU Have?***

Migraine? Tension? Trauma? Want a Hint? IT DOESN'T MATTER. These are just descriptions of the symptoms... I know what you are thinking, "What is he talking about?" Hang in there and keep reading, it will ALL pay off as it comes together VERY soon...

### **THE MOST IMPORTANT FACT TO KNOW:**

Ok, here's the deal... and this the key: All types of Headaches have ONE THING in common and this is why MOST Doctors FAIL in trying to help Headache sufferers... and what is this the MOST IMPORTANT thing?

### **MOST (NEARLY ALL) HEADACHES ARE CAUSED BY A PROBLEM IN THE NECK!**

Studies show **MOST Headaches are CERVICOGENIC HEADACHES**, meaning the *CAUSE* originates in the Cervical Spine... (the neck)\*. So, we must explore the neck to understand what causes these headaches. In order for us to understand what is needed to fix the cause of the problem, we must understand the cause... \* (Some examples of extreme exceptions are Stroke, Aneurysm, Tumor, Cancer, etc.)

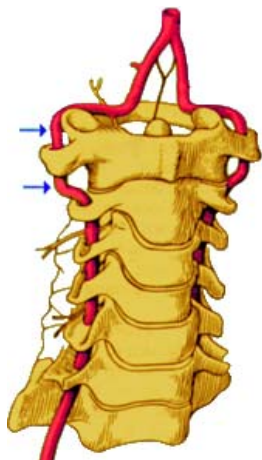
**What you MUST know about HOW your neck, brain and nervous system works that will enable you to make the RIGHT decision for your Headache Pain...**

Trying to keep this "Anatomy Lesson" as simple as possible:

**BONES:** Imagine your spine as a bunch of blocks stacked on top of each other, 24 blocks to be exact (*Your low back has 5, your mid back has 12, and your neck has 7*) *The neck is of particular interest to understand Headaches - (See picture to the right).*

**DISCS:** In between each block (*vertebrae*) is a disc, these are the very important "shock absorbers".





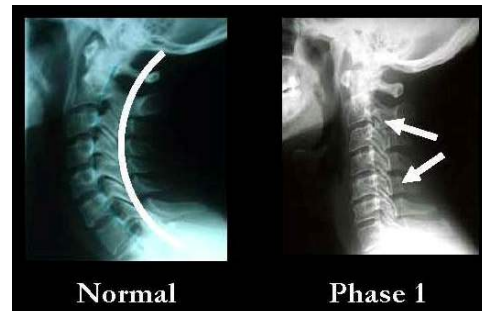
**NERVES:** Just behind the vertebrae and discs, the spinal cord runs in a canal (the spinal canal). One set of nerves (spinal nerves) exit on each side.

**ARTERIES:** The Vertebral arteries (one on each side) ascend through a foramen (opening in the bones) and bend to enter the skull through the Foramen Magnum (opening to enter the skull) to supply blood the brain which provides with much needed oxygen and nutrients. *(See illustration on the left)*

## The “Arc of Life”...

The cervical spine from the side should have a 35 degree curve. *(See illustration right)* Scientists call this the “Arc of Life”. This is required to allow normal blood flow through the vertebral arteries and to allow proper function of the spinal cord and the exiting nerves.

Loss of the normal Arc is very commonly associated with **Forward Head Syndrome**. Any loss of your normal Arc of Life is a very severe neurological problem because it stretches all of the structures of the neck (*Phase 1*). Studies also show there is a significant loss of cerebral spine fluid with Forward Head Syndrome. (6)



When a structure is “stretched”, it narrows in the middle. This is the case with two crucial structures with respect to Headaches, the spinal cord and the Vertebral Arteries.

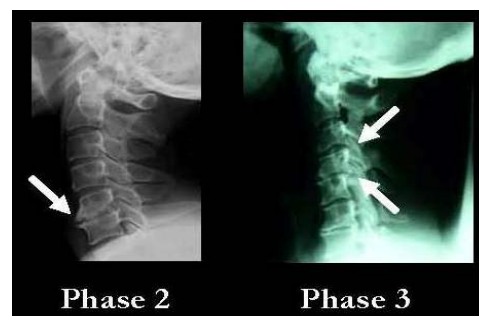


**Normal Cord**

**Tethered Cord**

This loss of curve will pull down on the base of your brain, stretch your spinal cord and compress your nerves (*this is commonly called “cord tethering”*). With cord tethering, the spinal cord actually narrows in diameter. Also, the Vertebral Arteries will be stretched (lengthened), limiting blood flow to the base of the brain. Loss of your normal Arc will also cause spinal degeneration and decay to begin rapidly accelerating. (6)

The first x-ray above (*on the left*) shows a normal cervical curve (35°) with a relaxed, healthy spinal cord. The x-ray on the right above shows an early stage of decay (*Phase I*) and the stretching of the spinal cord (*cord tethering*) after the loss of the cervical curve. There are further Phases of decay that occurs if the problem is left uncorrected. In Phase II and III (*see Image on the right*) the spinal cord has actually begun to rot and decay making proper transmission of mental life impulses impossible.



Research from the University of Colorado shows that when there are abnormal forces on the nerves, the flow of neurological impulses through those nerves are altered. In fact, it takes very little pressure on the nerves. Their research showed that with as little as 2.2 grams (0.07857 oz or the “weight of a dime”) will decrease the impulses through the irritated nerve by as much as 60%!

# THE CAUSE!!!

You see? THIS is the cause of YOUR Headaches! Let me explain... If you “raised your hand” that you have “Migraines” (Remember, this is a description of the symptoms...), your VASCULAR Headaches may be caused by loss of the cervical curve, which stretches all of the structures in the neck... INCLUDING the Vertebral Arteries, which supplies the blood to the base of the brain. Are you with me here?

Let’s say you “raised your hand” that you have “Tension” Headaches. Your NEUROLOGICAL Headaches may be caused by a loss of the cervical curve, which stretches all of the structures in the neck... INCLUDING the Spinal Cord and ALL exiting Nerves, which supply the brain, skull, etc. \*

Well, I hope it’s obvious that if you “raised your hand” that you have “Trauma” Headaches, your VASCULAR and/or NEUROLOGICAL Headaches may very well be caused by a loss of the cervical curve... which stretches the structures in the neck, INCLUDING the Spinal Cord and ALL exiting Nerves, which supply the brain, skull, etc. \* *and* Vertebral Arteries, which supplies the blood to the base of the brain...

**Please DON'T Read THIS Paragraph UNLESS You are an Anatomist or Physician:**

*\*(For the Anatomists, Physicians, etc. questioning the Cranial Nerves... Remember, the nucleus of the Trigeminal (CNV) and Facial (CNVII) Cranial Nerves actually dip down into the spinal canal as far as C5 in some cases. Also, don't forget the Sub-Occipital nerve supply of the cranium. Remember, I'm trying to keep this "simple".)*

# IT'S SIMPLE!!!

Yes, this complex problem that many have been suffering with for YEARS is a VERY simple Problem, so why is there NO SOLUTION in sight? Well, hang on just a little more... I’m about to share the best news of all... THE SOLUTION to YOUR Headaches!!!

## **By now, if I have done my job, you understand:**

1. The “Classifications” of Headaches (*Migraine, Tension, and Trauma*), which ONLY “really matter” as far as understanding if they are Vascular, Neurological or Both.
2. Most Headaches are CERVICOGENIC (*Originating from the Cervical Spine or Neck*).
3. The Loss of the Normal 35 degree Cervical Curve (aka “Arc of Life”), which is closely associated with Forward Head Syndrome, stretches the sensitive structures of the neck (*Spinal Cord, exiting Spinal Nerves, and Vertebral Arteries*).
4. Stretching of the Neurological Structures (Spinal Cord and Spinal Nerves) can result in Cord Tethering and severe irritation of the nerves and can cause Headaches.
5. Stretching of the Vascular Structures (Vertebral Arteries) cause narrowing of the arteries and therefore limits blood supply to the base of the brain and can cause Headaches.

If all this is making sense, you are about to be amazed or angered... but as the saying goes, “don’t shoot the messenger”! (*That would be, ah, humm, me.*)

# You have EXACTLY 6 OPTIONS For Your Headache Pain... *Which some of you have already tried...*

Unless you choose to live with your pain, you have EXACTLY 6 options for your Headache pain:

1. **Medication**- Whether you take medication over the counter or prescribed... orally, by an injection or topically (rubbing in on your skin)... it all works the same way. Medication *may* temporarily ease Headache pain, but medications will do NOTHING to heal the CAUSE of your pain- Loss of the Normal Curve (Arc of Life)- Taking pressure off of the Nerves and Blood Vessels.



**IMPORTANT NOTE:** Medications for Headache Pain (pain medications, anti-inflammatory medications, muscle relaxers, and even “over the counter medications”...) should be used ONLY on a temporary basis due to the extremely significant and well documented hazardous side effects to the liver, kidneys, stomach, and intestines (just to name a few). Some drugs also alter blood flow, which may be of particular concern for a Headache sufferer. Please consult your medical doctor about ALL possible side effects BEFORE you consider taking medications for your pain... Particularly if you take multiple medications. Your health is too important NOT to heavily weigh ALL of your options.



2. **Massage**- Loss of the Arc of Life may irritate the exiting Spinal Nerves. When this happens, one of the first “side effects” is a tightening and aching of the associated spinal muscles. Massage is effective with muscle pain and dysfunction, and in some cases massage may ease your pain temporarily, however massage simply can do nothing to change the cause of the problem... Loss of the Arc of Life.

3. **Acupuncture**- Acupuncture has had some success helping several different types of pain, but offers only temporary relief for Headache sufferers, again because it cannot correct the cause of the problem.



4. **Physical Therapy**- Physical therapy helps many different conditions very well. Physical therapy uses exercises, which are simply contraction of muscles. First of all, any Headache sufferer can tell you the LAST thing they want to do when they hurt is “exercise”... Also, simply contracting the muscles of the cervical spine may actually reinforce the biomechanical deficit or even make it worse! Physical Therapy alone typically does not offer great results for Headache sufferers.

5. **Surgery**- This is the ONLY solution in a VERY SMALL number of cases. These cases include: Stroke, Aneurysm, Tumor and Cancer. If you have a “Bleed, blockage, or space occupying lesion (growth), surgery may be your ONLY option and a surgical consultation should be recommended to you. Note: The risks could be enormous with surgery for these issues.



6. **Chiropractic**- Chiropractic is the “Best” option for Headache sufferers. When properly prescribed, it can restore the Arc of Life (Normal 35 degree Curve), correct Forward Head Syndrome, relieve pressure on the spinal curve, exiting nerves and the Vertebral Arteries. Chiropractic is Safe, Natural and Effective for the treatment of Cervicogenic Headaches. (7)

## **THE FACTS ABOUT USING CHIROPRACTIC FOR HEADACHES**

Chiropractic Care has been shown to:

DECREASE the number or Headache hours by 69% after only 2 weeks of care. (8)

DECREASE the Headache intensity by 36%. (8)

DECREASE the number of Migraine Headache episodes by 90%. (9)

DECREASE the duration of Migraine Headache episodes by 38%. (9)

DECREASE the use of Drugs / Medications by 94%. (9)

1/3 of all Americans are choosing “Alternative” health care over “Conventional” methods for Headaches. (10)

OK... I can hear all of the excuses now:

“I already saw a Chiropractor who couldn’t (or didn’t) help me...”

Well you didn’t see one who could help you. Perhaps I can!

Research shows the COMBINATION of Chiropractic AND Physical Therapy are best to address cervical issues (i.e. Loss of the Cervical Curve). (11)

Chiropractic will address each individual segment and restore the bones and joints, but Physical Therapy is needed to retrain the muscles!

“Chiropractors are ‘Quacks’, I’m not going to see one”.

Unfortunately for you (if this is how you feel), keep suffering! Just for the record: Chiropractors have virtually the same education as Medical Doctors (MDs) and Doctors of Osteopathy (DOs). Chiropractors also take board examinations and are licensed by the State, just like MDs and DOs.

“I hear they ‘crack your neck’ and I’m afraid of that.”

There are many different ways Chiropractors Adjust (treat) the spine. We have patients as young as a few days old and others well into their 90s (& beyond). Our treatments are very gentle, comfortable and effective.

So, if you are tired of suffering, tired of temporary fixes, or “treatments” that just don’t work... If you are tired of dead ends and disappointment... You may just be in luck.

**You are almost done... stay with me here... I’ll reward you!**

## **OK, Here it is. I am offering YOU a COMPLETE Headache Evaluation to Include:**

1. A comprehensive consultation with a complete review of your medical history.
2. A thorough orthopedic and neurological examination.
3. A completely painless Surface EMG (to assess the neurological function of the neck).
4. A thorough postural and biomechanical analysis.
5. A set of cervical x-rays (*if needed*).
6. A referral for advanced diagnostics (MRI, CT, EMG, etc.) as needed.
7. A review of all findings and recommendations.

**This is a value of over \$400! Why am I doing this? To remove any “excuse” that would keep you from finding out if our Headache Relief Program can help you get rid of your Headaches once and for all! So, if you are tired of taking pills, If you are tired of Suffering through “Special” events or worse yet, missing them, then you must make a change and it starts now...**

## **“OK, I’m ready to see if I am a candidate for the Headache Relief Program, what do I do next?”**

**Good question. It’s simple!** Just call our office (410-877-8077), anytime day or night to schedule your consultation and examination where our Headache Relief Program will be explained in detail and you will have the opportunity to personally ask me any questions you may have about the treatment. We will plan a treatment strategy to get you on your way to a pain-free life. If you have had recent diagnostic tests, such as x-rays, MRIs or a Nerve Conduction Study (Nerve Test) or EMG, it would be helpful to bring the films or reports with you. If you do not have recent diagnostic testing, we can arrange what is needed, if required. Thank you for requesting this report, we look forward to speaking with you and helping *YOU* become Headache-free for life!



Sincerely,



**Dr. Brian L. Seymore, DC, PT, DIBE, CCCN, R.NCS  
Director, Maryland Spine Institute & Wellness Center**

P.S. If you have read this far, you know this is for you. I look forward to meeting with you in person soon!

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