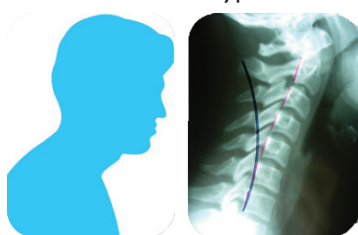


the PROBLEM: TECH NECK



Forward Head Posture

Cervical Kyphosis/Hypolordosis



Main Entry: ¹tech-neck
Pronunciation: /tek-nek/
Function: noun

1: Overuse syndrome of the head, neck and shoulders from maintaining a flexed head position while viewing any hand held mobile device or laptop technology that causes progressive detrimental changes in the structural integrity of the cervical spine.

90%

It is currently estimated that Forward Head Posture (FHP), also known as "tech-neck", occurs in 90% of the U.S. adult population and with our increasing use of hand-held digital devices and laptop technology FHP rates will continue to rise.

With our increasing use of hand-held digital devices FHP is beginning to affect children at an alarming rate.



of American adults own
SMARTPHONES



of American adults own
TABLETS



of American households own
COMPUTERS

ITRAC® THERAPY PROTOCOL

CORRECTION

TRANSITION

MAINTENANCE

The latest FDA-cleared iTrac® technology allows doctors to address this rapidly growing need for neck curve remodeling in physical medicine.



DID YOU KNOW?

FHP IS A MAJOR CONTRIBUTING FACTOR IN THE MOST COMMON CONDITIONS TREATED IN YOUR CLINICAL PRACTICE TODAY?



The Future of Spinal Health

CURRENT RESEARCH SHOWS...

iTrac® Cervical Curve Remodeling changes spinal soft tissues in a controlled fashion to allow the cervical spine to regain its normal structural curve – leading to long-term symptomatic relief and quality of life improvement.



Chiropractic Adjustments



Trigger Point Therapy



Posture Corrective Exercises



iTrac® Therapy

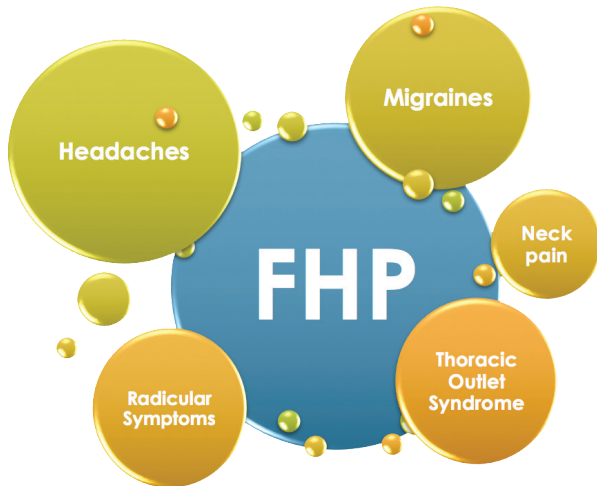
the SOLUTION:

CERVICAL CURVE REMODELING



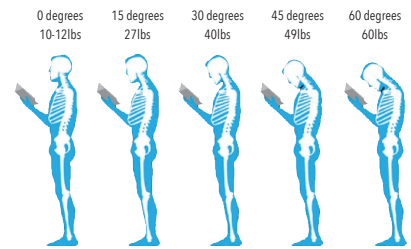
HOW CAN iTrac HELP?

HOW DOES THIS APPLY TO MY DAILY PRACTICE?



Many of the most common symptoms in your practice today can be attributed to...

- FHP
- Loss of Cervical Curve

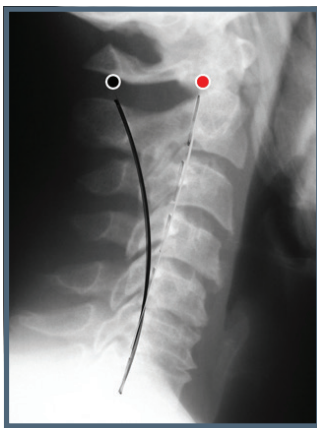


WHY SPINE STRUCTURE IS RELEVANT?

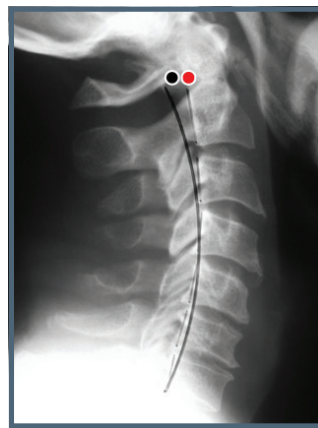
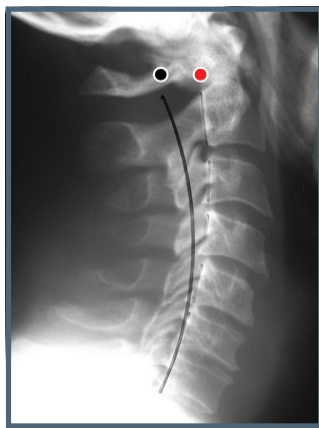
Loss of the natural curve of the cervical spine leads to incrementally increased stresses about the cervical spine.

These stresses may lead to early wear, tear, degeneration, and possibly surgeries.

posture correction



Pre-Treatment



Post Treatment

the advantage



Variable Rate Progressive Traction™
Precise Computer Control
Seamlessly Integrated



PHSChiropractic
by Pivotal Health Solutions

(800) 743-7738
www.PHSchiropractic.com

