



OmegaA+D Sufficiency™

The Gold Standard Essential Chiropractic Patient Supplement

'Remove Interference to the Power of Your Expert Chiropractic Adjustments'

OmegaA+D Sufficiency™ represents something very unique in not only chiropractic but in the entire field of healthcare. The level of evidence regarding the benefit and the absolute necessity of sufficient intake of the essential nutrients contained in **OmegaA+D Sufficiency™** for recovery, wellness, prevention, and performance is unequivocal. Supplementation with **OmegaA+D Sufficiency™** warrants classification as not just best practices or as a standard of care but as a Gold Standard of evidence-based care. There are four main factors that warrant this classification and that make **OmegaA+D Sufficiency™** so uniquely necessary and so uniquely clinically effective:

1. **the amounts, types and synergistic combination of the essential nutrients** contained in **OmegaA+D Sufficiency™** (EPA, DPA, and DHA fatty acids; vitamin D3; and naturally occurring vitamin A)
2. **the enormous body of evidence regarding the necessity and benefit** of the sufficient intake of the amounts, types, and synergistic combination of these essential nutrients for both neuromusculoskeletal and overall patient recovery, wellness, prevention, and performance
3. **the evidence of the almost universal deficiency status of patients** with respect to these nutrients, the near impossibility of attaining sufficiency status without supplementation, and the evidence of the severe negative consequence of deficiency regarding both neuromusculoskeletal and overall patient recovery, wellness, prevention, and performance
4. **the superiority of the sources and extraction and production methods** of these essential nutrients (sustainably harvested fish and cod liver oil that is produced in Norway using traditional Norwegian methods in a certified pharmaceutical grade facility; third party testing to substantiate nutrient content, freshness and freedom from oxidation, and purity from contaminants; full complement of naturally occurring fatty acids with no chemical concentration, natural triglyceride form free from ethyl esters; vitamin D3 from lanolin; and naturally occurring vitamin D3 and vitamin A from Norwegian cod liver oil)

The unequivocal fact is that, regardless of the quality of your chiropractic care, it is physiologically impossible for your care to elicit the same health outcomes in patients that are deficient in the essential nutrients found in **OmegaA+D Sufficiency™** as those who are sufficient. It doesn't matter what technique you use, it does not matter where you stand along the philosophical spectrum, it does not matter what other nutrients or nutraceuticals you may or may not recommend.

The fact is that patients who have deficient intake of the nutrients found in **OmegaA+D Sufficiency™**, and that represents virtually every patient who is not supplementing, will recover slower and less completely, be and remain less well, prevent less and thus experience more illness, and perform less



well in both activities of daily living and athletics. This is not a marketing pitch; this is peer-reviewed evidence-based biological fact.

Adjusting patients who are deficient in these nutrients results in less benefit from your chiropractic care – period. Adjusting patients without ensuring they are sufficient in these nutrients is like adjusting them while they are wearing a bulky life jacket or personal floatation device; it makes no logical sense and the barrier is so easily identified and removed! Whatever your philosophical stance, whatever the primary goal of your care whether symptom resolution, functional recovery, wellness and prevention, and/or performance, none of you would hesitate to ask a patient to remove a physical barrier to your adjustment that so obviously resulted in an interference to the effect of that adjustment.

The evidence could not be more compelling and the interference to your adjustments could not be more obvious. Deficiency of the amounts and ratios of omega-3 fatty acids, vitamin D3, and vitamin A found in **OmegA+D Sufficiency™** represents an obvious and easily removed interference to the benefit of your expert chiropractic adjustments. Ensuring sufficiency of these nutrients by making supplementation with **OmegA+D Sufficiency™** part of your care protocols is no different than insisting patients remove a life jacket or any other obvious interference to the benefit of your adjustments.

I've actually heard some suggest that it diminishes the importance of the chiropractic adjustment to recommend supplementation with essential nutrients. Would it diminish the importance of the chiropractic adjustment to recommend removing a life jacket? Surely removing a life jacket is not by definition chiropractic, but would you not recommend it anyway? Giving a patient a hug is not by definition chiropractic either but would this stop you from doing this for a patient? Is not the goal to ensure the patient receives as much benefit from our expert chiropractic adjustments and chiropractic health paradigm as possible and is not the onus to ensure that any obvious obstacles to this benefit are removed? Of course it is. Never lose focus regarding the importance of ensuring patients receive the most benefit possible from your expert and valuable chiropractic adjustments. The adjustment is what makes chiropractic uniquely valuable; we owe it to our patients and to our profession to ensure that each adjustment provides the most benefit possible.

Remember, the value and importance of your expert chiropractic adjustment is not determined by how much you charge or by the act of delivery; the value of your expert chiropractic adjustment is determined by the value of the health benefit it elicits for the patient. Whether your practice is adjustments only or adjustments plus lifestyle or adjustments plus exercise or adjustments plus any other intervention never lose focus on the unique and focal contribution of the adjustment and never, ever, allow anything to interfere with the power of this adjustment. Deficiency of the nutrients found in **OmegA+D Sufficiency™** interfere with the power of the adjustment – period – no debate. Your patients are almost certainly deficient in these nutrients – period – no debate.

The unique contribution of the adjustment is defined by the neurological, muscular, spinal, and overall health and quality of life benefits it elicits and to the interferences to healthy neurological, muscular, spinal, and overall health and quality of life it removes. The undeniable fact is that if you don't remove



obvious interferences to the benefits from your adjustments the importance and full benefit of those adjustments can never be realized and the patient, you, and ultimately the reputation of the chiropractic adjustment suffers.

Think of it this way. Imagine I were to conduct a study comparing the effectiveness of your chiropractic adjustments with the effectiveness of the adjustments of another chiropractor. Imagine if I included **OmegA+D Sufficiency™** in the protocol for the other chiropractor's patients but not for yours. Would you think this a fair and ethical study? Would you feel it a fair and ethical comparison of the quality of your chiropractic adjustments versus the quality of the other chiropractor's adjustments?

Of course you wouldn't, at least not if you had even the most basic understanding of physiology and the available evidence of the necessity of the essential nutrients contained in **OmegA+D Sufficiency™** on virtually any possible health benefit we could measure and particularly those most associated with chiropractic adjustments - neurological, muscular, spinal, and overall health and quality of life.

What this study would represent is unequivocal evidence that the other chiropractor got better patient outcomes – even if your ability to adjust was identical or superior. What it would appear like is that your ability to adjust was inferior. The fact is that in this scenario your adjustments were being interfered with by the deficiency of omega-3 fatty acids and vitamin D and the other chiropractor's adjustments were free of this interference. Same quality of adjustments – significantly different results. Significantly superior results - significantly increased patient satisfaction, significantly increased patient retention and referrals, significantly increased practice success. Yes doctors, practice success should be based on patient outcomes and patient outcomes are based on clinical excellence. Clinical excellence is not possible with obvious and significant barriers to your adjustments.

If the addition of **OmegA+D Sufficiency™** produces superior results by easily removing an obvious interference to your expert chiropractic adjustments why on earth would you not provide this advantage to your patients, your practice, and to the reputation of the importance of the chiropractic adjustment? How could it ever be seen as ethically, logically, or philosophically sound for any chiropractor to willfully and knowingly withhold information or recommendations and thus willingly decrease the benefit from their chiropractic adjustments?

OmegA+D Sufficiency™ represents THE essential chiropractic patient supplement for removing the most common, the most obvious, the most significant, and the most easily identified and removed interferences to the benefits of expert chiropractic adjustments. The interference or obstacle is not present in the adjustment but to the adjustment. The obstacle is not present in the self healing and self regulating abilities of the patient but to the sufficient supply of the essential nutrients genetically required to express the neurological, muscular, spinal, and overall health and quality of life benefits from chiropractic adjustments.

The self healing and self regulating abilities of the patient require sufficient supply of the essential, nutrients found in **OmegA+D Sufficiency™** to recover, to get well, to stay well, and to perform. There is



not a more evidence-based, a better, an easier, a more cost effective, or a more ethically profitable way to remove this barrier than with supplementation with **OmegA+D Sufficiency™**.

I ask you and your staff (and your patients) to click on the following link and view the compelling evidence contained in the research I have compiled. I did not compile this research evidence in order to market and sell **OmegA+D Sufficiency™**. I created **OmegA+D Sufficiency™** because I had compiled this research evidence.

For more information and to order please visit www.innatechoice.com

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