



Acupuncture and Oriental Medicine Month!

Mark your calendars... because Acupuncture and Oriental Medicine (AOM) Day is October 24th and that means October is the month we aim to raise public awareness and support for the use of acupuncture and other forms of traditional Chinese and Oriental medicine. This observation is designed to raise awareness to the use, progression, and benefits of acupuncture and other forms of traditional Oriental medicine. Thousands of licensed acupuncturists, government figures, and health organizations use the month to support the practice and its use in modern-day medicine.

Acupuncture is traditional form of complementary medicine/treatment in which thin needles are placed inside the skin to promote the body's own self-healing mechanism. It's frequently used to treat pain, inflammation, and dozens of different physical and mental conditions. Acupuncture originated in China during the Shang Dynasty (600–1100 BCE) but has since spread throughout the world, with millions of people now using it to improve their lives.

Newcomers are often skeptical of the effectiveness of acupuncture. However, a survey conducted by the National Certification Commission for Acupuncture and Oriental Medicine found that roughly 1 in 10 adults had received acupuncture, and nearly half of those respondents said they were either “extremely satisfied” or “very satisfied” with the results. The survey also found that **60% of respondents said they would consider regular acupuncture sessions as a form of treatment.**

Now is the perfect opportunity for the general public to test out this centuries-old practice. So if you're still on the fence about receiving an acupuncture treatment, schedule an appointment this month!!

Last year, Iowa state Senator Tom Harkin signed a proclamation to support acupuncture and AOM Day, while also applauding the National Certification Commission for Acupuncture and Oriental Medicine and other organizations for sponsoring the event. Of course, Senator Harkin is just one of many lawmakers who are eager to voice their support for acupuncture. Important government figures throughout the country use the month of October as a platform to raise awareness for this safe and effective traditional practice.

AOM Day is sponsored through a partnership of prestigious research, educational and professional institutions, including the Council of State Associations, Council of Colleges of Acupuncture and Oriental Medicine, National Certification Commission for Acupuncture and Oriental Medicine, American Organization for Bodywork Therapies of Asia, and the American Association of Acupuncture and Oriental Medicine. The special day is recognized throughout the world (not just the U.S.), acupuncturists everywhere will be offering great deals in an effort to educate the general public on this practice. **Here at Ommani, Aimee Brown, LAc is offering a special \$25/session discount for all new clients scheduling their initial acupuncture visit between October 14 and 30th.**

Whether you're suffering from a particular health ailment, or if you simply want to learn more about the practice of acupuncture, you should schedule an appointment with our acupuncturist. Who knows, you might discover a powerful new way to treat one or more conditions from which you suffer.

Why You Should Try Acupuncture this month?

One of the most common reasons why people seek the professional services of licensed acupuncturists is to treat pain. The *Institute of Medicine* (IOM) reports that more than 100 million people in the U.S. suffer

from chronic pain. What's even more alarming, however, is that the total cost of treatment for chronic pain is over \$600 billion a year (lost productivity included).

We live in an age where people visit their family doctor or an emergency room to treat everything from the common cold and flu viruses to migraines and chronic pain. These doctors are trained and coached by pharmaceutical companies to push drugs to their patients – drugs that mask the problem rather than treating it at the root cause. For instance, a doctor may prescribe painkillers for a patient complaining of chronic pain. These painkillers may offer some temporary relief, but this is short-lived, as the patients typically develop a resistance to the drugs.

Acupuncture, on the other hand, treats pain *and* the underlying condition. By placing small needles in target areas, the person's own self-healing mechanism is activated; thus, healing the physiological or psychological problem causing the pain.

6 Reasons To Try Acupuncture During the Month of October:

1. It's time-tested. Unlike the newer treatments and medicines on the market, you can rest assured knowing acupuncture has been tested over thousands of years. Some of the early documented accounts of acupuncture date back to China's Shang Dynasty of 1600-1100 BCE.
2. Each acupuncture session is short, usually lasting 30-60 minutes each.
3. 1 in 3 Americans use some form of integrative medicine. Why aren't you?
4. According to a study published in the May issue of *Archives of Internal Medicine*, patients suffering from back pain saw a 15% greater improvement in their symptoms from acupuncture treatment than patients treated with traditional pharmaceuticals.
5. Acupuncture can treat both physiological and psychological disorders.
6. Although some people may not believe it, acupuncture can be painless. In fact, it's actually quite calming and relaxing as it activates your body's natural self-healing-process. At Ommani, we joke about the “acupuncture nap.” Most clients feel so completely relaxed after the needles are placed, they will often fall asleep during the acupuncture treatment.

Take advantage of the special Acupuncture/Oriental Medicine discount pricing being offered by our Acupuncturist, Aimee Brown, by calling our office at 262.695.5311.