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FOR IMMEDIATE RELEASE

Media Contact: Healy Nardone

Phone: 304-243-1055 office / 202-262-4620 mobile

Email: HealyNardone@AOL.com

***Nardone Chiropractic & Wellness™ Goes Pink -
Launches Inaugural Breast Cancer Awareness
Campaign Entitled “Bring It.”***

October 4, 2010 (Wheeling, WV) – Today, Nardone Chiropractic & Wellness™ (www.NardoneChiropractic.com) announced its inaugural breast cancer awareness campaign entitled “Bring It” in honor of Breast Cancer Awareness Month and to educate those about the importance of wellness in battling and preventing cancer, specifically breast cancer.

“Wellness is an essential part of prevention,” said Dr. Emil Nardone, Founder and CEO of the Nardone Chiropractic & Wellness Clinic. “The rates of breast cancer are dramatically rising in women – and men – where they were one per every 20 females in 1960 and are a startling one in every eight females today. We need to look at this epidemic and see the importance of diet and wellness in battling this disease. A good diet – rich with organic whole foods and cruciferous vegetables – is vital. It’s not only what we are putting directly into our bodies causing adverse effects such as breast cancer, but it’s also the free radicals and harmful environmental elements we’re around that have a major impact. On a daily basis, it’s imperative to eat cruciferous vegetables (kale and brussel sprouts), Omega-3 fats (tuna and salmon) and fiber. It’s also essential to maintain a healthy weight to reduce breast cancer. We provide resources – including whole food and natural supplements – in our clinic to address all of these needs and they are part of the wellness lifestyle that we promote each and every day.”

As part of its Breast Cancer Awareness “Bring It” campaign, Nardone Chiropractic & Wellness is donating proceeds from certain products to the Susan G. Komen Foundation – the largest breast cancer awareness non-profit organization in the world. These products include:

- Standard Process® Cruciferous Complete™: A vegetarian supplement containing organically grown and minimally processed kale and brussel sprouts which are packed with phytonutrients (beta-carotene and lutein; vitamins C and K; important minerals such

- as potassium and calcium; and dietary fiber) which function to support a healthy body, including detoxifying effects.
- Standard Process® Tuna Omega-3 Oil: The modern American diet is extremely low in life-sustaining omega-3 essential fatty acids. These necessary nutrients promote and support healthy cardiovascular, nervous, and immune system health, in addition to maintaining healthy eyes. Tuna Omega-3 Oil provides a rich source of long-chain omega-3 essential fatty acids, supplying DHA and EPA in a naturally occurring 5:1 ratio.
 - Standard Process® Catalyn®: A multiple vitamin, mineral, and trace mineral concentrate. Catalyn is the antithesis of the "mega-dose" approach to nutritional supplementation - a supplement using whole food ingredients to provide a food-based package of nutrients in the most potent and bioavailable form—its natural state.
 - Limited edition "Bring It" breast cancer awareness t-shirts.

Items may be purchased in the Nardone Chiropractic & Wellness store or by calling 304-243-1055.

Breast Cancer Facts:

- In the U.S., every three minutes a woman is diagnosed with breast cancer.
- Breast cancer is the leading cancer among Caucasian and African American women.
- Breast cancer incidence in women has increased from one in 20 (1960) to one per every eight women today.

Diet and Cancer:

- What you eat can hurt you or help you when it comes to cancer.
- Many vegetables and oils contain important phytochemicals from antioxidants that neutralize damage caused by free radicals.
- Eating organic cruciferous fruits and vegetables, fiber, Omega-3 fats and whole foods on a daily basis are essential to cancer prevention.

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About Nardone Chiropractic & Wellness™ (www.NardoneChiropractic.com):

Nardone Chiropractic & Wellness is a national leader in chiropractic and wellness healthcare with comprehensive practice groups including Individual & Corporate Care, Wellness Plans, Nutrition/Whole Foods Counsel & Supplementation, Workers Comp, Pregnancy, Orthotics and Personal Injury & Expert Testimony among other services. Please call (304) 243-1055 to make an appointment or schedule a consultation. Hours are Monday 1:00 PM – 7:00 PM; Tuesday & Wednesday 8:00 AM – 6:00 PM; 9:00 AM – 5:00 PM; Friday 7:00 AM – 1:00 PM. We are located at 1076 E. Bethlehem Blvd, Wheeling, WV 26003.