



October 3, 2011
FOR IMMEDIATE RELEASE
Phone: 304-243-1055
Email: NEWS@NardoneChiropractic.com

***THE ORIGINAL Nardone Chiropractic & Wx® Goes Pink;
Launches “BRING IT”
2nd Annual Breast Cancer Public Awareness Campaign***

October 3, 2011 (Benwood, WV) – Today, THE ORIGINAL Nardone Chiropractic & Wx® (www.NardoneChiropractic.com) announced its 2nd annual breast cancer awareness campaign - “BRING IT” - in recognition of National Breast Cancer Awareness month. The BRING IT public awareness campaign’s goal is to educate people about the importance of wellness and preventative healthcare in battling and preventing cancer, specifically breast cancer.

“Wellness is an essential part of prevention,” said Dr. Emil Nardone, Founder and CEO of THE ORIGINAL Nardone Chiropractic & Wx®. “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, nutrition 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. A nationally-recognized preventative healthcare provider, we provide abundant resources – including whole food and natural supplements, nutritional counseling and wellness plans, among others – to address all of these needs. The BRING IT public awareness campaign is an example of the wellness lifestyle that we promote each and every day.”

As part of the BRING IT campaign, THE ORIGINAL Nardone Chiropractic & Wx® is donating proceeds from certain products to the Susan G. Komen Foundation – the largest breast cancer awareness non-profit organization in the world.

Additionally, a nutrition and wellness class will be offered free to the public on Thursday, October 20, 2011 from 5-6 PM.

These BRING IT wellness 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 at THE ORIGINAL Nardone Chiropractic & Wx® Shoppe (open to the public during operating hours) or by calling 304-243-1055. RSVPs for the wellness and nutrition class (10/20/2011 @ 5:00 PM) are encouraged (304.243.1055/Info@NardoneChiropractic.com).*

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 in women has increased from one in 20 (1960) to one per every eight women today.
- 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.

###

About THE ORIGINAL Nardone Chiropractic & Wx® (www.NardoneChiropractic.com)

THE ORIGINAL Nardone Chiropractic & Wx® is a national leader in chiropractic and wellness healthcare with comprehensive practice groups including Individual & Corporate Care, Wellness Plans, Sports Training & Athletics, Nutrition/Whole Foods Counsel & Supplementation, Workers Comp, Pregnancy, Orthotics, physical therapy/Rehabilitation, and Personal Injury & Expert Testimony, among other services. Please call (304) 243-1055 or email Info@NardoneChiropractic.com to make an appointment or schedule a consultation. Hours of operation are Monday (1:00 PM – 7:00 PM); Tuesday & Wednesday (8:00 AM – 6:00 PM); Thursday (9:00 AM – 5:00 PM); Friday (7:00 AM – 12:00 PM noon). We are located at 101 Marshall Street, Benwood, WV 26031.

About Wx® Healthcare (www.WxHealthcare.com):

Wx® Healthcare is a #1-rated preventative and wellness healthcare provider that specializes in providing healthcare solutions for businesses and organizations. Wx® Healthcare offers preventative healthcare plans, healthcare audits and/or wellness seminars for small businesses to Fortune 500 companies. Wx® works with corporations, labor and industry - to name a few. The Wx® goal is three-fold: Reduce, Improve and Increase: 1 - Reducing health care costs, 2 - Improving employee health through wellness programs, and 3 - Increasing corporate revenue through greater health and productivity. Call to schedule a free consultation. Phone: (304) 243-1055 / Email Info@WxHealthcare.com.

About Dr. Emil Nardone, II, Founder & CEO: DC, CCWP, CVCP

FULL BIOGRAPHY: (www.NardoneChiropractic.com)

A native of the Upper Ohio Valley, Dr. Emil Nardone owns and operates one of the country's fastest growing and top-rated chiropractic and wellness centers, specifically voted #1 in the Ohio Valley and tri-state area by an independent poll. Internationally, Dr. Emil Nardone is a member of the prestigious International Chiropractic Association (ICA) and possesses a post-graduate certificate by the ICA Council on Wellness as a Certified Chiropractic Wellness Practitioner (CCWP) — among only a handful of doctors worldwide. He is considered an expert in the areas of nutrition and wellness, according to his credentials and colleagues. A graduate of John Marshall High School, Dr. Emil Nardone received a BS in Biology/Chemistry from Fairmont State University and a Doctorate of Chiropractic from the Southern California University of Health Sciences. Concurrently, Dr. Emil Nardone is a Veteran, previously serving in the Army National Guard. Dr. Emil Nardone is currently licensed in West Virginia, Ohio and Pennsylvania including board certifications in acupuncture and corrective exercises. In 2000, Dr. Emil Nardone began his associate training at Dexter Chiropractic (Marietta, Ohio) where he gained valuable knowledge in patient and practice management. In 2002, he opened THE ORIGINAL Nardone Chiropractic & Wx® which directly services three states (West Virginia, Ohio and Pennsylvania) and has a national patient base. He also consults nationally for practice management, corporate wellness and personal injury. Dr. Emil Nardone continues to advance his studies and certifications by focusing on post-graduate studies in the areas of whiplash, personal injuries, orthopedics, rehabilitation, nutrition, neurology, pediatrics and sports injuries.