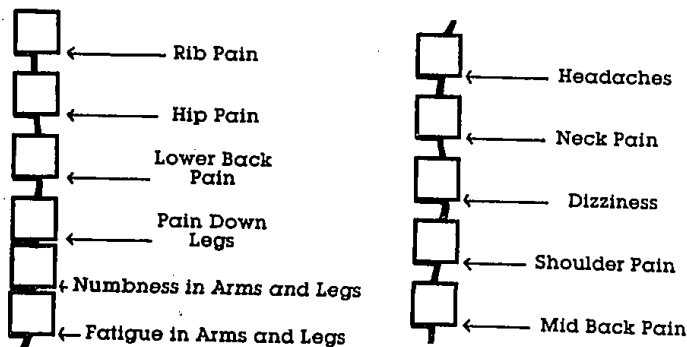


The Back School

Learn to CREATE NEW COMFORT for yourself

Now in Michigan

Are these symptoms familiar to you?



The Back School offers a comprehensive, clinical approach in teaching men, women and children proper methods of back care. Our physicians, physical therapists and psychologists present scientific know-how for self-treatment and prevention of back pain problems.

Take the following self-test. If you check one or more areas of pain, you need to learn how to live more comfortably by enrolling today in The Back School.

The Back School

We teach you how to create new comfort for yourself

Q. What is The Back School? A modern approach to the prevention, treatment and rehabilitation of back problems. Through the use of visual aids, lectures, demonstrations and instructional materials, you will learn the biomechanics of back care and increase your ability to help yourself.

Q. How often do you attend? Our educational concept of back care is presented in four consecutive weekly sessions. Each class is two hours in length. Topics range from spinal biomechanics and relaxation therapy to proper exercises designed to stretch and strengthen important muscle groups.

Q. Who can attend? Men, women, and children are eligible for enrollment in The Back School. There are no requirements for high school or college credits necessary to enter. Homemakers, athletes, industrial workers - anyone who checked off one or more boxes in the Back Pain Self Test in this brochure should seriously consider learning effective, verified methods of back care.

Q. What does The Back School provide? Qualified professional instruction by physicians, physical therapists and psychologists is the keynote of The Back School curriculum. The educational format is designed to

teach you how to decrease your back pain through exercise, physical therapy and relaxation techniques. We create a new awareness of the physiology of back pain and stress your personal power to relieve it.

Q. What if I am presently receiving medical or clinical treatment for my back? The Back School is an educational center, and not a treatment clinic. It can serve as a valuable addition to your current therapy or treatment.



Q. What is the cost of The Back School program? The tuition fee is \$279.00 per person. This includes all materials, instructions, physical evaluations and back-care exercise sessions. Full payment is required on your initial visit with Visa, Mastercard, cash or check. Health care insurance normally will pay for this program when you are referred by your doctor.

Q. How do I enroll? You may register by telephone (313) 553-3077 or fill out the enrollment form below and mail it to The Back School, c/o Michigan Back Care Center, Inc., 27853 Orchard Lake Road, Farmington Hills, Mich. 48018. New classes are forming monthly.

Don't wait, take charge of relieving your back problems.

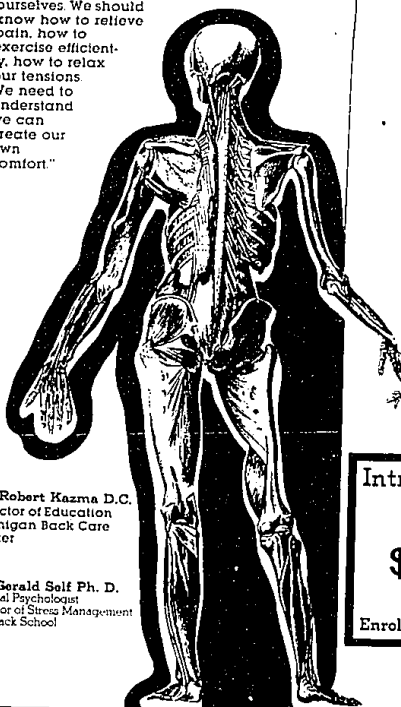
The Back School Learning Laboratory

Complete Clinical Sessions Teach Verified Methods of Back Care

Session 1.		REVIEW OF SPINAL FUNCTIONS A. Each student at The Back School undergoes a comprehensive personal spinal examination and review of the correct posture positions for maximum spinal protection. B. Materials and lecture explain structure and function of the vertebral column and spinal cord. The reasons for recurring back pain are explained in a review of the aging process of the spine.
Session 2.		BIOMECHANICS OF BACK USAGE A. Special "Back School" film is presented on bad habits in work and recreation environments that lead to back pain; review of injuries that can be sustained by the spine and outline of good habits aimed at eradicating occupational and recreational hazards. B. Demonstration lecture on spinal biomechanics: standing, sitting, reaching, pushing or pulling, twisting, bending or lifting and tying. Special warm-up techniques for loosening muscular tensions prior to sports and recreation are taught.
Session 3.		CARE AND REPAIR OF BACK MUSCLES A. Demonstration lecture with audio-visual presentation instructs students in strengthening exercises for the care and repair of weakened back muscles. A graduate physical therapist prescribes proper exercise routines for stretching and retaining muscles. B. "Tear on Your Back" - a psychological approach dealing with mental stress and tension, teaches students relaxation therapy. The power of personal command and tension management is emphasized. Methods to curb dependency on pills, drugs or alcohol to gain relief from stress, tension and back pain are reviewed in detail for personal application.
Session 4.		PERSONAL EXERCISE PLAN A. Personal re-evaluation of your spinal condition by The Back School staff. B. Review of occupational hazard avoidance techniques in learning new methods for preventing and treating back injuries. C. Complete review of Back School lectures, demonstrations and instructions, reinforcement of self-care of the back. Clinic staff outlines personal profile and exercise plan to assure maximum individual success with ongoing care of your back.

"The human body is a complicated, delicate inter-connected combination of bone, tissue, sinew, nerves, muscle and vital organs. It makes good sense for each of us to learn to

properly care for ourselves. We should know how to relieve pain, how to exercise efficiently, how to relax our tensions. We need to understand how we can create our own comfort."



Dr. Robert Kazma D.C.
Director of Education
Michigan Back Care Center

Dr. Gerald Self Ph. D.
Clinical Psychologist
Director of Stress Management
The Back School

Introductory Offer

SAVE
\$50⁰⁰

Enroll by August 15, 1983

Presented by:

Michigan

Back Care Center, Inc.

27853 Orchard Lake Road

Farmington Hills, MI 48018

Michigan Back Care Center, Inc. Open Enrollment Form

YES! I want to learn verified methods of relieving discomfort of back pains, related physical aches and suffering. Please notify me of the time and date of your next class. I

understand that no high school or college education credits are necessary to enroll in The Back School.

Name _____ Phone (____) _____
 Address _____
 City, State _____ Zip _____

Mail To: MICHIGAN BACK CARE CENTER, INC.
27853 Orchard Lake Road, Farmington Hills, MI 48018