

## Shopper's Back

Ladies, have you ever noticed your man lagging behind on your shopping jaunts? Has he dawdled through Farmers, moaned in and had a hissy fit in Bed Bath and Beyond? Is his shopping mojo limited to a quick dash into Supercheap Auto and several minutes perusing the goods in the fishing section of Sportsworld?

It could be that he is suffering from a Y chromosome\* disease called 'Shoppers Back'. This is an inability in males to walk slowly, stop and fully appreciate the delicacy of this particular fabric, the quality of that sumptuous curtain, or the exquisite detail on those delicious shoes, which are, of course, a bargain, and the last pair of shoes you will ever need.

Shopper's back is actually a symptom of mild inflammation of the joints of the lower back. The inflammation is increased by weight bearing and builds up when the joints are not moving briskly enough to dissipate the fluid as fast as it accumulates. This also explains why he can also play golf for hours without complaining about his back until he gets home.

Rest assured that here at the Cambridge Chiropractic Clinic we can minimise the symptoms of Shopper's Back by ensuring his spine works better and therefore enable hours of blissful retail therapy.

**Cambridge Chiropractic Clinic:** Doing our bit for Cambridge Retailers.

(\*Some women also suffer from this complaint, but with feminine fortitude, they grit their teeth and shop through it.)

Dr. Gareth Jones  
B.Sc. M. Chiro  
CHIROPRACTOR



## NEVER UNDER ESTIMATE THE POWER OF CHIROPRACTIC CARE

Every treatment at the Cambridge Chiropractic Clinic **includes therapeutic massage** to relax tight muscles before any adjustment or manipulation is performed.

- BACK PAIN • NECK PAIN • HEADACHES • SORE LEGS
- STIFF SHOULDERS • LACK OF SLEEP
- SPORTS INJURIES • WEAR AND TEAR



**CAMBRIDGE**  
**-Chiropractic**  
**CLINIC** 'hands on health care'

**Clinic Hours:** Monday 12-8pm | Tuesday 8.15-2pm | Thursday 12-8pm | Friday 8.15-2pm

You are welcome to call outside these hours to make or change appointments.

9 Dick Street, Cambridge Tel. **07 827 0339**