

## **ChiroKiddos – NEW Pediatric Education Company! "Taking the BIG IDEA to the Little People"**

*By ChiroKiddos*

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*ChiroKiddos launches itself into the world of patient education. The company offers one-of-a-kind premium quality chiropractic dolls for use by Doctors of Chiropractic. The "ChiroKiddos" are interactive and fun teaching aides.*

Davenport, IA — An innovative new company was just born into the world of natural health care and chiropractic wellness. ChiroKiddos is a one-of-a-kind pediatric patient education company. They specialize in producing hands-on teaching aides that promote the benefits of chiropractic health care for children. The company's goal is to educate children and inform their families that "kids need chiropractic care too!" Their vision and tagline is: Taking the BIG IDEA to the Little People ©.

ChiroKiddos™ was launched on March 28, 2008 at the Palmer College of Chiropractic during their annual business development event, Destination Success. Palmer College is the oldest and largest chiropractic school in the world, founded in 1897 by D.D. and B.J. Palmer. The College's main campus is located in Davenport, IA, the birthplace of chiropractic. ChiroKiddos was also featured as a sponsor of the Upper Cervical Evolution in Nashville, TN on April 17-19.

ChiroKiddos creator and owner, Jessica Blacketter, explains her company's purpose: "We exist to help Chiropractors bring the message of chiropractic to children and their families. ChiroKiddos provides unique interactive teaching aides designed on a level that children can understand and enjoy." Mrs. Blacketter holds a B.S. in elementary education with an early childhood emphasis. She is also the mother of three children and the wife of a current Palmer student who is working toward his Doctor of Chiropractic degree.

Their first two products developed for ChiroKiddos are premiere quality chiropractic dolls -- a boy and a girl named Atlas and Axis (U.S. patents pending). The "ChiroKiddos" provide a multi-sensory education experience that is fun for children and functional for Chiropractors. Their colorful cheerful features and soft textures invite children (and adults) to pick them up and begin playing, making their chiropractic experience a positive one. Check out their entertaining and informative blog, <http://chirokiddos.blogspot.com>. The blog and web <http://www.chirokiddos.com> site both offer many pediatric links, videos, health tips, and chiropractic health care articles.

Unique interactive features of the ChiroKiddos:

- 15" premium quality plush characters: a boy (Atlas) and a girl (Axis).
- Both dolls have a spine children can actually feel.
- Their spines are also "adjustable" - giving an audible pop when pressed.
- They talk too - sharing simple messages about how the body works best when the spine is aligned.

Custom voice options are available for Doctors who want to provide their patients a personalized touch.

The chiropractic profession has a long, storied history of helping sick people get well by optimizing their inborn natural potential. The major premise of chiropractic is simply this: our bodies are self-healing adaptive organisms regulated by life-giving mental impulses from the central nervous system. The brain, brain stem, and spinal cord control life and transmit nerve signals to every cell in the body. These delicate neural structures are housed in the skull and vertebral column. If the bones of the spine are properly aligned, the body will be balanced and healthy. If the spine becomes misaligned from falls or accidents or injuries, the flow of mental impulses to the body is reduced and the body can no longer adapt properly to stress and trauma. This imbalance of brain and body can result in pain, muscle weakness, poor

coordination, diminished immunity, unexplained sickness, mental illness, and organ dysfunction. Doctors of Chiropractic are uniquely trained to analyze the function of the central nervous system and correct many of its problems through specialized spinal care. Proper adjustment of the vertebral column naturally restores healthy nerve flow allowing that brain and body balance to return. ChiroKiddos has positioned itself as the industry leader in taking that message of natural health and wellness to children.

What Doctors and students of Chiropractic are saying about ChiroKiddos:

"This will be a great way to bring new families into my practice and help parents understand the value of having their children's spines evaluated."

"This sure beats the coloring books and stickers I have in my office. Kids love playing with them."

"Why didn't I think of this!"

According to their web site, <http://www.chirokiddos.com> Chiropractors can use ChiroKiddos to creatively answer these questions:

-How the body works -- showing children how the brain controls life and health by sending messages down to the body through the spinal cord

-Why people need adjustments -- restoring proper alignment, balance, and function of the brain and spinal cord

-What children and their families can expect when receiving chiropractic care -- where the doctor will palpate, scan, and give the necessary spinal correction

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About ChiroKiddos: This unique company focuses on fun interactive learning for kids. We provide pediatric patient education on health care, the central nervous system, and the spine. The body is controlled by the nervous system. It was designed to be self-healing and fully functional from conception to death. This brain-body balance is essential for health. Chiropractors are the only qualified health care professionals who specialize in evaluating the nervous system and correcting the spine.

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