

10 Quick Easy ways To End **BACK PAIN** **(AND STIFFNESS)**

...without taking Painkillers or
having to call and see the GP!

*By Dr William Goddard,
(Doctor of Chiropractic)*



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About the author, Dr. William Goddard (Doctor of Chiropractic):

Since 2003, Dr. Will Goddard (Doctor of Chiropractic) has been helping thousands of people throughout the South of England. Over the years Dr. Will has seen how Chiropractic care goes far beyond pain relief to find the underlying cause of your problem. During this time, Dr. Will has become a trusted health advisor to thousands of patients.

Dr. Will graduated in 2003 from the Welsh Institute of Chiropractic in South Wales and worked in one of the longest established Chiropractic clinics in the UK/Europe. There he developed his Chiropractic skills, before moving on to work in one of the busiest clinics in the country, where he learnt the importance of spinal rehabilitation in conjunction with Chiropractic care.

In 2015, Dr. Will and his wife, also a Chiropractor, decided it was time to put together all their knowledge and experience and open Goddard Chiropractic to help benefit their own local community.

Dr. Will continues to attend courses and seminars to further his knowledge and continue to bring the finest and most up-to-date Chiropractic care he can. He offers this outstanding care to all ages and professions and has had the fortune of helping Olympic Athletes, Rock Stars and Television actors.

Dr. Will is an active member of the United Chiropractic Association and the General Chiropractic Council.

Introduction

In this special report on ending back pain I share with you 10 very powerful principles and strategies that you can make work for you – some over time and others almost instantly. They're in no specific order, and they all have one thing in common: they all work.

There's a great saying that goes: small hinges swing big doors. It's often the simplest advice that wins in the end. Truth is, without knowing your back pain or your history intimately, I cannot tell you which of these will work best for you, and even if I did know the root cause of your back pain, there are no guarantees that any one single strategy will work.

But over the last two decades, I've been able to narrow down what really does and doesn't work when it comes to easing back pain. The 10 principles you're about to read are included in that.

But imagine this ...how great it would be if you try just one of these “tips” every day...within a few weeks you could have all 10 of these powerful strategies for easing back pain “in play” and working for you – giving you back the active and healthy lifestyle that you've lost, or are in danger of losing.

So, here's my challenge to you...now that you have this knowledge in your hands, take time every day to try out at least one of these 10 strategies. It really won't take long and most of them won't cost you anything but a few minutes of your time.

I think you'll be pleasantly surprised by how much better and healthier you will feel for doing so.

The 10 Quick Easy Ways To End Back Pain (And Stiffness) Without Taking Painkillers Or Having To Call And See The GP!

1. CHOOSE SENSIBLE FOOTWEAR

Wearing high heels will increase the pressure through your back by about 25 times. High heels causes the back to arch more than usual because your centre of gravity is pushed forwards and results in overworked muscles and aches. Reverse that, and it means if you wear a nice soft cushioned pair of shoes instead, your lower back would be experiencing 25 times less pressure and force placed upon it.

Imagine how much relief you'd feel if you could take that type of stress off of your lower back right now?

But understand that it's a cumulative effect. This pressure builds up from wearing the wrong footwear over a period of weeks and years and results in a weak and stiff back somewhere around the age of 40.

Sandals, flip-flops and plimsoll type shoes add to your back pain. This is due to a lack of cushioning to absorb shock and results in your lower back (hips and knees) taking the impact every time your foot strikes the floor.

If you can avoid some of the shock by wearing nice soft, well fitted and cushioned shoes or trainers then you could reduce your back pain by as much as 20-25%.



2. AVOID SITTING FOR MORE THAN 20 TO 30 MINUTES AT A TIME



This is FACT...you and I were not designed to sit. It goes against every basic, fundamental rule of the way we originally evolved as humans. When you sit there is approximately 10x more pressure pushing down on your spine than when you stand tall. Additionally, because most of us slouch, or flop when we do sit, core muscles around the spine designed to protect us, do not work. This causes inevitable aches, pains and stiffness.

3. USE ICE (NOT HEAT)

Ice is much more effective than heat to ease back pain. Use ice whenever you're feeling achy or painful, such as at the end of a very busy day. When there is pain, inflammation is also present, and ice helps to calm this. Apply an ice pack for 10 minutes or so, little but very often (every hour). Always wrap something like a tea towel around an ice pack to avoid ice burns.

And when to use heat – my tip would be to apply a hot water bottle on a morning when your back is likely to be feeling more stiff than painful. Again, 10 minutes should do it.



4. AVOID CROSSING YOUR LEGS WHEN SITTING

Your spine isn't designed to sit and it isn't designed to sit cross-legged and to twist and turn. In this position, your joints are twisted, muscles stretched and your spine/lower back is weak and more vulnerable to injury. Spending an excessive amount of time in this position will catch up on you – usually aged 40-60.



5. SLEEP WITH A PILLOW BETWEEN YOUR KNEES

This might be difficult at first, but if you can persist, a pillow between your knees when you are lying on your side lowers the amount of rotation / twisting in your spine and will reduce the tension in your lower back. Remember I said in step number 4 that it was important to avoid sitting cross-legged? Well it's the same when you're asleep.

If you sleep on your back, place a pillow behind / underneath the back of your knees to reduce the pressure on your back.

6. AVOID SLEEPING ON YOUR STOMACH

There isn't a more effective, faster route to self-inflicted damage to your spine/lower back. Avoid this position like the plague. Every part of your spine is twisted and in the wrong position and if you sleep like this, it's no wonder you are suffering from back pain.



7. CHANGE YOUR MATTRESS EVERY 7 TO 10 YEARS

I am often asked about mattresses, but what suits one person does not necessarily suit another, so it is almost impossible to answer. But what I can say is that if you haven't changed your mattress in the last 7 to 10 years then it's about time that you did.

You should also invest as much as you can in finding the most comfortable one that works for you. After all, we spend roughly 8 hours a day or a third of our day sleeping so try and get the best one that you can. If you are choosing a pocket sprung mattress, try and get as many springs for your money as you can.

The key isn't to finding a firm one or a hard one - finding the right mattress is about finding the one that works best for you and your spine.



8. AVOID CARRYING ANY BAG ON JUST ONE SIDE OF YOUR BODY

Carrying any bag, even a shopping bag, on just one side of your body means that there is an uneven weight distribution through your body and this one side of your body will have more pressure on it causing it to work harder than the other side. This can cause tension, aches and pains. Try to carry an even load by splitting shopping between two or more bags.

9. DRINK PLENTY OF WATER

It is important to drink plenty of water as this can have an overall effect on the whole of your body. Drinking tea, coffee, alcohol and energy drinks will make you dehydrated. Dehydration can cause fatigue, lack of concentration and aches and pains amongst others. You should aim to drink 2 litres of water a day, little and often.

The discs in your spine require water to function effectively, so drink plenty of water and keep them hydrated.



10. DAILY LOWER BACK EXERCISES AND STRETCHES

This is closely linked to seeing a good therapist - a Chiropractor for example, because it is important that the stretches you are doing are right for you and that you are performing them correctly.



If you can get into the routine or good habit of doing simple stretches and strengthening of your lower back muscles, you will benefit right through your 40's, 50's, 60's and beyond.

In the same way that you brush your teeth twice per day to keep them clean and avoid pain, you need to look at working on your back in a similar way.

Particularly if you're now in the 40-60 age bracket where your muscles lose strength and flexibility.

I always say "if you don't put your joints through a full range of motion every day, how can you expect them to keep their full range of motion? Basically saying, if you don't use it, you will lose it."

Extra Tip:

GET HEALTHY WITH CHIROPRACTIC

One of the fastest ways to end back pain is by going to see a Chiropractor. Getting to see a hands-on specialist means you're going to get very fast access to care that will soothe and relax those tight aching muscles, loosen and lubricate stuck and painful joints, and strengthen your body so that you can go back to doing the things that you love.

Combine all the "tips" in this report with a trip to see a Chiropractor and you will see a dramatic drop in the back pain and stiffness you are currently suffering from.

Chiropractors look to the root cause of the mobility and pain problems, providing natural solutions to produce the fastest results possible, without the use of drugs and surgery.

Conclusion

So, there you have it, 10 things (plus an extra bonus tip) that you can do TODAY to improve your posture, general health, as well as ease your back pain and stiffness.

There's obviously so much more you can do too, and I could go into more details about ways to end back pain than the principles I've given you here, but these fundamentals, if you apply them rigorously and are disciplined, will make a huge difference to the quality of your life.

If you have any questions or there is anything you need help with, please feel free to telephone our warm and friendly team on **0118 9664431**.

Dedicated to restoring your health potential and well being.

A handwritten signature in black ink, reading 'W P Goddard'.

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Health Advice Disclaimer

We make every effort to ensure that we accurately represent the injury advice and prognosis displayed throughout this guide.

However, examples of injuries and their prognosis are based on typical representations of those injuries that we commonly see in our clinic. The information given is not intended as representations of every individual's potential injury. As with any injury, each person's symptoms can vary widely and each person's recovery from injury can also vary depending on background, genetics, previous medical history, application of exercises, posture, motivation to follow advice and various other physical factors.

It is impossible to give a 100% complete accurate diagnosis and prognosis without a thorough physical examination and likewise the advice given for management of an injury cannot be deemed accurate in the absence of examination from one of the General Chiropractic Council Registered Chiropractors at Goddard Chiropractic.

We are able to offer you this service at a standard charge. Significant injury risk is possible if you do not follow due diligence and seek suitable professional advice about your injury. No guarantees of specific results are expressly made or implied in this report.