

# ROI From Your AXION micro5 Add Cash Revenue Streams to Your Practice

Remember When . . .



## Facial Rejuvenation

Wrinkles and sagging skin are cute on this face, but not on yours.



If your face is starting to show the inevitable signs of age around the eyes, mouth and brow, we can help.

Just below the surface of the skin lie all the facial muscles. Most areas of problem wrinkles are where these muscles attach.



Our office now offers a revolutionary new method to help fight the effects of time.

Facial Microcurrent Rejuvenation (FMR) uses FDA cleared technology to tone the facial muscles and reduce wrinkles around the problem areas.

It's safe, painless and most importantly, effective.

Ask us how to start looking younger than you thought possible.

## Stop Smoking



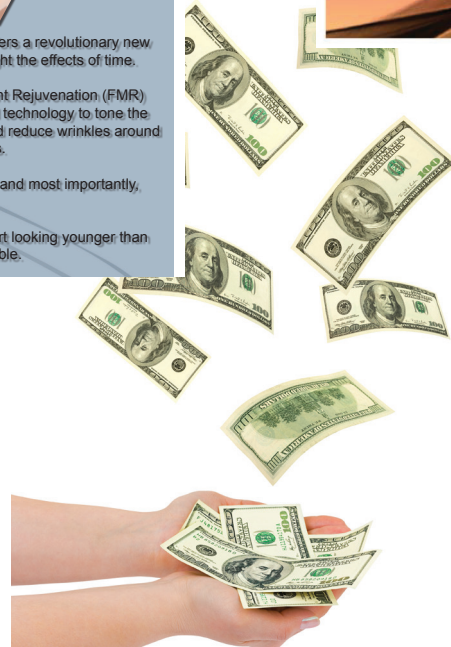
M.E.N.S. stimulation of specific acupuncture points has been used for over 30 years to aid in stop smoking programs. This office uses the latest technology to painlessly stimulate these points and to help you stop smoking today. Ask for details.



**Save Your Lungs AND Pocketbook**

If a pack of cigarettes is \$5 and you smoke 5 cigarettes per day, in 1 year you will save \$455!

The savings on your lungs and heart is priceless.



## Hurt All Over Sleeping Poorly Chronically Tired

### It Might Be **Fibromyalgia**



Fibromyalgia is thought to be the result of over-active nerves that cause chronic, widespread pain.

There are eighteen body points of tenderness associated with fibromyalgia. Tenderness to light pressure of at least eleven of the points is a confirmation of fibromyalgia.

You don't have to suffer.

**We can help. Ask us how.**

## Need Help Losing Weight?



Recent studies confirm that M.E.N.S. stimulation of specific acupuncture points is effective as an aid in weight loss programs.



This office uses the latest technology to painlessly stimulate these points and help you stay focused on your weight loss program.

**The extra boost from these sessions can help you stay on track with your weight loss program and can mean the difference between success and failure.**

**Ask for more details.**

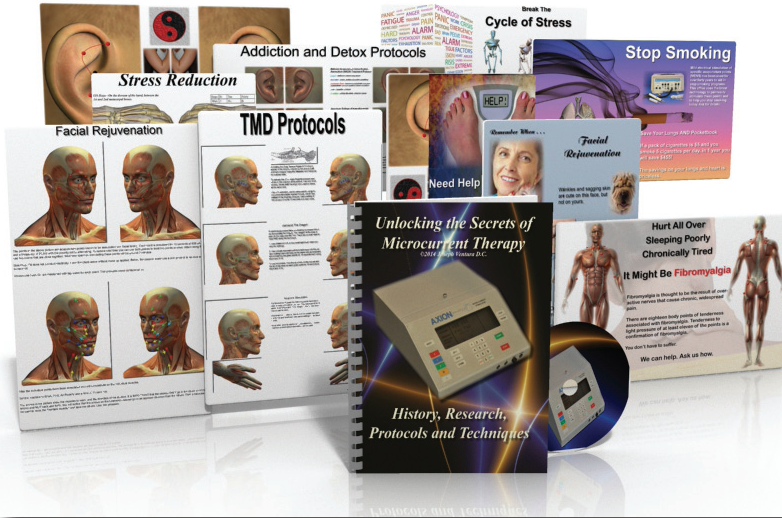
# Cash is King!

Unfortunately many of you don't remember when only cash patients walked into your practice. Does it feel like you spend too much time pushing paper and not enough time doing things that actually make you money?

The AXION micro5 (MENS stands for microcurrent electrical nerve stimulation) has been the premier device for reducing pain and speeding up healing for over 40 years.

It's also the premier electrical acupuncture device. Dr. John Amaro used it in his certification seminars.

So, what can you do in your office with the finest electrical acupuncture and pain control device? Besides all the incredible things you can do for your traditional patients, we can teach you how to create new and exciting cash revenue streams.



www.AXIONmicro.com



Several recent studies have confirmed studies of the past that show a strong positive correlation between the stimulation of acupuncture points and reducing the urge to smoke. (Studies at end).

Using the AXION micro5 it is easy to locate and treat these points. And remember, only the AXION micro5 tells you when the points have been sufficiently treated.

No acupuncture experience? No problem. I've been doing this for 30 years. I can teach you.

A typical Stop Smoking Program is 6 visits. Package price is \$495. Each session is about 10 minutes. In addition to the acupoint treatments you will give the patient a brochure with tips to help curb the urge between sessions. In addition you will give the patient a Tei-Shen to stimulate Li-4 whenever they have the urge to smoke.

You will receive the full size version of the Stop Smoking poster to mount on your office wall. You will also receive the Stop Smoking Aid brochure template that you can take to a print shop for customization and printing.

You will also receive the wall chart showing what points to treat and what settings to use.


NOTE: Since weight gain has historically been associated with stopping smoking, you have the option of adding the appetite suppression plan to the Stop Smoking plan.

## Addiction and Detox Protocols

<p><b>Weight Control</b> Appetite Control Cough Diarrhea Stomach Smell Nausea Shen-Men</p>		<p><b>National Acupuncture Detoxification Association (NADA) Treatment Protocol</b></p> <p>Li-4 - addiction related urge issues Shen-Men - stress, anxiety, excessive sensitivity Autonomic Point - balance sympathetic and parasympathetic nervous systems, blood circulation L-4 - respiratory system C-6 - kidney disorders, urination issues</p>	
<p><b>Alcoholism</b> Alcoholic Point L-4 C-6 Shen-Men C-6 Forehead</p>		<p><b>American College of Addictology and Compulsive Disorders (ACACD) Treatment Protocol</b></p> <p>Shen-Men - general homeostatic balance Shen-Men - stress, anxiety, excessive sensitivity Autonomic Point - balance sympathetic and parasympathetic nervous systems, blood circulation C-6 - kidney disorders, urination issues L-4 - urinary tract, endocrine glands, addiction L-5</p> <p>Li-4 - aggression, compulsive behavior</p>	
<p><b>Stop Smoking</b> Nicotine Point L-4 C-6 Shen-Men Autonomic Point C-6 L-5</p>		<p>These points are suitable for treatment by shallow needle insertion, cold LASER or microcurrent electrical stimulation. Leave needles in for 30 minutes. Use cold LASER for 10-30 seconds depending on the milliwatt output of the device. Use continuous output, not pulsed. If using microcurrent stimulation, treat each point for 30 seconds at frequencies below 1.</p> <p>These points stand on their own, but can also be combined with other body point formulas.</p>	



## Appetite Suppression Programs



**Need Help Losing Weight?**

Recent studies confirm that M.E.N.S. stimulation of specific acupuncture points is effective as an aid in weight loss programs.

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The extra boost from these sessions can help you stay on track with your weight loss program and can mean the difference between success and failure.

Ask for more details.

Several recent studies have confirmed studies of the past that show a strong positive correlation between the stimulation of acupuncture points and appetite suppression. (Studies at end).

Using the AXION micro5 it is easy to locate and treat these points. And remember, only the AXION micro5 tells you when the points have been sufficiently treated.

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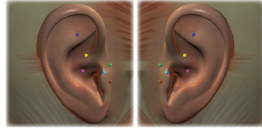
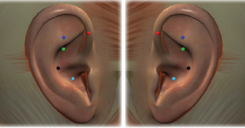
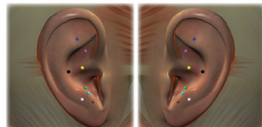
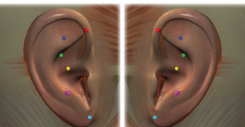
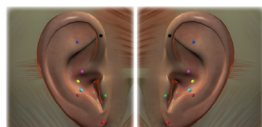

A typical Appetite Suppression Program is 10 visits. Package price is \$595. Each session is about 10 minutes. In addition to the acupoint treatments you will give the patient a brochure with tips to help curb the appetite between sessions. In addition you will give the patient a Tei-Shen to stimulate Li-4 whenever they have the urge to eat outside their dietary program.

You will receive the full size version of the Weight Loss poster to mount on your office wall. You will also receive the Appetite Suppression Aid brochure template that you can take to a print shop for customization and printing.

You will also receive the wall chart showing what points to treat and what settings to use.

NOTE: This program is a natural tie-in with the Stop Smoking plan.

## Addiction and Detox Protocols

<p><b>Weight Control</b> Appetite-Control Blood Esophagus Gastric Small Intestine Shen-Men</p>		<p><b>National Acupuncture Detoxification Association (NADA) Treatment Protocol</b> Lung 2 - addiction related lung issues Shen-Men - stress, anxiety, excessive sensitivity Autonomic Point - balance sympathetic and parasympathetic nervous systems, blood circulation Liver - hepatitis, cirrhosis C-6/Sp6 - memory disorders, orientation issues</p>	
<p><b>Alcoholism</b> Alcoholic Point Liver Lung 2 C-6/Sp6 Point-Gate Shen-Men Forehead</p>		<p><b>American College of Addictionology and Compaivive Disorders (ACACD) Treatment Protocol</b> Point-Gate - general homeostati- balance Shen-Men - stress, anxiety, excessive sensitivity Autonomic Point - balance sympathetic and parasympathetic nervous systems, blood circulation C-6/Sp6 - memory disorders, orientation issues Liver - pituitary gland, endocrine glands, addiction, sleep Lung 2/Forehead - aggressiveness, compulsive behavior</p>	
<p><b>Stop Smoking</b> Nicotinic Point Lung 2 Lung 4 Point-Gate Shen-Men Autonomic Point C-Brain Limbic</p>		<p>These points are suitable for treatment by shallow needle insertion, cold LASER or microcurrent electrical stimulation. Leave needles in for 30 minutes. Use cold LASER for 10-20 seconds depending on the milliwatt output of the device. Use continuous output, not pulsed. If using microcurrent stimulation, treat each point for 20 seconds at frequencies below 1.</p> <p>These points stand on their own, but can also be combined with other body point formulas.</p>	



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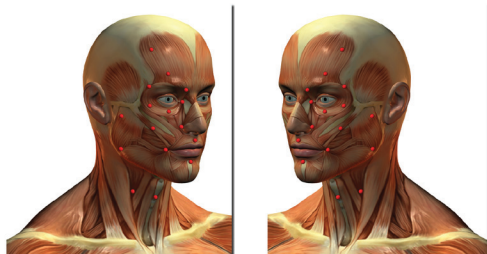
## Facial Rejuvenation

One of the major uses of modern microcurrent stimulation is in the field of facial rejuvenation. By stimulating and stroking the Golgi Tendon Organ of the muscle you can “tell” the muscle to tone or relax. This can have a great influence on the wrinkle lines of the face. This technique was developed by Dr. Thomas Wing and Dr. George Goodheart. The AXION micro5 was the first machine to use this technique about 25 years ago.

Average charge per session is \$100 with an average of 10 sessions and a booster session every three months.

We supply you with the marketing Poster for your wall, treatment poster for your treatment room and protocol manual. We also have a tri-fold brochure template you can personalize.

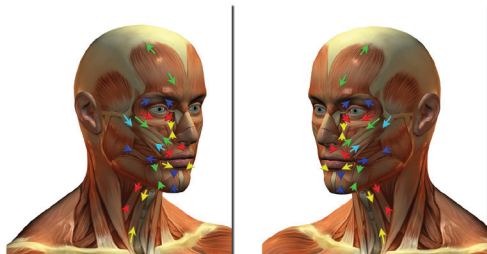
## Facial Rejuvenation



The points in the above picture are acupuncture points known to be associated with facial toning. Each point is stimulated for 10 seconds at 600 uA and a frequency of 200Hz with the polarity set to alternating. To reduce total time you can use both probes to treat two points at once. When doing that use two points that are close together. Total time spent on stimulating these points will be around 3 minutes.

Skin Prep: Oil does not conduct electricity. Have the client arrive without make up applied. Before the session starts use a skin product to remove any surface oil.

Always use fresh O-Tips moistened with tap water for each client. This prevents cross-contamination.



After the individual points have been stimulated you will concentrate on the individual muscles.

Set the machine to 60uA, 3 Hz, AT Polarity and a time of 10 seconds.

The arrows in the picture show the muscles to work, and the direction of the strokes. It is IMPORTANT that the strokes ONLY go in the direction of the arrows and NOT back and forth. You will notice that the arrows on the forehead muscles go in an opposite direction from the others. That is because we want to relax the Frontalis muscles and tone the others. Use firm pressure.



**Hurt All Over  
Sleeping Poorly  
Chronically Tired**

**It Might Be Fibromyalgia**

Fibromyalgia is thought to be the result of over-active nerves that cause chronic, widespread pain.

There are eighteen body points of tenderness associated with fibromyalgia. Tenderness to light pressure of at least eleven of the points is a confirmation of fibromyalgia.

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# TMD Protocols

**Surround The Dragon**

In electroacupuncture there is a healing technique known as Surrounding The Dragon. The "dragon" is the area of pain in the neck and the TMJ. There are several steps to treat TMD using this technique.

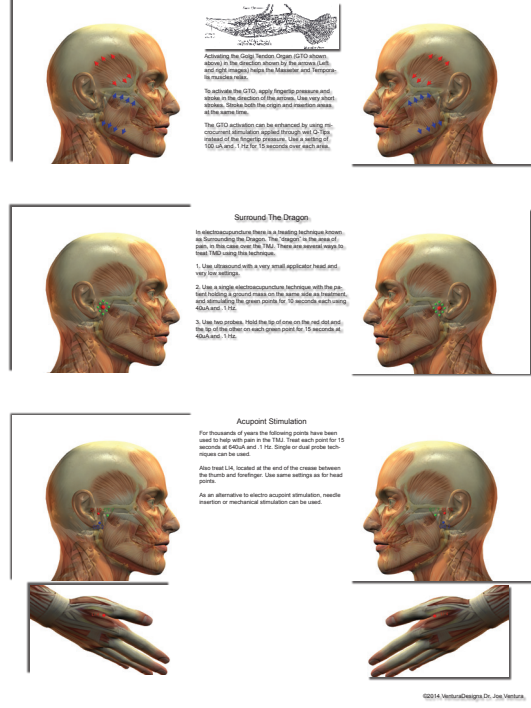
1. Use electroacupuncture with a very mild application head and, very low settings.
2. Use a single electroacupuncture technique with the paranasal sinuses. Place needles on the points with an electrode, and stimulating the green points for 15 seconds each using ModWave 1.1 file.
3. Use two probes. Hold the tip of one on the red dot and the tip of the other on each green point for 15 seconds at ModWave 1.1 file.

**Acupuncture Stimulation**

For thousands of years the following points have been used to treat ear pain in the TMJ. Treat each point for 10 seconds at eDAQ and 1 Hz. Single or dual probe techniques can be used.

Also treat L14, located at the end of the crease between the mouth and forehead. Use same settings as for head points.

As an alternative to electroacupuncture stimulation, needle insertion or mechanical stimulation can be used.



**Break The  
Cycle of Stress**

ALARM RESISTANCE EXHAUSTION




**Turn the Weight of the World into  
"The World Can Wait."**

# Relaxation Station



# ALLERGIES

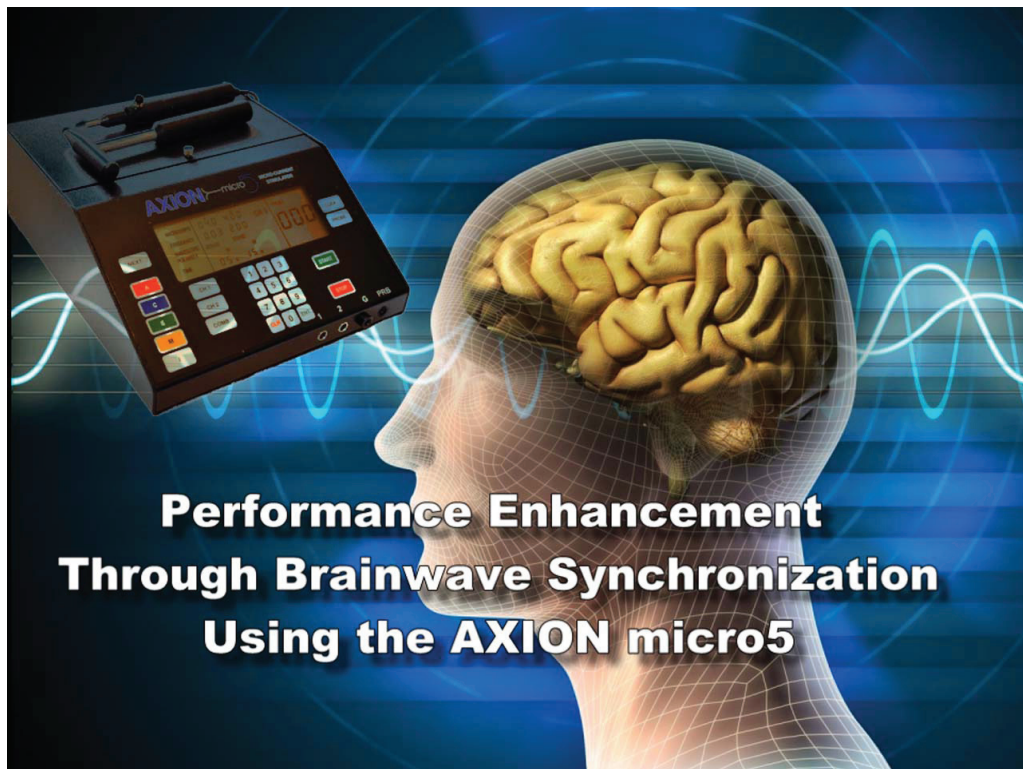
seasonal epinephrine pollen count runny nose sneezing trees allergic rhinitis hives nasal sprays throat antigen shots metered dose inhaler pollen count hay fever pollen latex food dust mites medication eyes anaphylaxis inhaler bronchodilators asthma mold count mold chronic



## Add Diabetic Neuropathy Services

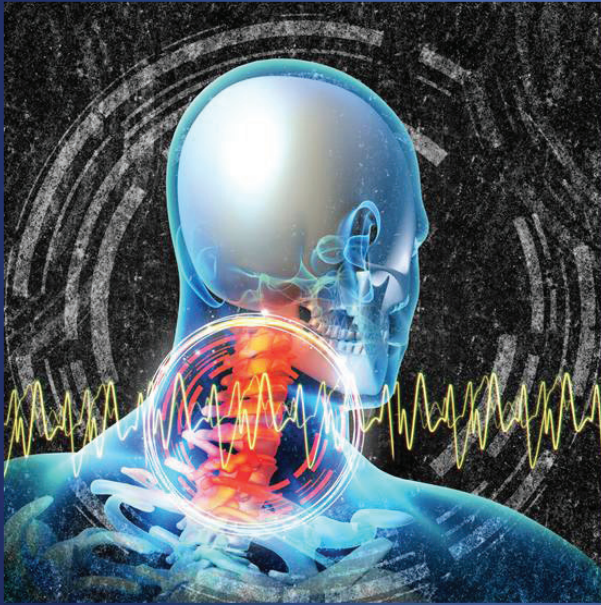


## Add Relaxation and Performance Enhancement Services

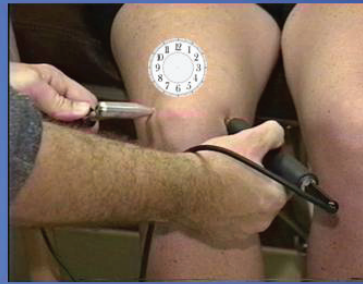


The micro5 provides several types of attended and unattended methods of pain control

# Methods of Pain Control



Surround the Dragon

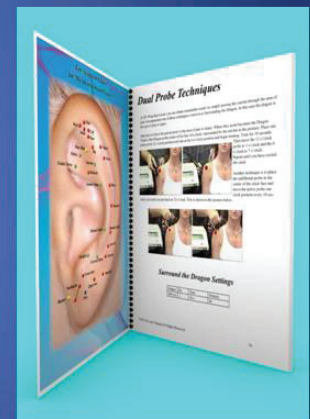


No device is better suited for electro acupuncture



## Electro Acupoint Therapy

- Locate Points
- Measure Points
- Treat Points





# New for 2015 - Post Concussion Protocols

## Post Concussion Therapy

### *Rationale for Incorporating the AXION micro5 Microcurrent Stimulator into a Post Concussion Treatment Protocol*

1. In a concussion, there is agreement that a major player in the severity of the injury and the susceptibility to a second concussion is the failure of the injured area to keep up with ATP production needed due to the injury's blood flow interference.

*J Athl Train. 2001 Jul-Sep; 36(3): 228-235.*

*PMCID: PMC155411*

*The Neurometabolic Cascade of Concussion*

*Christopher C. Giza corresponding author and David A. Hovda*

2. Post Concussion therapy is aimed at reducing cognitive activity. And, one of the primary methods is the use of Neurotherapy, designed to return the injured to a normal brainwave state of alpha and theta.

*CLINICAL EEG and NEUROSCIENCE ©2004 VOL. 35 NO. 4*

*The Usefulness of Quantitative EEG (QEEG)*

*and Neurotherapy in the Assessment and*

*Treatment of Post-Concussion Syndrome*

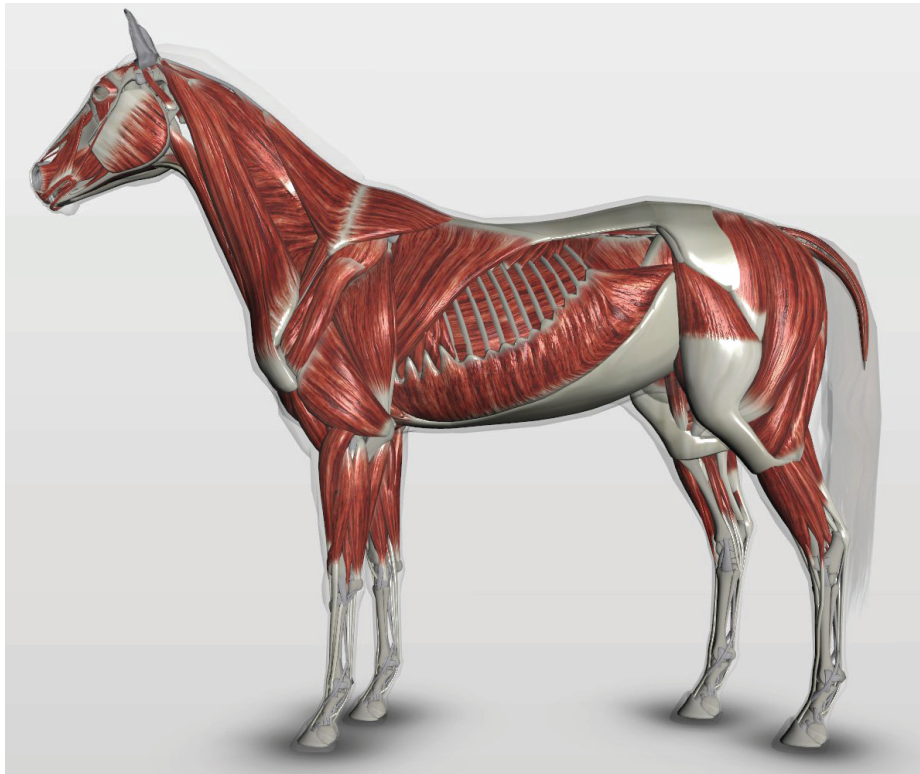
The AXION micro5 offers two opportunities of valuable interaction with the concussion patient.

1. By introducing a healing current through the external pathways of around the eyes (optic nerve) and the base of the neck (brain stem) a healing current, as described by Becker can be released to increase ATP production by 500%, as described by Cheng.

2. By using the ability of the micro5 to produce isochronic tones and flashing lights in the eyes at specific frequencies known to sync brainwaves to an alpha or theta state, a reduction of cognitive activity can be achieved.



And, Microcurrent is even effective on animals!





The price of the AXION micro5 is \$7500.

The price of the Marketing/Training Kit is \$4000, but is included in the machine price for this weekend.

[www.AXIONmicro.com](http://www.AXIONmicro.com)

To learn more about the AXION micro5 give us a call at  
(888) 414-3857