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## **NEW LIFE CHIROPRACTIC TO OFFER BRAINCORE NEUROFEEDBACK THERAPY**

*Holistic, Cutting-Edge Therapy Effectively Addresses ADHD, Migraine, Chronic Fatigue and other Brain-based Disorders*

### FOR IMMEDIATE RELEASE

Smithtown, NY (September 26, 2011) Board-certified Chiropractic Neurologists Dr. Keri Chiappino & Dr. W. Brent Reynolds are pleased to announce the expansion of their holistic therapy offerings with the addition of BrainCore therapy at their new Lake Grove, Long Island location. The doctors are the first in the specialty field of Chiropractic Neurology to license BrainCore's cutting-edge neurofeedback program.

Based on over 40 years of science and clinical research in neurofeedback, BrainCore Therapy effectively regulates the nervous system to improve conditions associated with Neurological Dysregulation Syndrome (NDS), a disorder resulting from dysfunction in the nervous system caused by a variety of environmental factors; poor nutrition, stress, drugs or trauma. NDS can trigger ADHD, Autism, Asperger's, insomnia, depression, memory loss, anxiety, migraines, seizures, chronic pain, eating disorders and other neurological conditions.

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BrainCore Therapy records and measures brainwaves through non-invasive electroencephalography (EEG) to analyze how different areas of the brain are functioning. Using the EEG results, a therapy plan is customized to the patient's specific neurological concern. Sensors placed on the scalp over problem areas enable patients to visualize and adapt their brainwaves via video images that are translated to a computer screen. BrainCore's reward-based training method encourages the patient to produce an appropriate response to auditory, visual or sensory stimuli. Repetitive sessions help balance the brain and nervous system, creating healthy new neural pathways and making problematic pathways more efficient.

"We're excited to be able to offer another cutting-edge holistic therapy option to our patients," commented Dr. Keri Chiappino. "Neurofeedback was originally used by NASA in the 1960s to improve pilot attention and focus and is backed by decades of research. It is an ideal adjunct therapy to Chiropractic Neurological care for brain-based disorders. This system utilizes sensory integration in addition to biofeedback to maximize results. Utilizing the BrainCore Therapy in conjunction with our Maximum Achievement Program (MAP) will optimize the potential of those children diagnosed with ADHD, Autism, Asperger's, learning disabilities and other neurological conditions."

Dr. W. Brent Reynolds adds, "BrainCore Therapy utilizes Neurofeedback to help create and strengthen neural connections, effectively breaking the cycle of NDS. In our practice, we address neurological conditions that run the gamut from headaches and chronic pain to disabling disorders like Alzheimer's, Parkinson's and traumatic brain injury. BrainCore Therapy helps develop appropriate brain wave patterns that improve overall cognitive functioning for a wide range of health concerns, providing another holistic path to recovery for our patients."

BrainCore Therapy is available in the new Lake Grove, Long Island office located at 2780 Middle Country Rd., Suite 323, Lake Grove, NY 11755; 631.468.8100.

### **About New Life Chiropractic**

Dr. Keri Chiappino and Dr. W. Brent Reynolds offer a unique, expanded approach to wellness that combines the best of neurological science with nutrition and traditional chiropractic, helping their patients achieve balance in their brains, their bodies, and their lives.

The doctors have distinguished themselves as two of 600 doctors worldwide achieving Diplomatic status on the American Chiropractic Neurological Board (ACNB), with over 900 hours in Chiropractic Neurological coursework. Their private family practice, New Life Chiropractic, is dedicated to relieving chronic conditions that severely disable people, including, but not limited to, patients with Multiple Sclerosis, Parkinson's, Alzheimer's, Autism Spectrum Disorders, ADD/ADHD, vertigo, migraines, asthma, depression, and anxiety disorders, and they have achieved positive results with improvement in these conditions. Offices are located in Manhattan (Upper West Side) and Smithtown and Lake Grove, Long Island.

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