

Survey of Major Yellow Pages Advertisers *

Acupuncture

Comparative Ad Analysis for _____

Services Offered or Problems Solved:	Acupuncture - Traditional, Electrical, Laser Holistic/Naturopathy Approach Acupressure/Massage Therapy Nerve Blocks/Stroke Stress Management Neck and Back Pain Carpal Tunnel Syndrome Facial Rejuvenation/Lifts Weight Control Smoking/Drinking Control Digestive Disorders Migraine/Arthritis Addictions/Detox Herbal Pharmacy Reiki / Myalgia Hypnosis/Physiotherapy Diabetes/Chronic Conditions Irritable Bowel Syndrome Anti-Aging / Naturopathy	Bursitis/Tendinitis/Joints Arm/Leg/Shoulder Pain Constipation/Diarrhea/Nausea Headaches/Chronic Pain Asthma/Rhinitis Allergies/Sinus/Rashes Depression/Fatigue Sports Injuries/Auto Injuries Chiropractic/Osteopathic Impotence (ED) PMS/Menopause/Other Gyn Conception Problems/Fertility Women's Health/Female Issues Immune System Strengthening Sciatica/Neuralgia Preventive Medicine Hormone Regulation Carpal Tunnel Syndrome Post-Chemo/Post-Radiation "Difficult Cases Welcome"	Insomnia / Phobias / Bed Wetting Pain/Numbness/Respiratory Conditions Hair Loss/Acne/Eczema Gout / Shingles / Spastic Colon Circulation Improvement Hypertension / Pulse Diagnosis Disc Treatment / Lower Back Pain No-Needle Acupuncture Tennis Elbow/Sore Heel/Heel Spur Eye Sight / Ear Acupuncture Nutrition / Metabolic Balancing Deep Relaxation / Lifestyle Counseling Homeopathy/Natural Remedies QI Gong Therapy / Herbals (List) TMJ/TIC/Facial Palsy Industrial Accidents Chelation/DMSO Therapies Rejuvenation / Longevity "350 Health Problems"
Confidence Factors:	Years in Practice DISPOSABLE/STERILE/SINGLE-USE NEEDLES State Licensed/Registered Medical Doctor/Orthopedist Specialize in Difficult Cases Painless Techniques	References/Associations Clinically Proven System Trained in China/Japan (Advncd) PRACTITNR NAME/PHOTO/SCHOOLING/DEGREES Workers' Compensation State/OSHA Safety Regulations	Board Certified/Master/Diplomate Status Certified - National Commission for Certification of Acupuncturists (NCCA) Oriental Medicine/Chinese Characters in Ad Qualified Medical Evaluator (QME) American Institute of Pain Relief Chiropractor (D.C.) / OMD / LCSW / LAC
Convenience Factors:	Office Hours/Days Location Data Credit Cards Emergency Service Evenings/Saturdays	No-Fee Consultation Instant Medicaid Credit Payments on Sliding Scale Herbal Consultation Toll-Free/Fax Number	Major Insurance Accepted Parking / Home Visits Invitation to Visit Website Web Site/E-Mail Address Fee Schedule / Phone-a-Tape
Special Services or Extras:	Endometriosis/Uterus Fibroids Ads for Teaching Acupuncture Ultrasound Therapy Lab Work/X-Rays Hemorrhoids / Bell's Palsy Low Cost – Student Treatments	EMG/NCV'S Tests Computer-Assisted Electrotherapy Tui Na & Chiropractic Massage Senior Discounts "Has Worked for 3000 Years" Aromatherapy/Animals Treated	Chinese/Oriental Herbs/Herbalist Chinese Sports Medicine / Psychotherapy Industrial Disability Evaluator Counseling/Wellness Programs "We Work with Your Doctor" Bilingual/Multilingual (Specifics)
Typical Related Headings:	Chiropractors		

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