

BEFORE & AFTER

There is no doubt that we live in a world of manipulation, false promises and exaggerated claims. This is especially true in the fitness industry. I've been a chiropractor and self-confessed posture addict for 15 years, and clients and pupils are always asking me about the latest amazing diet, posture *correction tool* or fitness fad.

These programs often become popular because they are presented and marketed very well. The marketing campaigns use testimonials and before-and-after transformation photos. That's one reason I was cautious about including a before-and-after photo section. But as I've created this course with you and from your ideas and proposals, I've decided to add this lecture because, you asked for me to.

I want to make it clear that there are definitely some very impressive, genuine structural transformations out there and I've included several incredible examples of my own private practice. What I do take issue with are the transformations that are manipulated with Photoshop, professional lighting and false postures that impair or enhance the look of a body. I will not be doing this because it is unethical and sets us up for inevitable disappointment.

When the goal becomes something outside of ourselves, we stop believing in our own bodies ability to heal and we place greater faith in some posture prop or else we compare ourselves to someone whose structural situation is completely different to our own. This is a huge mistake and sets us up for failure.

I can not say this often enough – you're the doctor; your body does the healing and it doesn't really matter how long it takes, because it will be different for us all. It take as long as it takes. Instead of some before-and-after dream image or some \$50 quick fix gizmo, put your energies into creating this new posture rehab program for your life. Remember that pain isn't your enemy, but your gift, your nudge, your prod for your body to listen and make the necessary changes to transform your body.

If the goal isn't to 'cure' the pain or to get the perfect body, but instead the goal becomes taking control of our health so that we age well, thrive and live a fulfilling life, perhaps we'd learn to love ourselves even with posture that isn't perfect. If we're gentle with ourselves and commit to a long-term solution, we're far more likely to improve our appearance, boost our confidence and ultimately heal our posture. Now that is a goal worth striving for.