

New cutting edge treatments help people function better and improve their health

Dr. Doug Fryday at Optimize Healing Centre in Port Elgin focuses on using new, cutting edge assessment and treatment methods involving stimulating underactive areas of the brain, and offering new hope for patients with brain based health challenges. Dr. Fryday's treatments involve different sensory stimulation (light, sound, eye exercise, smell, vibration, movement, etc.) to the nervous system that is appropriate for that individual patient. He does this by combining a series of different treatment modalities including chiropractic adjustments, vision therapy, light therapy, auditory stimulation, electrical nerve stimulation, balance therapies, olfactory (smell) stimulation, breathing therapy, and dietary modification or supplementation. Dr Fryday utilizes many of the same methods that were used to get Sid Crosby back playing in the NHL, after suffering multiple concussions.

Dr. Fryday's program is based on the principles of neuroplasticity, the ability of your brain to "rewire" itself to work more efficiently. It was once thought that once you reached adulthood the brain could not change. Research over the past decade has proven that this is simply not true. One of the most exciting fields of neuroscience is how the brain can rewire itself.

The basic premise of Dr Fryday's program is to support healthy plasticity (rewiring) of the nervous system through proper stimulation, oxygen and fuel/nutrition. In order for any neurological rehabilitation to be effective, these three factors must be met.

Are you or a loved one suffering from a brain based health challenge such as; PTSD, Post concussion syndrome, vertigo and balance issues, sensory processing issues, learning and behavioural issues, OCD, ADD/ADHD, Parkinson's, Alzheimers, Autism, insomnia, Lupus, MS, acid reflux, IBS, chronic fatigue syndrome,

fibromyalgia, migraines, depression, anxiety or chronic pain? Have you been to countless health care professionals with little or no relief?

Dr Doug Fryday is the owner of the Optimize Brain Centre in Port Elgin and the creator of The Brain Achievement Program and the InsideOut Lifestyle™. He is a licensed Chiropractor with a special interest in neurology and has had a Family Wellness practice for 31 years in Saugeen Shores. Call or make a 15 minute complimentary consult to pick his brain, he can be reached at 519-832-1515 or by email at drfryday@icloud.com. Go to www.optimizehealing.com to receive your free Brain Stress management tool kit.*



Connecting Brain to Body



Chiropractic Functional Neurology
Stimulating underactive areas of the brain.
New hope for patients with concussions and other brain based challenges.
625 GODERICH ST., PORT ELGIN, ON 519.832.1515
www.optimizehealing.com



Dr. Doug Fryday D.C.



Wishing you a Wonderful Holiday Season!

The Bruce Power Visitors' Centre will be closed from Dec. 22 to Jan. 2.

Regular hours from 8:30 a.m. to 4 p.m., Monday to Friday, resume on Jan. 2.
For more information, visit our website at www.brucepower.com or call 519-361-7777.

Bruce Power
Innovation at work