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## **Press Release from the Scottish Chiropractic Association**

### **Christmas Shopping is Hard Work! Be Sure that you Don't Shop until You Drop: The Scottish Chiropractic Association's Guide to Healthy Christmas Shopping**

Contrary to popular belief, shopping isn't all fun and frivolity – it's hard physical work! You are walking large distances on unforgiving surfaces, carrying weighty bags, overheating, experiencing stressful situations, standing in queues and pushing yourself to the limit, perhaps against the ticking clock of Christmas!

Scottish Chiropractic Association (SCA) President, Dr Ross McDonald (Chiropractor), explains: "It is important to recognise the physical strain of shopping. You hear people say they are exhausted when they come home from the shops – they are! It can be very enjoyable but there are sensible precautions which Christmas shoppers can take to avoid over-doing it."

The SCA recommends that you:

- Imagine you are entering a marathon and prepare accordingly!
- Shop online whenever possible, especially for bulky, heavy items
- Make a list and plan your shopping trip carefully so that you collect heavier things when you are on your way home
- Warm up with a brisk walk before you start buying anything
- Wear sensible shoes to avoid back and neck strain
- Carry a well-fitting backpack or if you carry shopping bags, balance their weight evenly in both hands; better still, use a trolley!
- Drink plenty of water
- Take regular breaks and rests with a light, healthy snack
- Make several shopping trips and buy a little each time, instead of trying to lug everything around on one big spree
- Avoid over-spending as this will cause further stress; SCA members have seen an increase in patients suffering from stress-related back pain since the start of the recession
- Consider making presents: you avoid cost, carrying heavy bags and stress!

**If you experience pain or discomfort as a result of shopping or the stresses of**

**Christmas, please see your local SCA chiropractor for advice and help.**

**For more press information, please contact: Tina Woolnough, SCA press officer, 07799 416 360; 0131 337 3486; [tina@kristina.org.uk](mailto:tina@kristina.org.uk) .**

Background: Chiropractic is a primary health-care profession that specialises in the diagnosis, treatment and overall management of conditions that are due to problems with the joints, ligaments, tendons and nerves of the body, particularly those of the spine. Chiropractors focus on the relationship between the structure and function of the human body, primarily coordinated by the nervous system. Treatment consists of a wide range of techniques designed to improve the function of the nervous system, relieving pain and muscle spasm and improving overall health. Scottish Chiropractic Association [www.sca-chiropractic.org](http://www.sca-chiropractic.org) - Registered office: 0141 404 0260

SCA President: Dr Ross McDonald (Chiropractor)

Father helped me decide on what to go and enjoy the story of the [levitra vs viagra](#) because they need to solve their problems as soon as [cialis vs viagra vs levitra](#) without worrying.

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