



# The Activator Advantage®

OVER 40 YEARS OF RESEARCH • RELIABILITY • RESULTS

August 2009

Presented by:



## Message from Dr. Fuhr

Coming soon to your mailbox is the Summer 2009 edition of the Activator Advantage newsletter! This summer's newsletter was designed to serve as a handbook of sorts for our seminars, providing you with everything you need to know about the training offered at Activator seminars, how to become a Proficiency or Advanced Proficiency Rated doctor, and a complete introduction to the chiropractic leaders who comprise our instructor team. The newsletter should arrive to you shortly, but if you're interested in reading this issue in advance, please visit our Newsletter section at [www.activator.com](http://www.activator.com). And to meet our instructor team, just click on the Seminar tab on our home page. Our team hopes to see you at a seminar this fall!



## Activator Methods awarded NIH grant

Activator Methods has received a \$98,786 Small Business Innovative Research grant from the National Institutes of Health. The funded research project is titled *Efficacy of Instrument-Assisted Manipulation Determined by an Animal Model*, and will be conducted over the next 12 months.

The study will evaluate the effect of the Activator adjusting instrument in treating vertebrate animal subjects with spinal injury on motor behavior. Further, the investigations will identify, in detail, links between pain and inflammation in order to manage pain by suppression of inflammation, offering the potential for identifying means to prevent or delay a broad array of chronic diseases or life-threatening conditions by controlling inflammatory processes.

Dr. Arlan Fuhr has been named principal investigator, and other key investigative personnel include Xue-Jun Song, Ph.D. and Zhijiang Huang, Ph.D. of Parker College of Chiropractic.



## FREE Activator II available to Activator Online users

Activator Methods has announced a special promotion starting Aug. 1 through Dec. 31, 2009. Doctors and students who register and pay for Activator Online, the web-based seminar that offers Basic Scan Protocol training, during the promotional period will receive a FREE Activator II adjusting instrument. With Activator Online and the Activator Adjusting Instrument, users will have everything they need to deliver the world's #1 instrument adjusting technique.

Registrants pay **only \$499** for both the course and the instrument – **a total value of \$858.99!** And doctors can earn up to 12 Continuing Education credits, co-sponsored through Palmer College of Chiropractic, depending on their state requirements for qualified license renewal credits.

For more information, call 1.800.598.0224. To begin your training now, register at [www.activatoronline.com](http://www.activatoronline.com).



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## Activator launches VIP program for rated doctors

When you earn a Proficiency or Advanced Proficiency Rating with Activator Methods, you receive more than just outstanding training on the world's most popular instrument-based adjusting technique. Activator has launched its first-ever VIP program, with special rewards reserved for rated doctors - and no one else.

The VIP program provides all rated doctors with:

- A VIP card that provides a discount\* on any full-priced purchase of Activator instruments and accessories – 10% off for Proficiency Rated doctors, 15% off for Advanced Proficiency Rated doctors.
- Your name listed in the doctor referral section of [www.activator.com](http://www.activator.com) and the opportunity to upgrade to a full [web page](#) to advertise your services.
- Participation in our referral program, where you can receive a \$100 credit towards any Activator purchase when you refer a new doctor to an Activator seminar.
- Free domestic ground shipping on all product purchases.
- Recognition in the Activator Advantage print newsletter, sent to 40,000 of your colleagues.
- A lapel pin to wear at seminars, conferences and other activities.
- A commemorative certificate with a seal showing the year of your rating.
- Template press release announcing your rating achievement that you can distribute to media in your community.

The first step to becoming an Activator VIP starts with attending an Activator seminar. Learn more by clicking [here](#).

*\*Discount cannot be combined with other offers; if used at a seminar, VIP card and photo ID must be presented*



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