

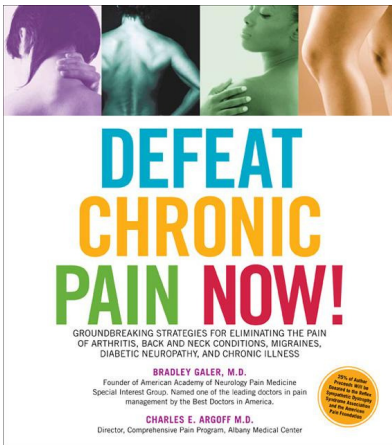
FOR IMMEDIATE RELEASE

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**NEW APPROACHES TO CHRONIC PAIN TREATMENT
REVEALED IN A REVOLUTIONARY NEW BOOK**

DEFEAT CHRONIC PAIN NOW!

Groundbreaking Strategies for Eliminating the Pain of Arthritis, Back and Neck Conditions, Migraines, Diabetic Neuropathy, and Chronic Illness
by Dr. Charles Argoff and Dr. Bradley S Galer



Approximately 40 million Americans suffer from some form of chronic pain. Medical research has made great strides in the study of and the battle to alleviate many types of chronic pain. Cutting-edge pain management doctors and scientists **Dr. Charles Argoff** and **Dr. Bradley S Galer** have captured the latest research and explore common misconceptions, myths and other treatments that have not been covered or clarified for patients until now. The authors are recognized international leaders in the field of pain management and they have provided a simple to read guide to preventing, reversing, and managing many types of chronic pain.

DEFEAT CHRONIC PAIN NOW (Fair Winds Press, December 2010, ISBN-13: 978-1-59233-407-0, \$21.99, paperback with color photos) references the latest medical research to give readers the latest information on new medications, interventional treatments, surgical options, complementary therapies and how psychological interventions like cognitive behavioral therapy, hypnosis, and neural feedback can be used to rewire the brain and body for pain relief. For each condition and procedure, readers will learn what to expect in the hospital, the doctor's office, and what self-therapy solutions they can take to improve and manage their pain on their own. Patients are also warned what treatments and types of health care providers they should stay clear of. Readers will learn to take control of their pain management and discover new solutions including:

- How using a simple mirror can be very effective for the treatment of a chronic nerve pain condition, complex regional pain syndrome/reflex sympathetic dystrophy;

- Topical NSAIDs are the new first-line treatment for the treatment of osteoarthritis, since they have a much lower risk of adverse-events/side-effects;
- Using a currently FDA-approved focal heat home device used by patients to treat acne can have a beneficial effect on many chronic back and neck pain patients.
- The most common cause of daily headaches is actually caused by taking too much headache/pain medication; and
- The vast majority of “muscle relaxants,” such as Valium and Ativan, do not act on the muscle but on the brain and should be avoided by chronic pain patients—one currently being prescribed in this country is, in fact, banned by the European equivalent of the FDA.

DEFEAT CHRONIC PAIN NOW! helps address the problems of misdiagnosis and mis-treatment for patients and will guide them through the difficult process of taking control of their own pain management. **Dr. Argoff** and **Dr. Galer** emphasize the role of the patient in solving the problems of chronic pain and provide the reader with a path for negotiating the best possible care, whether that be finding an appropriate physician, physical therapist, acupuncturist, or even lawyer.

About the Author

Dr. Charles Argoff is a Professor of Neurology and the Director of the Comprehensive Pain Program at Albany Medical Center, voted one of the top ten academic medical centers in the country by the University Health System Consortium. Dr. Argoff is board certified in pain medicine—a credential bestowed to fewer than 2000 doctors in the United States. He is a member of the American Pain Society and American Academy of Pain Medicine and has conducted research in the pharmacologic management of chronic pain, and the development of treatment guidelines for drug-based pain therapies.

Dr. Bradley S. Galer was named one of the leading doctors in pain management by The Best Doctors in America. Dr. Galer was the chairman of the Pain Medicine Section of the American Academy of Neurology and founder of the Neuropathic Pain and Headache Treatment Center at the University Of Washington School Of Medicine in Seattle.

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Fair Winds Press

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