



PRESS KIT

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PHILOSOPHY STATEMENT

At least 50 million people in the United States suffer with chronic pain – back pain tops the list followed closely by neck pain and headaches. Most will suffer unnecessarily for the rest of their lives. What's worse is that dangerous medication and risky, invasive procedures are frequently the only treatments offered to relieve the pain.

Dr. Matthew Norton, an authority on pain and its causes, believes that those with chronic pain who currently take medication may actually be doing more harm than good.

"People don't have to mask their pain symptoms with pills. There's another option, which eliminates pain by locating and correcting its underlying cause."

According to Dr. Norton, pain medication can actually create more problems than it helps because it can prevent the body from healing itself.

"There are methods to release pain completely from the body, and not one of them comes in pill form. Most people don't realize that medications never heal. The body always heals itself, whether it's a broken bone, a damaged disk, or a head cold. There are proven strategies that will coax the body into self-healing, and these methods are extremely effective and often permanent."

The pharmaceutical industry profits by encouraging pain sufferers to mask their symptoms with harsh medications, but there is a better way.



Dr. Matthew Norton

America's Holistic Doctor

BIOGRAPHY

Helping to Set People Free From Pain and Illness to Express Their Full Potential, Since 1983

Dr. Matthew Norton has been affecting the lives of individuals and families for over 25 years with his wellness message, focusing on our incredible inborn potential to heal and thrive amidst life's injuries and stresses. He teaches that the ability to live a long and vital life with expanded capacity requires a nervous system free of the interference caused by those injuries and stresses. Dr. Norton is unique in the profession in combining these foundational principles with a cutting edge strategy for measuring and correcting these health-disturbing interferences.

He founded Norton Chiropractic Wellness Center in 1997 to focus exclusively upon this powerful, life and health transforming approach. It stands apart from the medical and general chiropractic symptom-treating model and according to the doctor is sometimes not understood because it is still ahead of its time.

Improving Nervous System Function Improves Health; Improving Health Improves Quality of Life

Dr. Norton unites his passion for learning, teaching, and healing with a compassion for those who are struggling with pain and illness or not performing at their peak. He brings to his work a high level of academic achievement and cutting-edge body/mind research. However, he also brings a deeply caring heart transformed by difficult personal life experiences.

Chief among the hurdles was the sudden death of his first wife in 1987, at age 34, leaving him with her 5-year-old twin daughters that he had just adopted. Remarriage led to the challenge of family blending and raising three same-age girls. Dr. Norton has a beautiful, supportive wife named Judy and five children in all. Healing through his devastating loss involved a deepened commitment to God, his family, and to his personal development. It also produced a strong desire to positively impact as many others as possible toward greater wholeness of body, mind, and spirit.





Dr. Matthew Norton

America's Holistic Doctor

Biography, cont.

Practicing what he preaches is Dr. Norton's lifestyle. He has availed himself of consistent precision chiropractic care to overcome numerous childhood traumas. These injuries, including a significant auto accident, negatively impacted his own spinal health and had left him with chronic neck pain and headaches by age 20. This is a primary motivator in his teaching of the importance of early subluxation detection and correction to avoid permanent damage and future misery.

Dr. Norton graduated from Life West Chiropractic College in Hayward, Ca. in early 1983 as class valedictorian. He has always practiced progressive, specialized and gentle methods of spinal/nervous system care. His mastery of Torque Release Technique with the advanced Integrator instrument has come through years of study and the care of many thousands of patients since 1997. During the same time he has also become an expert in the conduction and interpretation of computerized nervous system functional assessments.

Dr. Norton has dedicated himself to continual educational upgrades through professional coursework and certifications as well as constant self-study. He has further expressed his commitment to understanding and connecting with his patients through courses and accreditation as both a behavioral style and values analyst. He also teaches and conducts business workshops utilizing this insightful information. He completed a one-year certification program in whiplash/spinal trauma as well as achieving the status of Qualified Medical Examiner in the Worker's Compensation system.

Dr. Norton loves jazz music, movies, and reading strange things like quantum physics. He enjoys physical exercise, including running. He completed two half marathons and his first full marathon in 2002. He is grateful for his life, health, and the knowledge and talents he possesses to help people who truly desire to be at their best.

Dr. Norton's passion is informing people about solutions for their chronic pain and other health problems.



Dr. Matthew Norton

America's Holistic Doctor

CREDENTIALS

- Doctor of Chiropractic since 1983.
- Author of *Where Does It Hurt? Surprising Stories and Insights for Releasing Pain and Restoring Whole Body Health*
- Certification as an expert Behavioral Style and Values Analyst through DC Mentors/Target Training International.
- Former Qualified Medical Examiner in the California Worker's Compensation system.
- Valedictorian from Life Chiropractic College, West in Northern California.
- Founding member of Wellness Connections, a Central California community of health care providers who educate the public about healing and wellness.
- Achieved expert status in Torque Release Technique and Proficiency Certification in Activator Methods Technique.
- Completed a one-year certification program in whiplash/spinal trauma .
- Frequent speaker for businesses and organizations on how injuries, stress, and emotions influence nervous system function and overall well-being.
- Author of numerous magazine and newspaper articles, conducted teleseminars, and maintains an education-centered website.



BOOK PREVIEW

Introduction

“Miracle” Healings When All Hope Was Lost

“The pain and hurt which I feel, go as deep as it is real; to be around and yet unseen, takes the water out of the steam.”

- Jay T.

I’m writing this book for everyone struggling with pain, declining health, and fading vitality. If you’ve searched and attempted various “treatments” but failed to find a real answer for your condition, it is for you.

This message is mandatory because I suspect that you-like thousands of patients who have entered my office over the years—have concluded that you’ve “tried everything” and are on the verge of giving up.

This book encourages you not to surrender; it helps you know there’s still hope for a solution. I say this because in my 25 years as a practicing doctor of chiropractic, I’ve witnessed “miraculous” healing—using the principles and gentle methods revealed in these pages—in people who’d nearly stopped believing their healing was possible.

I’m continually inspired by the powerfully moving experiences I have with my patients using a proven, progressive, diagnostic and spinal adjusting system. I’ve included dozens of their life-changing stories to urge you to keep reaching for your best. I’m determined that one of these “miracles” may be waiting for you—if you simply take the first step.



Dr. Matthew Norton

America's Holistic Doctor

So many patients over the years have said, “If I’d only known it would be this easy to get well, I would have come a long time ago.”

The research, statistics, and insights contained in these chapters support these patients’ results and speak to the skeptics who doubt that healing can be so available, especially outside mainstream medical practice.

I wrote this book for all the Marthas (her story is in Chapter 9) who, at one time or another, have suffered a fall, car accident, or other physical injury that was never adequately detected and corrected. The trauma experienced—painful or not—created a weak spinal link that degenerated over time. It also produced system-wide disturbances later aggravated by emotional stress. The eventual pain and other symptoms were then covered over and managed with medication instead of resolving the underlying condition.

I have an even deeper desire still for this message.

I want to challenge you—especially if you’re young, not currently suffering, and inclined to think chronic pain and illness won’t visit your life—to rethink both your perspective and your priorities today. I encourage you to choose your lifestyle and healthcare proactively so you can make regular deposits in your wellness bank account. Then, down the road when life places cumulative stress demands on you, you’ll have reserves you can draw on.

Realistically, however, it’s most likely pain and your desire to get rid of it that caused you to pick up this book, *Where Does It Hurt?*

“Illness is the doctor to whom we pay most heed; to kindness, to knowledge, we make promise only; pain we obey.”

- Marcel Proust, French intellectual and novelist



Dr. Matthew Norton

America's Holistic Doctor

How much is your pain and your possibly declining health costing you—if not yet, then in the coming years—if you fail to get your pain or illness completely resolved?

Truthfully, I can forecast your probable future. I see the long-term consequences of unintentional spine and nervous system neglect every day in my practice.

You may be one of the 80 percent who will eventually suffer a disabling back problem. But odds are you already experience headaches or back or neck pain that occasionally cause you to miss work, diminish your productivity, vitality, and enthusiasm, require visits to the doctor, drain your finances, and strain your relationships.

You may be one of millions experiencing a reduced quality of life and turning for relief to risky drugs or surgeries with their associated addictions and complications.

I continually witness the misery of those who come to my office unable to work or exercise, and barely able to walk or sleep. They are frustrated, depressed, and sometimes feeling completely hopeless. Through tears from physical pain and emotional anguish, they have looked me in the eyes and declared, “I’ve tried everything else and you’re my last hope!”

This all-too-frequent scenario tugs at my heart and drives my passion to help. Please, don’t resign yourself to live the rest of your life in pain and not-so-quiet desperation.

As a doctor of chiropractic over the last 25 years, I’ve served more than 10,000 patients with an innovative scientific system that has proven to not only resolve persistent pain but restore health to a level of well-being thought impossible. The spinal adjusting method I use is gentle and precise. It’s focused on correcting the source rather than simply relieving the surface symptoms.

Today I can say that the effectiveness of this pain-releasing, health-restoring approach has surprised those who

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are skeptical and exceeded the expectations of those in great need.

Perhaps you critically need the information in this book as well as a strategic plan for applying it to your current crisis situation. Or maybe you're well on your way to reaching that point because of injuries and stresses that have occurred without appropriate care—even if pain isn't a big factor. You can now make a turn onto the road to recovery.

Most important, you have the invaluable opportunity to prevent future chronic pain and health decline by understanding and applying the information in this book. Specifically, you'll learn about the spine and nervous system disturbances that result from injuries and stresses, and find out what you can do before experiencing permanent damage.

Skeptic's Corner

I know you've heard claims about pain solutions that you seriously question. I know you will have doubts and concerns about the benefits of some of the methods described in this book.

All I can ask is this: Please do me the honor of reading it before passing judgment. I promise that your concerns will be addressed. There are solutions to the problems of pain and you will find them in these pages.

Approach this book with an open mind and the hope of a pain-free future may become your reality. Now, walk to the edge of the pool, stick in your toe, and test the water.

Where Does It Hurt? features dozens of before and after stories of people of all ages and backgrounds (from a 93-year-old "crippled" man with low back pain to a 13-year-old girl suffering with incapacitating headaches). They have regained enhanced function and quality of life they feared



losing forever because of the system I use. I have cared for babies and young children with colic, ear infections, and asthma on up to elderly people barely able to walk or stand without assistance. I've worked with some who'd had up to six back surgeries and even metal rods and plates attached to their spines. I've witnessed dramatic improvements in the most challenging cases when other doctors had given up, sent patients to psychiatrists, or told them to go home and learn to live with the pain.

Published research demonstrates the powerful benefits of correcting spinal misalignments and their associated nervous system disturbances. For example, in recent years, groundbreaking studies have revealed significant improvements in DNA repair, immunity, infertility, multiple sclerosis, Parkinson's disease, learning disorders, Crohn's disease, and autism—to name a few. You'll read about them going forward.

The implications of this research for your victory over pain and illness as well as enhancements in your overall quality of life loom large. And this is only the beginning! By the end, I hope you'll say goodbye to using chemical drug solutions and hello to better living through optimal spine and nervous system function.

Before you start reading Chapter 1, let me briefly share with you a few foundational convictions I hold.

- I believe that *your* life has value and importance beyond the ability of words to express. At your essence, you are a beautiful expression of God and have an incomparable contribution to make to life on this planet. I celebrate you in your amazing possibilities.
- I believe you likely have dreams, aspirations, and goals within you that you desire to fulfill. You also have gifts and talents to develop as well as



adventures you'd like to experience. There's knowledge you'd like to acquire and people you want to help in their time of need. You know that these pursuits and actions can infuse your life with joy, fulfillment, and an affirmation of your value.

- I believe your health is critical to your ongoing quality of life and your capacity to achieve and satisfy the life purpose you choose.
- Based on current research and my experience with thousands of patients over the last 25 years, I can confirm that your health is composed of physical, mental, emotional, spiritual, chemical, and social elements. No sharp line of demarcation separates the interacting influences of these many aspects of you. You'll find ways to explore and discover these powerful, exciting connections in the coming pages.
- Your physical body is the vehicle you use to navigate through this life on Earth. You have only one body to last you for 60, 80, or 100 years and beyond. I believe it's your responsibility to care for it and mine to help you best accomplish that.

This book provides keys that will free you from pain that's keeping you from the quality of life you want and deserve. It also relates startling real-life success stories of people who have struggled with ongoing pain (possibly like you), but received a second chance.

It's brought me great joy to facilitate hundreds of their journeys from misery to wellness. I hope that the insights shared in *Where Does It Hurt?* bring you similar life-transforming results.

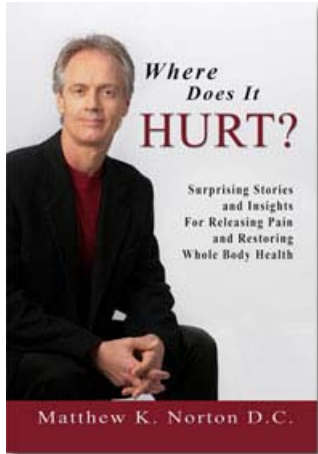
Please use the glossary if you come across an unfamiliar term. You will also find reference sources and notes in the back of the book for further exploration of the topics discussed in each chapter.



Dr. Matthew Norton

America's Holistic Doctor

BOOK REVIEW



Valley Health Magazine, February/March 2008, www.valleyhealthmag.com

Dr. Matthew Norton has been a chiropractor in Fresno since 1983. A father of five who grew up here and graduated from Hoover High School, he has become a respected member of our community. January was an important month for Dr. Norton, marking not only his twenty-fifth year in practice, but also his most recent achievement as author and publisher of his new book *Where Does It Hurt?: Surprising Stories and Insights for Releasing Pain and Restoring Whole Body Health*.

His passion for nurturing the health and well-being of his patients is evident not only in his detailed and informative text, but also in the numerous accounts from patients themselves. The stories are indeed surprising and insightful. His book challenges the long held paradigm of medication and surgery as being the primary options for addressing chronic pain. He encourages readers to focus on finding and applying a true solution to their underlying conditions, rather than simply managing and masking their symptoms with risky and potentially addictive medications. The book clarifies that medication doesn't actually heal, but frequently diminishes the vitality and compromises the quality of life of the patient. He responds to these quandaries by offering real-life solutions for not only eliminating, but also preventing pain in the first place. Along the way, he also reveals the hope of those who have long suffered, and perhaps given up ever finding relief, as they realize recovery truly is within reach. *Where Does It Hurt?* is both an eye-opener and an engaging read.

Dr. Norton asks the question "What good is the money and success you seek, if you sacrifice your health in the process?" and then provides practical strategies that engage your body, mind and spirit to create a more balanced, harmonious lifestyle that permits you to make regular deposits in a "wellness bank account," storing up a greater capacity to thrive amidst the inevitable injuries and stresses we all face.

One of the unique contributions this new book makes is its clear exposition of the power of the nervous system to facilitate our health when functioning properly, or direct our demise when disturbed. He reveals how the nervous system is impacted by the condition of the spine that it anchors into and travels through. This concept alone makes it essential reading.

Dr. Norton has also published numerous articles, conducted tele-seminars, and maintains multiple educational websites. He speaks frequently to businesses and organizations on how emotions, stress, and injuries influence nervous symptom function and whole body health. For more information on Dr. Norton and his book, please visit www.DrMatthewNorton.com or www.WhereDoesItHurtBook.com.



Dr. Matthew Norton

America's Holistic Doctor

BOOK ENDORSEMENTS

“Dr. Norton’s dedication to learning and his 25-year track record with thousands of patients who failed to find help elsewhere, have led him to become an important voice in chiropractic and the healing arts in general.

His passion for improving health—through finding and correcting the underlying cause of the condition rather than masking the symptoms—is unmatched and sorely needed.”

Gerard W. Clum, D.C.
President, Life Chiropractic College West
President, World Federation of Chiropractic

"*Where Does It Hurt?* completely changed my perspective on pain and its causes. Dr. Norton explains in very simple terms the hidden mechanisms behind the pain machine and expertly reveals the secrets of releasing it from our bodies. If you suffer from pain, this book is Step One on your road to freedom."

Bruce Hurley
Business and Lifestyle Coach

"When we correctly inform people, we give them the gift of free will and personal choice. There is no better way to assist others with their health than to educate them about what is truly available. *Where Does It Hurt?* provides the door to a new way of life and clearly describes what doctors of chiropractic have been doing to help millions of people for over a century."

Dr. Joe Dispenza, author of *Evolve Your Brain: The Science of Changing Your Mind* and featured in the hit movie *What the Bleep Do We Know?*

"I've watched Dr. Norton face his wife's death, embrace a new marriage, manage a 'blended family,' and passionately approach both life and his life-calling. He's given years to a holistic approach to the issues of chronic pain and illness, as well as their healing solutions. Out of his vast experience comes *Where Does It Hurt?*, a compassionate, insightful guide that clarifies how the condition of our health influences our emotional, spiritual, financial, and social lives and then directs us in its nurturing. This book is essential reading for those seeking to take responsibility for their own well-being."

Rev. Ronald E. Howe, A.B., ThM.,
J.D., President/Founder of Elimcare

"On the journey to discover wellness, the first and most important question a person needs to ask themselves is '*Where Does It Hurt?*' Thank you Dr. Norton for asking that critical question. Your innovative approach to helping people heal their pain naturally is exactly the prescription they are looking for. Read this book as if your life depends on it, because it does."

Bob Hoffman, D.C., President/CEO of
Master's Circle and co-author of *Creating Wellness*

Endorsements, cont.



Dr. Matthew Norton

America's Holistic Doctor

"*Where Does It Hurt?* is a sensible and articulate primer on a compassionately insightful chiropractic approach to healing pain and illness. Although in some respects our perspectives are different, I value Dr. Norton's clear exposition of how the human body can be understood from an alternative point of view."

Gabor Maté M.D., author of *When the Body Says No: Understanding the Stress-Disease Connection*

"Very enlightening! Dr. Norton's work clearly shows that there are solutions for people suffering from chronic pain, and equally important, ways to prevent the pain in the first place."

John P. Strelecky, best selling author, *The Why Cafe*

"No matter what you strive for, it will fade to insignificance if your health is lost. Dr. Norton's outstanding book, *Where Does It Hurt?*, is a treatise on how to recover and maintain health. He shares real-life examples of how correcting the underlying problem now might just save you from a world of hurt later. As a lifelong advocate of holistic health care, I only wish Dr. Norton's insightful book had been written sooner. It's destined to inspire thousands toward a life of healthy choices and pain-free living. Read and apply it. It will transform your life!"

Tom Tuohy, founder of the non-profit Dreams for Kids and author of *Kiss of a Dolphin*

"Filled with powerful cases, Dr. Norton's *Where Does It Hurt?* deals with an aspect of healthcare, chronic pain, that often leaves patients desperate for answers and help. His work can give hope to those who have given up, those who were told, 'You just have to learn to live with it.' Dr. Norton shows that you can also live without it."

Tedd Koren, D.C., author

"I find it refreshing to see options being offered to those patients who are struggling with chronic pain. Western medicine seems to be set on only offering these individuals potent narcotic medication, which only creates other problems. I would encourage anyone suffering from chronic pain to take a serious look at the alternatives to pain medication shared in this wonderful book by Dr. Matthew Norton."

Ray D. Strand, M. D., author of *What Your Doctor Doesn't Know About Nutritional Medicine*

"Are you suffering with chronic pain or declining health? If your back or neck hurts, you suffer from headaches, or your immune system is compromised, this book is for you. Dr. Norton has helped thousands of people regain their quality of life through his innovative chiropractic approach. He reveals his process in this fascinating book and shares real-life examples of people who are living pain-free for the first time in years. Read it and reap."

Sam Horn, author of *Tongue Fu!* and *What's Holding You Back?*

Endorsements, cont.



Dr. Matthew Norton

America's Holistic Doctor

"Dr. Norton's *Where Does It Hurt?* is a great reading—then doing— experience. He succeeds in capturing the concerns of anyone ready to meet pain and suffering head on - by listening and understanding its message, then addressing the cause, not just tending the symptoms.

I've been treated by various doctors over the years for a variety of problems related to back and neck injuries. I suffered for ten years from what a physician described as a 'hip shear'... with pain and a noticeable limp. Shoe inserts and medication were given to treat my leg length disparity and pain, but the underlying condition remained untouched. Using guidance from Dr. Norton's book, I'm developing a plan to correct the cause—and let that help me enjoy life more fully, including getting my fitness program back on track.

By translating professional wisdom into how-to actions, Dr. Norton's practical approach acknowledges the realities of what it takes to look, feel and be better and provides a plan of attack to get and stay healthy. His advice will allow you to trace symptoms to causes and move forward with your life. After reading this book, I'm convinced that even people who have given up, will be willing to try again. *Where Does It Hurt?* is an inspirational work."

Arne Nelson, Captain, U.S. Navy (retired)
President/CEO of Catholic Charities of Central Florida

"It's refreshing to see a world class professional with so many years of experience shed new hope on the subject that plagues so many. Unfortunately, most believe that we should turn to the cabinet and pull out a pill as our solution, simply masking the real problem. Dr. Norton delivers a solution to the pain, and a hope for us to enjoy life as it was meant to be, without the drugs and dependency on something that only hides the real problem. If more health care professionals would take this approach we would be a healthier and happier world."

Mark Wilson, Executive Vice President of
Customer Relations, USANA Health Sciences



Dr. Matthew Norton

America's Holistic Doctor

TESTIMONIALS

"My family and I have been longtime patients of Dr. Norton and our quality of life has been greatly enhanced through his work. As a pharmacist, I've referred numerous customers to him that were trapped in severe pain and ill health while living on prescription pain pills and muscle relaxants. Dr. Norton continues to resolve the conditions and transform the lives of those in his care as revealed in this excellent book."

Charles D. McGregor, Doctor of Pharmacy

"I've found Dr. Norton's approach to diagnosing and adjusting spinal problems to be safe, gentle and effective. His use of computerized measurements of nervous system function adds key information that helps track progress. I've found that regular adjustments help reduce my chronic pain from a collapsed vertebra. I have recommended him to my patients and they have had excellent results with his methods."

Daniel Blodgett M.D.

"Dr. Norton's gentle and precise approach to caring for the human body corrects the underlying disorder rather than covering it up. I've experienced a significant decrease in the frequency and severity of my own pain episodes through his specialized technique, which has also allowed me to feel very comfortable referring my patients for his help."

Karen J. Hansen-Smith, M.D., Family Medicine Physician

"Thanks to Dr. Norton's unique healing approach, my body is responding better to life's daily stresses. Even after enduring extra challenges recently, including two surgeries, I feel better than I have in years. My chronic immune and digestive problems are greatly improved. It's amazing what can happen when your nervous system disturbance is detected and corrected."

Julie Waters, patient

"My pharmacist saw me in excruciating lower back and leg pain, worsening despite an MRI, physical therapy, and massive amounts of pain medication and muscle relaxants, and referred me to Dr. Norton. I had stopped my normal activities and feared I'd be forced to quit my job as a college professor because of the pain increase when standing. When Dr. Norton located my spine and nervous system problem and started correcting it, I quickly began to improve. Now I'm back to my busy life and feeling great without medication. I've come to understand that my health is priceless, and for such a precious gift Dr. Norton, thank you!"

Nuria Denis-Arrue, patient