

Got a Pain in the Neck?

Do you suffer from chronic neck pain? Or do you have whiplash, an injury to the soft tissues of your neck, following an auto accident? Then you are not alone. There's a one in three chance you will suffer from neck pain at some point in your life. This incidence is higher among women and people 50– 59 years old. That's according to a study reported in the March 2004 issue of *The Journal of the Canadian Chiropractic Association*.

Fortunately, chiropractic care and regular use of a cervical pillow can alleviate this neck pain, particularly in the morning. This Canadian study looked at 36 adults with chronic neck pain. It found that when compared to conventional pillows, cervical pillows reduced daily morning neck pain and weekly pain scores. The study also looked at past research which also confirmed the effectiveness of cervical pillows in easing neck pain.

The Pillo-Pedic Pillow and memory foam contoured pillows which Backs on Burnside sells, provides gentle neck traction while you sleep, helping promote correct neck alignment and maintain cervical spine support. It also helps to relieve whiplash, neck and shoulder discomfort and tension headaches. Designed for both side or back sleeping positions, the Pillo-Pedic or memory foam contoured pillow helps pillow users wake up well rested and refreshed after a great night's sleep.