

HEALTH *Special Edition*

Portland Test Market for Candy-Like Dissolvable Cigarettes

After decades of legislation and education campaigns aimed at keeping kids from starting up tobacco habits, the industry may have found an under-handed way to get its hooks into a new generation.

Portland has been chosen as one of three test markets for a new set of products that critics say are targeted squarely at kids.

At Plaid Pantry stores in Portland customers can pick up Camel Orbs, Camel Sticks, and Camel Strips. All are made from finely ground tobacco mixed with mint or cinnamon flavoring that you can let hang from your mouth like a toothpick or slowly melt in your mouth.

Jeff Merkley, Oregon's junior



Democratic Senator, is crying foul, and wants the U.S. Food and Drug Administration to use its recently acquired authority to ban the products outright.

Critics of the products point out

that they come in colorful packaging, look suspiciously like candy, and could be easily consumed in a classroom—unbeknownst to an unsuspecting teacher.

“The flavoring, appearance and

packaging of tobacco candy are clearly designed to appeal to children. The tobacco companies even shaped the containers to look like a cell phone in a student's pocket, making it hard for teachers to detect and intercept them,” said Merkley in a prepared statement.

Last week, the medical journal “Pediatrics” concluded that the products were intended to appeal to a younger generation. Because they deliver a quick shock of nicotine, they have the potential to poison children. There is already one incident on record of an infant ingesting an orb in Oregon, who did not need medical attention.

This isn't the first time tobacco companies have caused a stir in Oregon with products that don't

resemble chew or cigarettes. In 2006, Camel began distributing Snus, small pouches of minty ground tobacco.

David Howard, spokesperson for RJ Reynolds Tobacco Company, the manufacturer of the products, denies that they are targeted at children.

“Certainly that's not the case at all,” he said.

Instead, he said that they are for adults, who are aware of the risks that come with tobacco use, and want to enjoy them without bothering others with the smoke, spit, and litter associated with more traditional products.

He also points out that they are child proof on the same shelf with other tobacco products, and have the same warning level as them.



Dr. Billy R. Flowers

THE SPINA COLUMN™

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Part 35. Different Benefits by Age Group

Q: What age groups can a chiropractor help most?

A: This is like asking which age groups benefit most from good health. And yet, each age group has specific problems for which your chiropractor has specific answers.

Infant and Young Children

Other mothers are often amazed to see a mother carrying her infant out of the adjusting room. And yet, since the delivery process itself causes a high percentage of subluxations, infants to need chiropractic care. Obviously, children and infants are treated differently than adults. There are new, highly sophisticated methods of adjusting children and infants to insure the best possible results with the least possible discomfort. Though young children can't tell you they're in pain, their irritability is often a sign of the need to be checked.

Young Adults and Teenagers

More and more young adults and teenagers are getting involved in active sports. As a result, more and more of them are getting injured, requiring prompt chiropractic care.

Obviously half of the girls in our society develop scoliosis (curvature of the spine) during puberty. Left untreated, scoliosis keeps getting worse over time. However,

it can almost always be corrected when chiropractic care is initiated in time.

Needless to say, every teenage girl should be checked regularly for scoliosis and all teenagers and young adults should see their chiropractor regularly to make sure their newly active sports lives aren't creating spinal problems they'll have to live with the rest of their lives.

Adults

The world today is experiencing a terrible level of stress. Long work weeks, seemingly impossible deadlines and economic woes create incredible pressures. In addition, most adults breathe in polluted air, drink chemically treated water and consume an average of nine pounds of food additives and chemical preservatives in a year, putting even more stress on their bodies. One sure way to keep the stress level from causing potentially dangerous subluxations is with regular chiropractic check-ups.

Senior Citizens

Retirement age for many people has become just plain tiresome. Aches and pins, often the result of untreated subluxations, abound. Yet it hardly seems fair that having to suffer with pain or

being drugged into numbness are fair rewards for all the years of hard work.

Depending on the degree of subluxations degeneration, your chiropractor can often provide help.

For senior citizens who've been fortunate enough to suffered minimal trauma in their lives, virtually complete spinal recovery should be almost as easy as it would be for younger people.

For those who have suffered needlessly for years, your chiropractor can often slow or stop the degeneration, making life more comfortable. It is certainly worth the effort so that our senior citizens get the dignity of health care they deserve.

Something for Everyone

As you can see, there are practically as many reasons to have regular chiropractic checkups as there are people. Make an appointment for yourself and your loved ones soon.

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Cigarette Sales Down in Oregon

Oregonians are buying fewer cigarettes, according to data released last week by the Oregon Department of Human Services.

In 2009, Oregonians bought 183 million packs of cigarettes, down from 189 million the previous year. DHS is also using the numbers to tout the benefits of the Oregon Tobacco Prevention and Education Program. Since it was started in 1996, the per capita consumption of ciga-

rettes has declined 46 percent.

But despite the positive trend, Oregon still has some work to do in reducing the use of tobacco.

According to data from the Centers for Disease Control and Prevention, Oregon ranks 11th in the state for tobacco use, with 16 percent of adults still smoking. The state also ranks 16th nationally for people between 12 and 17 smoking.

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