

Chiropractor stresses a healthy lifestyle

BY REBECCA BUNCH
Editor

When Dr. James F. Cranford, Jr. returned to his hometown of Edenton to open his practice, his objective was simple: he wanted, he said, "to provide quality chiropractic care for friends, family and those in need of specialized care."

And, armed with a Doctor of Chiropractic degree from Life College in Marietta, GA earned in 1995, he has proceeded to work toward that goal.

"The very first thing I do is sit down and talk with someone, get to know them on an individual basis," he said. "I think that's an extremely important thing to do."

His detailed consultation is followed by a thorough examination that may include an x-ray of the person's entire spine.

Dr. Cranford said that chiropractic care is based on learning what has caused a particular condition, and then, wherever possible, correcting that condition so that the body work to restore itself to good health.

"It is a different approach," he said. "We stress preventive care, teaching people what they need to do to maintain good health." To that end, Dr. Cranford holds classes on Monday evenings to talk with his patients about good health practices.

But chiropractic care does



Dr. James Cranford and staff members Lisa George, left, and Natalie Bateman at his N. Broad St. office

have some things in common with traditional medicine. In both, an "avenue of approach" to dealing with a health problem is formulated by a physician.

"Our avenue is the spine and its relationship to the nervous system," he said. "We look for areas of interference with normal functioning of the body."

We treat the total person, your nervous system and surrounding tissues."

Dr. Cranford said that a common misconception about chiropractors is that they only treat problems relating to the spine. Not so, he said. In his practice, he treats everything

from back and neck pain to migraine headaches and carpal tunnel syndrome.

"I even have people with heel spur's seeking the benefit of what we have to offer here," he said. "The one thing I would

See HEALTHY On Page 12-A



Wendy Brandt, owner of Edenton Massage Works

Massage has benefits beyond self reward

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really puzzles Brandt about the See MESSAGE On Page 12-A

As a young girl, Wendy Brandt fell, seriously damaging her tailbone. Then, in her late teens and early 20s, she began experiencing a lot of back problems. The resulting pain and her search for relief started her on a path that led eventually to a career as a licensed massage therapist.

Brandt said that therapeutic massage "helped me...It really changed the way I felt."

She said that her experience over the next three or four years made her a believer in its benefits. "Just noticing how much better I felt convinced me that this was a good thing to do."

Eventually, Brandt, who moved here from Michigan, began studying therapeutic massage herself. She said that students of therapeutic massage can attend classes or have private instructors work with them to learn basic techniques.

Brandt, whose Edenton Massage Works is located in downtown Edenton, is skilled in these techniques, as well as reflexology (massaging "pressure points" on the feet), aromatherapy (using various scented oils during a massage to unlock the body's natural healing ability), and "spot" massage of trouble areas on the body.

"Massage will definitely relax you," Brandt said. "A lot of people, within 15 to 20 minutes will be asleep."

Health benefits aside, Brandt is aware that many people initially seek the services of a massage therapist to find relief from sore, tight muscles — and she can help with that, too.

"Basically, if you have an area that bothers you, such as a sore neck or shoulders, often its because we all keep so much stress in our muscles that they get really tight and start to hurt. After a period of time, massage helps your muscles relax."

"When people start coming to see me, I can tell where they need the most work. By the next time they come for their appointment, they're a little more relaxed, more comfortable."

At Edenton Massage Works, Brandt offers hour-long massage treatments and 30-minute "spot" massage treatments Monday through Friday from 9 a.m. to 5 p.m.

Fees are as follows: Basic Therapeutic Massage, \$40; Aromatherapy, \$45; Basic Spot Massage, \$25; Aromatherapy Spot Massage, \$30; Reflexology, \$12. Gift certificates are available.

Brandt said that she and her husband, Will, who works at Leary Plant Farm in Edenton, have enjoyed meeting people here since they arrived last winter.

"People here have been pretty nice to us," she said.

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