

You may think you are safe and that you'll never have any knee, hip, shoulder or joint issues, but when you check the surgery statistics you will see that your chances of avoiding surgery are terrible because our medical system is geared toward surgery and has not recognized the many NEW available alternatives. This one report could save you hundreds of thousands of dollars or better yet, save your knees, hips, shoulders and your other joints.

“Want To Save Yourself The ‘Pain’ Of Knee or Joint Surgery... Without Spending a Fortune?”



Kentuckiana Integrative Medicine 812-913-4416 ~ Leaders of Regenerative Medicine have been helping patients avoid surgery longer than any other clinic in the area.

We are confident that we can help you.

Are You a Candidate?

This special report is for you since you or someone you know have some type of joint pain, knee pain, creaky knees, stiffness in the morning, bone on bone arthritis or inflammation. And as far as age goes, it doesn't matter how old or young you are. Pain is most likely frustrating your life. Read this report before you make any drastic decisions concerning surgery.

You probably do not get up and down like you did when you were in your twenties, and you may think your age is the key determining factor in your level of pain and mobility. While age could be a factor, you can still heal most chronic pain and injuries with regenerative therapies. With regenerative therapy, you can be free from pain and perform activities pain free. The treatments we offer can help you, can increase your mobility and reduce - if not eliminate - your pain, so keep reading.

That's why this report is exactly what the doctor ordered.

I am sharing this report with you today because I have helped hundreds of people just like you heal their knee and joint pain. I believe I can help you find the solution to your knee and other joint pains. Wouldn't you love to do simple activities such as walking without pain?

We have many solutions for pain. We can help you return to pain-free daily living. We can help you get back to all of the activities you love. We can only help you if you take action by contacting us. We are offering you a special discount for reading this report and bringing the certificate in this report with you to your first appointment.

Listen, if...

- **You are serious about your health and the health of your knees and joints**
- **You want to get rid of your pain,**
- **You want to relieve that unpleasant discomfort you have on a daily basis,**
- **You want to relieve those creaky, painful knees and joints, so you can move better or;**
- **You just want to get a better range of motion in your joints or knees...**

I invite you to read this special report in its entirety. It is not that long. It is an easy first step to your recovery. I wrote it so you would know more about your knees and joints and how to help the problems you are currently having.

Who is The Expert?

I can tell you this. If you're taking *prescription medications*, you MIGHT feel better, but nothing is happening inside your knee. **Medications just cover up your symptoms.** If you don't believe me Google it. If you think surgery is the answer, read this report and find out what happens to a lot of people that get joint or spine surgery.

There are people, as well as doctors that will tell you that surgery is safe when any kind of surgery is "iffy" at best.

Why am I saying that surgery can be ‘iffy?’ There are several things that could go wrong with any surgery. Again, if you Google “knee surgery” or “joint surgery,” and watch the videos on YouTube, **you might be surprised at what a knee or joint replacement surgery involves.**

Here are just a few things that can happen.

Potential problems you should consider:

- ✓ **Joint infection or pneumonia**
- ✓ **A blood clot in your legs or lungs**
- ✓ **An overload of inflammation that hangs out and never seems to leave,**
- ✓ **a surgeon operating on the wrong knee, which happens more than I want to tell you, etc.**

We know that you have a lot of options when it comes to taking care of your painful joints, spine or knees, and in some cases, some surgery may be advisable.

But surgery should be your last resort.

If surgery is not your first choice, what are your options? Well you can try some supplements, and I support this approach. In fact, if you become a patient, I’m going to tell you exactly what you can do to help your painful joints, spine or knees, at home, even if your knees are creaking and giving you all kinds of fits. People that become patients are amazed at what this has done for them if they stick to it for a few months.

Here’s Our Promise To YOU.

Our restoration program is different.

How? Well that’s simple. We are the **most experienced team** in Kentuckiana.

We use treatment approaches **not used by almost anyone** else. Our therapies are forms of ***regenerative medicine—the science of using the body’s own healing power to repair itself.*** Our procedures include, but not limited to:

- **Prolotherapy Injections**
- **Prolozone O3 Injections**
- **Platelet Rich Plasma – PRP Injections**
- **Stem Cell Therapy Injections**
- **Laser Therapy**

Frequently Asked Questions (FAQ)

- **What is the difference between prolotherapy, prolozone and PRP injections?** The difference between the therapies is what's being injected. In **prolotherapy**, dextrose (sugar water), lidocaine (numbing medicine) and vitamins like b12 are injected to relieve pain and remove inflammation in the painful tendon, muscle, joint, or ligament. This actually helps your body begin the regenerative process. With **Prolozone**, Oxygen with 3 atoms (called Ozone) is injected because Ozone is a regenerative stimulant. With **PRP, your own platelets**, the part of the blood containing **growth factors, promote healing and regenerate new tissue**. Each therapy works to **heal and regenerate** healthy tissues cartilage, ligaments, muscle, etc.
- **What is the success rate of prolotherapy / prolozone?** In patients with low back pain, studies have shown a **85% to 95%** of patients experience improvement with **prolotherapy / prolozone** (compared to studies showing a **52%** improvement with back surgery). Many studies done over the years show a high success rate when **prolotherapy / prolozone** is used for various ligament, tendon or joint pain/injuries.
- **How long does PRP take to work? 2-4 weeks**
The healing process on a microvascular level start almost immediately. Clinically, reduction in pain will be noticed in about 2-6 weeks. Strength and endurance may improve for up to **6-9 months**. Sometimes, more than one treatment of PRP may be needed.
- **Can PRP help arthritis? YES**
Platelet-Rich Plasma (PRP) Therapy for Arthritis. ... Although not considered standard practice, a growing number of people are turning to **PRP** injections to treat an expanding list of orthopedic conditions, including osteoarthritis. It is most commonly used for knee osteoarthritis but it is often used on other joints as well.
- **How long does PRP last for face? 18-24 months**
The new cell growth in your skin generated by the Platelet Rich Plasma takes weeks to months, which is why it looks so much better after more time passes. Botox and other filler treatments break down with time, but the Platelet Rich Plasma lasts and looks better as long as **18 months** to two years.
- **Why have I not heard about these therapies and who is receive them?**
Natural therapies are generally not marketed because big pharma marketing is not available. These therapies are becoming more and more popular with everyday citizens and **professional athletes, including Kobe Bryant, Tiger Woods, Rafael Nadal and Alex Rodriguez,** have been turning to PRP to help with problems like knee pain according to *Fox Sports* reports. Portland guard Brandon Roy, Fox says, credits PRP for a career comeback after chronic knee problems forced him into early retirement at 27 years old.

- **Who should get PRP and stem cell therapy?**

Healthy men and women in their 40s and 50s looking to prevent or reduce their risk of developing arthritis, avid runners who put excess wear and tear on muscles and joints, and anybody who is experiencing pain.

- **What is the cost of injection therapy?**

The cost of injection therapy is \$250 for prolotherapy and prolozone; platelet rich plasma (PRP) can range from \$500-\$2000; for stem cell therapy, an average cost of \$5000-\$7000 depending on the amount of stem cell therapy needed for your condition. Financing is available. Contact us for more information.

- **What are the costs of surgery when compared to injection therapy?**

Most people insurance deductible ranges between \$2,500-\$10,000 for out-of-pocket expenses. The surgical cost range for knee, shoulder and spine surgery range from \$50,000-\$150,000. This does not include the cost of physical therapy and the number of weeks off work. The average recovery time for knee replacement is 4-8 weeks or more.

The big question to ask yourself is, **“Can you afford to be off work for 4-24 weeks recovering from surgery?”**

PRP (Platelet-Rich Plasma) Therapy

What is PRP Therapy?

It is a non-surgical procedure that has been found to re-establish function (*heal*) to injured tendons, ligaments, muscles, and joints.

Benefits of PRP Injections

- ✓ Accelerated wound healing
- ✓ Enhanced wound strength
- ✓ Improved bone, tendon, soft tissue, and ligament regeneration
- ✓ Reduction in pain
- ✓ Reduction in infection
- ✓ Enhanced angiogenesis
- ✓ Increased collagen content
- ✓ Increased bone density



PRP Injections Can Help Treat Common Conditions and Injuries, such as

- Joints [Shoulders, Elbows, Wrists, Hips, Knees etc.]
- Lower back/Degenerative disc
- Regenerate Tendons
- Ligaments
- Sports injuries
- Arthritic disease
- Tennis elbow
- Carpal tunnel syndrome
- ACL tears
- Shin splints
- Rotator cuff tears
- Shoulders
- Elbows
- Wrist & Hand
- Hip & Pelvis, Knee, Ankle & Foot, Plantar fasciitis

PROLOZONE Therapy

What are PROLOZONE Injections?

- **Prolozone is a non-surgical, non-invasive based treatment option that works to regenerate damaged tissues and alleviate chronic pain.**

What is ozone?

- Ozone [Oxygen with 3 atoms] is a very useful therapeutic resource. It is inexpensive, easy to implement, has low side effects rate, and very effective in the management of most types of pain syndromes including, but not limited to **Arthritis, Sciatica, Neck pain, Back pain, Joint pain, muscle and ligament injury.**

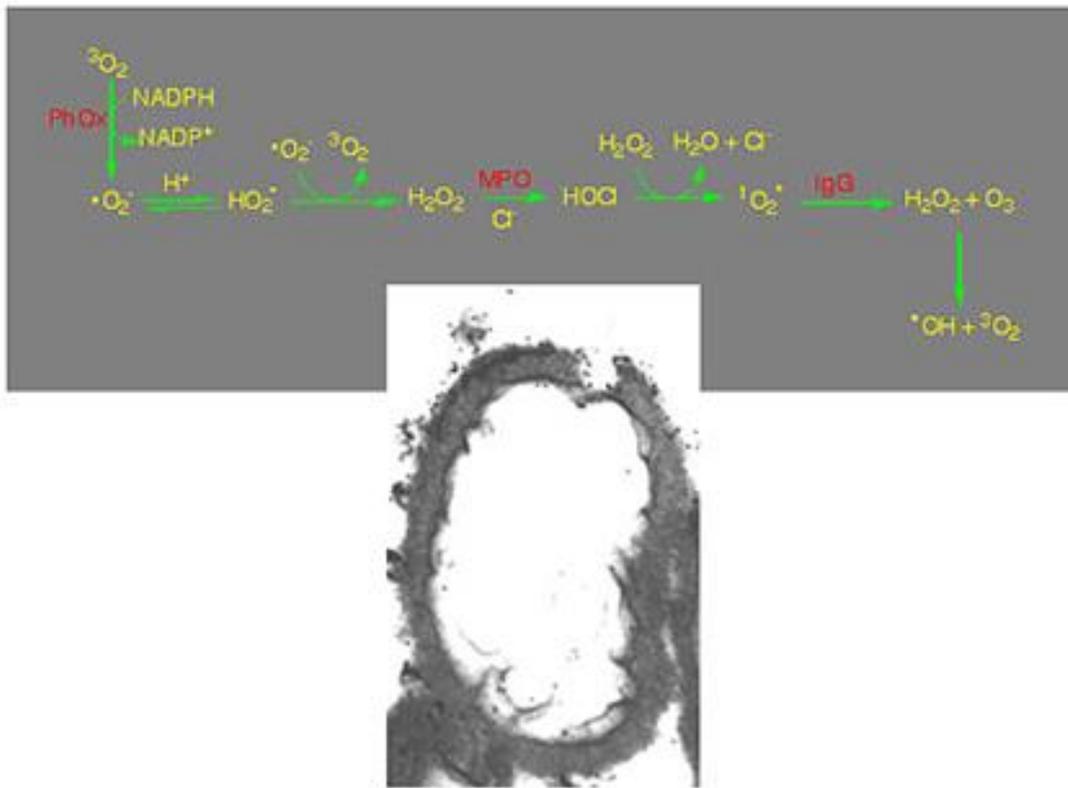
How does ozone work?

- A chemical compound consisting of three oxygen atoms (O₃).
- The elemental form of oxygen occurring naturally as a result of ultraviolet energy or lightning causing a temporary recombination of oxygen atoms into groups of three.
- The form of oxygen that is formed by an electric discharge field of a corona discharge generator (simulates lightning). Oxygen is the only gas that can accept and carry an electrical charge.
- It is a pale blue gas that condenses to a deep blue liquid of very low temperatures.
- It protects living organisms by surrounding the earth at altitudes of 50,000 – 100,000 feet and absorbs the sun's ultraviolet (200 – 300 nm range) rays. This allows the survival of plant and animal life.

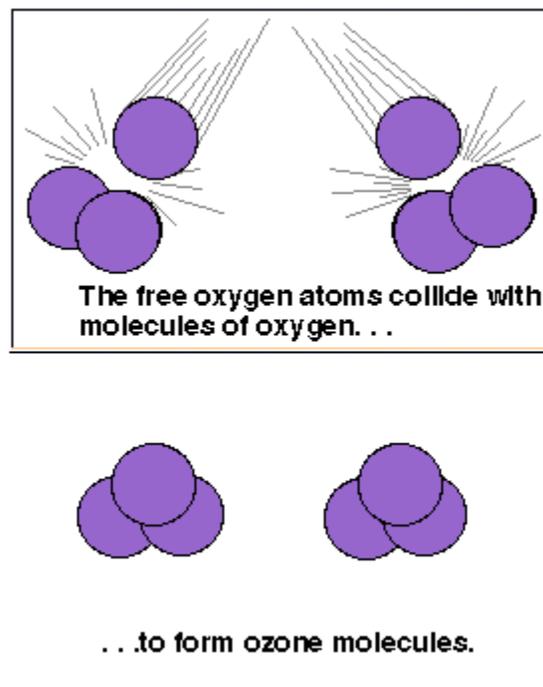
Ozone is produced by antibodies during bacterial killing in inflammation

*-The Scripps Research Institute, California, November 18, 2002 Lerner, Wentworth Et Al.
Science*

Bacteria below attacked by Antibodies/Ozone

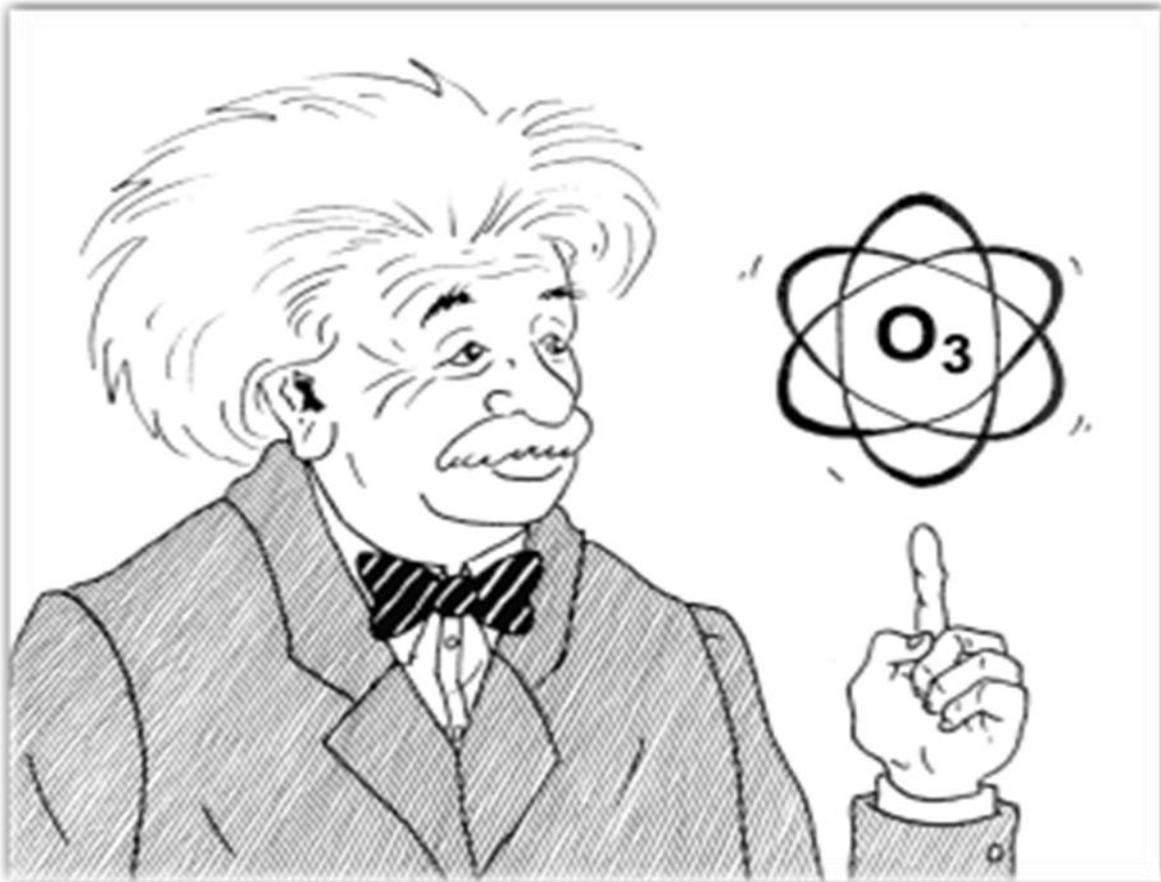


Catalytic antibodies and ozone are both proposed to be part of the water oxidation pathway, a series of reactions unleashed by the immune system to kill bacteria” J.S. Bardi The Scripps Research Institute News and Views November 2002





A Mind That Opens To A New Idea,
Will Never Go Back To Its Original Size



Stem Cell Therapy

What is Stem Cell Therapy?

Stem cell therapy is one of the newest and most cutting-edge therapies for chronic joint pain.

Our stem cells are not just any stem cells. Unlike other stem cells that are derived from fat tissue or bone marrow, **Kentuckiana Integrative Medicine** offers injections using stem cells from umbilical cords of healthy births. These **live newborn stem cells** cannot be rejected and are by far **more powerful and abundant** than the stem cells collected from a person's bone marrow or fat who is 35 to 85 years old.

Unlike bone marrow or fat stem cells, our procedure is **easy and fast**. When receiving a stem cell procedure with **bone marrow or fat cell aspiration/collection of stem cells**, you need to be ready to **experience the pain of drawing out the stem cells from the bone marrow or belly fat** and set aside around 2 hours to get the treatment. With our stem cell therapies, there is **NO PAIN** because there is **NO HARVESTING** from fat or bone marrow because our stem cells come from umbilical cords from live

births of healthy babies. Your procedure will be performed efficiently, is nearly painless and extremely effective.

How does it work?

Stem cells are found in people of all ages. They dormant in your body until they receive signals that the body has suffered an injury and then they follow your platelets to the injured site. Acting as master cells, stem cells have the ability to form into any type of cell in our body and are tasked to heal injured ligaments, tendons, tissues and bones by signaling other cells to initiate healing and repair. This is why many experts use the term Messenger Signaling Cells as well as Mesenchymal Stem Cells.

Depending on the different tissues that are damaged, stem cells can turn into whatever your joint needs which can quite often be a combination of cartilage, ligament, tendon, bone or muscle. You can literally grow new joint tissue. Once your joint is healed, it is healed. Unfortunately, after a traumatic injury or as a result of natural aging, the amount of stem cells needed in certain areas of the body is decreased and there are not enough stem cells to repair the injured tissues.

Umbilical Cord Stem Cell Therapy solves the problem of decreased stem cells/impaired healing capacity by delivering an extremely high concentration of mesenchymal stem cells into the injured areas of the body promoting natural healing.

How long does the procedure take? Is there any downtime?

The Cell Therapy procedure is an injection that takes 15-60 minutes. The cell therapy injection is performed in our office and provides pain relief **without the risks of surgery, general anesthesia, hospital stays or prolonged recovery.** There is zero recovery time after an injection.

Is it safe?

Stem Cell Therapy is very safe and effective. The injections have been used over 60,000 times in the United States with no reported adverse side effects and have a 100% safety record in Europe with 100,000's of patients.

Our restoration program generally produces prompt results, but here's my disclaimer.

Your results depend on:

- your health history
- how long you've had the knee problem
- your commitment level
- if you show up for your treatments
- your age
- how you injured your knee or other joints

- how good you are about following instructions
- your activity level
- if you follow instructions at home
- what kind of medications you've had in the past or are currently taking to alleviate your knee pain.

SIDE NOTE: If you have already had surgery, we still may be able to help you. If we do not think we can help you, we will let you know. Who knows what could happen once you become a patient?

We're here to help you anyway we can so we will find out more about your unique situation when you come to the office the first time. Your consultation will be an in-depth private consultation where we ask you questions, examine you and find out if I can help you.

There Are No Guarantees With This Program

We want to be upfront with you and make sure you understand this point. This is not some kind of discount outlet. I'm a doctor that cares about each and everyone of my patients on an individual basis.

You are not a number here! We care about anyone that makes an inquiry at the office, but we also want you to know that just like with surgery, we cannot and will not guarantee success.

However, we as a health care facility are going to do everything in our power to help you get the best results possible - as fast as possible. That's our promise to you, and I stand behind that promise.

Now you might be saying to yourself, "So why should I believe you?" And that is a good question.

All I can tell you is this. We're credible, we want to help anyone that has a health condition, we specialize in spine and joint pain relief, but more importantly we care about you as a person. We care about your health, and the outcome of your case. Here's why I say that.

As a doctor I've been in this community for years and I am not going anywhere soon. The entire staff at this office is committed to helping you get better as fast as possible.

You might think you're different and you've tried everything, and nothing has helped. That happens sometimes, but I'm going to let you in on a little secret. We've

helped people who “tried everything.”

You might think you’re beyond help, but that’s what your initial screening is all about. Why not find out if you are a candidate for our type of care.

But make a note of this. If you are not a candidate and surgery is your only or best option, we will tell you. If you do not have a medical surgeon, we will refer you to a competent surgeon and still support your recovery as much as possible.

Why We Do Things Differently

We want people to have every chance possible to lead healthy, happy pain free lives without surgery. Research proves, and we have discovered that there are many treatment approaches that help the body self-heal and regenerate.

Patient Success Stories

Here are two testimonials from patients that we have treated with our unique joint care management system and their thoughts.

Dr. Chris Nunier DC Testimonial from New Albany, Indiana

“My name is Dr. Chris Nunier DC., I am an avid hunter, fisherman and outdoorsman. At some point, I twisted my knee and tore a meniscus. The pain was excruciating; I could not drive and press the gas pedal without experiencing severe pain. Standing became very difficult and my knee even ached severely at night. The pain persisted for over two years and was getting worse no matter what treatment I did including physical therapy and Laser treatments. The orthopedic surgeon told me I would probably need a knee replacement. I did not want surgery and through my own research I read about PRP and Stem Cell treatment. I found Dr. Cruz through a referral and he treated me with Stem Cells and PRP. **In 4 weeks the pain had subsided greatly and by 8 weeks I was completely pain free and have been since. The pain relief feels miraculous. I wish I would have done PRP/stem cells years ago.**”

I regularly recommend PRP and Stem Cell injections to my patients with torn ligaments and severe arthritis. **Thanks Dr. Cruz for preserving my outdoor sportsman’s life.**

*-Dr. Chris Nunier
New Albany, IN*

Dr. Robert Harris DMD from Louisville, Kentucky

“I first sought treatment from Dr. Cruz over ten years ago for back pain. His treatment completely eliminated the pain and allowed me to return to my dental practice pain free. I then asked him to treat some other areas of pain that were from old injuries. He then treated my shoulder, neck and elbow with great success. I have referred many difficult patients to Dr. Cruz and they have all had similar results. All the patients that have received treatment from Dr. Cruz report that he is very skillful in the therapies that he provides. They also agree that he and his staff are genuinely concerned and caring during their treatment visits. I continue to be a patient at his office and fully recommend him to my patients for a variety of complex medical issues.”

-Dr. Robert Harris, DMD

A lot of people tell us they are ready to get help, but then they end up missing appointments, and not following the necessary protocol that gets the results that they were originally looking for. As I'm writing this report, I'm trying to think how I can help you the most and here's what I've decided to do.

I'm willing to order a set of x-rays or MRI, (if necessary) provide an in-depth consultation and fact-finding session, a thorough range of motion examination with a **50% discount**.

Why would I do that?

Because I know in my heart that if you experience our friendly staff, and how we all care about all our patients you'll never want to go anywhere else.

So with that said if you take action today, I'll give you an **additional \$500 OFF** the normal procedure fee. It is my way of passing it forward, and since you said you really want relief, I'm going to extend this special offer to you for the next 7 days.

I've enclosed a certificate at the end of the report with a date. If you call and schedule before that date we'll reserve your spot, and make sure you get the reduced family rate for your first entire week.

There are more details about failed knee surgeries in this report, but before I show you that I am going to give you a little heads up. The people that take action - get results. The ones that “sit” on the fence, think and analyze everything non-stop usually get worse and end up getting surgery. This is called “analysis paralysis.”

Before I tell you the secret to helping your knee potentially heal itself, I wanted to share with you the five reasons why getting your knee or joint replaced can fail miserably. I'm not telling you to get surgery, I'm not telling you to avoid surgery. All I'm telling you are the facts. If you decide to get surgery, we will support you all the way. We may not agree with your decision, but we want you to do what you think is best.

5 Reasons Why Knee & Joint Replacements Fail

While most knee replacements will function well for years according to the manufacturer, patients with bad knees should be aware of the signs of failure—including **increased pain** or **decreased function**—that may require a “corrective procedure” known as **revision total knee replacement**.

That means if you start to have more pain or your knee starts to lose some of its function after your knee surgery, there’s a good chance that you’ll need *another* knee surgery to correct the problem.

"A failed knee implant is usually caused by wear and tear with **subsequent loosening of the implant**. There’s no way any doctor or surgeon can guarantee that you’re not going to have a loose implant. Other causes are infection, instability, fracture, or stiffness," that’s what a hip and knee specialist in New York City had to say about knee surgery.

Each year, more and more patients elect to receive revision knee surgery despite the fact that their original surgery did not relieve their pain and they are having the same or even more knee pain.

What Are The Symptoms Of A Failed Knee Surgery?

This is something you need to be aware of. The most common symptoms of a “failed knee implant” are:

- pain
- some instability
- some swelling in and around the knee
- some stiffness across the entire knee (generalized) or in a small section (localized).

You can have one or all of the symptoms above. Every failed surgery is different.

Although knee replacements can function up to 15-20 years, specialists say there are five primary reasons why a knee implant fails:

#1 Reason: Wear and loosening: Friction caused by joint surfaces rubbing against each other wears away the surface of the implant causing bone loss and loosening of the implants. A fake joint is never going to function as good as the original.

#2 Reason: Infection: Large metal and plastic implants can serve as a surface onto which bacteria can latch. You do not want an infection. If you get a bad infection you could end up losing your leg from the knee down.

#3 Reason: Fracture: Fractures around the knee implant that disrupt its stability and may require revision surgery. You have to be careful as a fall or slip could mean more surgeries.

#4 Reason: Instability: A sensation of the knee "giving away" may mean that the soft-tissue surrounding the knee is **too weak** to support standing and walking. Improperly placed implants may also cause instability. If the implant was improperly placed you're going to need additional surgeries.

#5 Reason: Stiffness: Loss of range of motion which causes pain and a functional deficit. Isn't it better to get an alternative type of care vs surgery?

Here's the deal.

Revision total knee replacement is what they call a complex surgical procedure that requires extensive pre-operative planning, specialized implants and specialized tools, prolonged operating times and mastery of difficult surgical techniques.

It usually takes longer to perform the second surgery than the original knee replacement and is composed of the following stages:

Pre-surgery: Preparation includes you getting X-rays, more laboratory tests, knee aspiration and in some cases additional assessments, such as bone scans, CT scans or magnetic resonance imaging (MRI). That's more radiation.

Surgery: The implant is removed and bone grafts may be used to fill larger areas of bone loss. In some cases, metal wedges, wires or screws may be used to strengthen the bone. *I can tell you, the body doesn't like wedges, wires, and screws in it, but there is no way around them if you're getting surgery.* Finally, specialized revision knee implants are inserted. Again, this is a tedious process and you can get an infection.

Post-operative care: This is very similar to the care of the original knee replacement. There's a combination of physical therapy, blood management and pain medication. A brace or splint may be used to protect the joint after your surgery.

One specialist says he cautions that complete function is not restored for all patients and **“up to 20 percent of patients may still experience pain following surgery for months or even years.”** I've always felt why get a dangerous surgery if there's a good chance that I'll have the same pain and there's an alternative that I should try before getting surgery? Doesn't it make more sense to try an injection before a dangerous surgery?

So, it is decision time. Call the office now and schedule your consultation. If we do not have a realistic chance of helping you, you will owe the office nothing. We are here to help. If we can help you, we will with your blessing suggest a treatment plan. If we cannot help you, we will shake hands and call it a day. However, it is rare that we are not able to help our patients.

We have **included a certificate on the next page.** Either bring this report with you or just bring the certificate. That way I know that you received this report and that you are entitled to the **\$500 discount.**

I look forward to helping you very soon. All the best.

Dr. Rafael F. Cruz's
**Joint Pain Rehab
and Restoration Certificate**

This certificate allows the holder to receive:

- ✓ An order for a complete set of x-rays or MRI, (if necessary) to find out the structural integrity and stability of your knee. Studies will be reviewed with you at no charge
- ✓ An in-depth consultation with the doctor to find out your entire health history. If you are taking any medications, please bring a list of any and all medications and supplements that you are currently taking.
- ✓ A complete spine, joint or knee examination so the doctor can evaluate and assess your condition. He/she will then determine if are a candidate for the listed therapies: Stem Cell Regenerative Therapy, Platelet Rich Plasma Injections, Prolotherapy / Prolozone. Cost start at \$250-\$7500 depending on the treatment that you need that would most help you. Financing is available. Contact us for more information.

“You must mention or bring this certificate to the office within seven days of receiving this report to acquire this above mentioned package.”

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