

# Fortune Acupuncture & Herb Clinic

"Painlessly Removing Chronic Pain"



## Richard & Joanna Fortune

Richard Fortune is a graduate of The International Institute of Chinese Medicine in Santa Fe, New Mexico, with degrees in Acupuncture and a doctor of Oriental Medicine (OMD). He is certified by the National Commission for Certification in Acupuncture. He has been in private practice since 1989 in Dallas, Texas, where he specialized in holistic medicine, which included treating trauma, pain, gynecological and many other common medical diseases.



A graduate of the University of Texas at Austin, he is a certified educator in the fields of biology, anatomy, physiology, and all major sciences, including mathematics. He was a founding faculty member of Dallas College of Oriental Medicine for fifteen years and studied under leading energy healing professionals abroad, which include the fields of electro acupuncture and naturopathic medicine. In addition, he is a Pennsylvania board certified acupuncturist. He is considered one of the leading educators and practitioners in his field of Oriental Medicine and Acupuncture.

Joanna Fortune has devoted her time and energy to the study of natural healing medicines and techniques. She graduated from Heilongjiang University of Traditional Chinese Medicine, one of the most renowned Chinese medicine schools in China. The field of oriental medicine offered a foundation for her natural healing studies. She specializes in Chinese herbal medicine and gynecological disorders. In addition, she also utilizes low-level laser acupuncture for children, the elderly and those who do not like needles. Joanna is currently researching auricular therapy as a complementary tool to enhance the effectiveness of traditional acupuncture therapy not only for the addiction problems including drug addiction, smoking, alcoholism but also for internal problems including weight loss, pain management, digestive imbalance, and female gynecological problems.

## Commitment to Excellence

Fortune Acupuncture & Herb Clinic is committed to providing the most credible and proven acupuncture and herb clinic applications to its patients. It has the knowledge and experience to bring a proven medical alternative to treating all types of chronic pain and illnesses. Oriental Medicine has existed for over 5,000 years—we can offer it to you—today.

Sincerely,  
Richard Fortune & Joanna Fortune

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## Acupuncture Frequently Asked Questions

**Does acupuncture hurt?** For most people, the procedure is painless. Sometimes people feel a little prick similar to a mosquito bite when the needle is first inserted. Occasionally, depending on the condition, there is a dull ache or a warming type sensation around the point. Many people fall asleep during acupuncture treatments.

**Is acupuncture safe?** Very few side effects have been reported with acupuncture treatments using disposable needles. If needles are inserted properly, there is no risk to underlying nerves or organs. As with any type of treatment, you should always inform your practitioner of all medications you are taking as well as any underlying health conditions you may have or have previously experienced. You should also inform your practitioner if you are or could possibly be pregnant. Proper information will help in the selection of the type of treatment that is right for you.

**Is acupuncture safe during pregnancy?** Acupuncture is used to alleviate many typical pregnancy-related complaints, including anything from nausea to sciatica. During each stage of pregnancy, there are certain points that should be used and others that should be avoided. Following these guidelines ensures safety of both the mother and the fetus.

**Do I have to believe in acupuncture for it to work?** Although the placebo effect often plays a role in treatment, acupuncture seems to work more from the body to the brain as opposed to the mind down. These results are seen not only with highly dubious people, but also in studies of the effects of acupuncture when used with animals.

**What can I expect on my first visit?** Everybody experiences the effects of acupuncture a little differently. Depending on the type of problem being treated, some people may start to notice the benefits almost immediately while others need a few treatments before they feel a difference. Some people become very relaxed while others may feel euphoric or energized. People who don't feel any different when they leave the clinic may start to notice changes in their symptoms hours to days later.

**How soon will I be better?** This is one of the most common questions we are asked. To provide you with realistic expectations, many factors affecting your recovery time must be taken into consideration, including:

- 🕒 **Acute vs. chronic pain**
- 🕒 First episode or recurrent problem
- 🕒 **History of previous injuries**
- 🕒 General health
- 🕒 **General fitness level (includes: strength, flexibility, and cardiovascular health)**
- 🕒 Poor postural hygiene
- 🕒 **Lifestyle (work, diet, sleep)**
- 🕒 Patient comprehension and compliance with recommendations
- 🕒 **Kept appointments**
- 🕒 Stress (physical—mental—chemical)
- 🕒 **Family history**

These factors and your individual health goals combine to structure the frequency and duration of your care.

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## Alternative Medicine...Painless—Proven—Practical



- Allergies/Asthma
- Anxiety/Depression
- Arthritis/Joint Problems
- Back Pain
- Bladder/Kidney problems
- Constipation/Diarrhea
- Colds/Flu
- Cough/Bronchitis
- Dizziness/Tinnitus
- Drug Addiction/Smoking
- Fatigue
- Gynecological Disorders
- Headache/Migraine
- Heart Problem/Palpitations
- High Blood Pressure
- Knee Pain
- Menopause Symptoms
- Neck/Shoulder Pain
- Pre-menstrual Syndromes
- Paralysis/Numbness
- Sciatica
- Sexual Dysfunction
- Stress/Tension
- Tendonitis
- Vision Problems

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20120 Route 19, Suite 201  
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(Across from Cranberry Mall & next to UPMC Hospital)  
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## Chinese Medicine

### The difference between Chinese Medicine and Western medicine

Because Chinese medicine views people as ecosystems in miniature, it seeks to improve our capacity to balance and renew our resources. Chinese medicine can minimize the erosion of our soil by enriching it, maximize the flow of nutrients by increasing circulation, and help prevent bottlenecks that obstruct movement.



Often Western medicine intervenes only after a crisis has arisen; whereas, Chinese medicine anticipates problems by sustaining our total well-being. By correcting depletion, excess, and stagnation at earlier stages, future problems are avoided.

When Western medicine has nothing to offer for nagging chronic pain, that's when Chinese medicine can help. The two are not substitutes for one another, but complementary disciplines. Western medicine primarily focuses on treating symptoms—Oriental medicine focuses on its source. This approach most often eliminates reoccurrences, and protects our day-to-day health.

### What is the History of Chinese Medicine?

Acupuncture is the 2,500 year old healing science based on finding blockages in the flow of blood and energy in the body, and using specific techniques to remove those blockages. Specific points on the body are stimulated to increase blood and energy flow in order to improve organ function, and thus relieve pain and illness.



Acupuncture is based on the fact that there is a measurable energy that travels through the body, which is called Qi (pronounced "Chee"). The energy moves through specific pathways called meridians. This energy, or Qi, moves blood and is vital to normal organ and tissue function. Good health is dependent upon the flow of energy and blood through the body. The blockage of energy and blood can cause pain and illness.

For thousands of years the goal of Acupuncture and Oriental Medicine has been to help people achieve and maintain a healthy lifestyle. Acupuncture's holistic approach gives you a complete overview of your personal health. With this information, an acupuncturist develops a treatment program that can relieve the underlying causes of your symptoms and improve all of your body's systems.

The **World Health Organization** recognizes the use of acupuncture in the treatment of a wide range of medical problems, including: Digestive disorders—Respiratory disorders—Neurological and muscular disorders—Urinary, menstrual, and reproductive problems. Acupuncture is particularly useful in resolving physical problems related to tension and stress and emotional conditions.

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### How does "Acupuncture Therapy" work?

**Step 1:** A smoker desires to quit, but can't.

**Step 2:** A "Free Consultation" that assesses the patient's desire and obstacles in quitting smoking.

**Step 3:** The patient is scheduled for an appointment and begins a series of appointments to effectively achieve the goal of being able to stop smoking.

**Step 4:** The number of treatments varies with each patient, but they all share the most important 'common denominator'—'satisfaction' when the treatments are completed.



### Smiles from Our Patients

"I tried acupuncture for relief of my 25 years of migraine headache. I was astonished to find that four acupuncture visits relieved me of 80% of my chronic pain! I had to cease treatments for five weeks and found that my pain never returned. I have scheduled for more acupuncture to ensure that my pain never returns. No more drugs. Thank you, Dr. Fortune." - John B., Butler, PA

"Acupuncture therapy has changed the way I feel! I will always consider energy medicine as a first rate medical option." - Mike W., Carnegie, PA

"Sciatica pain existed down both legs to my feet causing me much pain for almost a year. Acupuncture provided a vanishing of the sciatic pain in less than six visits." - Frank J., Washington, PA

"My asthma has been well treated by the medicines of acupuncture and scientifically prepared herbal medicines in the Fortune Acupuncture Clinic. I can finally breathe effectively! Thank you, Fortune Acupuncture Clinic!" Gary G., Mercer, PA

"I have been suffering with menopausal hot flashes 12-15 times per day! I decided to give Dr. Fortune a try with his acupuncture system. Now, I am free from the agitation of hot flashes and can enjoy my life more productively." Deb R., Cranberry Twp., PA

"Acupuncture therapy provided me with vast improvement of a chronic intestinal problem of fifteen years. I only wish I would have exercised the acupuncture health care option years ago." - Angela L., Plum, PA

"I credit acupuncture therapy with having made me more fertile to conceive. I will continue to use acupuncture to address many health care needs." Lynna M., Highland Village, TX

"I suffered from low back pain due to herniated discs for five years. Now, after utilizing acupuncture therapy, I can work without taking pain medications and my pain level has been reduced 85%." - Joe K., Dallas, TX

*Read more testimonials at <http://www.advanced-acupuncture.com>.*

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## Other Services

### Herbs & Homeopathics

Chinese **herbs** have been used for thousands of years for treating various illnesses and restoring the normal body functions with great effectiveness. **Homeopathy** is the second most widely used system of medicine in the world. Its growth in popularity in the United States has been around 25 to 50 percent a year throughout the last decade.



### Heat Therapy

The purpose of moxibustion is to strengthen the blood and stimulate the flow of Qi to facilitate healing and maintain general health.

### Cosmetic Rejuvenation

During the procedure there is total rejuvenation of the skin and muscles in the facial region. The facial rejuvenation is accomplished with the application of a micro-current in conjunction with a natural deep conditioning cream that effectively diminishes signs of aging due to its moisturizing effects.



### Electro-Dermal Screening (EDS)



EDS brings together 20th century technology with the ancient healing arts of homeopathy and acupuncture. The advantages of electro-acupuncture include early diagnosis and specific therapy without side or after effects. The prerequisite for an optimal therapy without side or after effects can ideally be met by electro-acupuncture detecting energy disturbances and initiating therapeutic measures.

### Low Level Laser Therapy (LLLT)

Laser Therapy is the application of red and near infra-red light over injuries or lesions to improve wound / soft tissue healing and give relief for both acute and chronic pain. Red light aids the production of ATP thereby providing the cell with more energy which in turn means the cell is in optimum condition to play its part in a natural healing process.



### Tissue Mineral Analysis



Trace mineral analysis is a test which measures the mineral content of your hair. Mineral content of the hair reflects the mineral content of the body's tissues. If a mineral deficiency or excess exists in the hair, it usually indicates a mineral deficiency or excess within the body, or bio-unavailability.

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