

# MEDICAL PARALLELS

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"The sound of metal scraping, glass breaking and my body thrown around like a rag doll was all too real," Cliff Shaluta said.

Shaluta, a professor in the advertising department, was hit by a car several years ago, which caused him excruciating neck pain later.

His injuries strained his body, his mind and his wallet.

He, like other patients, eventually reached a plateau with the treatment his doctors prescribed. They were never able to fully heal his pain.

Out of options and tired of waiting, Shaluta turned to alternative medicine.

His colleague, Kelley Coppinger, a professor in the advertising department, experienced a similar situation.

For Coppinger and Shaluta, alternative medicine was the only option that gave them their good health back.

Coppinger suffered from wrist pain, gallbladder disease and piercing headaches. All of these issues were better addressed by alternative medicines and not traditional Western medicines.

"Western medicine did nothing for me," Coppinger said. "People get tired of not getting information and not getting answers."

Aromatherapy, yoga, meditation, iridology, acupuncture and other Eastern remedies were examples of alternative medicine options.

"People get frustrated with the lack of results or side effects of traditional treatment," Bowling Green acupuncturist Dr. Gary Howerton said.

This frustration served as a catalyst for a movement towards herbal remedies.

"There are more people tapping into this natural, holistic idea," Shaluta said.

The wealth of information about the alternative medicine industry was overwhelming to some.

"I believe a lot of people out there are interested in it and curious about it, but nobody really knows what it is," Howerton said.

Shaluta and Coppinger took the initiative to learn more about alternatives.

"I did lots of reading to look for parallels of truth," Coppinger said. "All I can say is read, read, read."

Shaluta's approach was similar, but he explored aromatherapy more extensively.

"I took online classes, read all the major books on the subject and began ordering and using a variety of distilled essences," Shaluta said. "The more I read, the more interested I became, thus began my road to recovery."

Coppinger's healing came in various ways. Her gallbladder was healed after three days with a cleanse from a folk healer in the Amish community. Acupuncture by Chinese in the Middle East helped her wrist. Off and on meetings to practice ayurvedic medicine, a traditional Indian medicine that incorporated chiropractic work, massage therapy and osteopathy with acupuncture, relieved her headaches.

"The relief [from acupuncture] was so profound that I felt like I was floating," Coppinger said. "I never had problems with my wrists again."

Acupuncture brought Coppinger's body into a more natural state—physically and mentally.

"An acupuncturist will ask you things that you never thought would effect your body, but it's all related," Coppinger said. "It's pretty amazing."

Leading a more holistic lifestyle did not have to be extreme. Shaluta and Coppinger recommended starting with a healthy diet, meditation, moderate exercise and stretching.

"You have to assimilate what works for you and find a balance," Coppinger said.

Living holistically proved to be effective for Coppinger and Shaluta.

"Alternative medicine looks at the whole," Coppinger said. "It doesn't just treat the symptoms."

Shaluta said that our culture was too impatient to wait for the changes to take place.

"What did people do before doctors? We're naturally built as humans to overcome illness," Shaluta said. "But people want a quick fix."

Shaluta and Coppinger agreed that alternative medicines and a holistic lifestyle were worth the extra effort and research. They affected both the welfare of peoples' bodies and minds and paychecks. Alternatives to Western medicine showed that perhaps the solution to stress-driven lifestyles laid in the ability to relax and try a little less.



**Right** Shaluta makes and uses his own aromatherapy lotions, candles or essences before meditation as a way to relax and regain focus. “We don’t test on animals, only on friends and family, so its real safe,” Shaluta said.





**Above** Cliff Shaluta, an advertising professor, has been making aromatherapy goods since he began using them as a means of recovery after several car accidents.

Shaluta preferred natural remedies to pharmaceuticals because they were usually devoid of side effects and their contents were from the earth and not a lab.