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# body

MAGAZINE

ISSUE 93

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## Reversing Pain, Restoring Life

**Dr. Craig Schisler**

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***The Power of  
Digital Influence***

***Life-Saving Technology:***  
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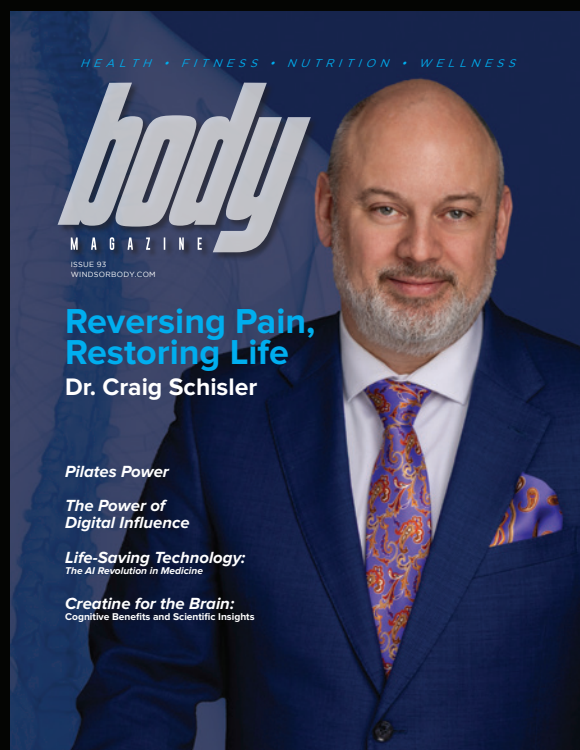
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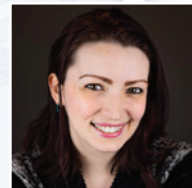




# Reversing Pain, Restoring Life

At Schisler Spine Centre, located in the heart of Windsor, hope begins where other treatments have failed.

By Jessie Gurniak



Jessie Gurniak

For over two decades, the team at Schisler Spine Centre has been changing the lives of patients suffering from debilitating back and neck pain—without surgery. Specializing in non-surgical spinal decompression and neuropathy treatments, the centre focuses on helping people with chronic, often misdiagnosed spinal issues. They offer a unique, evidence-based approach to conditions like herniated or bulging discs, degenerative disc disease, chronic low back pain, sciatica, and numbness or tingling in the limbs.

What makes this clinic different? According to founder Dr. Schisler, it's their commitment to non-invasive healing and their role as the first Canadian centre to join the renowned Disc Centers of America, the largest network of spinal decompression doctors in the world.

“When you come to a Disc Centre,” says Dr. Schisler, “you get the benefit of not just one doctor, but hundreds who are constantly sharing research, insights, and the newest technologies. Even if you don't see them all, they're behind your care.”

At Schisler Spine Centre, non-surgical spinal decompression creates space in the spine to relieve pressure on compressed nerves. This process not only eases pain but stimulates the disc to rehydrate and regenerate, restoring mobility and quality of life. Their treatment approach includes cutting-edge technology not widely available in Canada—thanks to their early

partnership with the Disc Centers of America and now, the growing Disc Centres of Canada, which Schisler co-founded.

A small case study published by the Journal of Contemporary Chiropractics looked into non-surgical spinal decompression, and the results offer hope.

The study followed 13 patients with serious disc problems in their lower backs. These people had been in pain for a long time and had already tried other treatments that didn't work. Instead of surgery, they received 20 sessions of spinal decompression.

The study found that:

- Pain dropped by about 80%
- Daily function improved by 50%, meaning people could move around and do more
- Overall quality of life improved by 75%

MRI scans backed up what patients were feeling: in 10 out of 13 people, the damaged discs showed signs of healing—some got smaller or moved back into place. One person's disc injury completely disappeared.

There's a common belief that once a spinal disc is damaged, it's a life sentence of pain. “That's simply not true,” Dr. Schisler explains. “We now know that discs can heal. You're getting disc height back, giving you a healthier spine overall and more stable.”





*“We now know that discs can heal.  
You’re getting disc height back, giving you a  
healthier spine overall and more stable.”*



***“We’ve helped patients walk again, get off opioids, play with their kids, return to jobs they thought they’d lost forever,”***

Schisler Spine Centre doesn’t take shortcuts. Every patient undergoes a thorough consultation, and many are referred for MRI imaging to better understand their spinal condition. But they also recognize that some conditions—like spinal fractures, cancers, or infections—require different medical care. Every case is unique, which is why they treat each patient according to their individual needs.

In some cases, they do recommend surgery. The clinic has also seen patients who’ve already undergone unsuccessful surgery. In one case, their team identified broken fusion screws via X-ray—an issue that had gone undiagnosed. They immediately referred the patient back to a surgeon, emphasizing their commitment to responsible care.

Their dedication has made them a leading destination for spinal decompression in Canada, with patients traveling from hours away for access to technologies and training that are years ahead of most clinics.

Peripheral neuropathy, another area of focus for the clinic, causes burning, tingling, or numbness—most often in the hands and feet—and can significantly affect mobility and well-being. The centre’s treatments for neuropathy follow the same principle: using the body’s own healing potential, targeted technology, and evidence-based care to create meaningful, long-term results.

Although Schisler Spine Centre is a private clinic and not covered by OHIP, referrals are not required. “We do receive referrals from other doctors, but people can come to us directly,” says Dr. Schisler. “And by the time most people find us, they’ve already exhausted other options.”

The clinic doesn’t promise miracles—but sometimes, the results feel like one. “We’ve helped patients walk again, get off opioids, play with their kids, return to jobs they thought they’d lost forever,” Dr. Schisler shares. “Pain shouldn’t be a way of life.”

The entire team is certified in spinal decompression and neuropathy care—a rare distinction in the field—and they work collaboratively to manage each case. The clinic recently welcomed Dr. Nolan, a Toronto-based doctor with over a decade of experience, to their Windsor location. Like the rest of the team, she is fully certified and brings a deep commitment to helping patients find long-term relief.

As the centre continues to grow—both in team and in reach—it’s clear their mission is more than just pain relief. It’s about restoring confidence, freedom, and the joy of movement.

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# SWINGING INTO ACTION FOR LOCAL HEALTHCARE:

Community support drives hospital innovation, one event at a time.

By Andrew DeBoer

On Friday, June 6th, 2025, more than 150 golfers, sponsors and volunteers gathered at Maple City Country Club in Chatham with one shared goal in mind: to help transform local healthcare through their participation in the Chatham-Kent Health Alliance Foundation's (CKHAF) 20th Annual Charity Golf Tournament.

And transform they did.

Thanks to the overwhelming generosity of tournament partners, participants, and donors, this year's event raised a record-breaking **\$151,457** in support of the areas of greatest need at Chatham-Kent Health Alliance (CKHA). That total represents the most successful golf tournament in CKHAF's history and a powerful testament to what's possible when a community comes together to support its local hospital.

"Every dollar raised through this event helps to ensure that our care teams have access to the tools and technology they need to provide the best care possible to patients across Chatham-Kent," said Christine Mitchell, President & CEO of CKHAF. "It's incredible to see how much impact can come from a single day of golf."

The day itself was full of some outstanding golf, laughter, great music, and even better company. With unique local experiences throughout the course, an all-inclusive experience, and plenty of delicious food and drink, participants were treated to more than just a round of golf—they were reminded of the power of community spirit. For many, it was also a meaningful opportunity to give back to the hospital that has touched their lives or the lives of someone they love.

***"This year's event raised a record breaking \$151,457 in support of the areas of greatest need at Chatham-Kent Health Alliance."***







## BEYOND THE FAIRWAY

While this tournament served up a lot of fun and friendly competition, its true impact will be felt long after the final putt dropped. Events like this are essential to the Foundation's mission, allowing CKHAF to fund vital equipment purchases and innovative programs that aren't covered by provincial healthcare dollars.

That's a reality not everyone is aware of: **government funding does not cover all the costs of operating a hospital**, especially when it comes to capital equipment. From IV pumps and hospital beds to ultrasound machines and surgical tables, the community plays a critical role in making sure healthcare teams have the tools they need to do their jobs safely and effectively.

As highlighted in the Foundation's 2024-25 Impact Report, community support has helped fund everything from patient lifts and transport stretchers to advanced surgical and

imaging technology and mental health care improvements. It has also supported investments in maternal infant care, upgrades to essential lab equipment, and innovative approaches to treatment and recovery.

One such innovation is CKHA's growing commitment to minimally invasive surgery, which enables patients to recover more quickly and comfortably with less time spent in hospital. Another is the modernization of diagnostic imaging—like CT and fluoroscopy—which can help detect illness and injury sooner and more accurately than ever before.

The report underscores one critical truth: when you support your hospital foundation, you support better care for everyone in your community.

That's because so much of the crucial hospital equipment required at CKHA must be funded through the community, either in part or in full. And this need never stops. From replacing aging machines to investing in the future of diagnostics, surgery, rehabilitation, and more, the Foundation relies on events like its golf tournament to help meet those ongoing demands.



# LOOKING AHEAD

Of course, golf isn't the only game in town. Coming up on the Foundation's calendar is one of its most anticipated annual events: their **Parade of Chefs Gala**, returning **Saturday, September 27th** with a unique **Flamenco** feel. The event will once again bring together a lineup of talented chefs, fine wines, and signature cocktails for an unforgettable evening of food, entertainment, and philanthropy, all in support of healthcare excellence at CKHA.

  
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Whether you attend the gala, participate in the golf tournament, or support the Foundation in a variety of other ways, every action makes a difference.

**When we invest in our hospital, we invest in the health and wellbeing of our entire community.**

Because whether it's a golf club or a dinner fork, the tools may be different, but the goal remains the same: healthcare that's close to home and second to none.

To learn more, or to get involved, visit:

**CKHAF.CA**





# PILATES POWER





## A BRIEF HISTORY OF THE PILATES PARTY

Pilates was created in the 1920s by Joseph Pilates, a German-born fitness innovator who believed that mental and physical health were closely connected. Initially called “Contrology” (admit it, Pilates sounds better), the method was designed to strengthen the body with a focus on core control, alignment, breath, and fluid movement. Joseph developed his system while working with injured soldiers and later dancers—think of it as physical therapy meets performance artistry.

Fast forward a hundred years, and Pilates has evolved into a global fitness phenomenon practiced by millions. According to the Sports & Fitness Industry Association, over 9 million Americans participated in Pilates in 2023 alone.

### WHY THE HYPE?

The beauty of Pilates is that it works for everyone. Whether you’re a 22-year-old looking for those defined abs, or a 58-year-old hoping to keep your spine from sounding like a bowl of Rice Krispies every time you stand up—Pilates has your back. Literally.



By Jono Macri

### Why Everyone from College Students to Silver Foxes Are Rolling Out Their Mats

Photos: Patrick Glaz  
Pilates Model: Rachelle Russette

If you’ve ever seen someone lying on their back, legs in the air, arms flailing like they’re trying to make contact with a UFO, chances are they weren’t possessed—they were doing a Pilates class.

What was once the workout of choice for dancers and the occasional Hollywood starlet has gone full mainstream. And now, your neighbour, your mom, your coworker, and even that guy who used to only lift heavy and grunt at the gym? Yep, they’re all in their Pilates era.

Welcome to the core-burning, muscle-lengthening, posture-fixing movement that’s sweeping the globe.





## HERE'S WHAT MAKES IT SO APPEALING:

### **Low-impact but high-intensity:**

Pilates looks graceful, but don't be fooled—your core will cry (in a good way).

### **Focus on longevity:**

It strengthens the small stabilizing muscles that keep your body feeling younger, longer.

### **No experience needed:**

You can be as bendy as a rubber band or as stiff as a microwave burrito and still get the benefits.

Plus, let's not ignore the aesthetic appeal. A regular Pilates practice will sculpt your body into long, lean lines, slimmed arms and toned legs.



## LEVELS FOR EVERY BODY (AND EVERYBODY)

Pilates isn't a one-size-fits-all kind of workout. There are levels to this thing:

**Beginner:** Think of this as the "is-my-core-even-on?" stage. You'll master the foundational moves like the hundred, leg circles, and pelvic curls. You might not sweat much, but your deep muscles will feel it the next day.

**Intermediate:** By now, you've figured out how to engage your core without holding your breath like you're diving for pearls. Movements get more complex, and the coordination and balancing challenge ramps up. It's part workout, part brain teaser.

**Advanced:** If you've ever seen someone on a reformer looking like they're flying while also planking upside down, this is that level. These workouts are no joke. Grace meets beast mode.

Whether you're doing mat Pilates at home or Reformer classes at a boutique studio, the system allows for modifications and progressions—making it ideal for lifelong.





Once upon a time, Pilates studios were mostly filled with women. But times are changing—and men are catching on. As in, bros are trading biceps curls for spine twists. Enter the Pilates Papi.

These are the men who've discovered that strengthening their core, improving flexibility, and reducing back pain beats spending another hour trying to deadlift their way to glory. And it's not just weekend warriors joining in—athletes, fitness trainers, and even that skeptical husband you dragged to class once (who now won't stop talking about the reformer machine) are all about it.

According to a Mindbody Business Report, the number of men practicing Pilates has increased by over 28% in the past three years. So don't be surprised if your next class includes a couple of dads, a retired firefighter, and someone named

Chad who can do the splits better than a banana at a dairy freeze in the middle of summer.

### **Final Stretch**

Pilates isn't just a trend—it's a movement. A strong, balanced, aligned, and low-back-saving movement. Whether you're just starting out or ready to become a full-blown Pilates papi or mat queen, this is one fitness path that meets you where you are and helps you get where you want to go—gracefully.

So go ahead. Roll out the mat, take a deep breath, and dive into the core of what may just be your favourite new obsession.

Check out some local studios; Flo, Pink Pilates, Hope Floats, Club Pilates, Core RX, and Barre House.



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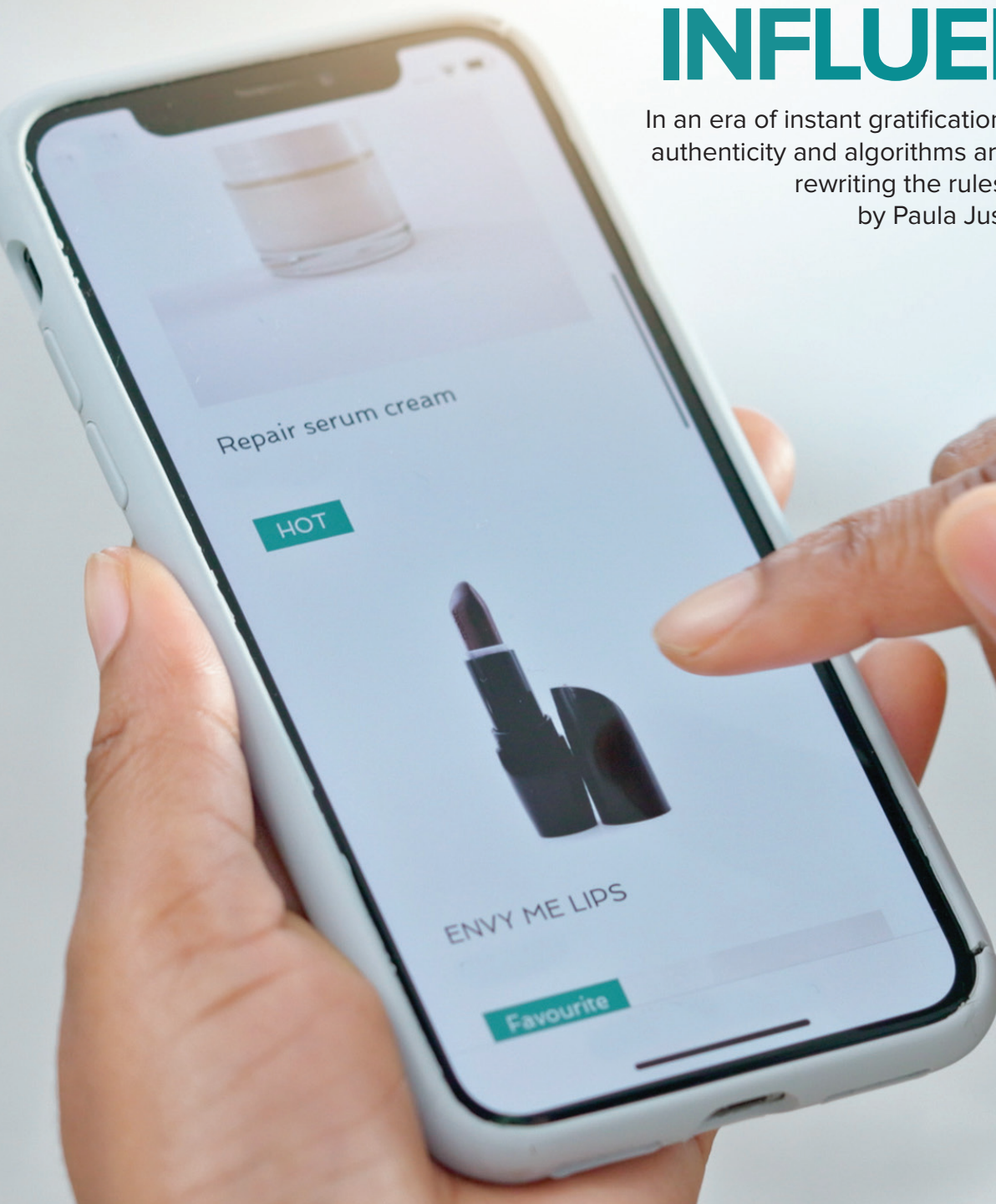
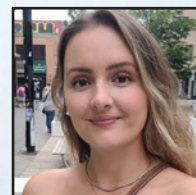




# THE POWER OF DIGITAL INFLUENCE

In an era of instant gratification, authenticity and algorithms are rewriting the rules.

by Paula Just







In a landscape where digital influence sets trends and shapes consumer behavior, social media has become a primary driver of growth across various industries, particularly in the beauty industry. The success of a product today depends not only on its formula and packaging but also on its online presence. To the beauty sector, social platforms are no longer just channels of promotion; they've become an essential part of any brand's strategy.

Studies show that cosmetic items thrive on the internet because aesthetics inherently drive these platforms. These items have strong visual appeal, whether through eye-catching packaging, creamy textures, before-and-after transformations, or step-by-step tutorials. This kind of content generates high engagement by showing fast, visible results, and sparking the desire to achieve the same effect.

This blend of the market with the virtual world is generating astronomical results. One notable example is TikTok. According to Cosmetics Design,

sales in the sector driven by TikTok reached \$31.7 billion in the U.S. alone in just one year, with a particular focus on luxury makeup and skincare. Statista, a data provider, reports that 83% of Gen Z women have purchased beauty products influenced by content creators. Globally, nearly two-thirds of consumers report purchasing a self-care item after seeing it online. In Canada, the Horizon Databook projects that purchases made through social media will generate \$141.5 million in revenue by 2030.

### **Lifestyle and influencers**

Beyond popularizing styles and techniques, platforms like TikTok, Instagram and YouTube also turn products into a sales phenomenon in record time. Today, a 15-second video is all it takes to put a brand on the radar of millions — and often, to sell out inventory within hours. With content creators setting new standards, better-informed consumers and increasingly connected brands, the industry is undergoing a revolution driven by the power of digital influence.



From major celebrities to micro-influencers, they have become the primary promoters of this category. Experts highlight the importance of authenticity in building trust and driving conversions. Beauty products often touch on intimate aspects, such as self-image, identity, empowerment, youth, and acceptance. When a known person says, “This one changed my skin,” they’re not just selling a cosmetic—they’re offering a personal transformation experience, something that deeply resonates with audiences.

Many modern brands wouldn’t be the same without the power of social media, like Rhode, a skincare brand founded by entrepreneur and model Hailey Bieber. The company reached an impressive \$212 million in sales in just three years, driven almost exclusively by her digital presence.

These figures confirm that digital content has become a crucial part of the purchasing journey, particularly among younger audiences. Short tutorials and transformation videos also play a vital role in the decision-making process. With the rise of online commerce, shopping is becoming increasingly integrated into the virtual experience. This represents a new form of consumption, where entertainment, information, and the act of purchasing coexist in the same space.

Moreover, the short reflection time before a purchase also contributes to this success. Unlike a car or a sofa, lipstick or face cream is more prone to impulse buying, especially when recommended by someone the user admires or trusts.







Unlike traditional campaigns, the content that generates the most impact on social media is the one that feels authentic. Honest reviews, real-time tutorials, and before-and-after videos create powerful social proof. Short videos showcasing skincare or makeup routines provide a quick and direct engagement that sparks an immediate desire.

### **The Power of Trends**

Viral trends are another factor behind the sales boom. One of the most famous in recent months is the “clean girl aesthetic” or “glass skin,” which drives demand for specific products. With these trends, many items go viral and become best-sellers overnight.

One example is a brow gel that gained prominence after influencer Kylie Jenner showcased it in a popular “Get Ready With Me” TikTok video. She praised the product for its strong hold and light feel, ideal for keeping brows in place all day. The item—affordable and effective—became a must-have for many consumers and a retail hit. Brands like L’Oréal and Maybelline have reported sales increases of over 1,000% for items that went viral on the platform.

The beauty market has never been so dynamic or so reliant on the digital environment. More than just selling cosmetics, brands now sell experiences and emotional connections. In a world where attention is fought for second by second, those who understand the algorithm and the soul of their audience hold the true secret to success.



# H E A L T H Y C H O I C E



**SHRIMP SALAD:** Grilled Cajun Shrimp, baby spinach leaves tossed with candied salted pecans, dried cranberries, red onions and goat cheese in an apple cider vinaigrette.

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**COCKTAIL:** Pineapple Shrub - non-alcohol mocktail. Can be made with alcohol: vodka, gin, or tequila. Honey, white balsamic vinegar, pineapple juice, non alcohol aperitivo (or Aperol), topped with ginger beer.

**SHRUB:** A cocktail shrub, also known as drinking vinegar, is a sweet and acidic syrup made by combining fruit (or other botanicals), sugar, and vinegar. This mixture is then used to add depth and complexity to cocktails, or enjoyed on its own with soda or water. The term "shrub" comes from the Arabic word "sharab," meaning "to drink". The astringency of the vinegar is an ideal thirst quencher as it satisfies the palate without alcohol.

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## The Passion to Choose Natural Skincare Over Conventional Products.

By Jane Cordeiro

Hi, I'm Jane Cordeiro, and I'm thrilled to share my passion for natural skincare and holistic health with you. As someone who loves to educate myself on the latest trends and research in holistic health and medicine, I'm always looking for new ways to improve my own well-being and share that knowledge with my family and friends.

When I'm not learning about new ways to live a healthier lifestyle, you can find me enjoying the outdoors. I love taking long walks on nature trails, biking through scenic routes, and simply spending time in nature. There's something about being grounded and connected to the earth that brings me peace and clarity.

Music is also a big part of my life. I find that it has the power to uplift and inspire me, and I often listen to it while I'm out on my walks or bike rides. And, of course, I love healthy food! I believe that what we put into our bodies is just as important as what we put on our skin, and I enjoy experimenting with new recipes and ingredients that promote overall wellness.

As a passionate advocate for natural skincare, I've created Amore Tallow, a line of products that are designed to nourish and moisturize the skin using only the finest, all-natural ingredients.

My products include a tallow cream made with tallow from grass-fed cows, avocado oil, jojoba oil, and rosehip oil, as well as a range of face creams and magnesium products that can help relieve muscle tension, reduce stress and anxiety, and promote relaxation.

I live in Leamington, where I'm surrounded by the beauty of nature and the support of my wonderful family. My two kids, Austin and Brie, are my biggest inspiration, and I'm so proud to see them taking an interest in working out, eating healthy, and taking care of their skin.

They're a constant reminder of the importance of living a healthy and balanced lifestyle. In fact, my whole family uses Amore Tallow products, including my parents and siblings. They've all seen the benefits of using natural skincare, and they're huge fans of my products.

As a Portuguese Canadian, I'm proud of my heritage and the rich cultural traditions that have shaped my life. I love sharing my culture with others and celebrating the beauty of diversity.

My products have gained a loyal following, not just in my local community, but also internationally. I have friends in Portugal who have tried my tallow cream and are absolutely raving about it. They've seen the benefits of using natural skincare, and they're hooked. It's been amazing to see my products reach all the way to Newfoundland, Canada, where I've received fantastic feedback! The Newfoundlanders adore their tallow products, and the glowing reviews have brought me so much joy.

When it comes to skincare, what you put on your skin matters just as much as what you put in your body. My Tallow is organic, it's guaranteed to have no antibiotics, no growth hormones, no steroids. Unfortunately, many name-brand beauty products are loaded with harsh chemicals, synthetic fragrances, preservatives, and toxins.

While they may promise quick results, these ingredients can strip the skin's natural oils, disrupt its barrier function, and lead to irritation, dryness, premature aging, and even long-term skin sensitivity.

That's why more people are turning to natural skincare solutions—products made from simple, wholesome ingredients that work in harmony with your body, not against it.





### ***The Natural Alternative: Nourishing, Gentle, and Effective***

Natural skincare is all about supporting the skin's innate ability to heal, balance, and regenerate. Products made with real, unprocessed ingredients—like plant oils, essential fatty acids, beeswax, and grass-fed tallow—deliver vitamins, antioxidants, and nutrients that the skin can actually recognize and use.

One standout ingredient is tallow, a traditional, nutrient-dense fat that closely resembles the lipids found in human skin. When properly rendered and blended with other natural elements, tallow can:

Soothe and relieve eczema, rosacea, and acne  
Help calm diaper rashes and irritated skin  
Provide deep hydration to dry or sensitive areas  
Smooth and reduce the appearance of fine lines and wrinkles.

Because it mimics our skin's natural oils, tallow absorbs quickly and leaves behind a soft, non-greasy finish—making it ideal for all skin types, including sensitive and acne-prone.

### ***Nature's Answer to Anti-Aging and Acne***

Many natural face creams now feature plant-based ingredients that offer retinol-like and vitamin C-like benefits, without the irritation that often comes with synthetic versions. These ingredients help:

- Boost collagen and elasticity
- Reduce fine lines, wrinkles,
- Improve skin tone and texture
- Keep pores clear and promote a healthy glow

### ***A Growing Movement Back to Simplicity***

The shift toward natural skincare is more than a trend—it's a return to time-tested, gentle, and effective practices. Whether you're shopping at your local market or exploring artisan products

online, more small-batch makers and clean beauty advocates are crafting skincare that's transparent, ethically sourced, and made with care.

People who try these products often notice the difference right away: the smooth texture, the quick absorption, and the radiant, healthy look their skin takes on. With consistent use, many experience a true transformation—not just in their skin, but in their overall confidence.

### ***Ready to Glow Naturally?***

Choosing natural skincare is a decision to care for your skin in the kindest way possible. It's about cutting out what you don't need, and letting real, nourishing ingredients do what they do best—restore balance, enhance beauty, and help your skin thrive.

By choosing Tallow, you're supporting a more sustainable and holistic approach to health. Tallow products are made with natural ingredients that are gentle on the skin and the environment. I'm committed to supporting you on your journey toward holistic health and wellness.

Try Tallow today and experience the benefits of natural skincare for yourself. With my range of products made from wholesome ingredients and designed to nourish and moisturize the skin, you can trust that you're getting the best for your skin.

Contact me to learn more about Amore Tallow and my range of natural skincare products. I'm always happy to help you achieve the healthy, glowing skin you deserve.

***jane@amoretallow.com***  
***amoretallow.com***





# Life-Saving Technology: The AI Revolution in Medicine

Innovative solutions help prevent disease, optimize finances and expand access to mental healthcare.

by Paula Just



Artificial Intelligence (AI) is transforming various sectors of society, and healthcare is no exception. With increasingly advanced technologies and more accurate algorithms, the way the care sector systems operate is receiving a major upgrade. AI represents a significant evolution in the quality, accessibility, and personalization of medical care. More than just a tech trend, it has become an ally to doctors, healthcare professionals, and patients across multiple fronts—from diagnostics to emotional support.

One of the key advantages lies in disease diagnosis and prevention. AI enables greater diagnostic precision, often surpassing human capabilities in the early detection of diseases. It also provides faster and more reliable analysis of imaging tests and genomic data.

Experts also highlight AI's ability to find subtle patterns that indicate risk even before symptoms appear.

In Toronto, St. Michael's Hospital demonstrated that utilizing the right technology can yield remarkable results. The hospital developed and implemented CHARTWatch, an AI system that monitors hospitalized patients in real-time. The algorithm automatically analyzes electronically collected clinical data, including vital signs, lab results and medical notes, to detect early signs of clinical deterioration, often before healthcare professionals notice any visible changes. The methodology alerts staff when a patient is at high risk of worsening, such as organ failure or the need for intensive care.



The use of CHARTWatch led to a 20% reduction in hospital mortality in the general medical unit. Additionally, response times from nursing and medical teams improved, enabling preventive actions such as medication adjustments and intensive monitoring. This case illustrates how AI can serve as a silent sentinel, continually analyzing data to guide clinical decisions, save lives and optimize hospital resources. Cost reduction has also been a significant benefit of adopting AI in healthcare.

According to an analysis by global consulting firm McKinsey & Company, large-scale adoption of AI in Canada's health system could generate annual net savings of between \$14 billion and \$26 billion per year. These savings would come from improved quality of care and streamlined

administrative tasks. In the United States, the potential savings could reach \$150 billion by 2026, according to another consulting firm, Accenture.

Technology also contributes to greater administrative efficiency, such as automating operational tasks like scheduling, bed management, and patient records. Document digitization and waste reduction have also been widely adopted across medical field institutions. Experts note that certain technologies enable professionals to deliver personalized treatments and therapies. With the support of AI tools, it's possible to design therapeutic plans based on a patient's medical history and lifestyle. Additionally, treatments can be adjusted in real-time with continuous patient monitoring.







Mental health, increasingly discussed in today's society, is one of the areas that has benefited the most. By using robotic tools, the stigma around seeking help has been reduced through anonymous and private emotional support. Many institutions now rely on automated initial services, which assess symptoms, filter urgent cases and redirect them to the appropriate specialists.

In the United Kingdom, the National Health Service (NHS) has implemented an AI-based self-referral assistant to screen patients experiencing psychological distress. The tool operates autonomously, analyzing users' answers in online forms, assessing symptoms

and guiding them to appropriate support—whether therapy, medical follow-up, or preventive measures.

The results were surprising: there was a 29% increase in mental health treatment referrals among ethnic minorities—a population that has traditionally faced cultural, social, and institutional barriers to seeking help. This boost was attributed to a few key factors. One of the benefits was non-human interaction; since the screening was conducted by AI rather than a person, specialists believe it reduced the fear of judgment. Another factor was the convenient and personalized access, as the system operated 24/7 and adapted





its questions based on the patient's profile and responses, making the experience more comfortable and practical. Additionally, AI was able to detect early signs of depression and anxiety, even when patients didn't use clinical terms to describe what they were feeling—especially useful in communities where discussing mental health remains taboo.

Despite these advances, it's important to remember that AI does not replace clinical judgment, active listening, or human empathy. Technology should be viewed as a complementary resource that enhances the healthcare system's

responsiveness, but still depends on the sensitivity of professionals to provide truly human-centered care. The future of healthcare in North America is heading toward a more proactive, data-driven, integrated, and patient-centered model. AI is a key part of this transformation—not just as a technological innovation but as a tool for efficiency and, above all, hope.





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## Creatine for the Brain: Cognitive Benefits and Scientific Insights

When most people think of creatine, they associate it with muscle growth, strength gains, and athletic performance. But recent research has been shining a light on another promising area: creatine's effects on the brain. Creatine isn't just a sports supplement—it's also a naturally occurring compound with potential benefits for mental energy, cognition, and neuroprotection.

### What Is Creatine?

Creatine is a molecule made in the liver, kidneys, and pancreas from the amino acids glycine, arginine, and methionine. It's stored primarily in muscles, but about 5% of your body's creatine is stored in the brain, where it supports cellular energy production.

In both muscle and brain cells, creatine helps regenerate adenosine triphosphate (ATP)—the body's main energy currency. This makes creatine particularly important for high-demand organs like the brain, especially under stress or fatigue.

### Cognitive Benefits of Creatine

#### 1. Improved Mental Performance in Stressful Conditions.

Studies have shown that creatine can improve brain performance in situations where the brain is under metabolic stress, such as:

- Sleep deprivation
- Mental fatigue
- Intense cognitive effort

For example, a study in *Psychopharmacology* (2006) found that creatine supplementation improved working memory and intelligence scores in young adults under sleep deprivation conditions.

#### 2. Enhanced Working Memory and Reasoning

In healthy individuals, particularly vegetarians (who typically have lower baseline creatine levels), creatine has been found to boost:

- Short-term memory
- Logical reasoning
- Reaction time

Vegetarian participants in one study who took 5 grams of creatine per day for 6 weeks showed significant improvements in memory tasks compared to a placebo group.

#### 3. Neuroprotection and Aging

As we age, our brain's energy production declines, contributing to cognitive decline.

Creatine may help by:

- Protecting neurons from oxidative stress
- Maintaining mitochondrial function
- Improving cellular energy availability



Emerging research is exploring creatine's role in neurodegenerative diseases like Parkinson's, Alzheimer's, and Huntington's. While results are still early and mixed, creatine shows promise in preserving brain health, especially when used preventively.

### How Much Creatine Is Needed for Brain Benefits?

The typical dose used in cognitive studies is: 3–5 grams per day, the same as for physical performance.

This dose is generally well-tolerated and effective for saturating brain creatine stores over time. Effects on brain function may take a few weeks to become noticeable.

### Safety and Side Effects

Creatine is one of the most well-researched supplements, with a strong safety profile when used at recommended doses. For most people, there are no serious side effects. Occasional mild water retention or digestive discomfort may occur, but these

are rare and temporary.

### Who Might Benefit Most?

- Vegetarians and vegans (lower dietary creatine intake)
- Students or professionals under heavy cognitive load
- Older adults concerned about cognitive decline
- People with sleep issues or chronic fatigue

### Conclusion

Creatine isn't just a muscle-building supplement — it's a potential brain-boosting nutrient. By enhancing energy metabolism in brain cells, creatine can support mental performance, especially under stress or in populations with lower baseline creatine levels.

Whether you're looking to stay sharp, think faster, or protect your brain as you age, creatine might be a simple and effective addition to your wellness routine.





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