



## Expand Your Toolkit: Unlock New Paths to Patient Success

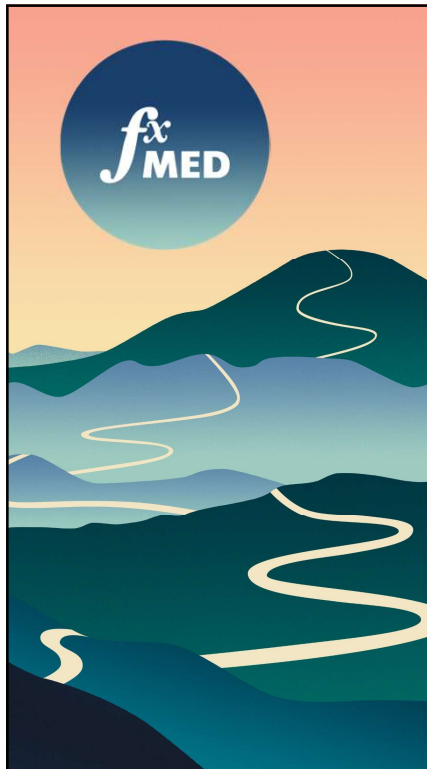


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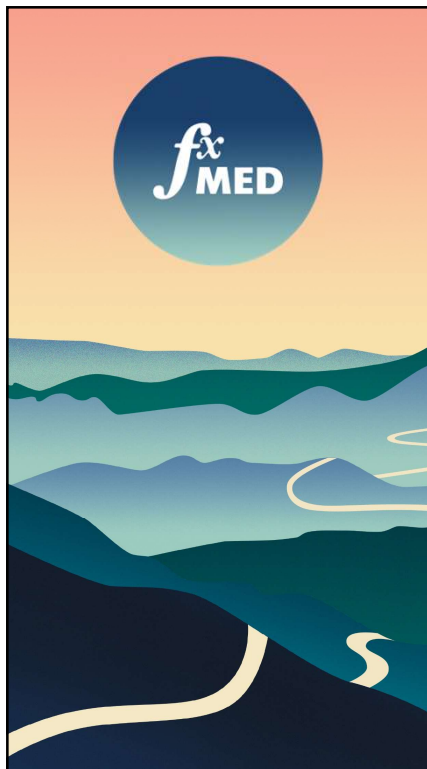
Auckland – North & West,  
Northland



## Expanding the paths to patient success

### Areas we will cover

- Who is FxMed
- Beyond adjustments: diversity to thrive
- Optimising outcomes for patients
- Extend your practice
- Q & A



## Who we are

### Leaders in nutritional medicine

- **A Legacy of Excellence** – 20+ years of supporting healthcare practitioners by providing top-tier nutritional supplements and functional testing
- **Curated for Quality** – Our portfolio includes 35+ leading brands, ensuring practitioners have access to the best evidence-based solutions
- **Learning from the Best** – We collaborate with renowned clinicians and industry experts to deliver expert-led education in functional medicine



## What brands do we represent?

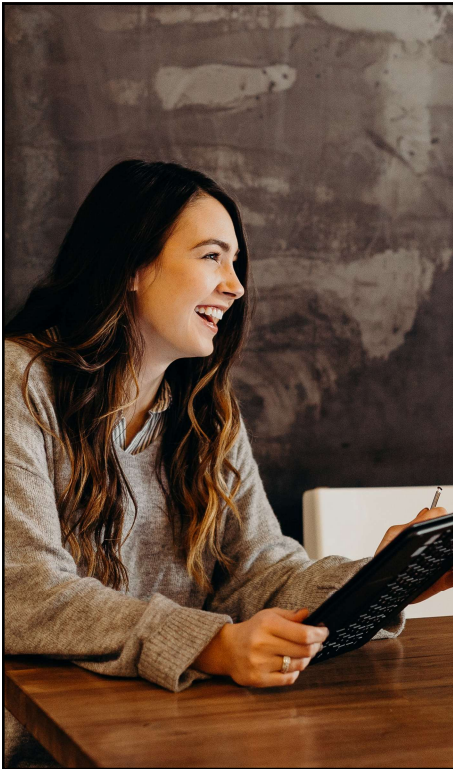


fx MED

## Functional testing



fx MED



## Beyond adjustments: diversify to thrive

Expanding the scope of functional medicine approaches supports comprehensive patient care

- Helps you navigate complex patients
- Supports poorly responding patients
- Functional testing can improve patient assessments
- Targeted nutrition can improve patient outcomes and treatment longevity



## Sprains & strains: concomitants

Between 2010-2016, NZ had 1,112,077 tendon and ligament (T/L) injury claims (Clark et al, 2020). Poor outcomes often result from non-integrative management.

### Dietary/nutritional deficiencies

- Nutritional research is useful in treating tendon injuries (Curtis, 2016)
- Protein, amino acids, Vitamins C & D, manganese, copper, zinc, phytochemicals, omega-3 fatty acids

### Lifestyle factors

- Obesity: increased weight put additional strain on joints
- Sedentary lifestyle / overuse / trauma
- Inflammatory diets
- Oxidative stress

SOURCES: Clark, S. T., Zhu, M., Gamble, G. D., et al. (2020). Epidemiology of tendon and ligament injuries in Aotearoa/New Zealand between 2010 and 2016. *Injury Epidemiology*, 7(5).  
Curtis L. (2016). Nutritional research may be useful in treating tendon injuries. *Nutrition (Burbank, Los Angeles County, Calif.)*, 32(6), 617–619.





# Sprains & strains: integrated care

T/L are slow to heal due to low, relative vascularity. Healing occurs in three overlapping stages: (1) inflammatory, (2) proliferative, and (3) remodeling. Recovery may take up to 13 months.

## Nutritional & lifestyle interventions

- Anti-inflammatory approaches: Boswellia, curcumin, omega-3 fatty acids, PEA, proteolytic enzymes
- Additional nutrient support: Vitamin C, magnesium, nitric oxide, taurine, glycine, Vitamins A & E, hydrolysed collagen types I and III
- Dietary recommendations: promote anti-inflammatory diets rich in whole foods

## Functional testing

- Nutritional status, food allergies/intolerances, gut health

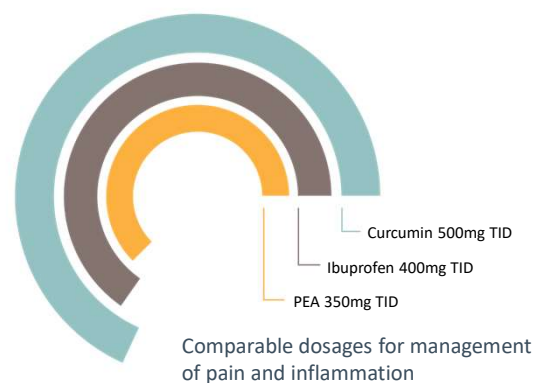


# Research on PEA & curcumin vs NSAIDS

## New pain management options

NSAIDs for ongoing pain management comes with health risks. PEA and curcumin have a significant number of studies delineating equivalent dosages and expected outcomes.

In numerous studies encompassing millions of patients, curcumin and PEA were found to be equally effective as ibuprofen in reducing pain and inflammation when taken three times a day at the doses in the graph on the right, for all-cause pathology, at days 7, 14 and 28.



## SOURCES

Gatti, A., Lazzari, M., Gianfelice, V., Di Paolo, A., Sabato, E., & Sabato, A. F. (2012). Palmitoylethanolamide in the treatment of chronic pain caused by different etiopathogenesis. *Pain Medicine*, 13(9), 1121-1130.

Kupitniratsaikul, V., Dajpratham, P., Taechaarpornkul, W., Buntragulpoontawee, M., Lukkanapichonchut, P., Chootip, C., Saengsuwan, J., Tantayakom, K., & Laongpech, S. (2014). Efficacy and safety of *Curcuma domestica* extracts compared with ibuprofen in patients with knee osteoarthritis: A multicenter study. *Clinical Interventions in Aging*, 9, 451-458.



## Sprains & strains: targeted solutions



C-RLA



MyoMend



InflamaSoothe Trio

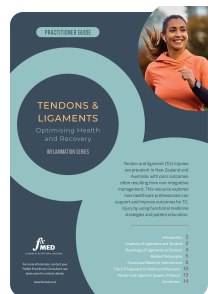
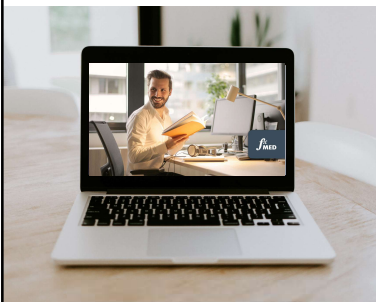


Core Nutrients with Collagen



## Sprains & strains: further resources

### Tendons & Ligaments: Optimising Health & Recovery

Practitioner Guide  
& Quick reference Guide

Patient Brochures



# Chronic back pain

- Over 85% of people suffer from back pain at some time in their life (TBIhealth, 2021)
- Back pain can lead to neuropathy affecting 7 to 10% of individuals (Van heck et al, 2014)
- 1 in 6 (16.9%) New Zealanders report chronic pain (Dominick et al, 2011)
- Research recognises complex medical needs of chronic pain patients (Tennant et al, 2014)
- Personalised, multimodal interdisciplinary approaches offer the most effective treatment for chronic pain (Nijs et al, 2024)

## SOURCES

<https://tbihealth.co.nz/what-causes-back-pain/>

Van Hecke, O., Austin, S. K., Khan, R. A., Smith, B. H., & Torrance, N. (2014). Neuropathic pain in the general population: A systematic review of epidemiological studies. *Pain*, 155(4), 654-662.

Dominick, C et al. NZMJ 24 June 2011, Vol 124 No 1337; ISSN 1175 8716

Tennant F. Intractable pain patients who have been unresponsive to standard treatments. *J Pain*. 2014;15(4):S92.

Nijs, J., Malfliet, A., Roose, E., Lahousse, A., Van Bogaert, W., Johansson, E., Runge, N., Goossens, Z., Labie, C., Bilterys, T., Van Campenhout, J., Polli, A., Wyns, A., Hendrix, J., Xiong, H. Y., Ahmed, I., De Baets, L., & Huysmans, E. (2024). Personalized Multimodal Lifestyle Intervention as the Best-Evidenced Treatment for Chronic Pain: State-of-the-Art Clinical Perspective. *Journal of clinical medicine*, 13(3), 644.



# Chronic back pain: concomitants

## Dietary/nutritional deficiencies

- Vitamin D: essential for bone health, deficiency linked to pain sensitivity (Ko et al, 2023)
- Magnesium: plays a central role in ~800 biochemical reactions in the body; supports muscle relaxation, low levels can lead to spasms & discomfort (Souza et al, 2023)

## Lifestyle factors

- Dietary influences: high sugar, processed foods
- Stress and anxiety: heighten pain perception and muscle tension
- Sleep quality: poor sleep linked to increased pain sensitivity
- Obesity

## SOURCES

Ko, S., Kim, H. C., & Kwon, J. (2023). The effectiveness of vitamin D3 supplementation in improving functional outcome of non-surgically treated symptomatic lumbar spinal stenosis: Randomized controlled clinical trial - Pilot study. *Medicine*, 102(40), e32672.

Souza, A. C. R., Vasconcelos, A. R., Dias, D. D., Komoni, G., & Name, J. J. (2023). The Integral Role of Magnesium in Muscle Integrity and Aging: A Comprehensive Review. *Nutrients*, 15(24), 5127.



# Chronic back pain: integrated care

## Nutritional & lifestyle interventions

- Nutrient support:
  - Inflammation support: Curcumin, PEA, boswellia, Omega 3's, D/K2
  - Muscle repair and recovery: Protein, magnesium
  - Correct deficiencies: D/K2, B12, Mg
- Lifestyle recommendations: whole foods, sustainable physical activity, mind-body exercises, restorative sleep, stress resiliency, self-care strategies (Altug, 2021)

## Functional testing

- Comprehensive nutritional panels, organic acids, gut health (GI360), hormones (DUTCH)

SOURCE: Altug Z. (2021). Lifestyle Medicine for Chronic Lower Back Pain: An Evidence-Based Approach. *American journal of lifestyle medicine*, 15(4), 425–433.



# Chronic back pain: targeted solutions

## Inflammation support



Curcutex



InflamaSoothe Trio



ProOmega



# Chronic back pain: targeted solutions

Muscle repair & recovery, correct deficiencies



Core Nutrients with Collagen



Magnesium Glycinate



Disc-Flex



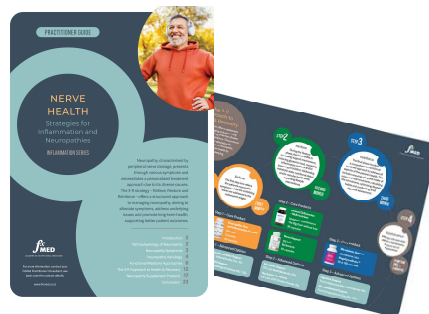
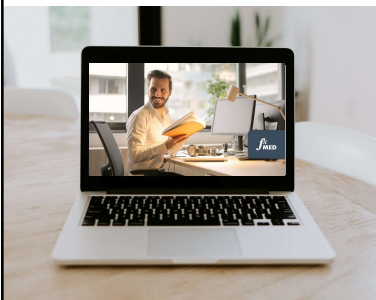
Vitamin D + K2 Liquid

**THORNE**



# Chronic back pain: further resources

Nerve Health: Strategies for Inflammation and Neuropathies



Practitioner Guide  
& Quick Reference Guide



Patient Brochures



# Headaches & migraines: concomitants

Migraine disease is estimated to affect over 753,000 people in Aotearoa\*. Pathophysiology is complex, involving vascular, neurological (trigeminal), hormonal and genetic factors.

## Nutritional deficiencies

- Magnesium: deficiency linked to increased headache frequency
- Riboflavin (B2): may help reduce migraine attacks
- Dehydration

## Lifestyle factors

- Stress: triggers tension headaches, managing stress is crucial
- Sleep quality: poor sleep patterns can exacerbate headache conditions
- Certain foods: allergies and intolerances

\*SOURCE: <https://migraine.foundation.org.nz/migraine-in-nz/the-impact-of-migraine-in-nz/>



# Headaches & migraines: integrated care

Headaches exist on a spectrum of overlapping symptoms, making integrative treatment effective for addressing inflammation and individual symptom profiles.

## Nutritional & lifestyle interventions

- Nutrient support: liver & bile support, magnesium, B's, multivitamins
- Support gut-brain axis: probiotics, prebiotics, postbiotics, HCL/enzymes
- Stress management strategies: explore techniques for reducing tension & improving sleep
- Lifestyle management: assess toxin exposure, improve detoxification, reduce neural inflammation, support microbiome/neural bidirectional communication, address metabolic disorders, exercise, sleep

## Functional testing

- Food allergy testing, hormone testing (DUTCH), heavy metals & toxin analysis





# Headaches & migraines: targeted solutions



Lipotropex



Magnesium Glycinate



MegaSporeBiotic

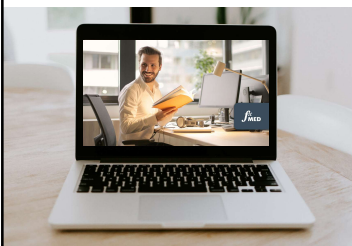


BioActive B-Complex



# Headaches & migraines: further resources

## Headaches & Migraines: Understanding Root Causes



Practitioner Guide  
& Quick Reference Guide



Patient Brochures



# The gut–brain connection

The gut and brain have a bidirectional relationship, significantly influencing each other's function. An integrated approach to care should consider gut–brain axis support for optimal wellness.

## Key factors affecting the gut–brain relationship

- **Chiropractic adjustments:** spinal adjustments/vagal nerve stimulation enhance nerve function and support the gut-brain connection (Mogilevski, 2021)
- **Stress:** chronic stress inhibits the vagus nerve's anti-inflammatory effects, raises pro-inflammatory cytokines, disrupts gut function, increases inflammation (Bonaz et al, 2018)
- **Probiotics:** the vagus and enteric nerves facilitate gut–brain communication and are influenced by specific probiotic strains that improve cell-to-cell signaling, blood-brain-derived neurotrophic factors, sleep, neurotransmitter function (Ansari et al, 2023)

### SOURCES

Bonaz, B., Bazin, T., & Pellissier, S. (2018). The Vagus Nerve at the Interface of the Microbiota-Gut-Brain Axis. *Frontiers in neuroscience*, 12, 49.  
Mogilevski T. (2021). The bi-directional role of the gut-brain axis in inflammatory and other gastrointestinal diseases. *Current opinion in gastroenterology*, 37(6), 572–577.  
Ansari, F., Neshat, M., Pourjafar, H., Jafari, S. M., Samakhah, S. A., & Mirzakhani, E. (2023). The role of probiotics and prebiotics in modulating of the gut-brain axis. *Frontiers in nutrition*, 10, 1173660.



# Supporting neurotransmitters & gut health

Gut health impacts the production of key neurotransmitters like serotonin and GABA, which are involved in mood, sleep, cognition, muscle tone regulation and neuroprotection.

- There are a lot of neurons in the enteric nervous system. In fact, there are more neurons in the gut (>100 million) than the entire spinal cord!
- Probiotics promote a healthy gut microbiome, enhancing neurotransmitter production
- The anxiolytic effect of *Bifidobacterium longum* involves vagal pathways for gut-brain communication (Wang et al, 2019)

**SOURCE:** Wang, H., Braun, C., Murphy, E. F., & Enck, P. (2019). Bifidobacterium longum 1714™ Strain Modulates Brain Activity of Healthy Volunteers During Social Stress. *The American journal of gastroenterology*, 114(7), 1152–1162.

## The Brain in Your Gut

The gut's brain, known as the enteric nervous system, is located in sheaths of tissue lining the esophagus, stomach, small intestine and colon.

### SMALL INTESTINE CROSS SECTION

#### Submucosal plexus

Layer contains sensory cells that communicate with the myenteric plexus and motor fibers that stimulate the secretion of fluids into the lumen.

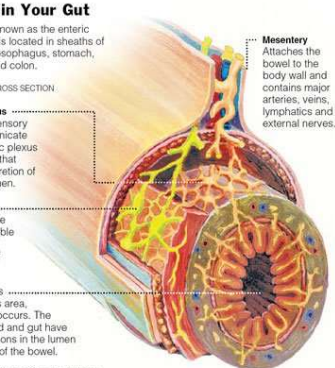
#### Myenteric plexus

Layer contains the neurons responsible for regulating the enzyme output of adjacent organs.

#### Lumen

No nerves actually enter this area, where digestion occurs. The brains in the head and gut have to monitor conditions in the lumen across the lining of the bowel.

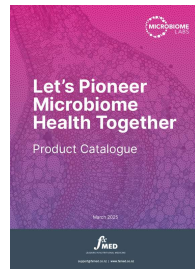
Source: Dr. Michael D. Gershon, Columbia University





# Gut–brain connection: further resources

Connecting the Dots: Explore the Role of the Microbiome in Gut Health, Brain Health and Immune Health



Microbiome Labs  
Product Catalogue



Total Gut  
Restoration Protocol



## Practitioner Hub

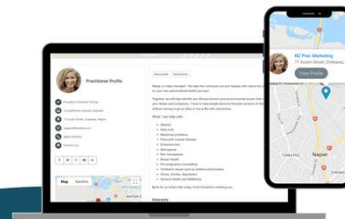
### Practitioner exclusive resources

- Now available directly in the Practitioner Hub
- Pricebook, Top Products + more
- Brand catalogues, datasheets, protocols + more
- Digestive disorders

### Patient exclusive resources

- Save time in clinic and use our patient brochures!
- Provides useful tips and lifestyle changes
- Hardcopy & digital versions

### Find a practitioner tool



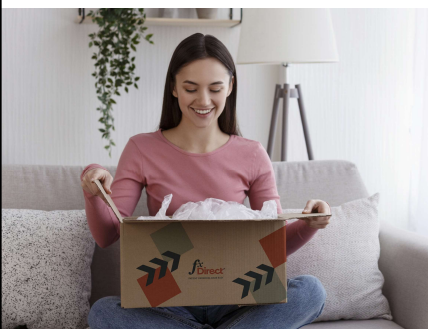
## Clinic ordering made easy



- Simplified ordering process
- Filter by condition, product type or ingredient
- Top products easily identifiable
- View delivery timeframes for backorders
- See alternatives for out-of-stocks
- Consult-mode, hide wholesale prices



Simple to use and designed to deliver convenience for both you and your patients



- Continuity of care
- Hassle-free convenience
- On-going rebates
- Meaningful insights
- Custom discounting
- Quick-action functionality





## Education at your fingertips

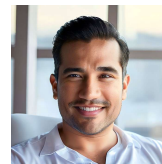
- Spotlight on webinars on topical clinical research
- World-class educators
- Attendance certificates to count towards your CPE points.
- Dashboard view of your learning

### Popular courses



Inflammation Lunch  
and Learn Webinar  
Series 2024

*Dr Michelle Clark*



Total Gut Restoration:  
How to Heal the Gut  
in 3 Simple Steps

*Kiran Krishnan*



## Practitioner Consultants



Our team is here to support Chiropractors with:

- Specialised product knowledge
- Personalised demonstrations
- Addressing specific needs
- Educational resources
- Market insights – trends, feedback

Available for in-clinic meetings or via Teams, phone or email





## Technical Support team



- Our Technical Support team is made up of Qualified Naturopaths
- Available Monday to Friday
- Phone 0800 439 633 or via email at [techsupport@fxmed.co.nz](mailto:techsupport@fxmed.co.nz)
- Request a call back on the Practitioner Hub feature



## New to FxMed? Register with us!



Benefits of opening a Practitioner account include:

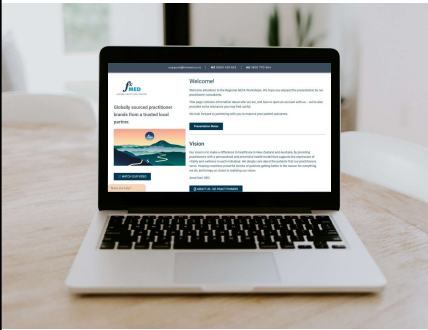
- In-clinic or remote visits from our regional Practitioner Consultants
- Access to our product and testing ranges
- Easy online ordering including the ability to set up patient ordering
- Exclusive resources – available on our Practitioner Hub
- Access to FxLearn (education portal) for webinars on demand



**Special offer for attendees:**  
**Free product with all new account applications – tonight only!**



## NZCA Regional Events Webpage



- Visit our event webpage: [fxmed.co.nz/nzca-workshop-25](https://fxmed.co.nz/nzca-workshop-25)
- Find out more about FxMed and what we offer
- View and download digital copies of event resources
- See what other key resources are available on the FxMed Practitioner Hub
- Plus more handy links and info!



Questions?



Thank you!