Sciatica

Chiropractors may claim that chiropractic can help with sciatica.

We urge caution around claims that imply chiropractic can help with sciatic pain intensity.

Claims relating to sciatica are unlikely to mislead if:

• They state explicitly that chiropractic can help with sciatica

• They provide information about the causes of sciatica

• They describe methods of diagnosis and treatment that a chiropractor uses for sciatica

Example claims that are likely to be acceptable:

• Conditions we treat: Sciatica

• Sciatica refers to any sort of pain that is caused by irritation of the sciatic nerve

• For patients with sciatica, we use a combination of highly specific manual techniques, followed by a rehabilitation exercise programme

Claims relating to sciatica are likely to mislead if:

• They state explicitly or imply that chiropractic will eliminate sciatic pain

Example claims that are unlikely to be acceptable:

• Live a life free from pain. Superb success rate in reducing the intensity of sciatic pain

• Spinal manipulation can provide relief from sciatic pain

Claims relating to neck pain are unlikely to mislead if:

• They do not state or imply that they can help with neck pain caused by whiplash, injury or accident

• They state explicitly that chiropractic cannot help with neck pain caused by whiplash, injury or accident

• They refer generally to “neck pain” but only in conjunction with references to the causes of simple/mechanical neck pain

Example claims that are likely to be acceptable:

• Conditions we treat: mechanical neck pain

• We treat neck stiffness and soreness

• Chiropractic can help with neck pain caused by poor posture or awkward sitting positions

• See a chiropractor if you have neck pain caused by tension in the neck or shoulders

Claims relating to neck pain are likely to mislead if:

• They state explicitly or imply that chiropractic may help with whiplash

• They state explicitly or imply that chiropractic may help with whiplash, including references to pain or stiffness caused by the sudden movement of the head, or to neck injuries caused by accidents (e.g. car accidents) or blows to the head

• The above also applies to any client testimonials used in marketing

Example claims that are unlikely to be acceptable:

• Conditions we treat: whiplash

• See a chiropractor if your neck pain started within a few days of a car accident

• Injuries to the neck caused by a sudden movement of the head backward, forward, or sideways are referred to as ‘whiplash’. Whether from a car accident, sports or an accident at work, whiplash or neck injuries warrant a thorough examination from a chiropractor

• The chiropractic approach to whiplash injuries is to use specific, gentle adjustments to help restore spinal function, followed by a rehabilitation exercise programme to further help you to recover