

Houston Chiropractor Determines Improved Ergonomics “Not Enough” To Change Poor Posture Habits

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Press Release Summary: After seeing most of her new patients coming in with similar problems, Dr. Natalie Cordova, a chiropractor, determined that many of the complaints could be avoided with a program geared towards improving posture.

Press Release Body: Houston, TX September 5, 2007 – After seeing most of her new patients coming in with similar problems, **Dr. Natalie Cordova, a chiropractor**, determined that many of the complaints could be avoided with a program geared towards improving posture.

Located in Houston, Dr. Cordova’s patients work for major companies that often employ “ergonomic consultants” that make sure each employee’s workstation is adjusted and optimal for their needs. Still, employees seem to find a way to slouch and slump in their ergonomically sound surroundings.

“A large percentage of these employees are still coming in with neck and back issues that can be helped or avoided altogether with stronger postural muscles,” said **Dr. Natalie Cordova**.



She created a posture exercise DVD called **“Posture Confidence”** which was originally designed as an easy to follow routine for her patients. The results were positive, but her patients demanded even more exercises, resulting in an e-book with more posture tips and additional exercises.

In addition to more exercises for general posture improvement, the new exercises were more condition specific, including specific programs for forward head posture, rounded shoulders, and avoiding the dowager's hump.

Dr. Cordova believes that while improved computer ergonomics are positive, they are not enough to change poor posture habits. *"It's not just about remembering to sit up straight,"* she stated, *"if you consistently do exercises that counteract the daily activities that are contributing to your bad posture, you'll look better, feel better, and avoid many neck and back problems."*

Dr. Natalie Cordova began offering her DVDs and e-book online at [ImproveMyPosture.com](http://www.improvemyposture.com) for the past several months. The results have been positive, with sales in almost every state and several additional countries.

Web Site: <http://www.improvemyposture.com>

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