

THE EMBODY WELLNESS GUIDE TO
**REGENERATIVE
MEDICINE**

Innovative Approaches to Joint Pain,
Arthritis & Injury Recovery

By Dr. Jeff Hanson N.D.



**EMBODY
WELLNESS**
ACTIVATING GENETIC POTENTIAL



What's inside Table Of Contents

Understanding Your Options

3. A Letter from Dr. Jeff Hanson
4. Why Do Joints Become Painful?
5. Why Pain Becomes Chronic
6. So What's Next? — You've Tried Everything...

Treatment Philosophies

7. The Embody Wellness Difference
8. Why We Begin with Prolozone®
9. PRP: The Embody Wellness Way
10. Building Treatment Step by Step

Real Results

11. Real Patient Success Stories
12. Getting Back to the Life You Love
13. Neck Pain, Migraines, Shoulder Pain And
Saving a Patient from Hip Replacement Surgery

The Embody Wellness Experience

14. Conditions We Commonly Evaluate
15. Supporting Your Recovery
16. Long-Term Joint Health
17. Frequently Asked Questions
18. Meet Dr. Jeff Hanson, ND
19. What to Expect During Your Consultation
20. Understanding the Language of Regenerative Medicine
21. Our Promise to You

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A letter from Dr. Jeff Hanson

If you're reading this guide, chances are you're looking for answers.

Perhaps you've been living with knee pain, shoulder pain, arthritis, or an injury that simply hasn't improved the way you hoped. Maybe you've already tried physical therapy, chiropractic care, massage, medications, cortisone injections, or other treatments. You may have even been told that surgery is your next option.

If that sounds familiar, I want you to know something. You still may have options.

Over the past fifteen years, I've had the privilege of helping thousands of people explore regenerative medicine as a natural approach to supporting joint, tendon, and ligament health. Some individuals come to us hoping to stay active. Others want to delay or avoid surgery if possible. Many simply want to return to enjoying everyday life without constant pain.

No two people are the same.

That's why I don't believe in one-size-fits-all medicine. Instead, I believe every treatment plan should begin with a careful evaluation, an accurate diagnosis, and an honest conversation about your goals.

Throughout this guide,

I'll explain how regenerative medicine works, why we often begin with Prolozone® therapy, how PRP supports healing, and how we choose the right treatment at the right time. My goal is to help you understand your options and make informed decisions about your health.

Whether you ultimately choose treatment at Embody Wellness or elsewhere, I hope this guide provides clarity, confidence, and hope.

I look forward to meeting you.

Dr. Jeff Hanson ND



Why Do Joints Become Painful?

Understanding the Source of the Problem

Pain is rarely the problem itself. Instead, pain is often your body's way of telling you that something underneath needs attention.

Unfortunately, many treatments focus on temporarily reducing pain without addressing the tissues that may actually be injured.

To understand regenerative medicine, it's helpful to first understand how joints are designed to function. Every joint in your body relies on several important structures working together.



Cartilage

Cartilage provides a smooth, protective surface that allows bones to glide against one another with minimal friction. As we age—or following injury—cartilage can begin to wear down, leading to stiffness, inflammation, and discomfort.



Ligaments

Ligaments connect bone to bone and provide stability to your joints. When ligaments become stretched, weakened, or injured, joints may become unstable, placing additional stress on surrounding tissues.



Tendons

Tendons connect muscles to bones and transfer the force that allows movement. Repetitive use, sports injuries, and everyday wear can lead to tendon damage that often heals slowly because of limited blood supply.



Muscles

Muscles support and protect the joints around them. However, muscles frequently compensate for injured ligaments or tendons, which may create additional pain and tightness over time.



A woman wearing a teal shirt, grey shorts, a pink wristband, and blue sneakers with pink laces is holding her right knee with both hands, suggesting pain or discomfort. The background is a blurred outdoor setting.

Why Pain Becomes Chronic

Many people assume that pain simply comes with getting older.

While age can influence how our bodies recover, chronic pain is often the result of tissues that have not fully healed.

Over time, these small problems can become larger ones. An old ankle injury may eventually contribute to knee pain.

A weak shoulder may gradually limit movement. A small area of degeneration can slowly progress if left unaddressed.

Rather than asking, “How do we make the pain go away?”

We believe the better question is, “Why is this joint hurting in the first place?”

Finding that answer is where healing begins.

Dr Hanson's Perspective

“Pain is a symptom. My goal is to identify what’s causing the pain and help support the body’s ability to heal whenever possible.”

Dr. Jeff Hanson ND

You've Tried Everything... So What's Next?

If you've been living with joint pain for months—or even years—you've probably already explored several treatment options.



Some have even been told that surgery is their next step. The truth is that many of these treatments can be helpful.

Physical therapy can improve strength and mobility. Chiropractic care may help restore movement. Massage therapy can reduce muscle tension. Medications and injections may temporarily relieve discomfort. Each of these treatments has an important role in healthcare.

However, there are times when they simply aren't enough.

One reason is that many conservative treatments are designed to manage symptoms rather than support healing of injured ligaments, tendons, and other connective tissues.

At the other end of the spectrum, surgery may be appropriate for some individuals—but it is also the most invasive option and is not always necessary.

For many people, there is another category of care that deserves consideration before moving toward surgery.

That category is Regenerative Medicine.

Regenerative medicine is designed to work with your body's natural healing processes by supporting injured tissues rather than simply masking symptoms.

For the right person, it may offer another option worth exploring.

Many of the people we see have tried:

- ✓ Physical Therapy
- ✓ Chiropractic Care
- ✓ Massage Therapy
- ✓ Anti-inflammatory Medications
- ✓ Cortisone Injections
- ✓ Hyaluronic Acid Injections
- ✓ Bracing
- ✓ Rest
- ✓ Activity Modification

What This Means For You

If you've already tried several conservative treatments and you're still living with pain, it doesn't necessarily mean you've run out of options.

It simply means it may be time to ask a different question:

“What is actually causing my pain, and what treatment is most appropriate for my condition?”

That is exactly the question we hope to answer during your consultation.



The Embody Wellness Difference

Right Treatment. Right Time. Right Patient.

One of the questions we hear most often is:

“Which regenerative treatment is the best?”

The answer may surprise you. There isn't one.

At Embody Wellness, we don't believe healing comes from a single injection or one “magic” treatment. Instead, we believe successful regenerative medicine begins with understanding the individual sitting in front of us.

Every person has a different history.

Different injuries. Different goals. Different lifestyles. Because of that, every treatment plan should be personalized.

Some people improve with Prolozone® therapy alone. Others benefit from adding Platelet-Rich Plasma (PRP). Some may require advanced regenerative biologic therapies.

The key isn't using the most advanced treatment. The key is knowing when to use each treatment.

That philosophy has guided Dr. Hanson throughout more than fifteen years of clinical practice and over fifteen thousand regenerative injection procedures.

Rather than recommending the same protocol for everyone, each treatment plan is built step by step based on your diagnosis, your examination, your response to care, and your personal goals.

Sometimes a more conservative approach is all that's needed. Sometimes combining therapies produces the best results. Our responsibility isn't to recommend the most treatment.

Our responsibility is to recommend the right treatment.

My goal has never been to perform the most injections. My goal has always been to recommend the right treatment for the right patient. Dr. Jeff Hanson ND

Our Promise To You

At Embody Wellness, we believe every person deserves honest recommendations.

If we believe regenerative medicine is an appropriate option for your condition, we'll explain why. If we believe another treatment—or even surgery—is the better choice, we'll tell you that too.

Our goal is never to sell procedures. Our goal is to help you understand your options and recommend the approach we believe is most appropriate for your specific situation.

That commitment forms the foundation of every treatment plan we create.

**Right Treatment. Right Time.
Right Patient.**



Why we begin with Prolozone®

Building a Strong Foundation for Healing

One of the most common questions we hear is: “Why don’t we start with PRP or stem cell therapy?”

It’s an excellent question.

Many regenerative medicine clinics begin treatment with their most advanced procedures. While those therapies may be appropriate for some individuals, Dr. Hanson has developed a different philosophy through more than 15 years of regenerative medicine experience.

The goal is simple:

Build a strong foundation before adding more advanced therapies. For many people, that foundation begins with Prolozone® Therapy.

Why start here:

Many people come to us with years of inflammation, weakened ligaments, tendon injuries, arthritis, or chronic degeneration.

In Dr. Hanson’s experience, beginning with Prolozone® often helps establish a healthier environment by reducing inflammation before deciding whether additional regenerative therapies should be added. Ozone is an excellent anti-inflammatory agent, reducing swelling better than steroid or cortisone shots.

- Some people experience excellent improvement with Prolozone® alone.
- Others need something stronger by adding PRP or advanced regenerative biologic therapies.

What this means for you:

The goal isn’t to perform more injections. The goal is to determine which treatment gives you the greatest opportunity for long-term improvement.

Every recommendation begins with understanding you and your healing process

What Is Prolozone®



Procaine

A local anesthetic commonly used in injection therapies to improve comfort and keep pain from injection at a minimal.



Vitamin B12 & Nutrients

Selected nutrients may be included to support healthy tissue metabolism and normal cellular function like oxygen utilization.



Dextrose

Dextrose has been used in prolotherapy for decades as a regenerative injection solution or proliferative agent. It is considered an important therapeutic component because it helps stimulate the body’s natural healing response.



Medical Ozone

Finally, a precisely administered oxygen-ozone gas mixture is introduced into the targeted tissues to stimulate the body to heal itself and regrow healthy tissue like ligaments, tendons, and joints.

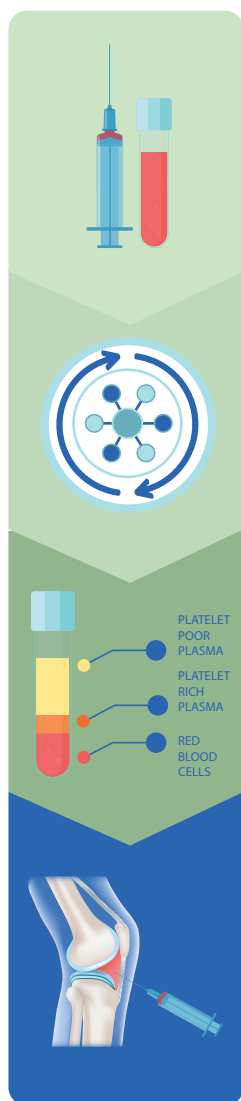


PRP Platelet Rich Plasma

The Embody Wellness Way

More Than Just Platelets

The PRP Process



Blood Draw

PRP is harvested from a blood draw of your own blood.

Centrifuge

Blood is processed in a specialized centrifuge

Concentration

After processing the platelets become isolated and concentrated into an injectable solution

Injection

Concentrated platelets are injected into the problem area enhancing and speeding up the healing process

“Stem Cells’ Little Brother”

Platelet-Rich Plasma (PRP) has become one of the most recognized regenerative medicine treatments available today.

Dr. Hanson often describes PRP as: “Stem cells’ little brother.” While PRP is different from stem cell-based therapies, it contains many naturally occurring growth factors that help signal the body’s repair processes similar to stem cells.

Because it comes from your own blood, PRP offers a natural way to support healing without introducing foreign materials.

Why We Combine PRP with Prolozone®

One of the things that makes Embody Wellness different is that we don’t see Prolozone® and PRP as competing treatments. We see them as complementary.

In Dr. Hanson’s clinical experience, Prolozone® often helps prepare the treatment area by supporting a healthier healing environment by reducing inflammation so a stronger PRP treatment can be introduced.

Once that foundation has been established, PRP may be introduced when additional regenerative support is appropriate.

At Embody Wellness, we add Prolozone along with the PRP at the same time to stimulate the platelets or active them, creating an overall stronger treatment. They work better together! To our knowledge, Embody Wellness is the only clinic combining PRP with Prolozone® as part of the same regenerative treatment approach. This combination has become one of the hallmarks of Dr. Hanson’s treatment philosophy.

What This Means For You

Rather than asking: “Do I need PRP?” The better question is: “Would PRP improve my treatment plan?”

That answer is different for every person.

Building Treatment Step by Step

One Tool Doesn't Build a House

Imagine trying to build a house using only a hammer.

It wouldn't work. Every tool has a purpose. Regenerative medicine works the same way.

There isn't one treatment that is best for everyone. Instead, successful treatment often comes from understanding when each therapy is most appropriate.

Our Treatment Philosophy

Most regenerative medicine clinics focus on individual products. At Embody Wellness, we focus on developing the right treatment sequence.

Many people begin with



Advanced Regenerative Therapies

For selected individuals, Dr. Hanson may recommend advanced regenerative biologic products as part of a personalized treatment plan.

These therapies are never recommended simply because they are newer or more advanced.

Instead, they are considered when clinical evaluation suggests they may provide additional support for healing.

What This Means For You

We don't believe every person needs the most advanced treatment. We believe every person deserves the **most appropriate** treatment.

Sometimes stacking therapies provides the greatest benefit especially for more physically active individuals or for more advanced degeneration.

Clinical experience—not marketing—guides every recommendation we make.





Real Patient Success Stories

Real People. Real Results.

Every person who comes to Embody Wellness has a unique story.

Different injuries. Different goals. Different lives.

While every person's results are different, the following stories represent real experiences shared by individuals who chose regenerative medicine as part of their healthcare journey.

Avoiding Knee Surgery ★ ★ ★ ★ ★

"My mom's knee surgery was scheduled for tomorrow. I'm happy to report she canceled her surgery because she was doing much better and continues to improve. Had it not been for your treatments, she would have been preparing for surgery. Thank you for helping the body heal itself and allowing patients to lead a normal life again."

~ Rakhi

Walking Again ★ ★ ★ ★ ★

"My mom literally woke up and got right out of bed. She has been walking around like she never had the condition. My girlfriend said her knee felt like she was 15 again."

~ Jon Tom

What this means for you:

Every condition is different. Not everyone will experience the same results. However, these stories remind us why regenerative medicine continues to give hope to people searching for additional options.

* Individual experiences vary. Treatment recommendations and outcomes depend on each person's diagnosis, overall health, and response to care.

Getting Back To The Life You Love

Living With Chronic Pain Doesn't Have to Define You

One of the most rewarding parts of Dr. Hanson's practice isn't simply helping people reduce pain.

It's watching them return to the activities they thought they had lost.

Hiking. Golf. Gardening. Playing with grandchildren. Traveling. Simply getting out of bed without pain.

These moments matter.

Regenerative medicine isn't about creating perfect joints. It's about helping people live fuller, more active lives whenever possible.

A Story Of Hope



"My husband's back pain was reduced by over 50% within one week and approximately 75% within three weeks. He had suffered from back pain for decades. We are thrilled. I highly recommend trying this before contemplating surgery."

~ Gloria B

What this means for you

Whether you're just beginning your search for answers or you've been living with pain for years, we hope this guide has helped you better understand that regenerative medicine is about more than injections.

At Embody Wellness, our mission is simple:

Help people stay active, move better, and continue doing the things they love.





Neck Pain, Migraines, Shoulder Pain And Saving a Patient from Hip Replacement Surgery

When Everything Else Hasn't Worked

Some of the people we meet have spent years searching for answers. They've tried multiple providers, injections, medications, therapies, and lifestyle changes. Many have been told they simply have to live with the pain.

One of the most rewarding parts of regenerative medicine is seeing hope return when people finally feel like they've exhausted every option.

Twenty Years of Migraines ★ ★ ★ ★ ★

"Prolozone with Dr. Hanson has changed my life.

Having suffered from migraines for nearly twenty years following a broken neck and multiple whiplash injuries, I had tried chiropractors, muscle specialists, acupuncture, massage — you name it. After just one treatment I noticed a significant improvement, and after four treatments I was pain free.

I can't express the gratitude I feel for the emotional and physical change this has created in my life."
~ Brigitte

Back on the Slopes, ★ ★ ★ ★ ★ Instead of the Operating Room

I just finished my 4th session with Dr. Hanson. My shoulder is totally pain free, did not require treatment this session and is back to normal. My hip that was diagnosed as needing replacement, is now 95% pain free and has allowed me to Alpine ski 5 times this winter and backcountry ski on a 3 day wilderness snow camp trip with a 50# pack. Amazing results! Thank you Dr. Hanson and Embody Wellness.
~ Jim Stoll



Conditions

We Commonly Evaluate

Could Regenerative Medicine Be Right for You?

Every person is different.

That's why every treatment at Embody Wellness begins with a thorough consultation and examination.

Some of the conditions we commonly evaluate include:



Knee Pain

- Osteoarthritis
- Meniscus injuries
- Ligament injuries
- Chronic instability



Shoulder Pain

- Rotator cuff injuries
- Arthritis
- Tendinitis
- Shoulder instability



Hip Pain

- Arthritis
- Tendon injuries
- Bursitis



Back Pain

- Chronic low back pain
- Ligament instability
- Sciatica



Neck Pain

- Cervical instability
- Ligament instability
- Whiplash-related injuries



Elbow

- Tennis elbow
- Golfer's elbow
- Bursitis



Foot & Ankle

- Plantar fasciitis & Neuromas
- Achilles tendon disorders
- Chronic Instability / swelling



Sports Injuries

Helping active individuals return to the activities they enjoy whenever appropriate.



Supporting Your Recovery

The greatest success isn't simply reducing pain. It's helping someone get their life back. *Dr. Jeff Hanson ND*

Experience Matters

Choosing regenerative medicine isn't simply about choosing a procedure. It's about choosing experience.

Dr. Hanson has:

- Worked alongside Dr. Frank Shallenberger, MD for more than 15 years.
- Performed more than 15,000 regenerative injection procedures.
- Served as faculty instructor with the American Academy of Ozonotherapy (AAOT) helping teach regenerative injection techniques to approximately 150 healthcare providers each year.

That experience has helped shape the personalized treatment philosophy offered at Embody Wellness today.

One of the things that makes Embody Wellness different is our belief that successful regenerative medicine extends beyond the treatment itself.

Your body continues healing long after your appointment.

That healing process can be supported through healthy lifestyle choices, proper nutrition, and appropriate supplementation.

Supporting Healing From the Inside Out

Depending on your individual needs, Dr. Hanson may recommend additional support, including:

Arthroben® (Type II Collagen)

Designed to help provide nutritional support for healthy cartilage, ligaments, and tendons.

BPC-157 & TB-500

For selected individuals, Dr. Hanson may discuss peptide therapies as part of a comprehensive regenerative program. These therapies are considered on a case-by-case basis and recommendations are individualized.

Anti-Inflammatory Nutrition

Healthy nutrition provides your body with the building blocks needed for tissue repair.

We often encourage:

- ✓ Protein-rich meals
- ✓ Fruits and vegetables
- ✓ Healthy fats
- ✓ Good hydration
- ✓ Limiting processed foods, excess sugar, smoking, and excessive alcohol consumption

Long-Term Joint Health

Protect Your Investment

One of the biggest misconceptions about regenerative medicine is that treatment ends when the pain improves.

In reality, our joints continue to experience stress every day.

Golf. Pickleball. Hiking. Working. Playing with grandchildren. Life places ongoing demands on our bodies.

Just as we maintain our teeth with regular dental visits or service our cars before they break down, maintaining healthy joints may help preserve function and address concerns before they become more significant. Helping patients live fuller, more active lives whenever possible.

Why Maintenance Matters

Many people wait until the pain has completely returned before seeking care again. By then, irritation and tissue changes may have progressed.

Instead, we encourage people to pay attention to early warning signs.

If discomfort begins returning—or if you notice reduced function—it may be the right time for a follow-up evaluation.

Depending on your condition and activity level, Dr. Hanson may recommend periodic maintenance visits to help support long-term joint health.

For some people, that may be every year.

For others, recommendations may vary.

Our Goal

Our goal isn't simply to help you recover. Our goal is to help you stay active for years to come.



Frequently Asked Questions

Common Questions About Regenerative Medicine



Do you accept insurance?

Regenerative medicine services at Embody Wellness are provided on a self-pay basis. During your consultation we'll discuss all recommended treatments and associated costs so you can make informed decisions about your care.



Can I receive treatment during my first visit?

In many cases, yes. If Dr. Hanson determines that treatment is appropriate and there are no contraindications, regenerative treatment can often begin during your initial appointment.



Should I eat before my appointment?

Yes. We recommend eating a light meal and staying well hydrated before your visit. Arriving on an empty stomach may increase the likelihood of feeling lightheaded during or after an injection procedure.



How many treatments will I need?

Every person is different. Many conditions respond well to a series of three to six treatments, although acute injuries may require fewer treatments. Your treatment plan will be based on your diagnosis, goals, and response to care.



Will I need maintenance treatments?

Possibly. Some individuals choose periodic maintenance visits—often annually or whenever symptoms begin to return—to help support long-term joint health and remain active.



Is regenerative medicine right for everyone?

No. Some injuries and conditions are best treated with surgery or other conventional medical approaches. One of our promises is to provide honest recommendations based on your condition—not simply recommend regenerative procedures because we offer them.

If we believe another treatment is more appropriate, we'll tell you.

Final Thoughts

At Embody Wellness, our responsibility isn't simply to provide regenerative medicine.

Our responsibility is to help you understand all of your options so you can make informed decisions about your health.

Right Treatment • Right Time • Right Patient

Meet

Dr. Jeff Hanson, ND

A Lifetime Dedicated to Helping the Body Heal Naturally

For Dr. Jeff Hanson, regenerative medicine isn't simply a specialty—it has been a lifelong passion.

Long before becoming a physician, he was fascinated by nutrition, movement, and the body's incredible ability to heal. At just twelve years old, while most children were drinking soda, Dr. Hanson was drinking wheatgrass shots and fresh carrot juice and asking questions about health and nutrition.

That curiosity eventually led him to spend three years working on an organic farm and more than ten years in the natural foods industry before pursuing a career in medicine.

In 2007, Dr. Hanson earned his doctorate from the National College of Natural Medicine (NCCM) in Portland, Oregon—the oldest accredited naturopathic medical school in North America. He then completed a rigorous two-year residency in integrative primary care at the Center for Natural and Integrative Medicine in Orlando, Florida, training alongside Dr. Kirti Kalidas, MD, ND.

His career took a defining turn when he began working with Dr. Frank Shallenberger, MD, one of the pioneers of Prolozone® therapy and medical ozone treatment in the United States.

For more than fifteen years, Dr. Hanson has refined his regenerative medicine techniques while helping educate physicians through the American Academy of Ozonotherapy (AAOT), where he serves as a faculty instructor teaching advanced regenerative injection procedures.

Over the course of his career, he has performed more than 15,000 regenerative injection procedures, continually refining his techniques while helping thousands of people regain mobility and improve their quality of life.

When he's not caring for people or teaching physicians, Dr. Hanson enjoys hiking throughout the Lake Tahoe region with his wife, Lucie, a Nurse Practitioner who shares his passion for integrative medicine.



Dr. Hanson's Philosophy

"The body has an incredible ability to heal. My job is to understand what's preventing that healing and recommend the treatment that gives each individual the greatest opportunity to recover."



What to Expect During Your Consultation

Our first appointment is designed to answer one important question:

What is the best treatment for me? Every consultation begins with listening.

Dr. Hanson wants to understand:

- Where your pain began
- How it affects your daily life
- Previous treatments you've tried
- Your goals for recovery

He will then perform a thorough examination, review any available X-rays or MRI studies, and determine whether regenerative medicine is an appropriate option.

If treatment is recommended, you'll receive a personalized plan explaining:

- Which therapy is recommended
- Why it was selected
- What results you may reasonably expect
- Whether treatment can begin that day
- What recovery may look like

In many cases, treatment can begin during your first visit.

The best treatment is often the one that helps you continue enjoying the life you've worked so hard to build.

Dr. Jeff Hanson ND

Honest Recommendations

One promise you'll always receive at Embody Wellness is honesty.

If Dr. Hanson believes regenerative medicine is appropriate for your condition, he'll explain why.

If he believes another approach—including surgery—is the better option, he'll tell you that too.

Our responsibility is not to recommend more treatment.

Our responsibility is to recommend the right treatment.

Call Us Today to Schedule A Consultation: (916) 293-9831

Understanding the Language of Regenerative Medicine

Glossary Of Terms

Cartilage The smooth tissue covering the ends of bones that allows joints to move comfortably.

Collagen The primary structural protein found in ligaments, tendons, cartilage, and other connective tissues.

Dextrose A natural sugar solution used in prolotherapy that helps stimulate the body's healing response.

Extracellular Matrix (ECM) A network of structural proteins that provides support for healthy tissues.

Growth Factors Naturally occurring proteins that help coordinate the body's healing process.

Hyaluronic Acid A naturally occurring substance found throughout the body that helps lubricate joints and support healthy cartilage.

Ligament Strong connective tissue that connects bone to bone and stabilizes joints.

PRP (Platelet-Rich Plasma) A concentrated portion of your own blood containing platelets and naturally occurring growth factors.

Prolotherapy A regenerative injection therapy traditionally using dextrose to stimulate healing.

Prolozone® An advanced regenerative injection technique combining prolotherapy, nutrients, and medical ozone.

Regenerative Medicine A field of medicine focused on supporting the body's natural ability to repair and restore damaged tissues.

Tendon Connective tissue that attaches muscle to bone.

Wharton's Jelly A naturally occurring substance within the umbilical cord containing structural components used in certain regenerative biologic products.





Our Promise To You

Choosing a healthcare provider is an important decision.

At Embody Wellness we promise to:

- ✓ Listen before recommending treatment.
- ✓ Take time to understand your goals.
- ✓ Recommend only the treatments we believe are appropriate for your condition.
- ✓ Educate you so you can make informed decisions.
- ✓ Treat you with compassion and respect throughout your healing journey.

Regenerative medicine is not appropriate for every person or every condition:

Some injuries require surgery.

Some conditions respond better to traditional medical care.

If that is the case, we will tell you.

Our commitment has never been to perform the most procedures.

Our commitment has always been to help people make the best decisions for their long-term health.

Right Treatment, Right Time, Right Patient

Your Next Step

If you've been living with chronic joint pain, arthritis, or an injury that hasn't improved despite your best efforts, we hope this guide has shown you that there may still be options worth exploring.

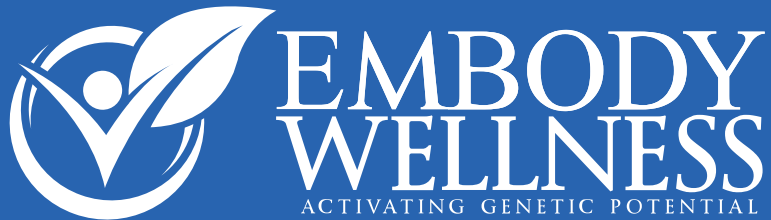
The first step is a conversation.

We invite you to schedule a comprehensive consultation with Dr. Hanson to discuss your concerns, review your goals, and determine whether regenerative medicine may be appropriate for your condition.

Schedule A Consultation:

✉ connect@embodywellness.com

☎ (916) 293-9831



Right Treatment • Right Time • Right Patient

805 Wales Drive, Suite 2
Folsom, California 95630
(916) 293-9831
connect@embodywellness.com



Visit Us Online At
embodywellness.com