



the

SPINAL COLUMN

doctors are away

The Dr. B's will be away from **Friday, February 16th, through Friday, February 23rd.** They will be back in the office on **Monday, February 26th.** Massage, acupuncture, and naturopathic appointments will be ongoing.

patient appreciation draw

Don't forget to enter our patient appreciation draw. "How do I enter this draw for some sweet sweet prizes?" We're glad you asked! Every time you like a facebook post or make a comment, do a google or facebook review, or refer a patient, you will be entered in our patient appreciation draw. Patient referrals are the best complement and hold the most point value! Next in value are reviews and last are likes and comments. Our latest draw is for an awesome indoor hydroponics growing system herb garden!

Asian dressing

A simple recipe that is great as a dressing or a marinade!



| | |
|---------------------------|------------------|
| ¼ cup oil | 1 Tbsp soy sauce |
| 1 tsp sesame oil | 2 tsps sugar |
| 3 Tbsps rice wine vinegar | |

Mix together and enjoy!

how stores influence your shopping

Stores employ a multitude of sensory tools and techniques to create an immersive shopping experience that influences consumers to buy more.

One of the most impactful tools is **music**. Retailers carefully select the tempo, genre, and volume of music to match their target demographic and desired atmosphere. Upbeat music with a fast tempo can energize shoppers, encourage movement through the store, and create a sense of urgency, potentially leading to impulse purchases. In contrast, slower, more relaxing music can create a calming atmosphere, encouraging shoppers to linger and explore products more thoroughly, ultimately increasing the likelihood of making a purchase.

In addition to music, **scents** play a crucial role in influencing consumer behaviour. Retailers strategically use scent marketing to evoke specific emotions and create positive associations with their brand or products. For example, the smell of freshly baked goods or coffee can trigger feelings of comfort and nostalgia, making shoppers feel more relaxed and receptive to making purchases. Similarly, pleasant floral or citrus scents can create a refreshing ambiance, enhancing the overall shopping experience and increasing the likelihood of impulse buys.

Furthermore, **lighting** is a powerful tool that retailers leverage to influence consumer behaviour. Bright, well-lit spaces can evoke a sense of openness and vitality, creating an inviting environment that encourages exploration and browsing. Conversely, dimmer lighting in certain areas can create a cozy, intimate atmosphere, prompting shoppers to slow down and focus on specific products, potentially leading to increased sales. Additionally, strategic spotlighting or accent lighting can highlight key products or displays, drawing attention and enticing customers to make purchases.

Leave nothing to coincidence. A lot of money is spent in developing what makes the consumer spend more. Keep this in mind! The best way to avoid being influenced is to shop with sunglasses on, ear buds plugged in, and a nose plug to keep out all external influences! But you first..... LOL.