**Hyperbaric Oxygen Therapy Proves Valuable for Addiction Clinic**

**G&G Holistic Addiction Treatment adds Hyperbaric Oxygen Therapy HBOT**

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***G&G Holistic Addiction Treatment is one of only a few addiction treatment facilities in the world to make Hyperbaric Oxygen Therapy available to its clients.***

*FOR IMMEDIATE RELEASE*; *PR Log (Press Release)* – *Feb 18, 2010* – North Miami Beach, Florida:  John Giordano – President and Founder of G & G Holistic Addiction Treatment Center and co-founder Jerry Goldfarb – believe Hyperbaric Oxygen Therapy, or HBOT as it’s known in the medical industry, is the new paradigm in repairing damaged brain cells due to long-term drug and/or alcohol use.  G & G Holistic Addiction Treatment Center is one of only a few addiction treatment facilities in the world to make Hyperbaric Oxygen Therapy available to its clients.  Hyperbaric Oxygen Therapy is the medical use of oxygen at a level higher than atmospheric pressure. Under normal circumstances, oxygen is transported throughout the body only by red blood cells. With HBOT, oxygen is dissolved into all of the body’s fluids, the plasma, the central nervous system fluids, the lymph, and the bone and can be carried to areas where circulation is diminished or blocked.  In this way, extra oxygen can reach all of the damaged tissues and the body can support its own healing process.  The increased oxygen greatly enhances the ability of white blood cells to kill bacteria, reduces swelling and allows new blood vessels to grow more rapidly into the affected areas. (http://www.hbot.com/faq#1) John Giordano first saw the potential in HBOT when he came to learn that large doses of oxygen can improve brain functions – thus helping a person who has damaged their brain by abusing drugs and/or alcohol over extended periods of time. Although HBOT has only recently become available to their clients, Mr. Giordano and Goldfarb are very encouraged by what they have seen. “After just a few treatments, my clients tell me they have much more clarity in thought and find that they’re much more alert” says Giordano. “Physically, the change is palpable – their skin color comes back almost immediately, their overall look is healthier and the swagger is back in their step.”  Hyperbaric Oxygen Therapy is recognized by most as the cure for decompression sickness — the bends — experienced by scuba divers who surface too quickly. However, doctors and researchers both agree that we’ve only scratched the surface of full healing potential of HBOT. There are currently 15 conditions treatable with Hyperbaric Oxygen Therapy that are approved by the FDA in the US. Additionally, the therapy has shown great promise in the ‘off-label’ treatment of a myriad of diseases and injuries such as: brain trauma, stroke, cancer, sports injuries, migraines, depression, multiple sclerosis, autism, cerebral palsy and senility to name just a mere few.  The treatment itself is painless and non-invasive. It involves the patient sitting or reclining in a pressurized chamber with levels of oxygen up to 100% for anywhere between one and three hours. According to Giordano and Goldfarb, the U.S. is just now catching-up to the rest of the world in Hyperbaric Oxygen Therapy. Although there are hundreds of Hyperbaric Chambers in the US; Europe, Russia and Japan boast of many thousands. The medical establishment in Japan claims that no citizen is ever more than half an hour away from a hyperbaric chamber. More than 25,000 multiple sclerosis (MS) patients have benefited from HBOT in Great Britain. Scotland’s Castle Craig Hospital is conducting a pilot study run by doctors from the University of Edinburgh, which will seek to establish whether stem cells are mobilized by HBOT and if there is a corresponding improvement in liver function. The French use HBOT for peripheral vascular and arterial problems. Russia has been using Hyperbaric Oxygen Therapy for drug and alcohol detoxification for over twenty-years.  Alcohol and drug abuse damage the brain in a way similar to that of carbon monoxide poisoning. Each occurrence of abuse robs the brain of vital oxygen – leaving in its path dead and damaged cells.  Hyperbaric Oxygen Therapy rejuvenates the damaged brain cells and tissue while minimizing post acute withdrawal syndrome

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