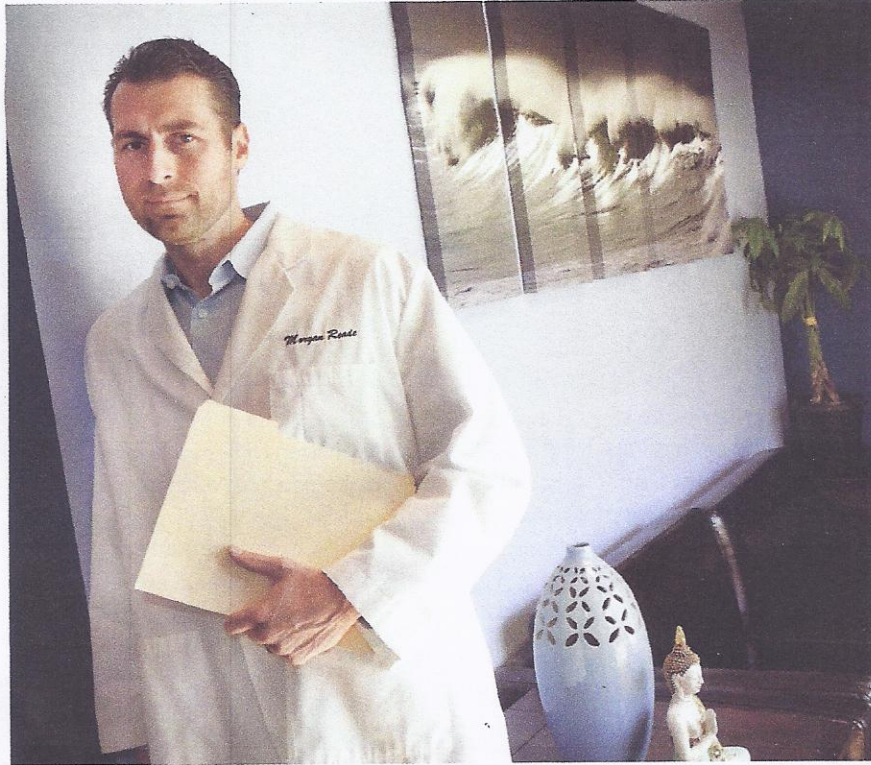


HEALTH & BEAUTY PROFILE

By Julie Jacobs, photo by Dan Esptein

Acupuncturist *Extraordinaire*

Children and Infertile Couples Benefit from this Local Practitioner



Morgan Reade, owner of and chief practitioner at NJ Advanced Acupuncture, came to specialize in the ancient Chinese therapy because of his height. At 6'4", Reade, formerly a chef, had spent considerable time stooped over in his restaurant's kitchen and began experiencing back and neck pain. One of his regular patrons was an acupuncturist and offered to treat him. While Reade's discomfort soon subsided, his interest in acupuncture was piqued, and he decided to switch career gears and train in the practice.

Today, with many years of formal instruction behind him, he operates two flourishing acupuncture offices in Verona and Madison—both aimed at stimulating and optimizing the body's natural energy flow to eliminate pain, prevent future illness and return the body to its full function and healthy balance. "Nearly everyone can benefit from acupuncture," says Reade. "We're treating the body, not the disease, so there's really no bad candidate."

At NJ Advanced Acupuncture, he treats people suffering from migraine headaches, TMJ, tinnitus, autoimmune disorders and infertility—the last accounting for 85% of his practice. His infertility patients, who typically range from 35 to 45 years of age, receive a comprehensive care package that includes acupuncture, diet modification and more. Reade considers genetics, medical histories and lifestyles when creating his highly personalized treatment plans and, with strict adherence, patients usually see "rapid results leading to more regular cycles and fertility."

Reade also has expertise in pediatric acupuncture to help children ailing from ear infections, allergies and asthma, as well as hyperactivity, ADD and ADHD. For children under eight years old, he employs a gentle cold laser instead of needles to stimulate acupuncture points in the affected areas of the body. Sessions are shorter, at about a half hour, and patients can sit on their parent's lap while

Reade administers therapy.

For all his patients, particularly those who have become expectant mothers as a result of his care, Reade integrates Chinese herbal medicine into treatment. His individually designed herbal formulas are safe and effective and promote natural healing from many symptoms, including nausea and vomiting, low back pain and fibroid pain.

Reade spends equal time at each of the NJ Advanced Acupuncture offices, which offer patients comfortable, serene environments decorated in an Asian motif with rock gardens and water fountains. A licensed massage therapist and experienced associate acupuncturists round out his staff. Reade himself is board certified through the National Commission for the Certification of Acupuncturists and Oriental Medicine, and licensed in New Jersey as well as in Pennsylvania and Florida. It was in the Miami area that he earned his masters degree in acupuncture (he has a bachelors degree in health sciences) and began treating patients. When it came to opening his own practice, however, he did not consider anywhere else but the Garden State.

"You go back to where you grew up to start a practice," says the West Caldwell native. "That's where you have your network—your family, your friends and the community that's a part of you."

It seems the community is happy to have him. "I'm definitely like a friend to my patients," Reade says. "They've invited me to their weddings and sent me pictures of their babies. Many of them text me the minute their child is born. The rewards of what I do are amazing!" ▲

NJ Advanced Acupuncture

Morgan Reade, LAC

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