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| Modern Acupuncture Tottenville7001 Amboy Road(929) 624-2187NY005@modacu.comwww.modacu.com/NY005 |  |

**Backgrounder**

Founded in 2017, Modern Acupuncture is a pioneer health and wellness concept to make the natural health and cosmetic benefits of acupuncture accessible and affordable. With it’s first clinic opening in Scottsdale, AZ, Modern Acupuncture has since grown to over 50 locations across the country with that number expected to double by the end of next year. With one goal in mind, Modern Acupuncture is revolutionizing the way people persue healthcare with a natural solution to the stressors of today’s modern lifestyle. Modern Acupuncture offers affordable memberships and packages encouraging paitents to include acupuncture in their regular health and wellness routine. Treatments are convienent in 30 minutes or less, and walk-in sessions are avaliable. Modern Acupuncture offers an enhanced acupuncture experience where unlike traditional acupuncture, it does not require the removal of any clothing to access full-body health. Tiny needles the size of a human hair are carefully inserted into key points on the body as part of an individualized treatment protocol. Facial acupuncture is an all-natural, chemical-free approach to an overall glow. At each of our clinics across the country, Acupuncture is administered by acupuncturists who are licensed professionals with masters or doctorates of Chinese Medicine. On average in the U.S. it takes more than 2,000 hours to be legible to earn an acupuncture license. Modern Acupuncture is a proud partner of the National Certification Commission for Acupuncture and Oriental Medicine (NCCAOM®) and provides ongoing training by their clinical team in collaboration with Robert Doane, EAMP, L.AC., DIPL., C.H., co-founder at Modern Acupuncture and
world-renowned acupuncturist.