

Oral health care
How to maintain
a gorgeous smile

Peace of mind
Safeguarding
your home

Cracking the code
Defend yourself
against osteoporosis

**MEDIA
PLANET**

August 2012

BOOMERS & BEYOND

6

MUST KNOW
FACTS WHEN
GETTING
OLDER

Jillian Michaels
shares her EASY
tips to help you stay
healthy, active, and
thriving at any age!



LEFT PHOTO: DAN FLOOD, RIGHT PHOTO: ALAN THICKE



PROUD AND LOUD

Boomerologist Alan Thicke explains the key
to legacy, and what it's like to be older than Moses

**Live life fluently™
and boost your brainpower.**

Learning a new language can help your brain stay sharp. Our award-winning method stimulates your brain's natural abilities, to help you learn a new language without rote memorization or grammar rules. You'll start speaking from lesson one and build confidence as you go.



SMART DEAL

**FREE 2-DAY
SHIPPING**

**Rosetta
Stone** 

RosettaStone.com/sharp | (877) 209-7175

©2012 Rosetta Stone Ltd. All rights reserved. Free 2-Day shipping for products shipped within the contiguous United States only. Offer limited to TOTALE CD-ROM set purchases made directly from Rosetta Stone and cannot be combined with any other offer. Offer valid through December 31, 2012. Rosetta Stone TOTALE includes interactive online services that require online access and are offered on a subscription basis for a specified term. Online services must be begun within 6 months of purchase or are subject to forfeiture.

CHALLENGES

10,000 boomers turn 65 each day. Keep a sense of humor while suffering the accumulating indignities of old age.

Boomer swagger: Moses and me

I was disturbed to realize recently that I'm older than Israel... that Moses and I are in the same demographic. He would doubtless appreciate the progress Baby Boomers have made, tweeting those Commandments instead of lugging them up a mountainside.

We're proud and loud and on our way out the door we plan to strut about the room like we own the building while accepting props for the lessons we leave. Not exactly the Ten Commandments but at least a Handful of Fine Suggestions.

The 'Greatest Generation' title was already claimed but we are determined to be the one with the longest relevance, the gift that keeps on giving as we offer our cautionary tales to those who follow.

We have witnessed the unimaginable. If I had told my grandfather about Tivo and cow-cloning, he would have said, 'Sure, and some day there'll be a pill for senior wood issues.' Grandpa Nostradamus.

We are the most connected group ever, maintaining relevance through our own creations such as satellite TV and the internet (invented by Boomer Gore. Maybe. Sort of. Ok, he had help.)

Ah, social media—hardly crucial

but at least it's there until someone figures out how to make it meaningful. Friend requests? Really? To quote myself as few others do, 'If I'd wanted to be your friend, I would have called you once in the last 40 years. I would have asked your mother about you. I would have sent a Christmas card or donated a kidney.'

The key to legacy is what we leave our children. In 50 years will they be flying Personal Air Machines and curing Restless Leg Syndrome?

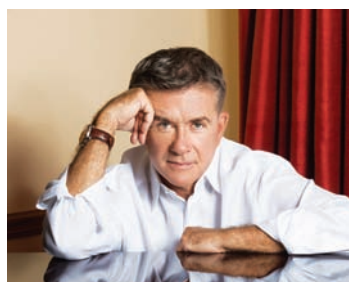
Here's your Breaking News in 2062: *'Environmentalists announce there are no species left on the endangered list. Whales are clogging up the ocean and rare birds are so not-rare, KFC is introducing Eagle Nuggets and Condor Tenders.'*

Consuela Schwarzenegger was officially sworn in yesterday as President of Mexifornia.

Vegetologists – those Scientologists of Food – have eradicated obesity by converting members exclusively to fiber.

According to retiring NBA commissioner, Kim Kardashian, the average NBA player now stands 8 foot six, comes from Turkey and is guaranteed at least one reality show for each ex-wife.

Next up for Commish Kardash: hosting 'Cougars Gone Wild', episode 5,000.



Alan Thicke
Author of "The Boomer Chronicles"
The Huffington Post

BEST TIP

The Boomers' best advice for surviving this economy:

- 1 Open a joint bank account with someone who has money.
- 2 Wall Street? If your children work there, remind them, 'Our pension money was not intended to buy you a Lamborghini or put up your nose. The K at the end of 401 does not stand for 'Kids'!

Admittedly, there have been a few mis-steps during our tenure.

We allowed the Snooki-fication of society... (BTW, Is there such a thing as a 'Real Housewife of Beverly Hills? One who mops the floor and fires the gardener? Next time

they whine about a bad botox reaction, refer these lovelies to the 'Real Housewives of Kabul.')

Did I mention 'sex'? I meant to. It's run rampant on our watch and experts encourage us to stay in that game 'til death do us part or golf takes over altogether.

That E.D. commercial promises fireworks 'when the moment is right' and your moment was in 1976. Nevertheless, we keep connecting, and that has made us the most feeling generation on record. Sadly, we've seen more than the compassionate heart can bear with assassinations and oil spills... tsunamis, tornadoes and fires.

If it's true that things happen for a reason, apparently that reason is to piss you off.

I don't have all the answers—that's what we have 'The View' for.

But to our loved ones, let us continue elevating the species together. We are blessed to share this time in history.

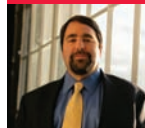
(P.S. Moses and I now get discount bus fare.)

ALAN THICKE

editorial@mediaplanet.com



WE RECOMMEND



Only 13 percent of elder abuse cases are reported.

Gabriel Miller discusses how to change this.

PAGE 12

MEDIA PLANET

BOOMERS AND BEYOND,
FOURTH EDITION, AUGUST 2012

Publisher: Vincent Esposito
vincent.esposito@mediaplanet.com
Business Developer: Ian Silbert
ian.silbert@mediaplanet.com
Designer: Senem Oezdogan
Managing Director: Luciana Colapinto
luciana.colapinto@mediaplanet.com
Editorial Manager: Sara Quigley
sara.quigley@mediaplanet.com
Contributors: Linda Burba, Sundeep Khosla, Elaine McInnis, Jillian Michaels, Gabriel Miller, Jake Nelson, Robert Recker, Alison Rhodes, Paula Spencer Scott, Alan Thicke, Victoria A. Vickers

Distributed within:
USA Today, August 2012
This section was created by
Mediaplanet and did not involve USA
Today or its Editorial Departments.



FOLLOW US ON FACEBOOK & TWITTER!
[facebook.com/MediaplanetUSA](https://www.facebook.com/MediaplanetUSA)
twitter.com/MediaplanetUSA

Mediaplanet's business is to create new customers for our advertisers by providing readers with high-quality editorial content that motivates them to act.

Safety Knows No Age.

Get expert advice from someone you trust—AAA.



SENIORDRIVING.AAA.COM

HELPING SENIORS DRIVE SAFER & LONGER



GET BACK IN THE WATER SAFELY: A SAFE STEP TO COMFORT AND INDEPENDENCE



The MOST DANGEROUS room in your home... the bathroom

According to The New York Times, the bathroom can be the most dangerous room in the home. Hundreds of thousands of falls and accidents happen each year.*

FACT: 1 in 3 adults 65+ fall each year, and falls are the leading cause of injury death as well as the most common cause of nonfatal injuries and hospital admissions for trauma.**

*BAKALAR, NICHOLAS. "Watch Your Step While Washing Up." New York Times 16, Aug. 2011, New York Edition ed., Section D sec.: D7. Web
**CDC - Center for Disease Control and Prevention



SAFETY NEVER FELT SO GOOD.™

Safe Step Tubs have received the Ease-of-Use Commendation from the Arthritis Foundation

A Safe Step Walk-In Tub will offer independence to those seeking a safe and easy way to bathe right in the convenience and comfort of your own home. Constructed and built right here in America for safety and durability from the ground up and with more standard features than any other tub:

- Less than 4-inch step up***
- Built in 17-inch high seat for stability
- In-line Heater
- Ozone Sanitizer
- No-Strength Locking handle
- Gentle Jet™ System, 16 air streams and 10 water jets
- Lifetime warranty on the tub and door seal

A Safe Step Walk-In Tub also offers life changing therapeutic



relief from all kinds of aches and pains. Featuring carefully engineered dual hydro massage and air bubble jets—both strategically placed to target sore muscles and joints in your legs and back.

These tubs are designed to easily fit your existing tub space without a full remodel.

Installation is included in the package and our installers are insured and certified in walk-in tub installation- all work is 100% guaranteed. Offering the highest quality and service while maintaining a low affordable price, there just isn't a better walk-in tub on the market.

So take your first step towards feeling great and stay in the home you love.

***On uninstalled tub, actual height may vary based upon installation

**Call now toll-free
1-888-656-6171
for more information and
for our Senior Discounts.**

Financing available with approved credit.

SAFE STEP
WALK-IN TUB CO.
www.safesteptub.com



\$750 OFF
when you mention this ad
for a limited time only

Call Toll-Free 1-888-656-6171

SAFE STEP
WALK-IN TUB CO.

INSPIRATION

Securing our loved ones

FACT

1

70 PERCENT
OF ALL HOME
ACCIDENTS
OCCUR IN THE
BATHROOM

It happens all too often. A senior citizen slips while getting out of the shower. An elderly person is injured after tumbling down a flight of steps. As we age, bathrooms and stairways become an invitation for disaster if precautions aren't taken.

"Bathrooms are one of the most dangerous rooms in the home," says Alison Rhodes, better known as "The Safety Mom" and President/CEO of PALS Built. "Falls are the leading cause of death among the elderly, and almost 70% of all home accidents occur in the bathroom."

To help prevent injury, Rhodes

suggests installing grab bars throughout the bathroom. Consider changing to a roll-in tub or purchase a transfer bench. Install a wall soap dispenser. Place a non-skid mat inside and outside the tub. Carpet the bathroom floor or opt for textured flooring. Purchase a toilet frame with supporting arms. Keep a cordless phone low to the ground, so that elderly victims can call 911.

Stair safety precautions are crucial

For seniors, insufficient lighting on stairways must be addressed immediately. Rhodes further advises, "The leading edge of a



"One third of people over 65 will experience a fall this year, and by 80 years-old, it rises to half the population."

Alison Rhodes

President and CEO, PALS Built
PHOTO: CHARLES AND JENNIFER MARING

stair step should be marked with a contrasting color, so it stands out. Stair surfaces should also have a non-skid surface."

Rhodes cautions, "One third of people over 65 will experience a

fall this year, and by 80 years-old, it rises to half the population."

CINDY RILEY

editorial@mediaplanet.com

SAFETY TIPS

- Carpeting and runners should be removed.
- Railings must be sturdy and positioned on both sides.
- An inconsistently spaced top step due to use of prefab stairways needs repair.
- If possible, install a chairlift and put seniors' sleeping quarters and bathroom on the home's first floor.
- For outdoors, exterior stair railings should be in place. Proper lighting of the walkway is key.

ALISON RHODES

editorial@mediaplanet.com



ACORN

STAIRLIFTS

Helping people to stay in their own homes for over 20 years!

- The world leader in stairlifts
- Buy direct from the manufacturer
- Cut out the middle-man and save
- Over 250,000 Acorn Stairlifts in use daily
- The most trusted name in the industry
- Knowledgeable and caring staff

**If the stairs have become a problem...
we have an AFFORDABLE solution!**

CALL NOW FOR YOUR **FREE** INFORMATION KIT AND DVD!

1-877-896-8405

www.acornstairlifts.com/mp



"Our Acorn Stairlift has made such an amazing difference in our lives. I wish we had called sooner!" - Cheryl W.

INSIGHT

It's not what you say, it's what you do; How to better interact with your loved ones

How can you get along better with your loved one? Let your body language do the talking. Humans read non-verbal communication far more quickly and strongly than they believe words they hear.

Try using these wordless ways to express your love and affection to the person in your care:

1 Smile when you talk. Your relaxed demeanor speaks volumes, just as a furrowed brow

and tense expression can put your loved one on edge.

2 Mirror your loved one's behavior. Couples in love do this unconsciously, but any pair can feel more connected when they're doing things in synch. Copy your loved one's behavior (in a subtle way), sitting in the same position, taking sips of tea at the same time, moving your hands in similar ways.

3 Touch when you talk. Many older adults are touch



deprived because they don't receive a lot of physical contact. Even long-married couples and family members living in close quarters can fall out of the habit of basic touch. Yet touch is vital because it's reassuring and connecting, and therefore calming.

Try putting your hand on your loved one's back or knee as you talk. Touch doesn't have to be long lasting to be deeply felt—and to improve mood (for both of you!).

4 Hug like you mean it. Especially for older adults who have dementia, a hug that lasts a few beats longer than usual—five seconds is a good rule of thumb—is less startling and more comforting.

5 Hold your loved one's gaze. Looking directly into someone's eyes signals that you're

interested in him or her, and that you care. It's natural for speakers to have an urge to look away after about three seconds, but when you hold the gaze a little longer, the other person receives an unconscious sensation of being cared for.



PAULA SPENCER SCOTT,
SENIOR EDITOR, CARING.COM

editorial@mediaplanet.com



Living on Your Own Should Never Mean Being Alone.

Seniors and their families trust ADT Home Health to be there 24/7 when an emergency occurs. When an ADT Home Health personal help button is pressed, a senior-sensitivity-trained ADT specialist responds, assists and calls local authorities when needed. ADT Home Health provides:

- Waterproof personal help button—available as a pendant or wristband
- Network of monitoring centers backed by America's #1 security company
- Built-in temperature sensors that detect unsafe hot or cold temperatures
- Training on the unit, plus local service and support
- Flexible contract terms and lifetime warranty



Home Health
Security Services

To receive a free "Guide to Independent Living" from ADT, call 866.216.1640 today!

To learn more, visit www.ADT.com/homehealth.

INSPIRATION

REKINDLING THE FLAME

■ **Question:** How can technology bring hope to countless men suffering from erectile dysfunction?

■ **Answer:** By giving them a second chance at intimacy.

For 69-year-old Sammy Testino of Augusta, Georgia, getting treated for high blood pressure came with a price. The medicine he depends on each day left him unable to perform in the bedroom.

"I felt like I wasn't satisfying my wife to the extent I should be. It bothered me, and she wasn't happy about it either. We'd pretty much given up trying, and it was extremely frustrating."

Life changing

While at his doctor's office for a checkup, Testino saw a brochure about vacuum devices that make erections possible. After learning he was a candidate, Testino ordered the system and has had no regrets. "It's changed my life. I feel like a 30-year-old again," Testino explains. It's simple to use and only takes about a minute for results.

According to his wife, Dale, "This technology has greatly improved the quality of our love life. I know it will not fail or me and I'll be satisfied. It definitely shortens the foreplay time."

With vacuum therapy, males can achieve an erection firm enough for sexual intercourse, without undergoing surgery. The penis is placed inside the device, which draws blood into the penis, causing it to become erect. The erection is then

maintained by placing a tension ring around the penis base.

More common than you think

The American Urology Association Foundation estimates between 15 to 30 million American men suffer from ED. Risk factors include diabetes or heart problems, use of tobacco, being overweight, age, prostate surgery or radiation treatment for cancer, injuries and medications for high blood pressure. Stress, depression and alcohol use can also play a role.

"At some point in every man's life he will develop ED," says 72-year-old George Croft, a customer service manager for a South Carolina company that sells the vacuum cylinder device. Croft began using it three years ago, shortly after undergoing a radioactive seed implant for prostate cancer.

Never too late

"It's been 100 percent effective. That means total fulfillment for me and my fiancée Michele. That's important, because ED weighs on you psychologically."

Adds Croft, "The system is great for bedroom activity, however it is far more important to improve penile health. There's no need to be embarrassed about discussing this issue with your doctor. No one needs to live out their lives thinking there's no solution, because help is available."

CINDY RILEY

editorial@mediaplanet.com

Pos-T-Vac
Medical

ERECTION
ON DEMAND
98%
EFFECTIVE

THE ONLY ED TREATMENT ROUTINELY COVERED BY MEDICARE

"After having no success with oral medications, I tried the Erec-Tech which worked instantly. I even had NO out of pocket expense." -San Diego, CA

- **Drug Free**
- **Healthier, Safer, More Comfortable**
- **98% Effective**
- **The Premier Vacuum Therapy System**

EREC-TECH™ is the most innovative vacuum therapy system available in the world. Clinical studies encourage the use of vacuum therapy to improve penile health. The EREC-TECH™ will produce a full rigid erection so that you may restore an intimate relationship and can enjoy a healthy sex life.

WE DO ALL THE WORK!

- **get your prescription**
- **bill your insurance**
- **ship discreetly to your home**



ORDER NOW!

Toll-Free
1-855-533-9060
Postvac.com

Covered By Medicare

NEWS

YOUR-OLOGY: Protecting your prostate

FACT
2
THERE ARE
19 MILLION
MEN WITH AN
ENLARGED
PROSTATE

Enlarged prostate, or benign prostatic hyperplasia (BPH), is a common occurrence among aging men. There are approximately 19 million men with symptomatic BPH, 14 million of whom are undiagnosed and 2 million of whom are diagnosed but untreated.

A study in the Journal of Urology found that 50 percent of men experience symptoms of an enlarged prostate by age 60 and 90 percent of men will report symptoms by age 85. In most men the prostate gland will undergo two stages of growth.

The prostate gland is located below the bladder and is where the bladder connects to the urethra, a tube inside the penis that carries urine and semen out of the body. It courses through the prostate and

the penis. If the prostate becomes too enlarged it can squeeze the urethra, which could block the natural flow of urine.

The blockage can also occur to the flow of semen from the attached glands that store semen. This obstruction of urine and semen may lead to a number of irritating symptoms and if untreated could also cause more serious problems.

The most common symptoms associated with BPH are:

- Inability to completely void
- Urgency
- Frequency
- Weak urine stream

There are many different treatment options for BPH. Some men experiencing minimal symptoms may choose to monitor their con-

dition and regularly meet with his physician until changes warrant further treatment. Others may look to pharmaceutical therapy, minimally invasive therapy such as laser treatment or surgery if the

symptoms are severe.

ELAINE MCINNIS, CHES,
NATIONAL ASSOCIATION
FOR CONTINENCE

editorial@mediaplanet.com

LEARNING TO CONTROL THE URGE

- Stop all activity, sit down (if possible) and be still and relaxed. Rushing or running to the bathroom can cause the bladder to contract and result in an accident.
- Take several deep breaths, breathing slowly through your mouth.
- Distract yourself by:
 - a. Thinking about a very complex task.
 - b. Thinking about something especially fun.
- If you find that complex mental tasks or relaxing thoughts don't make the urge to urinate go away, perform 5 quick pelvic muscle contractions.
- Most of all, do 2-3 contractions of the pelvic floor muscles, holding each contraction for as long as you can up to the count of 10. This sends a signal to the brain to relax the bladder and resume filling, while cinching closed the sphincter at the base of the bladder.

6

TIPS FOR CONTINENCE

- Avoid alcoholic beverages, coffee and tea. Drink plain water when possible. Don't restrict fluids to control incontinence.
- Limiting your amount of liquid will result in less urine but the smaller amount of urine may become highly concentrated and become irritating to the bladder.
- Establish regular bowel habits. If you are constipated, add fiber to your diet or use a laxative.
- Avoid going to the toilet "just in case". This bad habit may lead to frequent urination.
- Take your time with you urinate to fully empty the bladder. If necessary, double void by stopping and restarting the urine stream to completely empty the bladder by allowing it to contract a second time.

ELAINE MCINNIS, CHES,
NATIONAL ASSOCIATION
FOR CONTINENCE

editorial@mediaplanet.com

LoFric®

Discover ease...



when difficulty gets in the way!

The LoFric Coudé Tip Intermittent Catheter

...may be an option if you have had difficulty passing a straight tip catheter. The curved tip helps the catheter to more easily bypass the prostate or urethral strictures. LoFric is the world's most documented catheter. Ask your doctor today if a coudé may benefit you!

1-877-4LOFRIC (456-3742)

www.lofric.us

NEWS

Are your bones as healthy as you think?

Each year, two million bone breaks occur that are no accident, but signs of osteoporosis.



Osteoporosis is a major chronic illness in which bones become so thin and brittle that a minor fall, or even no fall at all, can result in a painful bone break.

The disease has serious consequences: not only does it cost the U.S. \$19 billion annually, but up to one in five seniors who break a hip will die within a year from related complications.

For many, a bone break is the first sign of this devastating disease - and all too often, the first bone break is a signal of more to come. In fact, nearly half of those

who break a hip have a history of a previous bone break.

While more than 40 million Americans are threatened by osteoporosis, many are surprised to learn that women are more likely to break a hip due to osteoporosis than to be diagnosed with breast, uterine and ovarian cancer combined. To make matters worse, only 21 percent of older women with an osteoporosis-related bone break receive either a bone density test or a prescription for a medicine to treat or prevent osteoporosis. And while women are most often affected, increasing

numbers of men are at risk as well.

Osteoporosis is not curable, but it is treatable. Here are five steps the National Osteoporosis Foundation (NOF, www.nof.org) recommends to reduce your chance of breaking a bone.

- Get the calcium and vitamin D you need every day.
- Do regular weight-bearing and muscle-strengthening exercise.
- Don't smoke and don't drink too much alcohol.
- Talk to your healthcare provider about your chance of getting osteoporosis, and ask when you

should have a bone density test.

■ Take an osteoporosis medicine when it's right for you.

Take a stand

The National Bone Health Alliance's (NBHA, www.nbha.org) overarching goal is to reduce bone breaks 20 percent by the year 2020. Its awareness campaign, 2Million2Many, highlights the connection between bone breaks and osteoporosis in order to deliver the message that the two million bone breaks each year are not accidents but signs of osteoporosis.

The campaign centers around "cast mountain", a 12 foot tall by 12 foot wide cast installation that represents the number of bone breaks that occur in the U.S. in just 1 day. Since the year 2000, that would be enough casts to fill the Washington Monument. Twice.

The call to action is simple: if you or someone you know 50 or older breaks a bone, ask your healthcare professional for an osteoporosis test.

SUNDEEP KHOSLA, MD
AND ROBERT RECKER, MD
NATIONAL BONE HEALTH ALLIANCE

editorial@mediaplanet.com

1/2

of women and up to 1/4 of men over age 50 will break a bone due to osteoporosis

Over 1/3

of patients with a hip fracture had a prior fracture

50%

of osteoporosis-related repeat fractures can be prevented with appropriate treatments

After a fracture,



4 out of 5 women over 67 are not tested or treated for osteoporosis

2 many. 2 often.



Every year, there are 2 million bone breaks that are no accident. They are the signs of osteoporosis. If our generation lets osteoporosis keep hiding, we're giving it the chance to break us bone by bone. Please, if you or someone you love has a break, request a simple test for osteoporosis. Because 2 million is 2 many.

Share these numbers
2 help us change them.

Learn more at
2MILLION2MANY.org

INSIGHT

Achieving and maintaining a healthy lifestyle is a major commitment, but once you start making better choices, it becomes second nature.

TOP TIPS FOR STAYING HEALTHY AT ANY AGE

You can change your habits at ANY time, whether you're 20, 50—and the benefits will help you live a longer, healthier, and more satisfying life. Incorporate these EASY tips to help you stay healthy, active, and thriving!

Commit to getting active

There are countless benefits to regular exercise—burning fat and calories, boosting energy levels, improving your mood—just to name a few. Start carving out at least 30 minutes a day in your schedule for workouts or physical activities at least four times a week. Vow to actually make it happen and hold yourself accountable. Plan to meet a buddy at the local gym or sign yourself up for a race so you'll be motivated to show up or to stick with your goal until you cross the finish line. Next, remove all the excuses. Pre-pack your gym bag at night, create a playlist of your favorite tunes,



Jillian Michaels is a health and wellness expert, bestselling author, activist and television personality.
PHOTO: DON FLOOD

or do whatever it takes so you're prepared to hit the ground running, literally.

Eat real foods

Eating a rainbow of real, whole foods will provide you with the vitamins and minerals your body needs to live a long, full life. Specifically,

a healthy diet of fruits, vegetables, whole grains, and lean protein will allow you to meet your body's nutritional needs with nutrients like vitamin D, calcium, magnesium, potassium, vitamin K, and vitamin C. Avoid all processed foods like refined grains, trans fats, high-fructose corn syrup, artificial sweeteners, and preservatives.

Buy organic when you can

I know, I know—organic food IS more expensive. However, I truly believe that it is worth the extra \$20 in groceries a week. Think about all of the money you'll save on future medical costs by avoiding chemical-laden crap that can have negative effects on your health. Buying organic foods is putting an investment in your health. At a minimum, it is most beneficial to your health to buy the organic versions of these foods: meat, dairy, eggs, coffee, peaches, nectarines, apples, bell

peppers, celery, berries, lettuce, and grapes.

Meet your daily calcium requirement

Osteoporosis, a disease that causes bones to weaken and easily break, is a major health threat for an estimated 44 million Americans. The most important mineral to help fend off osteoporosis is calcium, but knowing how much calcium to consume is critical. Daily calcium requirements differ according to your age: Females ages nine to 18 need 1,300 mg per day, ages 19 to 50 need 1,000 mg per day, and if you're 51 or older, you need 1,200 mg per day. I recommend having a tall glass of hormone free, organic, low-fat milk once a day. One eight-ounce glass of organic low-fat milk has 290 mg of calcium and more than 8 g of protein.

Get some shut eye

A full night's sleep is not a luxury — it's a basic necessity for healthy

hormone balance. Once you dip below seven hours a night, you are increasing your risk of diabetes, cancer, heart disease, stroke, depression, and obesity.

Cut out bad habits

I cannot say this enough times — if you're a smoker, QUIT! According to the American Cancer Society, 29 percent of all cancer deaths are caused by lung cancer—that's more deaths than those caused by colon, breast, and prostate cancers combined. My life has been greatly affected by this disease—I lost two grandparents to lung cancer. Educate yourself about how to reduce your cancer risk and improve your overall health so you can enjoy as many precious years as possible with family, friends, and loved ones as possible.

JILLIAN MICHAELS

editorial@mediaplanet.com



JILLIAN MICHAELS

GET MY KILLER APP!

SLIM-DOWN SOLUTION is the BEST WEIGHT-LOSS APP on the market!

Not only will you get all my weekly podcasts, killer exercises, and diet advice in one place — but you'll also get the only app with **all 3 essential weight-loss tools:**

- ▶ Calorie Counter
- ▶ Fitness Planner
- ▶ Meal Planner

Scan the code below to download my **FREE APP!**

OR

Head over to the **iTunes store!**

Available on the **App Store**

FREE APP!

NEWS



QUESTION & ANSWER



Jake Nelson
AAA Director,
Traffic Safety
Advocacy and
Research

■ **How can I assess my mother/father's driving abilities?**

Available via CD-ROM or at no cost online at www.AAASeniors.com, AAA's Roadwise Review is a self-assessment tool that measures functional abilities shown to be the strongest predictors of crash risk among senior drivers and suggests ways to correct any potential problems. Some drivers may benefit from a formal driving assessment given by an occupational therapist or driver rehabilitation specialist.

■ **How can I find alternative transportation resources in my mother/father's community?**

Supplemental transportation programs (STPs) are community-based programs designed to complement public transit so seniors may get where they need to go.

■ **What are some signs I should look for that indicate my parent's driving skills may be weakening?**

A few signs that may indicate diminished driving skills may include decreased reaction time, getting lost on familiar roads, difficulty working the pedals and trouble merging or changing lanes, to name just a few.

editorial@mediaplanet.com

One hundred million people have Chronic Dry Eye. Treatment may be easier than you think.

RELIEF... FINALLY

"I didn't know what it was," recalled Raleigh N.C. resident Suzanne Hughes. "My eyes were bothering me constantly. I never felt comfortable with the light, I couldn't stop blinking. They would burn and itch non-stop. All of a sudden I had these problems with my eyes that didn't exist before."

What Ms. Hughes soon realized was that she is one of the 100 million people in the world who suffer from chronic Dry Eye.

Why it occurs

Ms. Hughes suffers from the most common form known as Evaporative Dry Eye, affecting 86 percent of Dry Eye sufferers. Evaporative Dry Eye occurs when the meibomian glands—lipid secreting glands in the eyelids—become clogged, causing the burning sensation and blurry vision symptoms experienced with Dry Eye. "What happens is that when we blink," explains Alan N. Carlson M.D., Chief of Corneal and Refractive Surgery at Duke University Eye Center. "These oils are released and create a tear film on the eye's surface, but when the oil gland is clogged, the tears are jeopardized and evaporate at a much more rapid rate than when the glands are unclogged."

Evaporative Dry Eye tends to occur with women in the perimenopausal stage of their life. "Any time you have a change in your hormones—up or down—you

have a change in your level of oils," explains David R. Hardten M.D., certified ophthalmologist and founder of Minnesota Eye Consultants. "Women, when transitioning into menopause experience a hormonal decrease, changing the level of oils their bodies produce. That deficiency impacts the oils in the eyes' meibomian gland, leading to Evaporative Dry Eye."

Though Evaporative Dry Eye is prevalent in women, it does impact men as well. As Dr. Carlson explains, "With an increase in exposure to different technology—smartphones, extended television watching, computer screens—it can decrease the frequency at which we blink. Each time we blink, we replenish the stabilizing surface of the tear film. When blinking becomes less frequent, the glands begin to clog up with a 'sludgy' substance."

When moderate to severe, Evaporative Dry Eye can cause notable difficulty in performing daily routines. For Ms. Hughes, "Evaporative Dry Eye got in the way of my ability to drive, read the paper, and most importantly, read music as I love to play piano."

Treatment options

"I like to classify treatment options in three ways," explains Dr. Hardten: "reactive, periodic, and 'in-office.' 'Reactive' is when we use eye-drops, whereas 'periodic' treatment would include using a warm compress or medicated drops. These options act more as a temporary fix, but do not



Evaporative Dry Eye tends to occur with women in the perimenopausal stage of their life. Though it is prevalent in women, it does impact men as well.

treat the root problem—the clogging of the meibomian glands."

Historically, "in-office" treatment was limited to "manual expression"—essentially pressing very hard on the eyes' glands to express the old, stagnant oil, but physicians found that to be both painful and rather ineffective. "Now," Hardten explains, "there's an option called LipiFlow that really stands alone in this category."

LipiFlow is an FDA cleared procedure that applies heat and gentle pressure to remove obstruction in the meibomian glands. "It's not necessarily a 'cure,'" explains Hardten. "LipiFlow has been very effective at managing Evaporative Dry Eye. But, much like dental cleaning, LipiFlow needs to be repeated periodically." "If you would've asked me about LipiFlow one year ago," Dr. Carlson recounts, "I would've thought this was a treatment reserved for more

severe cases. But now I realize it's moving more and more into my frontline of treatment. If a patient has a true evaporative dry eye problem, LipiFlow is emerging as the standard of care."

Finding relief

Ms. Hughes was amongst the first to receive LipiFlow treatment in the U.S. in October of 2011 at Carolina Vision Center in Fayetteville N.C. "The experience was really pleasant. I sat in an easy chair, they connected the device to my eyes—which was like an eye-shield—and it felt like a hot stone massage on my eyes. It lasted about 12 minutes, I listened to music, and it was very relaxing."

Hughes, 10 months later says "my eyes feel so much better. I can see better, I'm no longer constantly itching and rubbing them. In fact, it's just about time for another checkup!"

editorial@mediaplanet.com



WHEN DROPS AREN'T ENOUGH

GIVE DRY EYE THE TREATMENT IT DESERVES

A Breakthrough Procedure for Your Dry Eyes



Scan to learn more about how LipiFlow® treats the cause of Evaporative Dry Eye and find an eye care professional near you.

 **LipiFlow**®
THERMAL PULSATION

(919) 459-4891 lipiflow.com

TearScience®, Inc.

INSIGHT



QUESTION & ANSWER



Gabriel Miller
General Counsel and Managing
Attorney, Sokolove Law

■ **What are the key warning signs to look for when identifying elder abuse?**

! Placing your loved one into a nursing home can be a difficult decision and the possibility of abuse only compounds the emotions that families face. By learning the signs, families can remain alert and respond immediately to suspected abuse.

Signs include: Unexpected death or unexplained injuries; Bedsores; Unusual behavior changes; Errors in the delivery of medication; Malnutrition or dehydration.

■ **What are the steps you should take if you suspect that you are seeing signs of elder abuse?**

! Collect as much information as you can—dates, names, pictures. The next step is to report it. Talk to the administrator of the home. Consider contacting the proper state agency or potentially a lawyer. Trust your instincts—you may not have definitive proof, because abusers often hide their abuse.

Secondly, discuss other care options with your family. Some-

times another nursing or assisted living facility is the best care option for your loved one. Finally, become empowered by learning what to look for when choosing the next nursing home or assisted living facility.

“Many people don’t understand what constitutes abuse or neglect and what the warning signs are.”

■ **Why is there such a discrepancy between the number of elder abuse cases occurring per year and the 13 percent that are actually reported?**

! Many people don’t understand what constitutes abuse or neglect and what the warning signs are. Most often, abuse goes unreported due to fear that abuse will continue or worsen. Also, the idea of finding another care option can be daunting to a family already under stress.

Finally, people don’t understand that help may be available through state agencies or from a lawyer. In seeking help, families may not only learn what happened to their loved one, but limit the chance it could happen to others. That’s why it is important to hold nursing homes accountable to provide quality care.

editorial@mediaplanet.com

ELDERLY ABUSE IS MORE PREVALENT THAN YOU THINK.

HOW TO STOP IT NOW

With the country facing considerable fiscal issues, it’s quite unnerving to read about public services in health-care and eldercare that are being cut. And despite efforts to develop and utilize home healthcare, adult day care centers, assisted living facilities and residential care homes, nursing homes still house many aging adults. Unfortunately, government reports continue to paint an alarming picture of abuse, poor care and staffing issues in these facilities.

Each year, hundreds of thousands of older persons are abused, neglected, and exploited. Federal investigators have reported that more than 90 percent of nursing homes have been cited for violations of health and safety standards, with for-profit homes likely to have greater problems than other types of homes.

Demanding respect

As consumers, we should demand that owners and operators of nursing homes ensure that our loved-ones are treated with respect and given the opportunity to live out their years in a peaceful, caring and nurturing environment.

Despite a national call for a cultural change that’s kicked around for over a decade, fractional steps have been made to move away from institutional-like care. To turn fractions into miles, those that run nursing homes need to develop programs that foster

closer relationships between residents; improve training measures to empower staff members to provide better care and treatment; and, create an environment that’s welcoming and desirable to live in. Residents must have opportunities to live their lives as if they were living independently.

This could mean allowing pets within the facilities or creating

bureaucracy cannot get in the way of ensuring the quality of life for seniors at these facilities is maximized. Regardless, if nursing home facilities are going to become a place of sanctuary and fruitful living for our country’s elderly, then existing regulations must be scrutinized, especially those that can potentially impede culture change.

Know the Signs

Incidents of nursing home abuse are rarely reported to the proper authorities. Residents may be reluctant to complain for fear of retaliation or embarrassment, and family and friends of the victim might be unaware of the common signs of abuse.



Physical Injuries

- Broken bones
- Bed sores and bruises
- Medication overdose
- Head injury



Neglect

- Dehydration or malnourishment
- Poor hygiene
- Soiled bedding



Emotional or Behavioral Changes

- Agitation, withdrawal or fear
- Frequent crying
- Complaints of poor treatment

SOURCE: SOKOLOVE LAW

programs that allow residents to volunteer on site. These and many other changes can help improve the lives of our loved-ones and address some of the issues that lead towards nursing home neglect and accountability for resident’s well-being. With that said, however, some will point to federal regulations of nursing homes that potentially create their own issues and at times, lead to bigger problems.

Safety over money

For example, facilities cannot overlook basic care requirements in order to make money at the expense of residents. However,

Insuring change

While the nursing home care issue is a complex one, it is important for consumers, advocates, loved-ones and community members to embrace World Elder Abuse Awareness Day to ensure that change is made. Real reform can happen if we band together and advocate for those who, at times, may not be able to advocate for themselves.

GABRIEL MILLER,
GENERAL COUNSEL AND
MANAGING ATTORNEY,
SOKOLOVE LAW

editorial@mediaplanet.com



Abuse in nursing homes *happens more often* THAN YOU THINK.



If your loved one was at risk, would you know the signs?

Every day families across the nation place loved ones in the care of nursing homes, trusting these facilities to provide quality care in a safe and nurturing environment. You would never imagine that, rather than receiving the care you planned, those you cherish are experiencing unthinkable abuse or neglect. Unfortunately, this outrageous treatment does occur, and many elderly residents suffer in silence.

Nursing home abuse can take many forms. As many victims are afraid or unable to speak on their own behalf, it is important to look for warning signs:

- **Indications of physical injury** – Broken bones, bruises, cuts, burns, unexplained falls or untimely death
- **Signs of neglect** – Bed sores, dehydration, unattended medical needs or errors, unsanitary or unsafe living conditions

If you or your loved one has been the victim of nursing home abuse, you owe it to them to take immediate action—and we want to help.



Fight for your loved one.
Call 800-341-8052
for a FREE consultation
<http://elderabusevictims.com>

THIS IS AN ADVERTISEMENT Sokolove Law, LLC (LLP in certain states), Wellesley/MA. Jim Sokolove admitted MA/NY only. 100 Church Street New York/NY. Members: Hardy Croxton, Rogers/AR, Rich Grabow, 10 Grand Street Hartford/CT (860) 633-1511, Ken LaVan, Ft. Lauderdale/FL, Nick Nighswander, Florence/KY, Michael Breau, Gonzales, admitted LA, Gregg Hobbie, NJ. The choice of a lawyer is an important decision that should not be based solely upon advertisements. No representation is made that the quality of the legal services to be performed is greater than the quality of legal services performed by other lawyers. While this firm maintains joint responsibility, most cases of this type are referred to other attorneys for principal responsibility. Prior results do not guarantee similar outcome. The Wyoming State Bar does not certify any lawyer as a specialist or expert. Anyone considering a lawyer should independently investigate the lawyer's credentials and ability, and not rely upon advertisements or self-proclaimed expertise. FREE BACKGROUND INFORMATION AVAILABLE UPON REQUEST.

INSIGHT

Listen Up:
Hearing Aids help
delay Dementia

The old adage of “use it or lose it” is very true with regard to hearing impairment.

According to a study conducted by John Hopkins University and the National Institute of Aging, “Individuals with hearing loss are significantly more likely to develop dementia over time than those who retain their hearing.”

The good news is that studies show that treating hearing loss with technology coupled with professional individualized treatment plans improves alertness, cognitive scores, improves psychosocial function, memory and reduces the risk of dementia. Hearing care professionals recommend maintaining regular hearing evaluations, and when hearing difficulties are detected, wearing hearing technology.

DR. LINDA BURBA

editorial@mediaplanet.com

JAW DROPPER:

How prosthodontists can improve oral health

With Baby Boomers opting to work well past their fifties, a healthy youthful smile is desired in work, love, and life.

“As a prosthodontist, which is a specialized dentist with advanced training in oral health issues, I am concerned that more than 178 million Americans are missing one or more teeth and more than 35 million have no natural teeth at all,” said American College of Prosthodontists President Lily T. Garcia, D.D.S., M.S., F.A.C.P. “It not only affects the look of someone’s smile, it affects one’s ability to speak, chew and swallow.”

Prosthodontists, who treat Baby Boomers’ oral health issues, know the following:

- Healthy teeth are lightened, not whitened
- Patients should ask if their cosmetic dentist is a prosthodontist
- Oral Health is part of our overall well-being



Victoria A. Vickers, D.D.S.
Private Practice Prosthodontist,
San Antonio, Texas

“Oral health is part of our overall well-being.”

■ **What’s in:** Healthy teeth are lightened, not whitened.

■ **Answer:** Dr. Richard Liu is a prosthodontist who consults with the TV Show “Extreme Makeover” for its clients. Prosthodontists recommend whitening your natural teeth first as each person’s shade will differ. Then, do your implants, crowns, or veneers to match your teeth. That’s why prosthodontics combines art and science for a beautiful smile. Many Baby Boomers

seek implants, crowns, veneers, and dentures in pretty, white, bleached tones.

■ **What’s in:** Is your cosmetic dentist a prosthodontist?

■ **Answer:** Ask. Don’t trust your smile—and oral health—to anyone. The American Dental Association recognizes the specialty of prosthodontics as THE experts in cosmetic dentistry, implants, crowns, veneers, dentures and full-mouth restoration. Baby Boomers seek a specialist, a prosthodontist, with the advanced training in aesthetics and whose scientific expertise improves patient outcomes for cosmetic procedures. The American College of Prosthodontists created the website GoToAPro.org to help consumers find their local prosthodontist.

■ **What’s in:** Oral health is part of our overall well-being.

■ **Answer:** Prosthodontists are being sought to provide treatment options for health issues such as sleep apnea; diagnose oral and throat cancer as cases rise due to HPV; and consult on multidisciplinary teams with physicians to improve patient outcomes.

Baby Boomers have kids and some have grandchildren; teach health habits early to prevent oral disease later in life. The American College of Prosthodontists is a proud sponsor of the Ad Council’s first oral health campaign in its 70-year history, the Partnership for Healthy Mouths, Healthy Lives.

VICTORIA A. VICKERS, D.D.S.,

editorial@mediaplanet.com

When it comes to my hearing health, personalized care matters.

My AudigyCertified professional took the time to explain my unique hearing needs. Then, they customized AGX hearing aids specifically for my lifestyle.

To find an AudigyCertified™ professional near you, call **1.800.Hearing** or visit www.hearingloss.com



*Recommended by more dentists,
counted on by more denture wearers.*

No
Contract

Better
Sound and
Longer Battery Life

NEW

Want a cell phone that's just a phone? Your choice is simple.

Introducing the all-new Jitterbug® Plus.

We've made it even better... without making it harder to use.

All my friends have new cell phones. They carry them around with them all day, like mini computers, with little tiny keyboards and hundreds of programs which are supposed to make their life easier. Trouble is... my friends can't use them. The keypads are too small, the displays are hard to see and the phones are so complicated that my friends end up borrowing my Jitterbug when they need to make a call. I don't mind... I just got a new phone too... **the new Jitterbug Plus. Now I have all the things I loved about my Jitterbug phone along with some great new features that make it even better!**

GreatCall® created the Jitterbug with one thing in mind – to offer people a cell phone that's easy to see and hear, and is simple to use and affordable. Now, they've made the cell phone experience even better with the Jitterbug Plus. It features a lightweight, comfortable design with a backlit keypad and big, legible numbers. There is even a dial tone so you know the phone is ready to use. You can also increase the volume with one touch and the speaker's been improved so you get great audio quality and can hear every word. The battery has been improved too– it's one of the longest lasting on the market– so you won't have to charge it as often. The phone comes to you with your account already set up and is easy to activate.

The rate plans are simple too. Why pay for minutes you'll never use? There are a variety of affordable plans. Plus, you don't have to worry about finding yourself stuck with no minutes– that's the problem with prepaid phones. Since there is no contract to sign, you are not locked in for



Available in
Silver and Red.

Monthly Minutes	50	100
Monthly Rate	\$14.99	\$19.99
Operator Assistance	24/7	24/7
911 Access	FREE	FREE
Long Distance Calls	No add'l charge	No add'l charge
Voice Dial	FREE	FREE
Nationwide Coverage	Yes	Yes
Friendly Return Policy ¹	30 days	30 days

More minute plans available. Ask your Jitterbug expert for details.

years at a time and won't be subject to early termination fees. The U.S.-based customer service is knowledgeable and helpful and the phone gets service virtually anywhere in the continental U.S. Above all, you'll get one-touch access to a friendly, and helpful GreatCall operator. They can look up numbers, and even dial them for you! They are always there to help you when you need them.

Call now and receive a FREE gift when you order. Try the Jitterbug Plus for yourself for 30 days and if you don't love it, just return it for a refund¹ of the product purchase price. Call now – helpful Jitterbug experts are ready to answer your questions.

Call now and receive a **FREE gift** just for ordering. **Hurry...**this is a limited time offer. **Call now!**

All-New
jitterbug
plus

firstSTREET
for Boomers and Beyond®
1998 Ruffin Mill Road
Colonial Heights, VA 23834



Jitterbug Plus Cell Phone

Call today to get your own Jitterbug Plus.

Please mention promotional code 45487.

1-888-805-4060

www.jitterbugdirect.com

We proudly accept the following credit cards.



IMPORTANT CONSUMER INFORMATION: Jitterbug is owned by GreatCall, Inc. Your invoices will come from GreatCall. All rate plans and services require the purchase of a Jitterbug phone and a one-time set up fee of \$35. Coverage and service is not available everywhere. Other charges and restrictions may apply. Screen images simulated. There are no additional fees to call Jitterbug's 24-hour U.S. Based Customer Service. However, for calls to an Operator in which a service is completed, minutes will be deducted from your monthly balance equal to the length of the call and any call connected by the Operator, plus an additional 5 minutes. Monthly rate plans do not include government taxes or assessment surcharges. Prices and fees subject to change. ¹We will refund the full price of the Jitterbug phone if it is returned within 30 days of purchase in like-new condition. We will also refund your first monthly service charge if you have less than 30 minutes of usage. If you have more than 30 minutes of usage, a per minute charge of 35 cents will apply for each minute over 30 minutes. The activation fee and shipping charges are not refundable. Jitterbug is a registered trademark of GreatCall, Inc. Samsung is a registered trademark of Samsung Electronics America, Inc. and/or its related entities. Copyright © 2012 GreatCall, Inc. Copyright © 2012 by firstSTREET for Boomers and Beyond, Inc. All rights reserved.