

**MEDIA  
PLANET**

OCTOBER 2009

# Health & Wellness

A PRACTICAL GUIDE TO HEALTHY LIVING



Jillian Michaels

Joseph Puffy © 2009



## CONTENTS

- 2 Focusing on Food and Nutrition
- 3 Eat Right Without Cooking
- 4 Dessert Fans Rejoice
- 4 Healthy Snacking
- 6 Vitamins & Supplements
- 6 Hydration
- 8 Panel of Experts
- 8 Corporate Responsibility
- 10 Managing Your Pain without Drugs
- 11 No More Excuses
- 11 Fresh Air, Fresh Routine

## MEDIA PLANET

### HEALTH & WELLNESS

Publisher: Ondriona Monty  
1 646 922 1418

Contributor: Jacqueline McDermott  
jrmwriter@gmail.com

Design: Carrie Reagh  
carrie.reagh@mediaplanet.com

Photos: ©iStockphoto.com

For more information about supplements in the daily press, please contact:  
Kayvan Salmanpour, 1 646 922 1400  
kayvan.salmanpour@mediaplanet.com

This section was written by Mediaplanet and did not involve USA Today News or Editorial Departments.

[www.mediaplanet.com](http://www.mediaplanet.com)

Cover Image:  
Jillian Michaels  
© 2009 Joseph Puhly

# Focusing on Food and Nutrition

From consumers, the media and health professionals to local, state and federal government officials, everyone is talking about nutrition.

**D**isease prevention, childhood obesity, food safety, health-care reform, school meals and restaurant menu labeling are everyday topics in every part of our country. Demand by consumers for local and sustainable foods has increased the number of farmers' markets and the incorporation of local and sustainable foods into operations and legislative initiatives affecting restaurants, schools, hospitals and other health facilities.

Because of the economic challenges facing our country, people are "going back to basics." We are eating at home more often, growing our own food and practicing food preservation. Watch any local or national TV news program, open any newspaper or magazine or read any health-related blog: Nutrition advice comes from many sources. People need solid information in a form they can use to improve their health. But do people always get the information they need?

### Whom can you trust?

It's clear food and nutrition issues

affect everyone. A recent survey by the American Dietetic Association and the University of Tennessee Graduate School of Medicine showed 96 percent of primary care physicians believe the nation's health care system should place more emphasis on nutrition to treat and manage chronic disease. However, only 12 percent believe physicians currently pay enough attention to nutrition when treating these diseases.

Whether you are trying to treat disease, lose weight or just make healthier choices, it may be hard to figure out whom to listen to for advice. Hearing someone is a "nutritionist" often makes the person sound like they're educated and trained in nutrition science and health issues. But in many states, titles like "nutritionist" and "diet counselor" are not regulated, so terms like these can be used by people who are not qualified to give accurate nutrition advice. While some nutritionists may have an educational background in nutrition science, others may have little if any actual nutrition training or just

mail-order credentials. Even if a person holds degrees from accredited institutions, nutrition may not be his or her specialty.

Who is the qualified nutrition expert? When you need trusted, accurate, timely and practical advice, seek the advice of a registered dietitian.

With their education and experience, RDs have the skills and knowledge to translate nutrition science into practical meal planning. A registered dietitian can assist with diabetes; work with your health-care team by helping you change your eating plan pre- or post-surgery; and help you set goals for athletic performance – whether you're running a marathon or jogging with your dog.

The next time you hear nutrition advice on television or see a diet book that looks like it might help you lose those last 10 pounds, take a closer look to make sure the information is coming from the qualified expert in food and nutrition science: a registered dietitian.

Visit the American Dietetic Association at [www.eatright.org](http://www.eatright.org) to locate

a registered dietitian near you.

The American Dietetic Association is the world's largest organization of food and nutrition professionals. ADA is committed to improving the nation's health and advancing the profession of dietetics through research, education and advocacy.



Jessie M. Pavlinac, MS, RD, CSR, LD  
President  
American Dietetic Association

**eat right.** American Dietetic Association

The content in this special advertising section was not developed by the American Dietetic Association. The American Dietetic Association does not endorse any of the advertisers appearing within this special advertising section or the companies mentioned in the advertorial sections.

### A VERY SPECIAL THANKS TO...



The Hershey Company is the largest producer of quality chocolate in North America and a global leader in chocolate and sugar confectionery. Hershey offers such iconic brands as *Hershey's*, *Reese's*, *Hershey's Kisses*, *Kit Kat* and *Hershey's Bliss*. Hershey is a leader in the dark and premium chocolate segment, with *Hershey's Special Dark* and *Hershey's Extra Dark*.



Mobia by Nautilus makes staying in shape as easy as going for a walk. Mobia can deliver up to twice the calorie burn as walking on a flat surface, while also strengthening the core, building endurance and improving balance. Mobia by Nautilus turns walking into an efficient, fat-burning workout!



Rely on [www.BeeftsWhatsForDinner.com](http://www.BeeftsWhatsForDinner.com) to deliver everything you need for confident cooking with beef. Browse the database of tested beef recipes for every occasion – from easy weeknight meals to family celebrations. You can build a customized recipe box of your family-favorite beef recipes and download detailed grocery lists.



# Eat Right Without Cooking

So your pots and pans are dusty, and your stove would be better used for storage. When cooking seems archaic, or at least unrealistic, it's easy to slip into bad habits; but there are ways to avoid nutrition blunders, whether you're eating at home or in a restaurant.

**"D**o some planning when you do have a little time," advises Bethany Thayer, a registered dietitian and spokesperson for the American Dietetic Association. "If you haven't planned, you will always grab unhealthy things."

Try to keep the house stocked with fruits and vegetables (even the frozen kind), whole grains, lean meats and low fat dairy products.

"There are some things you can keep on hand that can be put together quickly, such as tortillas, beans and shredded cheese. It's really easy to roll that up and stick it in the mi-

crowave. Just add salsa and you have a quick burrito," says Thayer, who stresses that canned beans are an affordable, "underutilized" source of protein, fiber and folic acid.

Thayer suggests choosing beverages carefully. "Soda, juice and alcohol are expensive and don't come with a lot of nutritional value. Order water when you're eating out, and at home, stay away from sports drinks and sodas."

For the ultimate in convenience, Nutrisystem delivers healthy meals directly to your home. You can personalize a menu or opt for one of the pre-selected food programs, and you

won't have to worry about counting calories or managing portion sizes, which can be difficult when eating out.

"We tend to think that when we go out to eat, it is a special occasion so we can have treats, but the reality is, most of us are eating out pretty regularly," notes Thayer, who recommends ordering low-fat options and asking for a take-out box at the beginning of a meal to assure you put half of a large portion aside. Plus, you'll get two meals for the price of one!

## Facts and Tidbits

- Laughter really is the best medicine! Research suggests that laughing strengthens your immune system and wards off stress. It also triggers the release of endorphins, which make you feel good naturally.
- Exercise your mind, not just your body! If you continue to challenge yourself, your brain continues to grow. Why not take up a new hobby such as doing crossword puzzles, or try learning a foreign language?
- Who needs sleep? YOU DO. When you don't sleep enough, you have trouble concentrating and forming memories. If you're having trouble catching your zzzzz's, stay on a regular schedule and avoid too much stimulation right before bedtime.
- Other than water, tea is the most popular beverage in the world! Try using a flavored tea in place of water next time you bake cookies, bread or brownies. (Source: American Dietetic Association)
- According to nutrition experts, sports drinks should be used during or after exercise that lasts an hour or longer. If you're only jogging for 30 minutes, you may want to opt for water instead. While sports beverages do replenish your body with important electrolytes and nutrients lost through sweat, they're often high in calories and sugar!

## Clinically tested to lose weight and to help lower blood sugar and control type 2 diabetes.

With **our diabetic program**, Nutrisystem D, losing weight so you can help control your diabetes is easier than you think! Choose from **over 140 menu items**—delivered straight to your door from our kitchens to yours **absolutely FREE**.<sup>†</sup> Nutrisystem D is a **low-Glycemic Index** program full of **good carbs and fiber** to help keep you feeling fuller longer—**all for as low as \$3 a meal**.<sup>†</sup>

### Support at your fingertips.

- **FREE** round-the-clock phone access to weight loss coaches
- **FREE** online membership including weight loss tips, tools and menu planning
- **FREE** live chat sessions with registered dietitians

### And so much more!

### Clinical Study Shows<sup>††</sup>—

#### On Nutrisystem D, people with type 2 diabetes who wanted to lose weight:

- ✓ Lost up to **16 times more** weight
- ✓ Lowered total cholesterol level by **20.9 mg**
- ✓ Lowered blood sugar levels **5 times more**
- ✓ Lowered triglycerides level by **42.7 mg**
- ✓ Lowered A1C by **0.9%**

<sup>††</sup> In a 3-month clinical study at Temple University School of Medicine and published in the *Journal of Postgraduate Medicine*, Nutrisystem program participants lost an average of 18 lbs., and lowered fasting blood sugar levels from 149.5 to 115.2, compared to those following a hospital-directed diet and education plan, who lost 1.3 lbs., and lowered fasting blood sugar levels from 151.4 to 144. Not all menu items were included in the study. Study funded through an unrestricted educational grant from Nutrisystem.

On Nutrisystem you add-in fresh grocery items.

Nutrisystem D is a comprehensive weight loss program. It does not treat, cure or prevent diabetes, and is not a substitute for diabetic medications. Consult your physician before starting this or any weight loss or exercise program.

## EAT FREE FOR 3 WEEKS

That's An Extra 21 Breakfasts, 21 Lunches, 21 Dinners and 21 Desserts FREE<sup>†</sup>

Call **1-877-414-THIN (8446)**  
or click **nutrisystem.com/hwut109**

### MONEY BACK GUARANTEE!

Try our food! If you don't like it, call within 7 days of receipt of your first order and return the remaining three weeks of food for a **FULL REFUND** of the purchase price, less shipping. Call or see website for details.

<sup>†</sup>Offer good on new Core 28-Day Auto-Delivery order only. Offer expires December 31, 2009. Offer not valid on Flex and Select programs. Free shipping to Continental U.S. only. Free shipping does not apply to Select program. One additional free week of food will be included with your first three deliveries. With Auto-Delivery, you are automatically charged and shipped your 28-Day program once every 4 weeks unless you cancel. You can cancel at any time by calling 1-800-727-8046; however for this offer you must stay on Auto-Delivery for at least three consecutive 28-Day program deliveries to receive all three free weeks. Other restrictions apply. Call or see website for details. Cannot be combined with any prior or current discount or offer. Limit one offer per customer. ©2009 Nutrisystem, Inc. All rights reserved.

Nutrisystem® | **D**™

Lose weight. Live better.™

# Dessert Fans Rejoice:

## The Benefits of Dark Chocolate

Has your sweet tooth heard the news? Chocolate, especially dark chocolate, has been proven to offer an assortment of health benefits for the heart, brain and skin. But tell your waistline not to worry—you don't need to eat much to reap the treat's positive properties.

Cocoa beans are actually seeds, found in the fruit of the cocoa plant, and are "the base material for all things chocolate and cocoa," as Debra Miller, Ph.D., director of nutrition at The Hershey Company, explains. "When we melt them, they form a liquid called chocolate liquor."

Dark, or semi-sweet, chocolate, has a higher percentage of the liquor than milk chocolate, which is diluted with milk to achieve its smooth, creamy taste.

There's been a growing awareness of the ameliorating effects of the cocoa bean, and scientists continue to study its potential. "Most people understand that food from the earth is good for their bodies. Cocoa beans are no different," says Miller.

Cocoa contains flavanols, which act as antioxidants and may help prevent heart disease and cancer by reducing

the presence of free radicals. Dark chocolate may also lower blood pressure, as shown in a study published in the *Journal of the American Medical Association*. Good news for those counting calories: participants only ate the equivalent of less than two Hershey Kisses. No change in blood pressure was reported in a second group that ate white chocolate, which does not contain cocoa.

Additional research has demonstrated that dark chocolate can improve blood flow. "Better blood flow could aid many body systems," Miller points out. "We have seen better blood flow to the brain, so studies continue to look at cognitive function. There is a nice, calm focus that comes with eating chocolate."

The myth that chocolate causes acne has already been disproved, but what if chocolate could actually

improve your complexion? Better blood flow could help keep the skin hydrated and healthy, as shown in a study in Germany.

When choosing a chocolate, Miller suggests looking for products with a high cocoa percentage—but of course, you still want to enjoy the taste. "Seventy percent can be too bold for some people. You can still get the benefits from a 50 or 60 percent dark chocolate."

Cocoa contains flavanols, which act as antioxidants and may help prevent heart disease and cancer by reducing the presence of free radicals.

# Healthy Snacking:

## Ignorance is NOT Bliss

We've all been there. In our haste to get wherever it is we're going, we grab a quick, easy, unhealthy snack to hold us over until we find time for a "real" meal.

But when your day is jam-packed, it's especially important to make smart food choices that keep energy levels up and leave you feeling full longer. Manufacturers are meeting this demand by offering low-fat treats rich in vitamins and minerals; and these days, healthy doesn't have to be synonymous with bad-tasting.

"I don't think people are conscious of what is in their food, and how calorie-dense it is. I don't emphasize counting calories—it is satiety," says Snack Alliance's Chief Marketing Officer Tricia Ryan, who was a registered dietician before entering the marketing field.

She suggests avoiding simple carbohydrates, often laden with refined sugar, and opting instead for complex carbohydrates, which usually contain fiber and take longer to digest. Many brands now offer fiber-fortified granola bars, sometimes drizzled with chocolate or caramel to appease your sweet tooth. Ryan praises Sunkist Nat-

urals' tasty Orange Cream Smoothie, packed with 11 grams of protein per serving, which your body needs to build muscle mass; and a bonus—as muscle mass increases, so does your metabolism.

Ryan also emphasizes variety and balancing food choices. Pair a carbohydrate with protein by spreading peanut butter on your whole grain cracker. Mix fruit in your yogurt for a more long-lasting hold-me-over.

"If you eat well, you don't crave the unhealthy treats," she says, although an occasional indulgence is inevitable, and permissible if you're mindful of portion sizes.

The last secret to healthy snacking? There is no secret, as Ryan explains: "You wish there was a miracle pill or food, but there's not...it's about understanding and looking at what is in your snack and seeing if you get something from it."

give in to good. make your taste buds smile.



riceworks®  
Gourmet Brown Rice Crisps

It isn't just what we put into our whole grain brown rice crisps that make them perfect for snacking. It's what we leave out. Like artificial flavors, preservatives and glutes. Enjoy the gourmet flavors in every crispy crunch of riceworks® Gourmet Brown Rice Crisps.

Visit [www.riceworks.com](http://www.riceworks.com) for recipe ideas



give in to good™

SAVE \$1.00  
ON ANY ONE 5.5 oz BAG OF RICEWORKS®

MANUFACTURER'S COUPON  
EXPIRES 12/31/09



21055 5 16676 11076 4 (8101)6 21055 1209

Retailer: Snack Alliance, Inc. will reimburse you the face value of this coupon plus 8 cents handling for coupons redeemed in accordance with this offer. Invoices proving purchase of sufficient stock to support submissions must be provided upon request. Consumers are limited to one coupon per purchase and are responsible for all taxes. Coupon may be redeemed for any flavor, 5.5 oz size bag where coupons are accepted. Offer not valid on 2 oz size bags. Cash value is .0001 cents. Send all coupons to: SNAA/Universal, P.O. Box 222510, Hollywood, FL 33022-2510.

NOT FANCY  
JUST DELICIOUSLY  
SPECIAL



©2009 The Hershey Company

PURE HERSHEY'S®



# Vitamins & Supplements

It's a nutrition Catch-22: We don't eat the right foods to get all the vitamins and minerals we need, yet we consume too many calories to achieve our weight-loss goals.

**"T**he average American does not always eat a well-balanced diet," says Nathalie Chevreau, Ph.D., R.D., director of women's health at Thin Care. "I always recommend calcium, folic acid, vitamin B12, magnesium, zinc and omega-3 fatty acids. We women try not to eat a lot of calories, but to get our daily amount of calcium, we would need three glasses of milk and a yogurt."

If you're trying to lose weight, Chevreau says supplements can help, but you need to choose the product carefully. She favors those made in the

U.S. or Western Europe and offering a money back guarantee, noting that "not everything works for everybody."

She also cautions that a list of ingredients only tells you so much. "People need to understand that when you take a botanical extract, its effectiveness depends on how it was processed. List of ingredients which are the same are not the insurance that the products are equally good. The key is to buy products from a reputable company—someone you trust."

Consumers should avoid supplements containing ephedra, which may cause heart irregularities and high

blood pressure. Although it's been banned, ephedra-based products can still be found on the marketplace.

Thin Care has collaborated with Jillian Michaels, America's Toughest Trainer and Wellness Coach, to create a line of supplements comprised of a calorie control product to curb users' appetites, and a fat burning supplement to help them lose fat preferentially.

"When you lose weight, you tend to lose more muscle than fat," explains Chevreau, who says users of the product lost 85 percent of their weight from fat in a recent study. "Because muscles are what make you burn

calories even at rest, if you maintain muscle mass, you really minimize the risk of weight rebound."

"Supplementation is not meant to serve as a single solution for weight loss," says Jillian Michaels. "It's a tool to enhance, accelerate, and facilitate results. Proper nutrients are critical for metabolic function. My line is designed based on that science to give you energy and boost your metabolism."

Of course, supplements can't do all the work for you. Eat nutritiously and exercise regularly in order to see results and maintain overall well-being, and talk to your doctor before starting a new weight-loss program, especially if you have health problems.

“Supplementation is not meant to serve as a single solution for weight loss,” says Jillian Michaels. “It’s a tool to enhance, accelerate, and facilitate results.”

## Hydration: Eight Cups a Day Keeps the Doctor Away?

You've had the mantra "drink eight glasses of water a day" ingrained in your mind for as long as you can remember, but where did it come from? Turns out, there is science behind it.

**"T**echnically, you need one mL of water per every calorie you burn, so if you burn 2000, you need 2000 mLs—about eight cups," explains Nancy Clark, M.S., R.D., practitioner and author of *Sports Nutrition Guidebook*. "You don't need water to get water, though. Oranges,

coffee, salad, soup—it all helps."

People can get up to four cups of water from eating lots of fruits and vegetables, and we actually manufacture a cup a day as a byproduct of energy metabolism. So are we halfway there? Maybe, but author and owner of High Performance Nutrition, LLC

Susan M. Kleiner, Ph.D., R.D., found through research that most people are still under-hydrated.

Mild dehydration can cause headaches, stomach pains and fatigue, but water may also play a role in preventing more serious health conditions, according to studies by Kleiner, and

others worldwide. "People who drank at least five to six cups of water had a reduced risk of many cancers, including cancer of the lower gastrointestinal and urinary track."

Although these studies were purely observational, drinking more water is still a "benign" recommendation, as Kleiner puts it. "I feel comfortable saying, of all the things you drink in a day, make five to six cups water."

Of course, a sedentary individual needs less water than say, Joe Decker,

dubbed "World's Fittest Man" after breaking the Guinness World Records' 24-hour Physical Fitness Challenge. "Me personally? I keep about six liter bottles in the fridge, and I drink four to five a day," he says, adding that mere mortals can get away with less.

While the average person is unlikely to over-hydrate, marathon runners need to be aware of hyponatremia (blood dilution), caused by drinking too much water without replenishing the salts lost through sweat.



# Want to Lose Weight?

**JILLIAN**  
MICHAELS

## America's TOUGHEST Trainer Makes Losing Weight SIMPLE!!!

**B**efore I became a successful TV trainer, life coach and author, I was just another overweight kid with low self-esteem. So believe me, I know what being overweight is all about. But I took the necessary steps to change my life... and so can you. I will do everything in my power to help you, to inspire you, and to provide you with as much information as I can to help you make positive life changes... Your job is to take the first step to a better, healthier life for #1... YOU. Let's begin the journey together.

Over the years I've learned that the two biggest pitfalls to losing weight are: first, not having the willpower to actually reduce your caloric intake (follow a diet plan); and second, not seeing and feeling results quickly enough to motivate you to continue toward a healthier life. My new proprietary weight-control and body-shaping formulations are designed to cut through all the diet jargon and help you get the results you want.

This is where you start to change your life... to get thinner, stronger, and healthier. You'll shed excess pounds and inches by changing your eating and exercise habits. And, you'll find the emotional support that will turn failure into success.

My new formulations can help you make it all possible. Believe me, you can change your life. I know it, I've lived it, I understand it, and I changed it... YOU can too!

**NEW!**

### Introductory Starter Pack

## QUICKSTART

### Rapid Weight Loss System™

#### WHAT YOU GET...

1 **Jillian Michaels Maximum Strength Calorie Control™** 2 **Jillian Michaels Maximum Strength Fat Burner™** 3 **A FREE BONUS:**† (One full week **MEMBERSHIP** to the exclusive **Jillian Michaels online weight control and fitness program** where you will get complete cardio and fitness plans, customized meal plans, daily motivational tips, the ability to track your weight loss online, and more) **All at a special introductory price!!!**



**ORDER NOW: 1-800-496-2740 or visit [JillianWeightLoss.com](http://JillianWeightLoss.com)**  
**100% Money Back Guarantee.\***

**\*Our guarantee:** Because no weight-control product or program will work for everyone, all of our fine formulations are backed by a 100% satisfaction guarantee. Simply stated, if you are not satisfied with any Jillian Michaels weight-control formula, just return it to the place of purchase within 30 days.

†Jillian Michaels' online program is yours FREE for 7 days! You will not be charged during your free trial period. However, valid payment information is required. If you're happy with your online membership, do nothing. Your service will continue uninterrupted, and you will be enrolled under our standard membership agreement. Online membership is just \$4 a week, billed quarterly (every 13 weeks). The charge will be applied to the same account you provide at sign-up. You may cancel before your free trial ends at no charge, or at any time afterward and you'll receive a refund for the unused portion of your subscription, other than an initial five-week minimum commitment of \$20, which is nonrefundable. These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease. All trademarks are property of their respective owners. Individual results will vary. Use in conjunction with any sensible diet and exercise program.

©2009 All Rights Reserved. BR12869

# Panel of Experts



**TRICIA RYAN**  
Chief Marketing Officer  
Snack Alliance, Inc.



**NANCY RODRIGUEZ, PHD, RD, CSSD, FACSM**  
Professor of Nutritional Sciences  
University of Connecticut



**DEBRA MILLER, PHD**  
Director of Nutrition  
The Hershey Company



**JILLIAN MICHAELS**  
America's Toughest Trainer  
and Wellness Coach

**Q.** What are some growing areas of interest for the food industry right now?

**A.** The gluten-free market is a key area. There's a lot of research showing that people want to reduce their gluten intake. Celiac disease occurs when gluten triggers an abnormal response that damages the lining of the small intestine, interfering with your absorption of nutrients. One in 100 North Americans has celiac disease, but only three percent are diagnosed. So 97 percent of people don't know they have it. They just think they have tummy upset or something. The disease has many symptoms, but people are usually diagnosed now because they have another problem, such as diabetes, osteoporosis or even infertility. The average length of diagnosis is upwards of eight years. Unfortunately, there is no medication for the condition; it can only be managed by diet. The other tough thing about gluten is that it isn't just in bread and cereal. It can be in toothpaste or even cosmetics. The gluten molecule is very large, so it doesn't get through skin, but if it is in your lipstick, it could get in the system. There are blood tests and even home-use kits, such as the Biocard Celiac Test, that are effective at testing for the disease.

Pick up a magazine or turn on the TV and you'll hear about the benefits of protein in the diet. Surprisingly, most of us do not get the recommended minimal amount.

It's important to know that not all protein is created equal. "High quality" proteins such as lean meats, eggs and dairy contain all the essential amino acids your body needs and help meet protein needs in fewer calories. Incomplete proteins such as beans, nuts and grains do not provide all the essential amino acids so you have to eat a combination of these to meet protein needs.

Often it takes two to three times more calories to get the same amount of protein from beans, nuts and grains compared to lean meat. For instance, you need to eat seven tablespoons of peanut butter (680 calories) to match the protein in three ounces of lean beef (180 calories).

Protein is currently a buzz word in health because research shows that an increase in protein intake helps reduce cardiovascular disease risk and Type 2 diabetes, improves muscle strength, and contributes to weight management. By including high quality protein at every meal, you can conserve calories and still get great health benefits.

**Q.** What are the most common food allergies affecting Americans, and their symptoms?

**A.** The most common are known as the "big eight": allergies to milk, egg, peanuts, tree nuts, fish, shellfish, soy and wheat. Lots of people think they have a food allergy, but really a food allergy is an improper immune reaction to a protein or a peptide. Your body thinks it's fighting a virus or antigen, so it throws an immune response at this misrecognized protein.

In terms of symptoms, look out for a tingling sensation in the mouth and swelling of the tongue or throat. You could have difficulty breathing, like an asthmatic reaction, hives, vomiting, diarrhea or abdominal pain. The worst is you have an anaphylactic shock [a severe reaction that can result in death]. But again, there's a difference between an intolerance and an allergy. If you were sensitive to milk, you could have abdominal cramping, gas, etc., but that's an enzyme problem. Your body isn't producing an enzyme called lactase that breaks down the milk. A milk allergy would be different—probably hives, tingling, etc. More people have a lactose intolerance than a milk allergy.

**Q.** "What advice would you give to someone who's trying to lose weight, but is having trouble staying motivated?"

**A.** Every human being has the capacity to transform any suffering or weakness into perfect peace, power, strength, health and abundance. There is no authentic goal you can set for yourself that can't be reached, no dream that can't be realized; it's just a matter of knowing how. Motivation is a matter of two things. Deciding the goal is worth the work it will take to achieve and believing in your ability to do the work. Start by writing down all of the reasons you want to be better – in all aspects of your life. Do you want to wear skinny jeans? See your daughters walk down the aisle? Wear a bikini on your 25th wedding anniversary? The things on your wish list are what is going to drive you forward. These are the things that make the work part "worth it." The next step is action. In order to take powerful action that brings about positive change you must be informed. Knowledge is power and with the right information you can acquire the right skill set and gather the right tools to help you achieve any goal. Enough with just surviving, it's time to thrive.

## Corporate Responsibility

**M**ore people are overweight than not, and obesity accounts for 300,000 deaths a year. The epidemic has been linked to a multitude of health complications, straining the American healthcare system, not to mention taxpayers, who spend billions on

weight-related medical issues yearly.

Just as the public clamors for corporations to reduce carbon footprints, some think a food company's corporate responsibility includes a duty to disclose possible health risks related to their offerings.

In 2003, the FDA passed an initia-

tive requiring food companies to include trans fat information on their content labels. Many cities mandate that restaurants display caloric information on their menus; and companies and individuals alike are lobbying for a federal law to address the issue.

In the meantime, businesses must be forthright about the requirements for a healthy diet. The National Cattlemen's Beef Association uses funding to provide "factual, scientifically supported information about beef to help consumers make informed choices about what they should eat," according to Executive Director, Human Nutrition Research, Shalene McNeill, Ph.D., R.D. Although it'd be profitable for the beef industry if

people ate red meat with every meal, NCBA feels an obligation to advocate moderation.

Of course, it's also up to the individual to make smart choices. The government and the business world must work together to create an informed public, but to update an old saying: "You can lead a horse to the salad bar, but you can't make him eat."



# Eating for Your Health Doesn't Have to Mean Missing Out

## Ah, healthy eating ...

It's something we all long for and yet it always feels like you have to give up your favorite foods. Not to mention the latest diet fads, expensive vitamin supplements or fancy 'super' foods that promise to take your worries away. The reality is healthy eating doesn't have to mean skipping the foods you know and love. It's actually much simpler and better tasting than you might think.

Here's a little known fact: The smartest diets with the most staying power start with nutrient-rich foods. Healthy eating is simply about pairing nutrients that fuel your high-energy life with the flavors your taste buds crave.

Here's a perfect example: A deliciously simple green salad that combines lean beef sirloin and the earthy flavors of fall—beets and sweet potatoes—with just a little kick from cumin, shallots, and vinegar.

Wait a minute: Red meat? Lean? Packed with nutrients? Quick to fix? It's all true.

You can eat what you love and give your body what it needs at the same time.

Lean beef is a naturally nutrient-rich source of ten essential

nutrients that adults and children need for active, healthy lifestyles. On average, one 3-ounce serving (size does matter!) of lean beef has only 179 calories and is an excellent source of: protein, zinc, vitamin B12, selenium, and phosphorous. Lean beef is also a good source of choline, niacin, vitamin B6, iron, and riboflavin. Now, that's maximum nutrition for a minimum amount of calories.

But, today's beef isn't just packed with important nutrients; it's leaner than ever before. In response to consumer demand and the Dietary Guidelines for Americans advice to "go lean with protein," beef lovers now have many lean options. Throughout the past five years, the number of lean beef cuts has increased by 10 cuts—now up to 29 lean cuts of beef.

The 29 lean beef cuts include some of Americans' traditional favorites like flank steak, tenderloin, 95% lean ground beef, and T-bone steak, as well as new cuts, such as the Western Griller steak and Ranch steak. These cuts all meet government guidelines meaning that a 3-ounce portion has:

- Less than 10 grams of total fat
- 4.5 grams or less of saturated fat
- Less than 95 milligrams of cholesterol

Of course, no one food has complete nutrition for optimal health. The best way to get the 40+ nutrients you need is to consume a variety of nutrient-rich foods every day. That's why this savory salad pairs lean beef with some of the harvest's most appealing—and antioxidant-rich—vegetables. You'll probably be able to find fresh greens, beets, and maybe even sweet potatoes at your local farmer's market. If not, try the salad with other seasonal root vegetables, such as carrots, rutabagas, or parsnips.

See, that's what healthy eating is all about: Combinations of fresh, nutrient-rich foods and with just the right herbs and spices. Using simple cooking techniques, such as roasting and pan grilling, you can impress your family and friends with your culinary talents (and your healthy habits). As you'll see, healthy eating doesn't have to be complex or mean missing out on the foods you love. Great taste and good nutrition can come in the same foods and you can prepare them right in your own kitchen. By the way, you might want to cook up a little extra. This salad can even make a delicious lunch for work tomorrow.

### RECIPE



Makes 4 servings  
Nutrition information per serving, using top sirloin: 386 calories; 12 g fat (3 g saturated fat; 7 g monounsaturated fat); 49 mg cholesterol; 786 mg sodium; 38 g carbohydrate; 7.9 g fiber; 32 g protein; 8.3 mg niacin; 0.7 mg vitamin B6; 1.5 mcg vitamin B12; 5.1 mg iron; 31.3 mcg selenium; 5.7 mg zinc.

## Cumin-Rubbed Steak and Roasted Root Vegetable Salad

Total Recipe Time: 1 to 1-1/4 hours

- 1 pound boneless beef top sirloin steak, cut 3/4 inch thick
- 1 pound beets, trimmed, peeled, cut into eighths (cut into quarters if small)
- 1/2 cup water
- 2 sweet potatoes, peeled, cut into 1-1/2 x 1-inch pieces
- 3 shallots, peeled, cut lengthwise in half (about 5 ounces)
- 1-1/2 teaspoons olive oil
- 1/2 teaspoon sea salt
- 1-1/2 teaspoons ground cumin
- 1/2 teaspoon coarse grind black pepper
- 8 cups mixed salad greens
- Sea salt
- 2 tablespoons sliced unblanched almonds, toasted (optional)

### Sweet Beet Vinaigrette:

- 2 tablespoons reserved beet cooking liquid
- 1 tablespoon sherry vinegar
- 2 teaspoons brown sugar
- 1/2 teaspoon sea or kosher salt
- 1-1/2 tablespoons olive oil

1. Heat oven to 425°F. Place beets in small roasting pan or 9-inch metal baking pan; drizzle with water. Cover pan tightly with aluminum foil. Place sweet potatoes and shallots on 15 x 10-inch metal baking pan. Drizzle with 1-1/2 teaspoons oil and sprinkle with 1/2 teaspoon salt; toss to coat. Roast vegetables in 425°F oven 30 minutes or until tender. Remove beets from pan; reserve 2 tablespoons cooking liquid for vinaigrette. Loosely cover vegetables. Set aside.

2. Combine cumin and pepper; press evenly onto beef steaks. Heat large nonstick skillet over medium heat until hot. Place top sirloin steak in skillet; cook 10 to 13 minutes (tenderloin steaks, 7 to 9 minutes) for medium rare (145°F) to medium (160°F) doneness, turning occasionally. Remove to platter; keep warm.

3. Meanwhile to prepare Sweet Beet Vinaigrette, combine all ingredients except oil in small bowl; gradually whisk in oil until blended.

4. Arrange salad greens on serving plates or platter. Top with roasted vegetables; drizzle with vinaigrette. Carve steaks into slices; season with salt, as desired. Arrange over salad. Garnish with almonds, if desired.

This recipe is an excellent source of fiber, protein, niacin, vitamin B6, vitamin B12, iron, selenium and zinc.

Recipe courtesy of The Beef Checkoff

# Managing Your Pain Without Drugs

Pain—as anyone suffering from it will tell you, it's truly a four-letter word, and regrettably, a common accompaniment to aging. It's also the focus of a multi-billion dollar worldwide industry—pain management. Although drugs are sometimes the most effective-treatment, there are ways to manage discomfort without resorting to prescription medications, and the costs and potential side effects that sometimes come with them.

One of the most affordable remedies for back or joint pain is the application of heat or ice, but it's imperative you choose the right end of the temperature spectrum, as misuse could exacerbate a condition. Cold therapy is best for the sudden pain of an acute injury and for areas of inflammation. Ice reduces swelling by constricting the blood vessels, but do not apply a compress for more than 15-20 minutes, and wait until the skin returns to room temperature before reapplication.

Those with chronic pain can also

benefit from icing after exercise, but heat may be a better option. It can be applied before a workout to relax muscles, increase flexibility and stimulate blood flow, but it should not be applied to swelling.

"With heat therapy, you are enhancing your circulation," explains David Underhill, president of Battle Creek Equipment Company, who says that heat pads can be especially useful for those suffering from arthritis. "A lot of the drugs for arthritis are very abusive to the gastrointestinal track. If you can't take them for some reason, perhaps you're taking multiple

drugs or have an intolerance to pain medication, this [using a heat pad] is a great way to live with arthritis and relieve a lot of pain."

Practiced for centuries around the world, holistic medicine focuses on the link between mind, body, spirit and environment. Its treatments address the cause of the problem, not just its ramifications. Methods include acupuncture, chiropractic and massage therapy, and can provide alternatives to prescription pain killers.

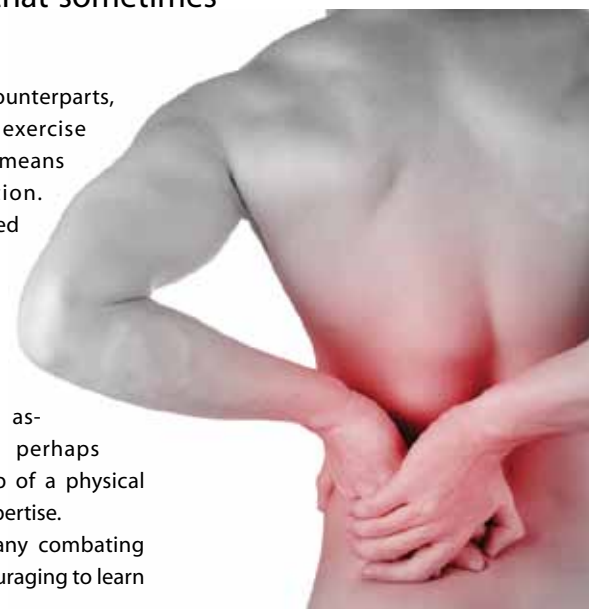
People who exercise regularly report 25% less pain in muscles and joints in their old age than their

less-active counterparts, suggesting exercise may be a means of prevention.

Those afflicted also employ stretches and exercises to strengthen muscles and assuage pain, perhaps with the help of a physical therapist's expertise.

For the many combating pain, it's encouraging to learn

there are options besides popping pills, but if a condition persists or worsens, consult your doctor immediately.



## Dependable Pain Relief for 80 Years!

### Our Natural Pain Management Solutions:

- Relieve Pain for Hours with no side-effects
- Relax Muscle Spasms and break the pain cycle
- Reduce Inflammation or stiffness for more mobility
- Increase circulation to speed healing
- Made in the USA!

#### Ice It!® ColdCOMFORT™ Cold Therapy –

- Flexible when fully frozen, for maximum effectiveness where you need it most
- Stay-Put™ system provides gentle compression and allows hands-free therapy



#### Thermophore® Intense Moist Heat Therapy –

- #1 recommendation of medical professionals for moist heat therapy
- Helpful for Arthritis, Back, Neck or Sinus pain, Fibromyalgia – any problem that responds well to heat therapy



Call us at:  
**800-253-0854**



#### BedWarmer™ Overnight Heat Therapy –

- Gentle heat comforts Arthritis, Diabetics, RLS, PAD, chronic pain patients, or anyone with Cold Feet!
- Reduce heat bills and sleep comfortably
- Proven method to reduce pain for hours



Or visit:  
**BattleCreekEquipment.com**

*Enhancing Comfort, Enhancing Treatment, Enhancing Lives!™*

## Facts and Tidbits

- If you're trying to lose weight, set small, realistic goals, and track your progress in a food and activity log. (Source: American Dietetic Association)
- When you're eating, stay focused on your food. Eating unconsciously—in front of the television, for example—can lead to you eating more than you intended!
- It takes about 20 minutes for your brain to get the message that your body is full, so eat slowly and stop before you feel stuffed! (Source: American Dietetic Association)
- Keep healthy, portable snacks in your desk and car so you're always prepared when hunger strikes in between meals!
- When examining the Nutrition Facts panel on your food labels, be sure to note the serving size and the number of servings in the package. Compare your portion size to the serving size listed, and remember—if you eat double the suggested serving, you're eating double the calories! (Source: American Dietetic Association)
- Trying to consume fewer calories? Put mustard on your sandwich instead of mayo, order thin crust pizza instead of pan pizza, and drink club soda instead of regular soda. (Source: American Dietetic Association)

# No More Excuses: At Home Fitness

Fewer than half of American adults engage in regular physical activity, according to the National Center for Health Statistics, but some of the most common excuses for forgoing exercise can be countered with a simple remedy—work out at home.

**M**any cite inconvenience and lack of time as the number one reason why they don't exercise enough, if at all. Commuting to the gym can be daunting, but you can more easily weave at-home routines into a hectic schedule. Beginners may be bashful about working out in public, but chagrin can't stop you from getting active alone in your abode.

Another popular explanation for inactivity is financial limitations. If you can't get to the gym often enough to justify its dues, consider the ROI a piece of at-home equipment provides.

"When you make an investment to bring something into your home, and it is so convenient that you can actually get a workout in 3-4 times a week, you are using it enough that the purchase makes sense," explains CJ Howe, vice president of marketing at Nautilus, Inc.

Howe suggests choosing something you'll feel comfortable on. "There are a lot of terrific solutions available, but they are not worth a dime if you are not going to use them. Choose something effective that allows you to get results in a short amount of time, but is also comfortable, enjoyable and doable,"

she advises.

The truth is, even the most convenient and enjoyable of routines can't trump apathy. Need some motivation? Consider that exercise improves your mood, promotes weight loss and helps prevent many chronic illnesses. And remember—every step counts. Don't let the notion that you can't do enough stop you from doing anything at all.

“There are a lot of terrific solutions available, but they are not worth a dime if you are not going to use them.”

## Fresh Air, Fresh Routine: Exercising in the Great Outdoors

Looking to add enjoyment and variety to your exercise routine? Why not take advantage of the world's largest, most cost-efficient gymnasium—the great outdoors?

“I think the outside is just more interesting,” says exercise physiologist Kris Fondran, who has taught ice skating inside for more than 20 years but decided to take advantage of the fresh air this past summer, inline skating five times a week. “It was just very freeing,” she explains.

The lure of a pleasant experience in the open air may be the motivation you need to get exercising, and there are a variety of activities to choose from. Jogging is a highly effective calorie burner, and nature's varying elevations may prove more

challenging (and scenic) than a level treadmill. Running can be strenuous on your joints, though; walking offers a low-impact alternative, well-suited for any age.

Cycling is another aerobic option that can double as a speedy, eco-friendly way of commuting from point A to point B. To work out your hips, thighs, and shins, try strapping on a pair of inline skates. It will burn as many calories as running.

“Skaters report the stress-relieving effects and mental benefits of being outdoors,” says Kalinda Bogue, director of marketing at Rollerblade. “We

hear words like *fun*, *freedom*, and *flying*—an instant escape. You don't have to go to a gym or a mountain. Plus, being outside, connecting with nature while you are moving and breathing the air all have tremendous relaxing effects.”

To maximize the rejuvenating benefits of the outdoors, Fondran suggests applying some yoga principles, such as awareness of your body, to your workout. “If you think about connecting your movement with your breathing, you can activate the muscles more and take a deeper, more fulfilling breath,” she explains. Fondran is currently working with Rollerblade to create a Mobile Yoga program.

So whether it be by foot, bike or skates, go on and get moving—just don't forget to breathe the air.



### Fly Away.

Exercise doesn't have to feel like another task. Imagine a getaway right outside your door. A breeze blows as you meditate to the rhythm of your strides. Your heart pounds, muscles strengthen and you're smiling. Taking care of yourself couldn't be simpler.

Rollerblade, a modern classic.

To find a shop locally or online visit [www.rollerblade.com](http://www.rollerblade.com)







I'm comfortable with my shape. Round is a shape, right?

If I'm low on energy I can always drink more coffee.



Sure, there's a history of diabetes in my family, but I've always been the lucky one.

It's a grapefruit diet. And I'm really starting to like grapefruit.



Once I hit 50 my joints and knees just started to feel better on their own.

Hey, the skinny jeans fad will be over soon.



Muffin top? Not familiar with the term.

Parking at the gym is never a problem.



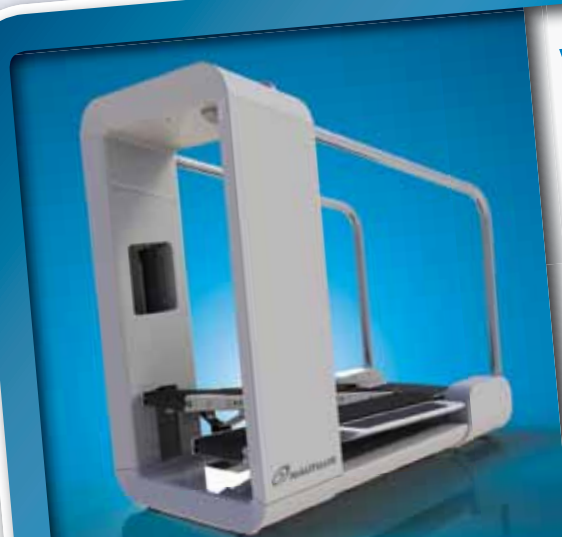
I'm not concerned with my heart. I'll just drink more red wine.

No, it's true. Chocolate really is good for you.



I don't need

**Mobia**  
by NAUTILUS



**WE'VE HEARD EVERY  
EXCUSE IN THE BOOK.  
SO WE CREATED A MACHINE  
THAT SPEAKS FOR ITSELF.**

If you've been wanting to get in shape but always seem to find an excuse, meet Mobia™ the revolutionary new fitness machine that burns up to twice as many calories as a treadmill\* - and all you have to do is walk. Take the smart step forward and call or visit us online today.

 **NAUTILUS**

800.436.5669

[mobia.com](http://mobia.com)

\*Burns calories up to twice as fast as a treadmill at same speed with Mobia intensity setting 12 and treadmill incline at 0 percent. Based on the Adelphia University Study. ©2009 Nautilus, Inc., All rights reserved. ™ and ® indicate a trademark or registered trademark. Nautilus, Inc. trademarks include NAUTILUS®, BOWFLEX®, STAIRMASTER®, SCHWINN®, UNIVERSAL®, and MOBIA™ and respective logos. 1-800-NAUTILUS www.nautilus.com. Other trademarks are the property of their respective owners.