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Health Hunter©

NEWSLETTER

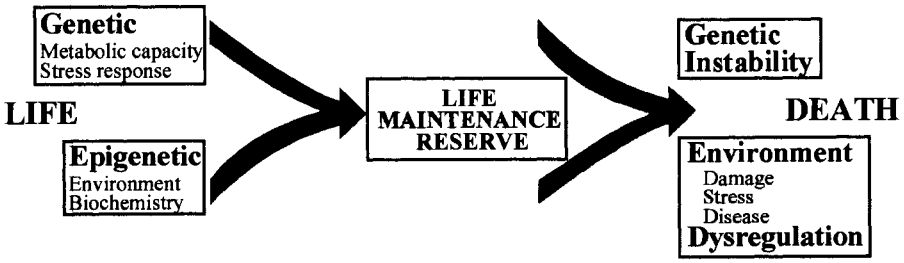
Aging, a new look

Richard Lewis

We all want to live a long time. At the same time, we want to live a vital, full life to the end.

A recent issue of *Science* quoted from a play Czech science fiction writer Karl Capek wrote in 1926, called "The Makropulos Case." It is about a 372-year-old woman named Elina Makropulos, who wanted an elixir to renew her life another three centuries.

In the play, a lawyer named Kolenaty says indignantly that living so long is "an absurd idea ... Our social system is based completely on the shortness of life. Take for example contracts, pensions, insurance, wages, probate, and the Lord knows what else."



But we are living longer today. Life expectancy has increased in Europe and the United States from less than 47 years in 1890, the year of Capek's birth, to 75.5 in 1993, according to *Science*. This is an increase of almost 40% in a little over a century.

With the rise in life expectancy comes an increase in the number of Americans over 65. The fastest expanding segment of older Americans is the frailest, according to *Science*, those over 85 years. These are the ones requiring the most care—the ones about whom the lawyer Kolenaty would be most concerned.

But does frailty always come with aging? There are many Americans still contributing a great deal in their 80's and 90's. Some say we are meant to be like the proverbial one-horse-shay—to run right up to the very end and then fall apart all at once.

We see both the frail and extremely vital elderly today. Research tends to show that the one-horse-shay concept is possible. Both genetic theory and the concept of oxidant stress and aging reinforce this.

S. Michal Jazwinski, with the Department of Biochemistry and Molecular Biology, Louisiana State University Medical School, explains how genes play into aging. "The life maintenance reserve is a genetically determined functional potential that allows the organism to survive, at least to reproductive maturity." He adds, "The life maintenance reserve is modulated by epigenetic factors [factors other than genetic such as biochemical]; the environment during development is of fundamental importance ... The post developmental environment exerts its effect—usually though not always, promoting aging—through damage, stress, and disease."

The "though not always" comment is the encouraging part. Aging, like other processes of the body, is affected

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Low folate may cause mental deterioration in elderly

Interest in folate, one of the B vitamins, has increased in the last couple of years as more research into the well being of the elderly comes into sharper focus.

"Whatever the cause of the problem, folate deficiency can lead to long term mental and functional deterioration. [Earlier research] indicate[s] that, in many cases, simple correction of folate deficiency allows the transformation of elderly people from dependent, incapable individuals into independent and competent persons. The social, economic and human benefits of this transformation are obvious," wrote Rosa Ortega and associates in a study published in *The Journal of Nutrition*.

By simply checking and keeping folate levels up above the accepted lower limits in the blood, doctors could help keep this deterioration at a minimum and keep older patients more active later in life. HH

Inside this issue...

PUBLICATION INFORMATION

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Nutritional Medicine

by Ron Hunninghake, M.D.

Optimal digestive function

If whole foods are the foundation of good health, then optimal digestion is the stairway up to the ground floor.

The old saying, "you are what you eat," is only the first part of the whole truth about optimal nutrition. You are what you eat, chew, digest, absorb, circulate, assimilate, metabolize, and excrete. The final four steps of this eight step process are completely at the mercy of the first four. Assuming you are choosing whole foods, then careful chewing, adequate stomach acid production, pancreatic bicarbonate and enzyme functioning, bile synthesis by the liver, and healthy enterocyte (the cells that line the intestine) turnover and functioning are absolutely necessary for optimal digestion to occur.

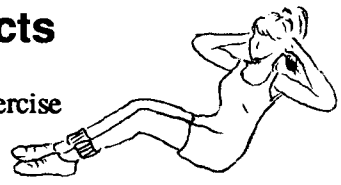
But what is the number one drug sold worldwide? Acid blocking medicines like Tagamet and Pepcid! This group of medicines is taken for stomach ulcers, reflux esophagitis, and just plain indigestion. With fast food consumption on the rise, more and more people are eating on the run due to hurried and stressful lifestyles. These people are choosing refined, nonwhole foods that are often cooked in hydrogenated vegetables oils. Then they are poorly chewed and swallowed into an overly alkaline gastric chamber called the stomach. (Alkaline means inadequate acid.) The burgeoning supply of over-the-counter acid blockers, plus food sensitivities that block stomach acid production, and inadequate nutrient precursors that are needed for acid production in the first place are three factors causing inadequate digestive acid. Add to this aspirin, ibuprofen, allergic foods, and the proliferation of the H. pylori bacteria that promote chronically inflamed gastric lining.

Inadequate acid and gastritis cause poor breakdown of foods entering the small intestine, overloading the pancreatic enzymes and the bile's ability to complete the digestive process. In turn, this often results in an inflamed intestinal lining that causes malabsorption of vitamins and minerals as well as "leaky gut syndrome." A leaky gut allows inappropriate absorption of inadequately digested proteins and peptides that are not taken up properly by tissue cells and must be disposed of by immune cells. This often results in large immune complexes that get stuck in different membranes throughout the body, triggering localized "auto-immune" reactions. These reactions can cause a bewildering array of chronic symptoms, many of which are labeled "indigestion." This indigestion prompts the chronic consumption of more acid blocking medicines...and on and on goes the merry-go-round of poor digestion.

This all too common scenario becomes the hidden backdrop for chronic fatigue, arthritis, depression, and a host of degenerative illnesses that we call "genetic" diseases of aging. Until the above alluded to causes of chronic maldigestion are addressed in our population, chronic ill health will continue to be the norm, and our sickness care industry will continue to mushroom.

Simply put, we need to find ways to take better care of our poor gut!

Little known, but important facts



- 89% of American adults know they should exercise three times a week for good health.
- 27% actually do exercise.

from the American Academy of Family Physicians and the Centers for Disease Control and Prevention

Continued from page 1

by the epigenetic and environmental factors, of which biochemistry is very important. As Hugh Riordan, M.D., Director of The Center says, "Life is 100% genetic and 100% biochemical." Because of this, he is more interested in the epigenetic than the genetic factors.

As the life maintenance reserve Jazwinski referred to is drawn down by negative epigenetic and environmental factors, aging rushes on. But if one tends to refill this reserve through biochemistry (vitamins, minerals, essential fatty acids, amino acids, etc.) and positive environmental factors, the odds are in favor of slowing or even reversing the aging process.

In other words, if you have a high level of biochemical reserves, then the life maintenance reserves are greater to slow or reverse the aging process.

The oxidative stress hypotheses of aging is equally encouraging. "The basic tenet of the oxidative stress hypothesis," wrote Rajindar Sohal and Richard Weindruch in *Science*, "is that senescence related [aging related] loss of function is due to progressive and irreversible accrual of molecular oxidative damage."

In short, free radicals run rampant through the body, accumulating at a much faster rate than life maintenance reserve can handle them and one ends up on the slippery slide toward death. Since rust is an oxidative process, it could be said that one begins a rapid rusting process. This always conjures up images of old farm equipment rusted beyond use, abandoned out in the field. Had it been given some oil and a coat of paint, it could still be operating instead of rusted solid. Our situation is similar; regular preventive maintenance keeps us running rather than rusting.

Science tells us that our genes are our destiny, but not our only controlling force in aging. Epigenetic factors and environmental factors help control the action of genes in aging. The Center believes that if one keeps the antioxidant reserves as high as possible, keeps the types of stressors as low as possible, and participates in a regular exercise program, it is possible to live up to the greeting of Star Trek's Mr. Spock—"Live long and prosper." HH

HEALTH HUNTERS AT HOME

Salt versus potassium, what to do

"He is the salt of the earth." "She is certainly worth her salt." We have heard these sayings and other salt related compliments since we were children and we held them in high esteem.

Salt has taken on a different meaning in today's fast-food environment. We find large quantities of salt used as a "flavor enhancer" in hamburgers, French fries, or pizza. Even restaurants that take a little longer preparing food often use a lot of salt.

The chemical name for salt is sodium chloride. The sodium part of salt is the real culprit here.

In a recent issue of *Lancet*, Tarek Antonios and Graham MacGregor with St George's Hospital Medical School in London, UK, looked at where we get the salt and just what all this salt does to us.

They point out that 80% of the salt in the average person's diet comes from processed foods, not from picking up the salt shaker too often.

The sodium part of salt, according to Antonios and MacGregor, causes weight gain because of extracellular fluid gain, water that is stored outside the cells of the body that does little except add weight. This water retention is part of the trouble in heart failure, cirrhosis, and other liver problems, and edema problems.

Salt is also shown to be a contributor to strokes in research on rats, while circumstantial evidence suggests that high salt intake may have a similar effect on humans, the authors point out.

Research by Sato and associates in Japan and published in the *Bulletin of the Institute of Public Health* suggested that salt was the common factor underlying the relationship between gastric cancer and stroke.

Antonios and MacGregor went on to point out that, "Salt intake, irrespective of blood-pressure value, is an important independent predictor of the extent of left-ventricular hypertrophy [thickening of the heart valve]—even more important than how high the blood pressure itself is. Furthermore, a moderate reduction in salt intake causes regression of left-ventricular hypertrophy."

Finally, dietary salt is the main cause of calcium excretion. The higher the salt, the higher the calcium loss.

OK, you are thinking, so salt is bad. What is good for us? Well, you have heard it before—whole foods. Whole foods are naturally high in potassium and low in sodium while processed foods are the other way around—high in sodium and low in potassium.

The cells in our bodies work best when they are high in potassium and low in sodium. This is called the potassium to sodium ratio—or using chemical symbols, the K/Na ratio. One researcher found that when the K/Na ratio in our diet gets over 4, high blood pressure problems begins to disappear.

Apples are a good example. A whole apple has a K/Na ratio of 150. That means it is high in potassium and very low in sodium. Unsweetened apple sauce drops to 39. It is a partially processed food. Apple pie plummets to 0.27 meaning that the sodium now outstrips the potassium.

A hamburger from a leading burger chain has a K/Na ratio of 0.27 showing high sodium. A beef burrito from another chain comes in at 0.31 while a chicken drumstick from a popular fried chicken chain is 0.59. A piece of sausage pizza weighs in at 0.18, and who eats just one piece of pizza? This is really taking on a load of sodium.

As we get older, we need to be more conscious of how much salt (sodium) we take in since all of the problems pointed out by Antonios and MacGregor are the ones we want to keep from getting. No one wants strokes, high blood pressure, heart problems, or calcium loss. Calcium loss for men, as well as post-menopausal women, is reason enough to watch for added salt.

K/Na ratio in your body can be measured with a simple urine test. My ratio was 0.4 at the first of the year when I did The Center's Beat The Odds program. Just terrible. So I have been striving to eat at least five fresh fruits and vegetables a day and watching out for hidden salt in foods. This fall, I plan to have it back where it needs to be. HH

—Richard Lewis

INFORMATION WORTH KNOWING

Are you forty going on eighty or eighty going on forty? Do you know people who look and act a great deal younger than their chronological age? Deepak Chopra, M. D., combines ancient wisdom and modern science to show us how a joyful and fulfilling life can lead to an active life rather than a life just filled with years. This book offers powerful information and tools with which to tackle the business of aging. Read *Ageless Body, Timeless Mind* and feel yourself growing younger! The questions this month are taken from his book.

1. In a year ____% of the atoms in your body will be replaced.

   a. 20 b. 45
   c. 78 d. 98

2. We convert autonomic processes into conscious ones through _____, the active partner of attention.

   a. opportunity
   b. intention
   c. time
   d. none of the above

3. Perception is a learned phenomenon.

   a. True b. False

4. To have a renewed body, you must be willing to have new _____ that give rise to new solutions.

   a. brain waves
   b. cells
   c. perceptions
   d. all the above

5. The average American lifespan in 1900 was _____ years.

   a. 35 b. 49
   c. 60 d. 75

6. Aging is the body's response to the number of years a person has lived and is the same for everyone.

   a. True b. False

7. Factors that retard the aging process:

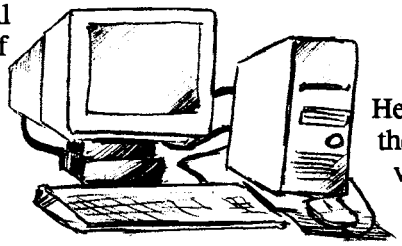
   a. satisfying long-term relationship and job satisfaction.
   b. depression and inability to express emotions.
   c. loneliness and absence of close friends.
   d. lack of daily routine and lack of regular work routine.

• FOR ANSWERS, SEE PAGE 7 •

The Center is online at http://www.brightspot.org

Share information about The Center with your family and friends by inviting them to visit our Internet website!

While there, you will learn about the benefits of being a *Health Hunter*, how to become a patient, and how our Beat The Odds program can help prevent degenerative disease.



You can browse through our complete catalog of audio and video tapes, and view our Center brochure.

You will meet our doctors, take a health survey, and find the answers to frequently asked questions about The Center.

Help The Center spread the news about this valuable tool for regaining and maintaining good health.

Meet us at the following address: http://www.brightspot. org.

Case of the month

A 64-year-old female came to The Center in May of this year with four main complaints. She had a nagging cough that started with a viral infection in 1980. High blood pressure, now controlled with medication, was first noticed in 1988. She had periods of low energy that were beginning to happen more often in the last year and her lifestyle just didn't have time for them. The fourth complaint was migraine headaches that had occurred daily for forty years.

Her laboratory results gave her a great deal of insight into why these problem were occurring. She had parasites and was positive for Epstein Barr virus. Twenty-eight out of the 90 foods tested turned up positive on her cytotoxic food sensitivity test. Candida yeast level was elevated. Her fatty acid profile showed these to be low, especially the omega 3 fatty acid.

She began treatment to get rid of the parasites. For the elevated Epstein-Barr virus, she started a series of intravenous vitamin C infusions. She started taking Latero-Flora to get rid of the candida yeast. In addition, she began taking Eico Pro to improve her fatty acid imbalance along with oral vitamin C and CoQ10.

She felt better overall after eliminating the foods on her sensitive list from her diet. She remained headache free for 2 months—until she ate a piece of apple pie which resulted in a severe migraine. Suspecting the cinnamon in the pie, the doctor had her test for this sensitivity. She now has added cinnamon to the list of foods she cannot eat.

During the treatment, there were some ups and downs. But at the end of the series of vitamin C infusions, her energy level was greatly improved. The tickling cough is still there, but is slightly better. A recheck for parasites showed positive, so she is still working to get rid of them. She had some reactions to a couple of the nutrients she was taking. This was corrected by stopping them.

When she was here in July, she said, "I'm just doing great!"

—Nancy Bramhall

Practice being grateful

We have so many things to be grateful for—the beautiful blue sky and white puffy clouds early in the morning, the colorful morning sunrise, and the evening sunset. We need to pause for a moment each day and give thanks for these wonders of God that we generally take for granted.

We need to be grateful also for the cloudy days that bring us the much needed moisture for our lawns and fields and fill our lakes and reservoirs.

When we take time to be thankful, the busy day is gone and we can have time for ourselves, just to relax and enjoy being a small part of this great universe.

We need to remember to smile and be sure to thank all of those individuals who help in making our day just right—the paper boy who brings our daily news to us (whether it is good news or bad), the young man who raises our flag to wave for us each day, and the family members who see to it that we have a special day. This sense of well-being helps make sense of what is past and enables us to have peace for today.

You may not have a pocketful of cash, but you can smile and make another person feel that life is really worthwhile.

—Nelda Reed

Vitamin C slows osteoarthritis

A recent study appearing in the journal *Arthritis and Rheumatism* found vitamin C, more effective than other antioxidants in slowing the progression of Osteoarthritis.

The study, conducted by Dr. Timothy McAlindon and his associates at Boston University Medical School, studied 640 subjects from the Framingham Osteoarthritis Cohort Study and found that moderate to high intake of vitamin C protected against progression of Osteoarthritis of the knee.

They found beta carotene and vitamin E to have a "less robust" effect.

Vitamins E and C reduce coronary heart disease mortality in older persons

"Growing evidence suggests that antioxidant* vitamins, especially vitamin E, metabolize free radicals* and reduce the risk of disease outcomes," wrote Katalin Losonczy and associates in a paper published in a recent issue of *The American Journal of Clinical Nutrition.*

In this study, they wanted to find out if vitamins C and E not only reduced the risk of death from heart disease, but from all causes as well. To do this, the researchers examined the results of 11,178 people between the ages of 67 and 105 who participated in the Epidemiologic Studies of the Elderly conducted from 1984 to 1993.

"We found independent protective effects of vitamin E supplements for all-cause mortality...compared with nonusers of vitamin supplements. We found the same effect for coronary heart disease mortality," they wrote.

They also found that, "Simultaneous use of vitamin E and vitamin C appeared to lower risk but was consistent with risks from use of vitamin E alone."

They explained that the reason for these results for vitamin E could be the antioxidant effect of the nutrient. Some of the causes of cardiovascular disease are the oxidation of LDL (low density lipoprotein), increased platelet stickiness, and arterial stiffness. "By stabilizing the free radicals implicated in these causal factors, vitamin E could reduce the initiation or severity of coronary disease," they concluded.

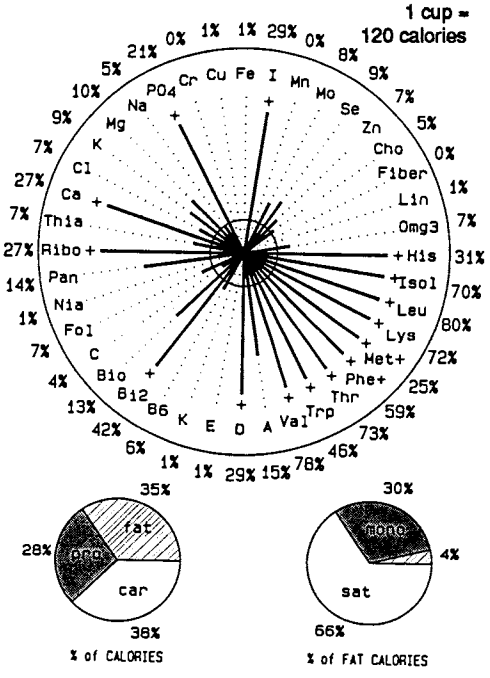
Vitamin C, they found, has the effect of rejuvenating vitamin E after it has quenched free radicals.

*Check Beat The Odds on page 6 for definitions.

Food of the Month

by Donald R. Davis, Ph.D.

NutriCircle



MILK (2% fat) is hard to match for calcium, vitamin D, and other nutrients needed for healthy bones and teeth. Although milk allergies and lactose intolerance limit its use for some individuals, milk also supplies many other essential nutrients for those who can enjoy it. Standouts include vitamin B12, magnesium, riboflavin, vitamin A, iodine, and biotin. Adults may prefer the reduced calories of 1% or skim milk, or consider them a balance to small amounts of butter. But young children may benefit from whole milk; human milk is even higher in fat. Nearly all nutrients shown here are independent of the fat level of the milk.

The length of each bar shows the amount of one nutrient. If a bar extends out to the inner circle, the food has enough of that nutrient to match the calories it contains. The numbers show nutrient amounts in RDAs per serving shown. The pie charts show the sources of calories (left) and the types of fat (right).

Beat The Odds Update

Antioxidants

To fully understand the role of antioxidant nutrients, primarily vitamins A, C, E, and beta-carotene and the trace minerals selenium, magnesium, and zinc, one needs to first understand the role of oxidants that antioxidants work to subdue.

We need oxygen to exist. We live and breathe in an oxygen rich environment that provides this life supporting molecule.

But oxygen has a dark side as well. Or one could call this the oxygen paradox. This oxygen molecule, when under stress, has the ability to lose an electron which makes it into an unstable molecule, an oxidant commonly called a free radical. These oxidant free radicals rush around the body trying to find another electron to replace the one that was lost. Free radicals will steal an electron from other molecules, causing damage to the cells and the DNA.

If left unchecked, free radicals often cause degenerative disease and start or accelerate the aging process. Various stressors can cause oxygen to lose an electron and become free radicals. These stressors include environmental, emotional, and physical stress. Even exercise that does so much good for one's body in many ways is a physical stressor and can cause the formation of free radicals.

Enter antioxidants. If in adequate supply, antioxidants have the ability to stop these oxidant free radicals in their tracks before they have a chance to do damage to cells and the DNA in the body. Antioxidants stand guard throughout the body, ready to quench free radical action whatever may have caused them to emerge. This is why we need to keep the antioxidant nutrients at a high level at all times. We don't know where the antioxidants will be needed and they can't do their work if they are not in place. HH

CENTER UPDATE

Lead and high blood pressure

In the spring of 1985, The Center started a research study to find out if there was a connection between lead and high blood pressure and if we removed the lead burden from hypertensive people, would their blood pressure come down.

As long as one is exposed to lead, part of it will deposit in the soft tissue of the body such as the bone marrow and stay there to act as a protoplasmic poison until challenged by chelation.

A three volume report from The Centers for Disease Control and Prevention in Atlanta first brought up the possibility of a connection between lead and hypertension. Chelation has proved very efficient in removing heavy metals, such as lead, from the body so it was used in the research.

The Center learned from the research project that blood pressure could be lowered by removing the lead from people with a high lead burden. The process is still used today.

Modern science is beginning to catch up with The Center and adding a new twist. In the June 15 issue of *Science New*, there appeared the headline "Hypertension's Lead Connection, Does Low-Level Exposure to Lead Cause High Blood Pressure?"

Howard Hu, M.D., SCD, with Harvard University, added another way to look for the lead. He used a newly developed x-ray technique that identifies the lead in the bones. "Hu and his colleagues thought that readings of lead in bone might prove a better predictor of hypertension than lead in the blood stream," *Science News* reported.

The article went on to say, "If lead is responsible for this dangerous rise in blood pressure, researchers may be able to devise a therapy to fix the underlying problem, Hu speculates."

Look no further. An easy and relatively inexpensive process is available to get the lead out—chelation. HH

How homocysteine and vitamins B6, B12, and folate affect the way we think as we age

How well our brains work as we grow older has a lot to do with the levels of some B vitamins and homocysteine in our body, according to Karen Riggs and associates at Tufts University in Boston and reported in *The American Journal of Clinical Nutrition.*

B vitamins we have heard about, but homocysteine is relatively new. High levels of homocysteine, an amino acid measured in the blood plasma, has recently been associated with heart problems. High levels are also found in people who tend to have low levels of vitamin B12 and folate in their plasma. Those with high levels of B12 and folate are related to low levels of homocysteine.

In the Tuft's study the researchers found that high levels of homocysteine and low levels of vitamins B6, B12, and folate had a direct effect on various functions of the brain.

For instance, vitamin B6 had an effect on memory. Subjects in the study in the top quarter of plasma B6 concentration performed the best on two different memory tests. On one of these tests, the higher the B6 levels the higher the scores. At the same time, those with lower levels performed poorly on the memory tests.

Lower levels of vitamins B12 and folate, along with higher levels of homocysteine in the plasma of the subjects, correlated with poor spatial copying skills. These are tests that have the person copy several different simple drawings as accurately as possible.

"Homocysteine appears to cause endothelial cell damage, thus promoting arteriosclerosis," the researchers added. The endothelial cells help make up the the lining of our arteries.

Vitamin B6 is found in such foods as brewers yeast, sunflower seeds, wheat germ, liver, and walnuts. For more B12, eat liver, clams, oysters, sardines, and egg yolks. Folate is found in brewers yeast, blackeye peas, brown rice, wheat germ, liver, and soy beans. HH

Answers from page 4

1 d. The skin replaces itself once a month, the stomach lining every five days, the liver every six weeks, and the skeleton every three months.

2 b. Using simple mind-body exercises, a person can convert a racing heartbeat, asthmatic wheezing, or anxiety into a more normal response.

3 a. Nature has outfitted us all differently so that we have individual responses to life happenings. Our body is the physical response of all the interpretations of what has happened to us.

4 c. The greatest enemy of renewal is habit. When you always react the same way, you will always get the same response.

5 b. 10% of the population used to live to be 65, now 80% do so. Only 5% are institutionalized.

6 b. Aging is the body's response to conditions imposed upon it, both internal and external, and they are different for each person. Some people age slowly while others may do it suddenly in the last year of life.

7 a. The other answers are negative factors that accelerate aging. Personal happiness, job satisfaction, and a regular daily routine are positive factors that retard the aging process. HH

SPECIAL DISCOUNTS

Audio Tapes: Regular Price—$7.95; *Health Hunter* Price—$7.11
Video Tapes: Regular Price—$19.95; *Health Hunter* Price—$17.95

AGELESS BODY, TIMELESS MIND
by Deepak Chopra, M.D.
Aging is influenced by chronological age (age in years), physiological age (age of body in terms of critical life signs and cellular processes), and psychological age (age we feel we are). This is a book to read, think about, and to realize we do have some control over the aging process. Softcover.
Regular price: $14.00
Health Hunter price: $12.60

WHAT TO DO ABOUT FATIGUE
with Hugh D. Riordan, M. D. and Ronald Hunninghake, M. D.
Any time is not a time for the depressing effects of fatigue. Working in the garden, mowing the lawn, or other task related fatigue can be good for our systems (can slow down aging process). Fatigue that hangs on for days, months, or years is another matter. Find out physiological, nutritional, and psychological methods to give you more energy. Audio cassette & video tape.

KNOW YOUR NUTRIENTS: CoQ10
with Ronald Hunninghake, M.D.
CoQ10 is a B vitamin-like nutrient that enhances cellular utilization of oxygen. Considered by many to be the vitamin of greatest clinical potential, it already has been reported to boost energy, scavenge free radicals, and help high blood pressure and asthma. One researcher has demonstrated breast tumor regression using high dose CoQ10. Audio cassette & video tape.

HOW TO MAKE YOUR FAVORITE RECIPES HEALTHIER
with Donald R. Davis, Ph.D.
The major factors limiting the intake of nutrients in nearly all recipes are added sugar, fats and oils, and white flour or white rice. So the best way to improve recipes is to substitute for part or all of these ingredients. Practical ways to get sweetness and fat from more wholesome foods are discussed. Audio cassette & video tape. (Audio tape not recommended because of the visuals.)

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Upcoming Events. . .

SEPTEMBER				
Monday	Tuesday	Wednesday	Thursday	Friday
2 **Labor Day**	3	4	4	6
9	10	11 **Eat Your Way to Natural Weight Loss Workshop**	12	13
16	17	18	19 **L & L - How I Got Well at The Center**	20
23 **Yoga**	24	25 **Yoga, Eat Your Way to Natural Weight Loss Workshop**	26 **L & L - Good News About Preventing Strokes**	27
30 **Yoga**				

OCTOBER

Lunch & Lecture Classes:

1 Know Your Nutrients: Pycnogenol
3 Making the Most of Aging
8 Know Your Nutrients: Niacin
10 Beat The Odds
17 The Taste of Health
24 The Center's Approach to Childhood ADD
31 Parasites

Who will eat fake fat foods

It is on its way to your grocer's shelves and advertising campaigns already have the consumers targeted for these munchies made with the new fake fat recently approved by the FDA.

Products with the fake fat, Olestra,like potato chips and other snack foods, will be grabbed by these types of consumers, according to *Advertising Age* (the leading journal of the advertising industry):

> "Determined dieters" and "heavy snackers" will be the ones munching these snacks the most.
>
> Other groups that will be targeted by fake fat food manufacturers most likely will include "guilty bingers" and "moderates."

Advertising will not target "naturalists" and "taste purists." These people will pass up the fake fat products for the real thing. For them, an apple is better than a bag of chips any day.

INSIDE THIS MONTH'S ISSUE . . .

Health Hunter

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