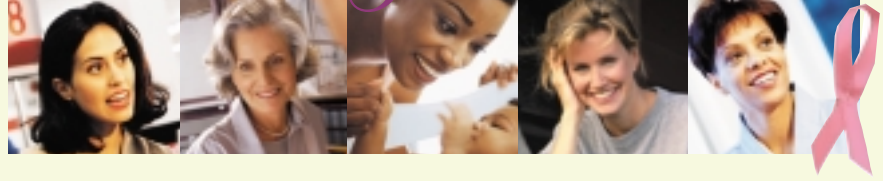

Women's Health Talk



A Publication of Women's Health Boutique Franchise System, Inc.

Volume 4 Number 2

Making Room For Baby

Nine months may seem like a very long time, but preparing for your new baby can be a daunting task. Shopping for the perfect tiny layette, painting the room in soft pastels, deciding on cloth or disposable, breast or bottle, there is so much to do and so many choices to make that sometimes it's easy to forget that your baby's first home is your womb. A happy, comfortable mother-to-be is one of the best gifts you can give your new baby.

As your body is growing and changing to make room for your baby, you may experience lower back pain and pelvic pressure during pregnancy. At Women's Health Boutique, we carry an impressive collection of elegant lingerie, maternity support panties, belts and girdles, and pre-natal bras that provide feminine comfort, support and relief for your growing figure. We offer a full line of compression hosiery specially designed to manage varicose veins and swelling.

As your delivery date draws near, turn to our extensive educational library

continued on page 3

Arthritis Pain? Try This...

Arthritis is a debilitating disease that affects 26 million women in America. While you may be familiar with the common types like rheumatoid and osteoarthritis, many people are unaware that carpal tunnel syndrome, gout and osteoporosis are classified under the broad arthritis umbrella that includes over 170 ailments.

Many women who suffer from arthritis shy away from exercise because of pain and swelling of the joints, but according to the National Institute of Arthritis and Musculoskeletal and Skin Diseases, exercise should be an important part of overall arthritis treatment.

The benefits of exercise:

- Increases flexibility
- Reduces joint pain and stiffness
- Increases muscle strength
- Increases endurance
- Helps control weight
- Contributes to overall well-being

It is important to include three types of exercise in your work out program:

1. **Range of Motion** - Increasing muscle and joint flexibility will make it easier to accomplish common, everyday tasks.
2. **Strengthening** - Strong muscles help support joints, even those weakened by arthritis.
3. **Cardio** - Aerobic and endurance exercises are good for your overall health and help to control weight. Extra weight puts extra pressure on swollen and sore joints. A cardio workout may help reduce inflammation.

March is Arthritis Awareness Month. It's a good time to begin an exercise program that will ease the pain of living with arthritis and contribute to your overall good health.

As with any exercise program, it is important to consult your physician before beginning. He/She can help you decide which type and level of exercise will be most beneficial. ♡



In This Issue...

- *Surviving Cancer*
- *Bone Up on Osteoporosis*
- *Take Time to Toddle*

Tools for a Cancer Survivor

The life of a cancer survivor is filled with physical and mental challenges. If you have been diagnosed with cancer, you are all too familiar with the difficult road you must travel each day. To meet these daily challenges, it is important to know that you can take control of your life. You can investigate the many care and treatment options and choose decisions that will make living with cancer easier.

The National Coalition for Cancer Survivorship, the Oncology Nursing Society, the Association of Oncology Social Work and Genentech BioOncology have produced a *Cancer Survival Toolbox* that provides a road map to developing practical tools to use as you deal with your cancer diagnosis and treatment. They suggest six important tools for survivors:

Communicating

Clearly expressing what you think and feel and learning what another person thinks and feels is the basis of good communication skills.

Finding information

While women make decisions every day, a diagnosis of cancer often affects the ability to make even the most simple decisions. Gender, family background, culture, education and your role in life are factors that influence why and how you make decisions. Taking an active role in decision-making about your treatment often relieves the sense of helplessness associated with cancer.

Solving Problems

When diagnosed with cancer, you may have to deal with new and different problems that you have never before considered. Coping with family roles, treatment and your career may pose difficulties for the survivor. Developing and using problem solving skills often empowers the survivor, contributes to the quality of life and results in more successful treatment.

Negotiating

Sharing your ideas, feelings and values is important when you decide on a plan of action for your cancer treatment and care. It is often necessary to negotiate with doctors, employers, family members and insurance company representatives to ensure a successful and agreeable outcome for all parties.



Standing up for your rights


One of the biggest challenges to the cancer survivor is speaking up for yourself when faced with decisions about your quality of life.

You can be your own BEST advocate

There are many tools and sources of support for women dealing with a cancer diagnosis. Women's Health Boutique would like to be a part of your support system.

In a unique and caring way, we offer a comfortable, dignified and discreet atmosphere in which to shop for health-related merchandise that will make the challenges of living with cancer more comfortable and give you back the confidence you deserve. You'll find a warm and welcoming place where knowledgeable, compassionate, specially trained women understand your needs as a cancer survivor. We provide a variety of post breast-surgery products, wigs, turbans, make-up and compression therapy products to help you look and feel like yourself again.

Our educational library contains books, audiotapes and videos to help you answer important questions, provide motivation and restore hope.

Call Women's Health Boutique to find out how we can help and see the back of this newsletter to find out how to order your FREE toolbox. 

Did You KNOW...

In a recent study conducted by the American Cancer Society and the Discovery Channel, Americans were surveyed regarding their understanding of cancer. The results indicate that while most Americans think cancer is the number one health concern in the United States today, very few have taken measures to prevent this deadly disease.

Americans are aware of prevention methods, but other than eliminating smoking, 14 percent have taken no preventative action to reduce their cancer risks.

Cancer risk factors including age, ethnicity, lifestyle, diet and use of alcohol are underestimated by the majority of Americans.

In reality, age is more important than genetics in determining if a person will develop cancer.

Develop a cancer-preventative lifestyle


Maintaining a healthy body is your greatest weapon in cancer prevention. The following are seven things you can begin to do today to reduce your risk of contracting cancer:

1. Just say "no" to tobacco.
2. Slather on the sunscreen all year round!
3. Get your heart pumping with regular exercise at least three times per week.
4. Know when to say "when" with alcoholic beverages.

5. Don't be pound-foolish; maintain a healthy body weight.

6. Munch on more fresh fruits and veggies, the original fast foods.

7. Trim the fat by limiting foods like fried meats and snacks.

For more detailed information regarding this survey or to find out more about cancer and its risks, visit the American Cancer Society web site at www.cancer.org. 



March is National Nutrition Month®, an education and information campaign sponsored annually by the American Dietetic Association (ADA). This year's slogan,

Food & Fitness: Health for a Lifetime reinforces physical fitness and nutrition as important elements of a healthier lifestyle. Below are key messages that the ADA is promoting:

• *Healthful eating fuels physical activities at every stage of life.*

Whether a child or senior citizen, a healthy diet and physical activity can have a positive impact on overall health and well-being.

• *Food and physical activity choices are personal.*

You need specific nutrition and physical activities to achieve your optimal health. Making food and exercise choices that are right for you support these needs.

• *Food is a source of pleasure and good taste.*

Food is not only a source of nourishment, it is also a source of eating pleasure. Consuming a greater variety of foods and learning to balance energy input (food choices and portions) with energy output (physical activity level) allows you to include your favorite foods in an overall healthful eating lifestyle.

• *Staying fit means you have a better chance for a higher quality of life, and perhaps a longer one, too.*

According to the ADA, "When you are fit, you:

- Improve your mood, reduce your stress and increase your energy.
- Reduce your risk for heart disease, cancer and diabetes.
- Can look and feel your best.
- Have the physical strength and endurance to do the things you want to do."

If you would like more information about National Nutrition Month® and enjoying a healthful eating lifestyle, please contact the American Dietetic Association Hotline at 1.800.366.1655 or check out the association web site at www.eatright.org.

Submitted by Susie Croes-Barone, R.D.,L.D.

continued from page 1

and knowledgeable staff for answers to many of your questions.

Should you choose to breastfeed, we carry a full line of the supplies and accessories you will need to ensure success. As an authorized breastfeeding center, our trained staff will provide thorough instructions on the use and care of electric or battery-operated breast pumps. We carry trusted brands including Medela® and Ameda/Egnell, making it easy for you to find products that suit your special needs.

When it comes to your health and the health of your unborn baby, Women's Health Boutique can provide the products and services you need for a comfortable and rewarding pregnancy.

Bone Up on Osteoporosis

As a woman moves through the stages of life, from birth to young adulthood to maturity, her bones grow and become the support system for her body, not unlike a tree that gracefully reaches to the sky.

As we age, our bodies produce hormones to promote growth into adulthood. But during menopause, the body discontinues the production of these important hormones, thus increasing the risk of osteoporosis.

Osteoporosis is an arthritic disease that is characterized by a decrease in bone density. The bones become thin and fragile, increasing the likelihood of breaks and fractures. In many women, the onset of osteoporosis is characterized by the compression of the bones in the back, causing deformity.

Are you at risk?

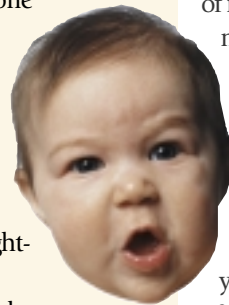
If you are a woman, you are at risk. More than 26 million women in the United States alone suffer from osteoporosis. According to the National Institutes of Health, one in every two women over 50 will suffer from osteoporosis. Risks increase after menopause because the body

discontinues production of estrogen, an essential hormone that keeps bones healthy. Women can lose up to 20 percent of their bone mass during the five to seven years following menopause.

Start now!

As with many diseases, prevention is possible, and treatment can help to reduce bone loss. Building strong bones during childhood and adolescence is the most effective tool for prevention of osteoporosis. A prevention program should include a nutrient-rich diet, including fruit and vegetables rich in calcium and vitamin D, weight-bearing exercise, and avoidance of smoking and excessive use of alcohol.

For women suffering from osteoporosis, medication is available. Treatments include estrogen replacement therapy (ERT, also known as HRT, hormone replacement therapy), and prescription drugs. No matter what life season you've reached, nurture and protect the bones that provide you strength to reach to the sky.



Take Time to Tiddle

Your home is a place of discovery for your curious toddler or grandchild.

Whether he's just beginning to crawl, or has developed the skill of running at breakneck-speed, make sure your home is a safe place for tiny fingers and toes by taking a baby's-eye view.

Join in your child's play by crawling around on your hands and knees. You may be surprised at the safety hazards you'll find. A misplaced spool of thread, loose change or an uncovered outlet can be dangerous. So, look around. It takes only a few minutes to create a safer place for your baby.

"Who Can I Help Today?"

Spotlight on Gordon Preston, Co-Owner, Grand Rapids, Michigan

After years of working in the healthcare industry, Gordon Preston and Darryl Crosby became disenchanted with the middle management positions to which they had risen. They found themselves too far removed from patients and wanted to do something rewarding, to find a new opportunity where they could make a difference.

They decided to start a home medical equipment company, and after meeting Vicki D. Jones, the founder of Women's Health Boutique, expanded their business to include a Boutique of their own in Grand Rapids, Michigan. For Preston, each day begins with a simple question, "Who can I help today?" His philosophy of treating people like people, individuals with their own special needs, has enabled his staff to help many women facing the challenges of cancer and other health concerns.

From his office just down the hall from the Boutique, Preston is reassured each day that helping others is not just a motto but a way of doing business. Sometimes it's a simple "thank you" or a card from a grateful customer. One woman said, "I was afraid to come in here. But I'm not anymore."

With sensitivity, they've created a safe haven where women feel secure in discussing even their most intimate needs. "Women who visit the Boutique rediscover the dignity they may have lost," Preston said. "They find they can wake up each morning and feel good about themselves again. That's why Vicki started this business." Sharing the passion of the founder of the company, Preston, his partner and staff, understand that every woman has a right to feel good about herself, no matter what health challenges she faces. ♡

FREE SUBSCRIPTION OFFER

To receive a FREE subscription to Women's Health Talk, or to send a subscription to a friend, fax or mail names and addresses to the Women's Health Boutique address listed on the top panel of this page, or visit our web site.

www.w-h-b.com

Disclaimer

Information contained in this newsletter is for educational purposes only. It is not a diagnosis or substitute for professional advice or treatment. You should always consult your physician.

A Gift for You

Because we care about the needs of women who are coping with cancer, Women's Health Boutique is proud to offer you a very special gift. The **Cancer Survival Toolbox**, a set of six audio tapes produced by the National Coalition For Cancer Survivorship, the Oncology Nursing Society, the Association of Oncology Social Work and Genentech BioOncology, is available to you free of charge. To receive a copy of this informative series designed to help you develop practical tools to deal with your cancer diagnosis and treatment, call the National Coalition for Cancer Survivorship at 1.888.650.9217.

The program includes a questionnaire to gauge the helpfulness of the **Cancer Survival Toolbox**. By taking the time to answer and return it, you will be helping the producers to improve the program for other people living with cancer. As a thank you gift, you will also receive a miniature tool kit absolutely free. ♡

**FREE
GIFT**

