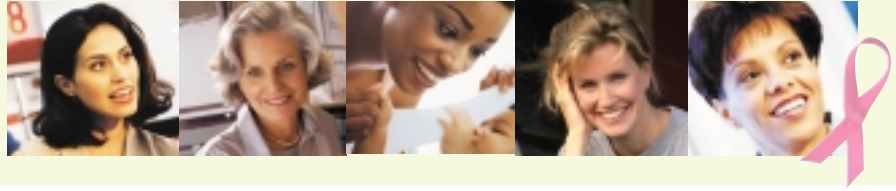


Women's Health Talk




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Did You KNOW...

The Mammography Quality Standards

Act, first enacted in 1992 to ensure that all women have access to quality mammography for the detection of breast cancer, was reauthorized by Congress in 1998, extending the program to 2002. Higher quality standards involving equipment and personnel proposed by the Food and Drug Administration became effective in 1999. Accredited centers must undergo rigorous inspections to ensure that you receive safe and reliable care during mammography. Accredited facilities are required by law to provide patients with easy-to-read reports of the test results within 30 days.

To find an accredited center near you, visit the web site at www.fda.gov/cdrh/mammography/certified.html. 

Breast Cancer Awareness From Coast to Coast

Women's Health Boutique invites you to join us in promoting breast cancer awareness by visiting your nearest Boutique where month-long promotions and information are available.

October is National Breast Cancer Awareness Month. Concerned supporters across the country have joined in national fund-raising efforts supporting research to find a cure for breast cancer:

• Lee National Denim Day

On October 6, employees of thousands of companies nationwide will have the opportunity to wear their favorite denims to work, for a nominal contribution of \$5 each. For information about Lee National Denim Day, call 800-521-5533 or visit www.leenationaldenimday.com.

• The Komen Race for the Cure

This is the largest series of 5K runs/fitness walks in the world. Races will be held in 107 U.S. cities and two foreign countries with over one million participants expected. For more information, visit www.raceforthecure.com.

• BMW Ultimate Drive

BMW is taking the message to the streets with specially marked cars in a cross-country caravan. Participating dealers in more than 216 cities will give \$1 to the Komen Foundation for every test-drive mile during the event. For more information, call 1-877-4-A-DRIVE.

• Pony Express Tour 2000

The Women's Motorcyclist Foundation held a national ride for breast cancer in July to pro-

mote awareness and raise money for research. For more information on the Pony Express Tour, visit www.ponyexpress2000.org.


• Tell a Friend

This nationwide American Cancer Society program is conducted by volunteers who call at least five women age 40 and over urging them to get a mammogram. For more information and to receive your Tell A Friend caller packet, call 1-800-ACS-2345.

• Making Strides Against Breast Cancer

Once again the American Cancer Society is sponsoring a nationwide series of walking events designed to heighten awareness. For more information, call 1-800-ACS-2345 or visit www3.cancer.org/makingstrides.

• National Mammography Day

On the third Thursday of October, or periodically throughout the month, radiologists provide discounted or free screening mammograms. For more information call the College of Radiology at 1-800-227-5463 or the American Cancer Society at 1-800-ACS-2345. 

In This Issue...

- New Hope For Cancer Therapy
- Spread The Word On "Back to Sleep"
- Incontinence Problems? Part 2




Researchers Offer New Hope For Cancer Therapy

With the map of the human genome complete, doctors and researchers are optimistic about the future of cancer treatments and the possibility of finding a cure.

“I think we’re on the brink of a major breakthrough in cancer therapy,” said Dr. William Haseltine, CEO of Human Genome Science. “First is the concept that we can make human antibodies, target cancer cells and kill cancer cells, but not affect normal cells. We have the first effective drugs on the market for that purpose. The specific drug I’m thinking of is Herceptin for breast cancer. But that’s the tip of the iceberg.”

The National Cancer Institute estimates that approximately 8.4 million Americans alive today have a history of cancer. Many now seek out complementary and alternative medicine (CAM). As many as 90 percent want more information on those options, according to a study by the University of Texas. But many doctors find it difficult to encourage patients to use alternative or complimentary therapies until more research is done.

The National Center for Complementary and Alternative Medicine (NCCAM) hopes to encourage research in areas that show promise. In one NCCAM-funded study, patients with inoperable pancreatic cancer receive pancreatic enzymes and other dietary supplements including papaya and magnesium citrate. Early observations show that patients lived an average of 17.5 months after diagnosis, nearly three times the usual survival period. Other clinical trials of possible cancer treatments involve shark and bovine cartilage; cartoons and humor; healing touch; energy healing; diet; support groups; biofeedback; transcendental meditation; garlic; and coenzyme Q10. Researchers are also conducting studies on animals to see if mistletoe and maitake mushroom extract have cancer-fighting properties.

For more information on alternative treatments for cancer, visit <http://cancer.net.nci.nih.gov/treatment/cam.shtml> and <http://nccam.nih.gov>. 



Reaching out to women everywhere Spread the Word on “Back to Sleep”


Sudden Infant Death Syndrome (SIDS) is the number one cause of death in infants from one month to one year old in the United States. This silent and unpredictable killer, often referred to as crib death, strikes babies from every ethnic and socioeconomic background, and as yet, cannot be explained by the medical community. In a joint effort, the United States Public Health Service, The American Academy of Pediatrics, the SIDS Alliance and the Infant Mortality Program, kicked off a public awareness campaign, “Back to Sleep,” in 1994 to alert parents and potential parents of the single most important development in understanding SIDS. Babies sleeping on their stomachs seem to be more likely to succumb to SIDS.

In June 1997, after three years of promoting this program, the National Center for Health Statistics reported a 38 percent drop in the SIDS death rate, giving much of the credit to the “Back to Sleep” campaign and the resulting change in parenting practices.

“Despite the progress we have made in reducing SIDS deaths, nearly 4,000 healthy babies still go to sleep each year and never wake up,” said Tipper Gore, spokesperson for the “Back to Sleep” campaign.

According to the National Institute for Health and Human Development, the following precautions can be taken to lessen the likelihood that an infant will succumb to SIDS:

- Place infants on their backs on firm bedding and avoid using pillows, fluffy blankets and comforters.
- Seek proper prenatal care during pregnancy. Eat healthy, get frequent checkups, and avoid alcohol and drugs.
- No smoking. Infants of mothers who smoke during pregnancy have three times the chance of developing SIDS.
- Infants exposed to second-hand smoke after birth are twice as likely to develop SIDS.
- Keep the temperature of the house comfortable, but not too warm. An infant may become overheated and may be difficult to arouse.
- Evidence suggests that breast-feeding may reduce the risk of SIDS.

October is also SIDS Awareness Month. Visit your nearest Women’s Health Boutique to find out more about this and other infant care issues. Spread the word on “Back to Sleep” to keep babies safe and healthy. 

Having Incontinence Problems?

by Gloria S. Massey, M.D. (Part 2)

What is Behavioral Therapy?

Behavioral therapy may include any of the following methods:

- Kegel exercises to strengthen the pelvic floor and sphincter muscles;
- Learning to use the strengthened muscles to prevent episodes of incontinence;
- Identifying and eliminating contributing factors, such as weight gain, caffeine and alcohol.

How do I start?

Kegel exercises can be done by contracting your pelvic muscles. Like all exercises, proper technique and persistence are required for success. If done properly, you should expect improvement in three to six weeks. You can find the right muscles in several ways:

- Try to stop the flow of urine while you are sitting on the toilet;
- Squeeze the muscles you would use if you were trying to stop passing gas;
- Insert your finger inside your vagina. Squeeze as if you were trying to stop urine from coming out. If you feel tightness on your finger, you are squeezing the right muscle.

I think I found the right muscle. Now what?

The exercises can be done sitting, lying or standing and should be done several times a day. Some women find that vaginal cones help them do Kegel exercises. Women's Health Boutique has Step Free Femtones, which are weighted vaginal cones. As your muscles become stronger, increase the weight in the cone. This allows you to see your progress and improvement. With or without vaginal cones, the exercises take only minutes each day and can be done anytime throughout your daily activities.

I am not sure I am exercising the right muscles.

What should I do?

See your doctor, who can examine you and help you find the right muscles.

Should I see my doctor before I start the exercises?

The exercises are safe, but most women with incontinence should talk to their doctor or nurse about the problem. They can help you tailor a treatment plan to your specific needs and rule out associated medical problems. This is especially important if your incontinence started suddenly, if you have pain or infections, or if you feel that you may not empty your bladder well. Sometimes incontinence can be a sign of a more serious medical problem, such as back problems, diabetes or even stroke.

Okay, I can tighten my muscles and hold in the cone, but I still leak. What now?

- Keep a diary to identify activities associated with your incontinence;
- If you have stress incontinence, squeeze your pelvic muscles before you cough, sneeze or stand up to prevent leakage.

If you have a sudden urge to urinate, stop what you are doing and sit down (if possible) or stand quietly. Tighten your pelvic muscles quickly several times without relaxing fully between squeezes. Relax the rest of your body, concentrate on suppressing the urge feeling and wait for the urge to subside. Then continue to squeeze your pelvic muscles quickly while walking to the bathroom at a normal pace.

What if behavioral therapy doesn't work for me?

Women's Health Boutique offers several solutions for managing incontinence, including washable panties, disposable undergarments and advanced skin care products. Also, ask your doctor whether medication or surgery is the right choice for you. ♡



Book Review

Comprehensive Cancer Care:

Integrating Alternative, Complementary and Conventional Therapies

by James S. Gordon, M.D. and Sharon Curtin — Perseus Press

Based on the findings of the annual conference co-sponsored by the Center for Mind-Body Medicine and the National Cancer Institute, this book is an authoritative guide to the integration of conventional, complementary and alternative medicines for cancer care.

According to *Publisher's Weekly*, "...this material points the way toward new possibilities for the remediation of even cancers currently accepted as incurable."

Gordon, Director of the Center for Mind-Body Medicine, was recently chosen by President Clinton to head the National Council on Complementary and Alternative Medicine. Curtin is a patient advocate who provides first-hand suggestions for people suffering with a chronic disease. Together, they offer guidance on the many varieties and problems of cancer. With material gleaned from the first two meetings of the cooperative Comprehensive Cancer Care, the book simply discusses how to handle a cancer diagnosis, make sensible choices about treatment and lifestyle, and offers discussion on alternatives to western medicine. ♡

“In the Spotlight”


Tracey Wills, R.N., Oklahoma City, Oklahoma

Champagne celebrations are nothing unusual at Women's Health Boutique in Oklahoma City, says owner Tracey Wills, but the reason for the special toasts may be unique. When a woman undergoes cancer treatment and begins hair loss, she often feels the loss of control. The decision to shave her head can take away some of the tension and give her back some of that control. And the champagne celebration begins in Wills' Boutique. Champagne toasts are just one of the ways that she strives to serve her clients.

Wills decided to buy a Women's Health Boutique about two years ago, after reading an article that named the system as one of the best available. With her background as a registered nurse, and her interest in the health care industry, purchasing the franchise was an easy choice. It fit in well with her philosophy of consolidating many health care resources under one roof, making it a “one-stop-shop” for patients.

One of the most interesting discoveries Wills made as the owner of a Women's Health Boutique and two other health-related businesses is that there is a “direct correlation between how much fun we have and how profitable we are.” She makes it her goal to see that employees love what they do, knowing that happy employees make for a successful business.

Maintaining a healthy family life with husband Jeff and children Matt and Stephanie while running three businesses keeps Wills busy. She counts on special employees like manager, Michelle, and salesperson, Darlene, to keep things running smoothly.

When Wills talks about Women's Health Boutique, she says, “I knew this was what I was supposed to do.” 

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*Have you reached your insurance deductible?
If so, utilize your benefits before December 31st.*

