

W Welcome Readers

The Holistic Lifestyle

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Holistic International, manufacturers and distributors of the most exciting lines of envelope-pushing nutritional supplements in Canada, welcomes you to this issue of The Holistic Lifestyle, published bimonthly. The Holistic Lifestyle is designed to provide our customers with essential information and news of breakthrough research to help you make the best decisions to meet your health goals through supplements and lifestyle choices.

The Holistic Lifestyle also provides news about Holistic International and its products, along with trade shows, retailer information, and government regulations and their impact on your health freedom.

Comments? Questions?
We want to hear from you!

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The Women's Health Special



more likely to seek solutions, when something goes wrong, than men are – from the best source they can find, mainstream or complementary.

Men have real health problems of their own – from higher rates of death from heart disease, to prostate cancer, to BPH – but it's often their mothers, wives, and lovers who convince them to go down to the health food store, or who just present them with a bottle and an ultimatum: *start taking care of yourself. I can't do it for you.* Left to their own devices, the average male is more likely to try to ignore the nagging aches in his chest and hope that they'll just go away ... until he's rushed to the hospital after keeling over at the dinner table.

So this is our **women's health special**. This issue deals with health concerns most strongly held by women, and to which women are uniquely at risk. The aim is to put needed resources in women's hands. So women can care for themselves ... which is the first step in being able to care for their loved ones.

Next time you're in your favorite health food store, have a look at the people around you. Look at the customers. Look at the staff. Really *look* at them. What do you see?

There's the earthy young woman in cargo pants, patiently explaining that many women use EFAs to help ease their way through "the change." There's the high-powered career woman waiting at the till, talking on her cell phone and waving their FiloFax. There's the silver-haired "raging granny," outraged that HPB has restricted her access to yet another of the herbs from which she gets her strength. There's the mother nursing her baby in the aisle ... the jock, still sweating from her run, checking out the protein powders ... the student looking for an extra edge at exam time.

Oh, right. And there's a couple of guys.

The fact is, most health-conscious Canadians are *women*. And there's a lot of different reasons for that. Partly, it's that women are more susceptible to some of the chronic diseases that establishment medicine has been least successful at treating -- especially autoimmune disorders like **rheumatoid arthritis**, **lupus**, and possibly **chronic fatigue syndrome**. Partly, it's that women's bodies are more complex, and their health needs more individualized, than are men's.

But mostly, it's just that women in our society are typically better at taking care of themselves (and their families) than are men. Women are still the real "primary caregivers" for themselves and their families in Western culture. Women tend to pay more attention to their bodies, and to what their bodies are saying. And they're

