



Dietary Supplements: Taking Your Health to a New Level

After reading the discussion on some of the “ugly” aspects of today’s healthcare, you may be asking yourself what you can do to improve your health from a prevention standpoint. First, you should improve your overall lifestyle, especially your diet and exercise habits. But truthfully, most people fall short in their efforts to eat a healthy diet. Consequently, incorporating dietary supplements, including quality antioxidant rich functional beverages, vitamins and minerals, into your health regimen can go a long way in helping you prevent disease and supply your body with the nutrients it needs to maintain a high level of health.

While some people are leery of dietary supplements, and the conventional health world has been slow to embrace them, many nutrition experts and organizations now support the use of *high-quality* dietary supplements. In 2002, even the American Medical Association recommended that all adults take a daily multi-vitamin/mineral supplement.

If you are interested in finding out more about the potential health benefits of a top quality dietary supplement, speak with the person who gave you this brochure.

“Just drinking more water can reduce heart attack mortality by up to 40 percent, according to a 2002 study from the American Journal of Epidemiology.”

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What They Don't Want You to Know About

the Healthcare system



Healthcare and prescription drug costs continue to rise at the fastest rates in history. The U.S. spends nearly \$2 trillion on healthcare, a staggering 15 percent of its gross domestic product, and we currently spend about \$200 billion on prescriptions annually.

Yet incidences of chronic and debilitating disease continue to rise and afflict younger generations each year despite advances in medicine and our understanding of health and long life. We spend more, but seem to be getting less from healthcare in America.

Our knowledge of how to prevent disease through healthy lifestyles and nutritional supplements is greater than ever, but the conventional healthcare system remains stubbornly rooted in the past, relying too heavily on surgical and drug solutions for answers.

7 Things They Don't Want You To Know About Conventional Healthcare

Below are 7 things you may not know about the healthcare system that could improve your health and may save your life!

1 | Traditional healthcare needs you to be sick.

We all believe that the healthcare system exists to make us healthy. And generally speaking, it does. We get sick, we go to our doctor, he gives us medicine, and we (hopefully) get better. But isn't preventing disease more effective than treating existing disease? If this is the case, then why does our healthcare system focus so little time and energy on prevention?

Although mounting evidence points to the positive effects of a proper diet, regular exercise, maintaining healthy lifestyle habits, and the benefits

of taking nutritional supplements to prevent illness and promote long life, the focus of traditional medicine remains on treating existing diseases with overpriced drugs and medical procedures.

Ultimately, the current healthcare system in all its forms—from hospitals and doctor's offices to drug companies and pharmacies—operates as a business. As such, it needs to make money. It can't make money if everyone is healthy, so to survive it needs you to be sick. Our drug- and surgery-based system waits until you are sick to treat you. Prevention, on the other hand, is often ignored.

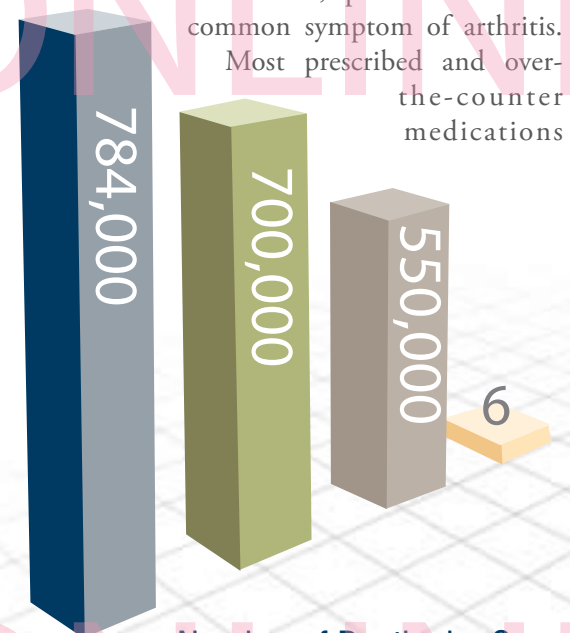


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2 | The current healthcare system treats symptoms, not causes.

Our traditional healthcare system focuses too much on treating symptoms of disease instead of causes or cures. Suppressing symptoms is hardly the best choice for long-term health and longevity, but it is often the most immediate temporary fix. Moreover, it means that the patient will stay a paying customer indefinitely.

For instance, pain is the most common symptom of arthritis. Most prescribed and over-the-counter medications



Number of Deaths by Cause

Conventional Medical Therapies
Heart Disease
Cancer
Vitamin Nutritional Supplements

used to “treat” arthritis are really painkillers. While they may help take away the pain, they certainly don’t take away the arthritis itself. It’s a backward, short-sighted system.

3 | The four leading diseases are largely preventable.

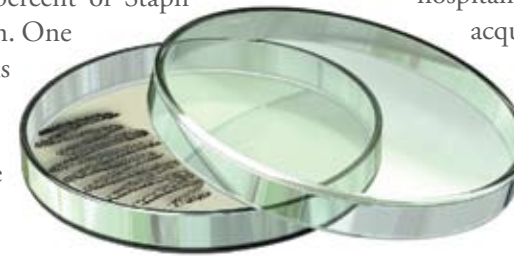
The Big Four—heart disease, cancer, stroke, and diabetes—account for about 83 percent of all deaths. Heart disease is the number-one killer of both men and women, and cancer afflicts one in four. Strokes kill more than 150,000 people annually in the U.S. alone, and close to 7 percent of the population is affected by Type II diabetes.

The Big Four are also largely “lifestyle” diseases. Lifestyle diseases refer to diseases that are likely to develop as the result of lifestyle factors within our control, such as diet and exercise habits, stress levels and free-radical exposure, rather than simply as a result of genetics or chance.

Here are some statistics that traditional medicine doesn’t want you to know: The American Cancer Society recently estimated that approximately one-third of cancer deaths each year in the United States are linked to diet and nutrition. And the Centers for Disease Control and Prevention estimate that regular physical exercise reduces heart disease, stroke, diabetes, high blood pressure and colon cancer risks by nearly 50 percent. Just drinking more water can reduce heart attack mortality by up to 40 percent, according to a 2002 study from the American Journal of Epidemiology.

4 | Antibiotics are becoming rapidly irrelevant.

The Center for Disease Control (CDC) estimates that more than 20 million unnecessary prescriptions for antibiotics are handed out each year, which has contributed to the gradual ineffectiveness of antibiotic therapy and the rise in drug-resistant bacterial strains. In fact, today more than 95 percent of Staph bacteria are resistant to penicillin. One deadly bacterial strain, MRSA, is causing more deaths in the U.S. than AIDS, according to a 2007 report from the Journal of the American Medical Association.



In short, misuse and overuse have made antibiotics ineffective at outsmarting microbes. Doctors are becoming increasingly helpless in treating serious, virulent strains now threatening the public.

5 | Prescription drugs can be deadly.

Drug companies seem to have taken center stage in so much of modern medicine that it can seem like our doctors are mere drug pushers. We, as consumers, are inundated with advertisements for prescription medications designed to address this health issue or that one, while often downplaying related side effects. Decisions about which drugs to take and for what reason are largely left up to the companies selling them rather than trained medical professionals.

What harm is there in this? Drugs should be a last resort, not a first one. Not only do they come with a host of side effects, but there are also a documented 2.2 million cases of adverse reactions related to prescription drugs each year!

6 | Hospitals may be hazardous to your health.

Unnecessary medical procedures performed annually in the U.S. total 7.5 million, and unnecessary hospitalizations rack up to 8.9 million each year. Hospitals are also the site for some of the deadliest drug-resistant bacteria in existence today. Close to 2 million hospitalized patients fall victim to hospital-acquired infections (HAIs) annually and nearly 100,000 hospital deaths occur each year due to HAIs. This number is more than deaths from AIDS, breast cancer, and auto accidents combined.

7 | Conventional medicine is a leading cause of death in the United States.

Documented statistics on deaths due by conventional medical therapies estimate nearly a whopping (and shocking) 784,000 per year in the U.S. alone. Compare this to deaths due to heart disease (under 700,000) and cancer (about 550,000) per year. This includes mortality due to adverse drug reactions, infections, medical error, surgical complications and unnecessary procedures.



By the Numbers



83%

Percentage of all deaths caused by heart disease, cancer, stroke, and diabetes.



7%

Percentage of the population affected by Type II diabetes.



#1

Heart disease is the number-one killer of both men and women.



150,000

Number of people killed by strokes annually in the U.S.



7.5 Million

Number of unnecessary medical procedures performed annually in the U.S.



784,000

Deaths due to conventional medical therapies per year in the U.S.