



Dr. Steve Rosman's July 2010 E-zine

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Welcome to the July edition of my Ezine. If you are interested in any of the research discussed here, please use the reference information to read further or give me a call. Feel free to send any Ezine issue to a friend. If you are not currently on the Ezine email list, please forward your email address to me. You will receive this monthly Ezine and other important announcements. Of course, the information mentioned here is meant to be educational. It is not prescriptive, and I advise any reader to avoid self-medication or the application of any form of treatment without the supervision and consent of an appropriate healthcare professional.

(*Note: Previous Ezines are presented and archived on my website: www.drsteverosman.com. If you cannot access the websites to which I refer in this Ezine, simply cut and paste the site into your browser or copy it by hand and type it into your browser. Sometimes there are those who are confused about what I do or what to call me. You might call me an Integrative Healthcare Specialist. Yes, it is true that I have several graduate degrees and NY State licenses. As my website Home Page explains, I am a general practitioner who treats children and adults, families, and couples, no matter the condition, symptoms, or complaints in a manner that integrates nutrition, psychotherapy, clinical hypnosis, biofeedback, acupuncture, homotoxicology, and dietary remedies. For twenty years, I have been privileged to receive referrals from physicians and patients to help those suffering anxiety, depression, ADD/HD, Autism, every ...ology, end-stage disease, weight management, smoking cessation, addictions, chronic illnesses, and conditions that have previously escaped diagnosis and/or successful treatment. Please consult my website for all appropriate information.)

"Though no one can go back and make a brand new start, anyone can start from now and make a brand new ending."

~Author Unknown

Office Notes

Last month, I attended my third seminar with Dr. Stephen Kaufman, a respected master of myofascial and trigger-point release techniques. Virtually in minutes, chronic myofascial pain and trigger-points can be relieved. There is no manipulation, no "cracking" of bones, and no needles. There is relief - - real pain relief. I have sat at the seminars along with some of the top pain specialists in the country - - perhaps I should say the world because often I have enjoyed meeting physicians from Europe, South America, Asia, and even New Zealand at these hands-on, very intense training sessions. Together we treat each other's back pain, leg pain, sciatic pain, neck pain, headaches, high blood pressure, intestinal cramping, and more. You can read more about the technique in the Practice Information section of www.drsteveosman.com. For the months of July and August, PNT treatments are \$40 per session, and they are brief, effective, and involving no "cracking" or manipulation.

Later this month, I will be attending a special seminar for biological treatments for autism, ADD and ADHD, anxiety, and depression. These all involve simple assessments and no pharmaceutical medications. If you or a loved one or a friend or a child of a friend suffers from any of these diagnoses, take advantage of effective and safe treatments that are being replicated around the world with great results.

Pediatric acupuncture (don't worry, there are techniques that do not use needles), safe, effective, and painless, are available to help with bedwetting, digestive issues including, but not limited to constipation, upper respiratory infections and immune strengthening, allergies, ADD/ADHD, nightmares, explosive anger, anxiety, depression, and more is available. I will treat and show you, when appropriate, what you can do at home to extend and reinforce the treatments. The fees normally are \$65. In the months of July and August, with the children around, the fees are \$40 per session.

Jacob Teitelbaum, MD, may be the foremost Chronic Fatigue and Fibromyalgia Syndrome specialist in the world. A sufferer, himself, years ago he set out to help himself and then the millions of others who are challenged daily with the symptoms of these syndromes. His protocol, which was published in peer-reviewed medical journals, is the most successful protocol available. In those days, his private practice in Annapolis, Maryland, was overwhelmed with calls from all over the world, and so, years ago he began to refer patients to clinicians around the globe who were proficient in his protocol. I was honored, then, to be one of his few referrals in this area. Since then, he lectures around the world, trains physicians and other clinicians, writes (read his book *From Fatigued to Fantastic*), and develops natural products (for which he receives no remuneration). His training program is the gold standard. Recently, he has updated his list of referrals and pared that list down based upon the experience and training of the clinicians. I remain one of his very few NY State referrals. Additionally, I took additional training last month in a special protocol that has proven to be of great help with CFS/FMS, as well as neurodegenerative diseases like MS (it works with microcurrent

treatments and so I recommend reading the PDF entitled "Acupuncture on the Cutting Edge" in section two of my website (www.drsteverosman.com). I have received referrals from around the country, thanks to Dr. Teitelbaum's website and I am available to you and those you know and love, if you suffer with CFS/FMS.

Drugs and Our Toddlers

Children between the ages of two and five are being treated with antipsychotics at twice the rate they were ten years ago, according to a study conducted by researchers from Columbia University and published in the journal *Health Affairs*. It is a worrisome trend, partly because very little is known about the short-term, let alone the long-term, safety of these drugs in this age group," researchers Mark Olfson said. If this troubles you, there are natural, safe, and very effective alternatives that nourish our children rather than manipulate their chemistry. I have successfully treated hundreds of children and get referrals from psychologists regularly. You have options.

Shelve Your Leftovers Strategically

When you put those leftovers into plastic containers and slide them into your refrigerator consider the following: group side-dishes with the remains of main courses so you have full meals. Lots of side-dishes usually add up to poorly balanced meals that contain insufficient protein and fiber and too many calories. Also, since studies suggest that you are more likely to eat healthy food when it is at eye-level, think about the healthiest foods in your refrigerator and place them on those shelves directly in your line of sight.

Natural Medicine and Cancer

I get too many calls about this to be quiet anymore. Many people diagnosed with various cancers are referred to me. It might be due to referral from other patients who are enjoying good health and want others to find hope, too, or it might be because I was asked to be the expert in Complementary Medicine and write a chapter in the book. I don't know. However, when I hear that oncologists are scaring their patients away from the use of complementary medicine, as an adjuvant treatment along with more conventional treatments, it saddens and angers me. The evidence for the use of natural treatments has too much basis in the conventional literature. Just take a look at the citations provided in the two books I list below. Those are conventional physicians and those are citations from conventional journals - - the kinds of evidence all physicians read and accept (if they read current literature). You have so many wonderful options available to you, and THOSE THAT ARE CHOSEN DO NOT INTERFERE WITH ANY OTHER TREATMENT. THAT IS WHY THEY ARE CHOSEN. IN FACT, THEY MAKE CONVENTIONAL THERAPY MORE EFFECTIVE, HAVE CHEMOTHERAPEUTIC BENEFITS OF THEIR OWN, AND MAKE THE BODY MORE ABLE TO IDENTIFY AND DESTROY CIRCULATING CANCER CELLS. Also, you will find when you review the citations listed below and the books listed below, there are many, many

mechanisms by which many natural substances and therapies stop abnormal cell division, disrupt or repair DNA mutation, help prevent metastasis of the prime tumor, stop the proliferation of circulating tumor cells, and more. You owe it to yourself or someone you love to become familiar with the information recommended to you and found below.

Solid research evidence continues to grow for the efficacy of non-patent drug treatments for various cancers. This is both in terms of prevention AND TREATMENT. This next citation is one of thousands that has appeared in the most elite peer-reviewed journals over the past decade. This information is not meant so that you or someone you know is advised to purchase a natural substance and begin to use it. Everything that can help also has the potential to harm or interfere with other treatments. However, under the guidance of a specialist, non-drug substances have garnered their own impressive credentials for use in the treatment of cancer. I am a professional member of the Society for Integrative Oncology and have published on the use of Complementary Medicine and cancer. If you would like to stick your toe in the water of this research, see *Cancer Diagnosis: Options and Hope* in the section entitled "Practice Information" of my website. Also, I encourage you or someone you love to read both *Anti-Cancer*, by Dr. Daniel Servin-Schreiber, and *Life Over Cancer*, by Dr. Keith Block. Siwak DR, Shishodia S, Aggarwal B, Kurzrock R. Curcumin-induced antiproliferative and proapoptotic effects in melanoma cells are associated with suppression of I κ B kinase and nuclear factor kappaB activity and are independent of the B-Raf/mitogen-activated/extracellular signal-regulated protein kinase pathway and the Akt pathway. *Cancer*. 2005.

Foods A Colon Surgeon Avoids

In the latest issue of OnFitness magazine (July/August 2010), Stephen Cohen, MD, a board-certified colon and rectal surgeon cautions us to avoid the following foods (he makes sure to avoid them himself):

- . Diet soda due to the carcinogenic artificial sweeteners, flavors, and colors;
- . Hot dogs due to their high fat content;
- . French fries and other fried foods due to fat content;
- . White bread and white rice since they are without nutritional content;
- . *Wow* potato chips since the Olestra fat substitute can cause diarrhea;
- . *Lunchables* due to the processed meats, cheeses and white flour crackers;
- . Canned sauces when they contain butter and preservatives and excess sodium.

Healthy Tip

Whenever you go to the market, try a fruit or a vegetable you have never had before. Then go to www.wholeliving.com/photogallery/vegetarian-recipes to make the most of your new discoveries. Expanding your diet with healthy fruits and vegetables is a great way to improve the quality of your health and your life.

Vitamin D and Muscle Fat

As reported in the *Journal of Clinical Endocrinology and Metabolism* (2010), researchers from USC found that a deficiency in vitamin D is linked to accumulation of fat in the muscle tissue of healthy college-age women. Most likely, the same would be true for you and me. It is just another reason to make sure your vitamin D status is tested via a 25-OH vitamin D blood test. We know that vitamin D ought not be called a vitamin because it is really a hormone and behaves like one. Each day we are discovering different benefits to adequate levels. Simply finding that you are in normal range is not sufficient for all of the benefits afforded by this vitamin/hormone. So, do not be satisfied with low-normal levels. More about vitamin D will appear in future Ezines.

Flaxseed Meal and Cholesterol

Studies have demonstrated the benefits of flaxseed meal (it looks a bit like wheat germ and has a great nutty taste) for male and female hormonal health. Now, an Iowa State University study concluded that it lowers cholesterol. I recommend beginning with 1 teaspoon of flaxseed meal added to anything or sprinkled on anything. Gradually build to 2-3 TBSPs per day. Put it in shakes. Add it to yogurt, cereal, salads, brown rice, tomato sauce, or cook with it preparing almost anything. Unlike flaxseeds, themselves, you can cook with the meal. It comes in vacuum-sealed bags, and I suggest refrigerating it after opening the bag.

You Have to Persevere To Quit Smoking

Some people may be able to make up their minds to quit smoking and do it the very first time they try. However, 9 is the average number of attempts it takes to finally quit smoking for good. Some of the best ways to improve your odds include hypnosis and acupuncture. Call me if you are serious. I have helped many, and I can help you...if you're serious, and if you are ready to persevere.

Exercise Cuts Chemotherapy-Related Fatigue

A high-intensity group exercise program for cancer patients on chemotherapy that included aerobic training as well as workouts on gym equipment led to significant reductions in fatigue and improvements in other measures of well-being, a Danish randomized trial found. Unlike other symptoms, such as nausea, fatigue rarely is controlled pharmacologically. There are various forms of exercise that help. The Asian form of gentle movement and coordinated breathing known as qigong (chee-gung) is one of the best ways to reduce chemo fatigue. However, if that does not appeal to you, I have others to teach you. Often, if there is a great deal of fatigue, your oncologist may want to decrease your dosage or eliminate a round. You do not want that. It is documented that fatigue diminishes desire to eat well or comply with supplements or increases sadness or depression and affects sleep. Exercise is a simple way to help yourself. Call for an appointment. One consultation can take care of this and significantly improve your quality of life, wellness, and willingness to comply with healthy lifestyle recommendations, and thus increase your ability to fight back against cancer.

Why Haven't More Women Called About This? Cancer and Your Estrogen Ratios

A woman's body makes three forms of estrogen: estriol; estradiol; estrone. Once they have been produced and done their jobs, your body looks to reduce them to chemicals that can be eliminated. Your liver is the main organ that breaks these hormones down into bits called metabolites. These metabolites are excreted from the body through bile and urine. For one moment, let's focus on just two of these metabolites: 2-hydroxyestrone and 16-hydroxyestrone. Like the two forms of cholesterol, one is considered 'good' and one is considered 'bad' - - though, like with cholesterol, that is an oversimplification. In this case, the 2-hydroxyestrone is the good guy, or anti-carcinogenic. The metabolite 16-hydroxyestrone is pro-carcinogenic, or, in other words, is the one believed to stimulate cells to reproduce, including cancerous cells in the breast. When a person's urine is analyzed in the 2/16 estrogen metabolism test, laboratory technicians evaluate the balance of the two types of estrogen metabolites and figure the ratio. A ratio of 2.0 or higher seems to indicate a lower risk of getting breast cancer. A lower ratio indicates your chances for developing the disease is higher.

The following is a research article supported by more than 100 reference citations. If you would like, take a look: http://www.metametrix.com/resources/content/LearningCenter/Articles/Estrone_Metabolism.pdf. If you cannot access it directly from this page, copy and paste it into your browser. You have access to this simple test through me.

Just a note about the 2/16 ratio. While a favorable ratio may have significant protection properties, a ratio excessively in favor of the 2-hydroxy form may increase the risk for osteoporosis. So, it is important to run the test under supervision and interpret its results in light of your own personal medical history and personal medical needs.

Chemicals Often Found in Cookware Are Linked to Some Cases of Thyroid Disease

Perfluorooctanoic acid (PFOA) and Perfluorooctanesulfonic acid (PFOS) are found in cookware, carpets and certain fabrics. Researchers from the University of Exeter in England analyzed the blood serum levels of these two chemicals in more than almost 4000 adult American men and women enrolled in the National Health and Nutrition Examination Survey (NHANES) and found that higher concentration of PFOAs and PFOS are associated with current thyroid disease in the US general adult population (*Environ Health Perspect.* 20 Jan 2010). What's the take home message? You can check with manufacturers to ascertain if your cookware, carpets or fabrics contain significant levels of these chemicals.

Smoking and Arthritis

In a trial that followed nearly 160 men with osteoarthritis of the knees for more than two years, researchers found that long time smokers had more than twice the risk of significant cartilage loss compared to non-smokers. Subjects in the smoking group generally reported more severe levels of pain than non-smokers. The study wasn't designed to explore the mechanism behind this link, but researchers believe that cigarette toxins may starve joint tissues of oxygen ("Smokers Have Greater Knee Pain" Net Doctor, 12/8/06, netdoctor.co.uk).

Body Trivia

What is the average lifespan of a red blood cell in a normal human body?

A: Four months. Here is why this is important. It is possible to check how much blood sugar, called glucose, is in circulation with a single blood test. However, that is a measurement of blood sugar for that moment in time. What about if we want to discover how much those carbs and sweets you are eating are accumulating in your blood vessels? Take a brand new red blood cell. Let it run around your body for the course of its four-month lifespan. Then, check out how glazed it is. In other words, determine how much sugar it accumulated during those months. That is called a HbA1C test. It is a simple and conventional test that every lab runs. However, it gives us a much better assessment of how healthy you are or if you are prediabetic or actually diabetic. It lets us know how much of a problem certain carbs are for you.

How to Give A Child In Need A Free Book

First, choose a cause you might like to support, like promoting reading among kids in an impoverished country or neighborhood. Then read one of the many DK or Penguin kid titles online at www.wegivebooks.org. Every time you finish one with your child, the publisher will donate a hard copy to a charity of your choice. Look it up. It's easy, and everyone wins.

Dark Chocolate....Need I Say More?

By now, there has been glee expressed throughout the land that researchers have found antioxidant benefit to chocolate. However, I do not want to be the chocolate "Grinch" but make sure that the chocolate is unprocessed and not full of added sugar. It is dark chocolate (70% cacao or more) and not milk chocolate that confers the benefits about which we have read. About an ounce of dark chocolate is the healthiest "dose." No, you do not have approval for a whole bar - - just about an ounce.

Nutrient Depletion and Prescription Drugs

According to the Centers for Disease Control, the number of adults aged 55-64 taking at least one pharmaceutical rose from 62 percent in the late 1980s and early 1990s to 73 percent at the turn of this century. The large number of people taking prescription drugs suggests that there is a substantial potential for nutrient-drug interactions. For example, proton pump inhibitors and histamine-2 receptor antagonists are commonly prescribed for ulcers and reflux. Prevacid is one example of these pharmaceuticals. Nexium is another. Aciphex is yet another. Researchers have discovered that these medications might decrease folate, B12, iron, zinc, and other nutrients. This is not about whether or not these medications are necessary. It is simply a caution that when these medications need to be prescribed, check out nutrient levels down the line.

Toxins to Avoid

While there are literally hundreds and hundreds of toxins to avoid each and every day, here are six sources of harmful chemicals you can begin with:
Pesticides: found on non-organic fruit and vegetables, meat, dairy and unfiltered tap water

1. Formaldehyde: found in air fresheners, deodorants, floor polish, upholstery cleaners
2. Bisphenols: found in plastic containers and can leach into food and water.
3. Organic solvents: petroleum based liquids found in household products, electronics, car repair, health care, photography, agriculture, printing, construction and cosmetics and many more.
4. Dry-cleaning chemicals
5. Paint fumes

Quick Hits

- Refined sugar (yes all those simple carbs in breads, pasta, cookies, cake, pastries, crackers, pretzels, soda, juice, etc.) is far more addictive than cocaine. That's right - - more addictive than cocaine! In studies, 94% of rats allowed to choose between sugar, water, and cocaine, chose sugar.
- French fries are one of the three most common "vegetables" consumed by infants 9-11 months old!
- While a diet high in fresh, organic vegetables and fruits enhances prostate health, you might place a particular emphasis on cauliflower, broccoli, green tea, and tomatoes (especially in cooked form). Also, make sure your multivitamin has at least 200 mcg. of selenium and that your vitamin D level has been checked in your most recent physical. Barbecued meats are especially unhealthy. Boil, poach, or steam foods rather than charbroiling or frying them.
- Two protein receptors on your tongue that are triggered by sweets evolved in a time long ago when sweet food was not very available. These receptors have not adapted, nor had time to do so, to today's overabundance of sweet food. So, take sweet food away and there is tremendous withdrawal - - serious addiction withdrawal. *This is where hypnosis, acupuncture, neurotransmitter balance (see the Neurotransmitter PDF in the Practice Information section of my website), and a personalized diet plan to help with withdrawal get you through withdrawal from your very real addiction.*

Recipe of The Month: Cauliflower Soup

INGREDIENTS:

Soup:

1T olive oil

1 onion, chopped

2 garlic cloves, minced

1-2 large cauliflower, roughly chopped (depending upon how thick you want the soup to be)

1 apple, peeled and chopped

4 cups organic chicken or vegetable stock

1/2 cup almond milk (optional)

sea salt & fresh pepper (optional and to taste)

Red Pepper Purée:

1 red bell pepper, seeded and chopped

1 shallot

1 T olive oil

1 cup organic chicken or vegetable stock

In a large sauce pan, add oil and sauté onion and garlic until soft. Add the cauliflower, apple and chicken stock, and bring to a simmer. Reduce heat and simmer for about 15 minutes, until the cauliflower is very tender. Remove from heat and purée. Add cream, and stir until blended.

For the Red Pepper Purée:

Heat oil in a skillet and sauté shallot and pepper until soft. Purée with the stock.

Drizzle Red Pepper Purée and serve.

Pocket Change Program (or Help Me: My Life is Stuck!)

This addition to my Ezine is intended to help you take one step forward to successfully make those changes in your habits, your health, your career, or your life that you want to make or need to make (or may have been told you have to make). It is called Pocket Change because you can clip around the dashes and keep this month's strategy right in your pocket for constant reinforcement and inspiration.

I've never made it to the Grand Canyon. Oh, I've tried. Twice, my family and I arranged to make the trip only to have snow block the roads - - even in early April. The Grand Canyon is one of the wonders of the world - - as old as time and more magnificent than anything we can yet create with our own hands. Friends have told me that when they reached the ridges of the canyon, where it is safe to view, they have remained standing for moments upon moments, mouth agape in awe, simply stunned by the grand majesty of the beauty. Once, it is said, a tourist turned to his Guide and asked: "How long did it take for nature to create this?" The Guide responded: "I don't know exactly how long, but I know how Nature did it. One drop of water at a time." Now, let me not stretch to far for this analogy, but we are the architects of our own lives just as Nature crafted this grandest of canyons. We may not have thousands of years to craft our lives, but often we have more time than we think. When a goal we set for ourselves or a task at hand or big decisions seem overwhelming, keep Nature in mind. Focus on one "drop" at a time. The big picture is just that - - too big. When overwhelmed, we might either chuck it all away because it is all too much or skip over some of the "minor steps" or "minor details." One "drop" at a time might become our mantra. What is the next effective, practical step? One "drop" at a time. You do improve your health, get closer to your goal, or grow nearer to the completion of a task this way. But, you do it without as much stress; perhaps enjoying the journey as much as you look forward to "getting there. And, when you do get there, one "drop" at a time, you may have crafted a more magnificent life than merely checking off another item on the "To Do" list.

Pocket Change invitation: The book version currently underway will contain testimonies from those who have made positive changes due to the Pocket Change principles. If you would like to be included in this book, send me a

brief testimonial of 100 words or less illustrating specifically how you have used a particular tip for change to bring positive change to your life. Please understand that to fit the format and style of the book, I may request that you tweak your testimonial in some way. Full name, initials, or first name only may be used. That is up to you. Extra Pocket Change is available for those who want one extra tip per month in addition to the tip in my monthly Ezine. Just send me an email requesting the additional tip, and it will be sent to you in the middle of each month.

House Plants and Clean Air

The following plants are among those that have been found to remove the most benzene, trichloroethylene, formaldehyde, and other volatile organic compounds (VOCs) from your household air:

Bamboo or Reed Palm
Elephant Ear Philodendron
Chinese Evergreen
Chrysanthemum
Cornstalk Dracaena
English Ivy
Gerbera Daisy
Golden Pothos
Heartleaf Philodendron
Janet Craig Dracaena
Peace Lily
Red-edged Dracaena
Selloum Philodendron
Snake Plant
Spider Plant
Warneck Dracaena
Weeping Fig

Is This Your Soy Burger?

According to a report issued by The Cornucopia Institute (May 18, 2009) most non-organic veggie burgers currently on the market are made with the chemical hexane -- a neurotoxin. Makers of many soy-based burgers submerge the soybeans in hexane to separate the oil from the protein and reduce the amount of fat in the product.

Check out this list to see if your favorite veggie burger contains a neurotoxin I urge you to avoid:

- . Amy's Kitchen
- . Boca Burger, conventional
- . Franklin Famrs
- . Garden Burger
- . It's All Good Lightlife
- . Morningstar Farms
- . President's Choice

- . Taste Above
- . Trader Joe's
- . Yves Veggie Cuisine

Safety of Supplements

There are an estimated 108,000 deaths from pharmaceutical medications annually. According to the most recent report compiled by the American Association of Poison Control Centers' National Poison Data System there was not even one death caused by a dietary supplement in 2008. The Orthomolecular News Service has underscored these statistics. Now, no one is telling you to prescribe supplements for yourself and expect that "nothing bad" will happen. I want to make clear that my position has been and continues to be that anything that has the ability to help can hurt. So, leave the prescription of natural substances to those trained in doing so. We have all kinds of assessments to help us and years and years of education, clinical experience, and continuing education to guide us. However, when properly recommended by a licensed and trained clinician, supplements are very safe and effective. By the way, I want to be clear that I am not discouraging the use of properly prescribed pharmaceutical medications, despite the statistics. I believe in the safe, effective and appropriate use of drugs and non-pharmaceutical supplements and remedies. Just don't take anything on your own because you read about it or heard about it or a friend recommended it. You can do harm. Let those who are properly trained take care of you.

I Recommend...

MS: How I Solved the Puzzle of My Multiple Sclerosis by Kathryn Simpson is a must-read for those of you who have been diagnosed with MS or those you know who have been diagnosed. In my opinion, it is a blueprint for treating all neurodegenerative diseases. This book provides hope and help. If you are interested in pursuing her plan, or a modified version, please contact me at the office. I have been trained to assess and treat as she describes, and I have colleagues who are superb physicians and clinicians who are ready to help me form a team around you.

Time To Quit

A study noted in the *New England Journal of Medicine* indicates that, to some degree, many smokers do have the control to quit. In this study, smokers who were paid to quit were far more successful than those who were not. In this study smokers who were paid received \$750 to quit. If you love someone who is a smoker or if you are a smoker (and love yourself), I have a very successful program to help you quit for good. Go to the "Practice Information" section of my website and read about my Quit Smoking Success program. I am willing to take two people at a time as long as each promises to be a partner and support for the other. It seems as long as the incentive is sufficient most people have the personal power to stop for good. \$750 should appear to be a weak incentive when compared with the development of cancer, heart disease, emphysema, blood clots, and dementia.

Brain Teaser

Until I am measured, I am not known. Yet, how you miss me when I have flown? What am I? (Find the answer at the end of the Ezine).

Consider This:

While professional soccer is still struggling to find a firm foothold in the United States, in the 1970s the North American Soccer League marked the brave first attempt to introduce the game to American sports fans. While most teams had only limited success at best, one did manage to break through to genuine mainstream popularity - the New York Cosmos.

It was the brainchild of Steve Ross, a passionate soccer fan who was also a major executive at Warner Communications.

Max Ross told his son Steve: "In life there are those who work all day, those who dream all day, and those who spend an hour dreaming before setting to work to fulfill those dreams. Go into the third category because there's virtually no competition".

Source: "Once In A Lifetime - The Extraordinary Story Of The New York Cosmos" by Gavin Newsham

Laughter Is The Best Medicine

The child comes home from his first day at school. Mother asks, "What did you learn today?"

The kid replies, "Not enough. I have to go back tomorrow."

Answer To The Brain Teaser: Time

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