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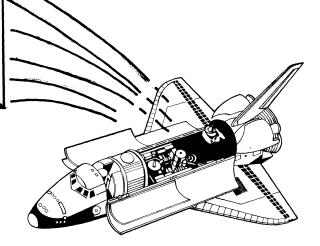
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# executive health

the report that briefs you on what to watch

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#### New research findings . . .

## ON WALKING . . . nature's own amazing "anti-age antibiotic"!

Not running, not jogging, but walking is your most efficient form of exercise and the only one you can safely follow all the years of your life!

Today, after some 2000 years, modern medical researchers are demonstrating (somewhat to their surprise) that Hippocrates, "the father of medicine" was right . . . walking is man's best "medicine"!

Take one example. At a three-day conference on Exercise in Aging—Its Role in Prevention of Physical Decline (held October 27-29, 1977, at the National Institute of Health, Bethesda, Maryland) researchers from across the United States, Canada and Western Europe presented papers on this (until now) largely neglected area of research. As their papers were presented, these important points of agreement emerged:

- (1) Walking is the most efficient form of exercise . . . and the only one you can safely follow all the years of your life.
- (2) Exercise can enable your body to maintain a vital reserve which has a protective effect during stress.

- (3) Exercised *bones* do not demineralize. As a result they are far less likely to break or lose their range of motion.
- (4) Exercised *lungs* still exhibit the emphysemalike changes of age, but are far less diminished in their capacity compared to the lungs of sedentary people.
- (5) Exercised *cardiovascular systems* show a similar maximum preservation of function.
- (6) The benefits of exercise in preventing or correcting obesity are striking.
- (7) Late-onset diabetes is almost entirely reversible by exercise if you are overweight.
- (8) Daily exercise permits greater food intake and better blood circulation, thus improving each body cell's nourishment while preventing obesity.
- (9) The physically impaired, particularly the arthritic, can perhaps benefit the most from exercise . . .

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### "HOW LONG WILL I LIVE?"

Discover what <u>research</u> scientists now know about how to take the best care you can of the <u>only</u> body you will ever have!

The errors of our younger years are drafts upon our older years, payable (with interest) some 30 years from date

The so-called "diseases of old age" are essentially the diseases of 50 to 70 . . . "the dangerous years!"

Research scientists find that people who survive these "dangerous years" successfully (without acquiring some "chronic" disease such as cancer or heart trouble) are likely to live on for another healthy quarter of a century. They seem to have developed what might almost be called an immunity to these killers. Why? To find out, some careful studies have now been made of these extraordinarily long-lived individuals.

May we suggest that you get the benefit of these new research studies for yourself? Do as so many thousands of executives do. Subscribe to Executive Health Report. The members of our Editorial Board are among the world's most distinguished authorities on preventive medicine. Their wise advice can help you not only live longer but enjoy those extra years! (Note their high qualifications as shown on opposite page.)

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Hans Selye, M.D.: On Stress Without Distress. Your mind can make or break you! Hardin B. Jones, Ph.D.: On The Problems Executives Must Anticipate With the Growth of Marijuana Smoking. The Senior Scientist at the world-renowned Donner Laboratory of Medical Research, University of California, Berkeley, explains some little-understood facts that executives should know as the growth of marijuana use continues among employees. The B Vitamins . . . Part II. On Vitamin B<sub>6</sub> (Pyridoxine) "The Sleeping Giant of Nutrition."

Stephen R. Elek, M.D.: On "The Hurry-Up Disease." Why it may be a key factor that triggers heart attacks as early as age 40.

Linus Pauling, Ph.D.: For the Best of Health, How Much Vitamin C Do You Need? People who take the optimum amount of vitamin C may well have, at each age, only one quarter as much illness and chance of dying as those who do not take extra vitamin C.

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