



INTEGRATIVE LIFE SOLUTIONS

November 2014 Newsletter

Volume 2, Number 11

2511 Neudorf Road, Suite G, Clemmons NC 27012 336.778.1950 www.IntegrativeLifeSolutions.com

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What's New at Integrative Life Solutions

Massage Special: Personal Consultation and 4 Massages for \$100



There is nothing like a massage to help you reduce stress, relieve soreness and pain, and just plain feel great. Our massage therapists are here to help. **Now you can get a package of four 30-minute massages at the incredibly low price of \$100 (prepaid).** When you sign up, we will schedule you with one of our massage therapists for a **free 15-minute personalized consultation**, so she can determine how best to help you with your problems. As an added bonus, she will provide a relaxing and therapeutic **15-minute chair massage for free!**

Offers like this don't come around often, so act quickly before our massage therapists' schedules are full. To book your massage package, call **(336) 778-1950** today.

Pumpkin-infused Skincare and Beauty



During the month of November, get in the groove for fall with a [pumpkin enzyme facial](#) or a [pumpkin-scrub body polish](#). Our Organic Signature Facial will help repair summer sun damage and our luxurious-feeling body polish will leave your skin glowing. We're sure you will positively love the scent of these pumpkin-infused products.

20% Off Natural Sleep Aids



We want to help you sleep, but snooze and you'll lose out on a great deal!

In the article "Sleep Now, Suffer Later?" in the October newsletter, we educated you about the serious health risks of using prescription sleep aids. Why risk your health when there are dozens of effective natural options? Discover the perfect product for your sleep problem during the month of November as we extend our discount: [all of our natural sleep aids are reduced 20%](#).

See some of the products we carry later in this newsletter under "Featured Products of the Month." This 20%-off sale is in-store only so drop by Integrative Life Solutions and save big on something natural that will help you catch your Zzzzzzs.

(Offer does not apply to online shopping. Discounts cannot be combined with other offers, including the Customer Reward Card discount. Offer ends November 30, 2014.)



Natural Ways to Reduce Ovarian Cancer Risk



What do black tea, blackberries, oranges, apples, grapefruit, and red wine have in common?

Consuming them may substantially reduce a woman's risk of developing epithelial ovarian cancer.

New research from the University of East Anglia shows that foods rich in flavonoids seem to confer a protective defense against ovarian cancer. More than 6,500 women in the UK and 20,000 in the US are diagnosed with ovarian cancer each year. It is the fifth-leading cause of death from cancer among women.

The study included more almost 172,000 women between the ages of 25 and 55 and followed them—recording their dietary habits—for more than 30 years. Because of the length of the study, the results are considered to be far more reliable than other shorter-term studies. Exactly what were the results?

As Professor Aiden Cassidy, lead scientist of the study, says, "We found that women who consume foods high in two sub-groups of powerful substances called flavonoids—flavonols and flavanones—had a significantly lower risk of developing epithelial ovarian cancer. The main sources of these compounds

include tea and citrus fruits and juices, which are readily incorporated into the diet, suggesting that simple changes in food intake could have an impact on reducing ovarian cancer risk.”

As an example of how significant the risk reduction can be, Dr Cassidy said that a woman who drinks two cups of black tea a day can reduce her risk of developing ovarian cancer by 31%.

Flavanoids are phytonutrients that give foods their rich, dark colors. They are already considered to be important for cardiovascular health and also are high in anti-oxidant value. Citrus fruits also have been shown to help reduce the risk of stroke.



To increase your intake of these health-conferring foods, choose from the following list, which is not complete but provides a guide to common foods that are high in flavonoids.

Dark chocolate (unsweetened with a high cacao content is healthiest), apples, plums, pomegranates, red grapes, red wine, raspberries, blueberries, strawberries, blackberries, green and black teas, tomatoes, cherries, lemons, limes, grapefruits, oranges, citrus fruits in general as well as citrus juices, red cabbage, onions, kale, broccoli, peaches, apricots, and many types of legumes.

However, in certain chocolates, wines and juices, the manufacturing process can reduce the amount of flavonoids, so you need to do your homework if ingesting processed foods. For fruits, it is best to eat the skin when applicable, as with apricots, plums and apples.* To get the highest flavonoid content, choose raw, organic foods and drink minimally processed juices. Also, watch out for added sugar content, especially with juices.



*Be aware that the skin of apples retain a lot of pesticides. Buy organic or peel your apple.



Did You Know? Interesting Health Facts about Autumn



The air is crisp, the leaves are changing color, the days are growing shorter, and the holidays are right around the corner. Autumn has a character all its own, and for many people, it's their favorite time of year.

Here are some fun and interesting health-related facts about the season we call “fall” (In the US, we tend to call this season “fall,” while in the UK it is most commonly called “autumn.”)

- For both men and women, this is the time of year testosterone is highest, so for humans, as well as for animals, fall is prime mating season. Interestingly, men also tend to want to cuddle more during fall than during any other season.
- Babies born in the fall tend to live longer lives than those of born at other times of the year. In fact, they are more likely to live to turn 100.
- Women shed more hair during fall. Swedish researchers discovered this fact, and they attribute it to a reduced need to protect the scalp from the sun and because fast-growing hair cells are especially sensitive to seasonal environmental changes.

- Your need for good hydration is as important in the cooler fall temperatures as it is during the blazing days of summer. Strong breezes and chill temperatures can dry the air out, which can dehydrate us as much as sweating under a summer sun does. So drink up! Plus, it is a great time to enjoy all the health-enhancing effects of a cup of tea.
- According to social media website statistics, more people change their status to “engaged” or “in a relationship” during the fall months than at any other time of the year. (Summer appears to be the peak season for break-ups.)
- Children born in the fall months tend to be more active and athletic throughout their lives. The least active and athletic tend to be kids born during the spring.



Featured Products of the Month: Natural Sleep Aids



If you read “What’s New at ILS” at the beginning of this newsletter, you’ll know that we are continuing our sale on natural sleep aids—20% off.

Whether you have occasional sleepless nights or suffer from chronic insomnia, over the long-term sleep deprivation can severely affect your health. That’s why it is important to treat this condition. The problem is that many types of prescription sleep aids carry high risks—not only of health problems such as heart disease, but also of cognitive ones as well, such as dementia and Alzheimer’s. They even increase the risk of early death fourfold! See our October newsletter for an article on the dangers of prescription sleep aids.

Here are some of the natural sleep aid options available at Integrative Life Solutions, all at 20% off during the month of November (while supplies last):

- NOW organic Nighttime tea
- Gaia Herbs Sound Sleep, Valerian Root, or Kava Kava
- Vital Force Technologies trace mineral blends Goodnight or Tranquility
- Now or Premier Labs liquid melatonin
- Anova Health Sleep Pro

Plus, we offer a selection of therapeutic-quality essential oils, and we can make a special blend for you in the form of an inhaler for use before sleep or you can purchase a bottle of Plantessence Lavender, Cedarwood or other oil that encourages restful sleep. We even have designed two Plantessence oil blends that will help: Unwind and So Serene.

(Discount cannot be combined with other offers or the Customer Reward Card discount.)



Feature Article

Kids' Health: Placebos Take the Cough Away

It's three in the morning, and your three-year-old is miserable. Runny nose. Cough. Beyond fussy. No one in the family is getting any sleep.



It's "just" a cold, and you could reach for an over-the-counter cold remedy designed for children, but you'd rather not. There is not much evidence that those over-the-counter cold remedies really do much to relieve symptoms, and the FDA required manufacturers to add warning labels recommending that parents not use these remedies on children age 4 and younger. They can do more harm than good. Antibiotics are ineffective against viruses, which is what causes colds, so they are not an option.

What to do?

Mix a small amount of agave nectar with water and deliver the "medicine" to your suffering toddler. Chances are it will work.

A recent study has shown that giving a child with a cough or cold a placebo was better than doing nothing. Standard procedure for children with a cold is to keep them hydrated and provide comfort (the ultimate healing tonic!), but this new research, published in *JAMA Pediatrics*, reveals that a placebo may be just what the "doctored ordered."

The researchers studied 120 children age 4 and younger, dividing them into three groups. One group received no treatment, the second was given a placebo, and the third group received a commercial agave drink (grape-flavored pasteurized agave nectar in water), as there is some evidence that agave is as effective as raw honey in relieving coughs.* The kids who were given the placebo or agave "medicine" coughed less than kids who were given nothing.

Lead researcher Dr. Ian Paul, of Penn State College of Medicine, understands what parents of sick kids are going through. "Pediatricians typically tell parents, 'Don't give your child anything,' or at most give them acetaminophen or ibuprofen," he says. "We know sick children are miserable and can't sleep, and parents are frustrated that they can't do anything to help." Now his research is providing that help—through placebo. "It is possible that giving a sweet liquid 'placebo' is preferred for families and children than doing nothing or, even worse, taking an unnecessary antibiotic."



Just what is a placebo? It is a pill that has no therapeutic effect, such as a sugar pill, or a treatment that appears to be real but is really not, including "sham" surgery or another type of "fake" intervention. Placebos work—and we are not really sure how—through the mind-body interaction. If you think a medicine or a treatment is going to help you, it probably will. So, placebo works off of our expectations, and it can work amazingly well, at least for adults. In fact, it can be so effective that in clinical trials of new medicines, researchers have to account for it in the research results. It has been shown to work in amazing ways, from preventing nausea to reducing pain to, in rare cases, stimulating remission from cancer.

Kids seem to be especially responsive to placebo. But parents have to "sell" the placebo, emphasizing how it will help, comfort or otherwise improve the child's condition. Kids will pick up on parents who are trying to "fool" them. And researchers feel that the nurturing that comes along with dispensing a "medicine" and otherwise making a child feel more comfortable goes a long way toward making the placebo effective.



Some physicians, however, are uncomfortable about recommending or using placebos. They wonder if it is ever okay to “fool” someone. The champions of placebo counter by saying that if no harm can be done medically and there is some indication that the placebo can help—as in the case of a child with a cough or cold—then it’s ethical.

Another concern is that parents not overuse placebo. Physicians warn that it is not a good idea to teach kids, through experience, that whenever they don’t feel well all they have to do is reach for a pill or medicine. But used sparingly and wisely, placebo can work to help parents deal with a child who has a minor illness naturally and safely.

* Because of the risk of botulism, raw honey, or any type of honey for that matter, should not be given to very young children. Agave does not carry that risk.



Featured Therapy: Massage

Ask people who get a massage regularly and they will tell you that it is an integral part of their life and their wellness regime. It’s not uncommon to hear massage enthusiasts say, “I couldn’t function without



that hour of bliss every week!” They are not exaggerating. Massage is not only a therapy, it is a delight! Ahhhhhh! Feel the stress melt away. Experience the relief as chronic or acute pain lessens. Move with confidence as your muscles relax, your spine lengthens, and your whole body feels more flexible.

Contrary to common expectations, massage does not have to be an indulgence. At Integrative Life Solutions, we keep having a massage incredibly affordable: A 30-minute relaxation massage is \$30, an hour is only \$45, and a 90-minute massage is an incredibly low \$65. Those aren’t special prices. They are our everyday low prices, with

no contracts or bank drafts.

Massage not only helps you feel great, it is therapeutic as well. Studies show that it can help improve the physical functioning and the emotional state of people with sports injuries, multiple sclerosis, cancer, depression and anxiety, pain, osteoarthritis, and a whole host of other conditions. To say nothing of relieving stress, which is known in medicine as the silent killer.

We are so used to feeling stressed out that we think this uptight, on-overdrive feeling is the new norm. It’s not. It corrodes our bodies from the inside out, because stress hormones (chemicals such as cortisol) cause inner inflammation, stiffen arteries, increase blood pressure and heart rate, and have a generally harmful effect on our overall health if it is left unchecked. What’s more, these stress hormones can linger in our body for up to six hours after a stressful event, such as an outburst of anger. More than 12 studies, however, have shown that massage can reduce cortisol by up to 50%! Even a 30-minutes massage can dramatically lower your stress and beneficially shift your body chemistry.

The health benefits of massage are too numerous to list, but here is a sampling. It stimulates the release of neurotransmitters that can help lift depression. Studies show it provides a boost to your immune system. It can reduce the number of migraines you suffer and generally relieve headaches. It promotes better sleep. Several studies have shown that it helps relieve back pain more effectively than spinal



modification or acupuncture, reducing the need for painkillers by as much as 36%! It can be especially helpful for arthritis pain.

There is simply no reason *not* to “treat” yourself to the healing experience of massage. And, with the holidays right around the corner, a gift certificate for massage, for either individuals or couples, is usually well received and much appreciated.

At Integrative Life Solutions, our massage therapists are available to consult with you individually, providing the personal attention you need so that you receive the type of massage that is perfect for your condition. From stress relief to pain reduction, massage is a natural choice on your journey toward healing and feeling great. You can also increase your pleasure, by adding aromatherapy and/or hot stones to your massage.

Be sure to check out “What’s New at ILS” at the top of this newsletter for a new, affordable massage package: a free 15-minute consultation and 15-minute chair massage when you choose a prepaid package of four 30-minute massages for only \$100.



Keeping Secrets Is Bad for Your Health

There are two kinds of secrets: Happy secrets, such as planning a friend’s 50th birthday surprise party, and shameful secrets, such as a past misdeed or trauma that makes you more apt to take 100 lashes than ever let it see the light of day. It’s this second kind of secret that you have to watch out for in terms of your health.



Let’s face it, we all have secrets. Some are small, some whoppers, but they all can put your health at risk, especially if you are male.

Because men have a particular aversion to feeling of shame and many secrets evoke that feeling, secrets may be a bit harder on men from the health standpoint than for women. Harvard psychologist Dr. William Pollack says that shame is one of the most powerful emotions for making men feel less masculine.

“They’ll go out of their way to deny anything that will bring them shame,” he says. While some things deserve to be kept private, most secrets do more harm when they stay hidden than if they saw the light of day—and they do more harm than just to our self-image and self-esteem.

Keeping secrets—really, keeping any strong emotion bottled up—can cause chronic stress and anxiety, which over the long term can wear on your immune system. Stress is a biochemical process in which chemicals such as cortisol increase, and when they don’t dissipate they stress your heart, blood vessels, organs and more.

Neurologists have found that the stress of keeping a secret also adversely affects your brain. An area of the brain called the cingulate cortex is involved with processing emotions, and it is “wired” for truthfulness. So, not allowing it to work as nature intended sets up an environment of confusion and stress.

Meanwhile, your orbital prefrontal cortex, the seat of complex thought and decision-making, is imaginatively running all the scenarios of what might happen if your secret gets out. If your decision to keep the secret wins that battle, then you have created a log-jam between these two parts of your brain. The orbital prefrontal cortex keeps your secret, while the cingulate cortex wants you to tell it. The result is a flood of stress hormones, which



can affect not only brain functions such as memory and decision-making (both get worse) but can adversely impact your gastrointestinal tract, blood pressure and other physiological functions, such as sleep and metabolism. There are also psychological ramifications from mood swings to an increase propensity for anger, to say nothing of prolonged low-level feelings of anxiety.

The bigger your secret, the more pronounced the stress. Keeping a secret is like seeing a lion out of the corner of your eye—all the time. The stress of keeping the secret puts your body into constant flight-or-flight mode, and that stress will ultimately affect your health. The effects of stress can even age you faster, not only by compromising your immune system but also by reducing the elasticity (collagen) in your skin, which lead to more wrinkles.

So what can you do to keep your health from being compromised? One solution is to reveal the secret. Studies show that “coming clean” can be profoundly transformative, and the consequences of doing so usually are not as dire as we imagined they’d be. Getting that “monster” off our chest is good for you physically and psychologically. In one study in which survivors of the Holocaust were studied, those who talked about their experiences, even if only occasionally with family and friends, were significantly healthier than those who did not.

As they say in Alcoholics Anonymous, “You are only as sick as your secrets.” Even if you decide to stay mum, you can take steps to reduce the stress of keeping something hidden inside. Tell your secret to yourself!



Research has shown that simply writing out the pros and cons of revealing your secret can go a long way toward reducing stress hormones and improving blood pressure, immune function and overall health. Or, sit in front of a mirror and speak about your secret out loud when you are alone and sure of your privacy. If you do this periodically, you may find that speaking about it, even to yourself, eventually helps reduce the stigma you attach to the secret and certainly will help alleviate the stress, which is good for both your body and mind. It’s like releasing the valve on an overinflated air mattress. Letting a little air out of your secret can make dealing with it more comfortable and less burdensome to body, mind and spirit.



Events and Classes



For more information about classes and events, click on the [Events](#) button on the Home Page.

There are no special events or classes at this time.



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