

# Healthy Wednesday Club

## Newsletter Issue 2



**February 13, 2008**

How are you all after your first healthy Wednesday? Breakfast has become a truly crunchy affair, but the taste of the almonds and the walnuts with the creamy flavour of the yoghurt adding a healthy moistness has been so enjoyable.

There are a few new things to do this Wednesday, but you can keep doing the ones from last week if you wish. Maybe you can alternate for a bit of variety. I guess the keen ones will do everything and keep adding to their Wednesday activities and even let things spill over into other days. It's up to you.

The article this week is about the next big business trend. This is part of our Healthy Wednesday wealth development which goes hand in hand with body, mind and soul. But first a workshop announcement:

### **HEALTHY WEDNESDAY WORKSHOP**

**Wednesday 20<sup>th</sup> February**

#### ***Syndrome X – Our Addiction to Sugar***

Diabetes – late onset, Type II.

Insulin Resistance

What do these things really mean? What happens when we eat that yummy cream bun?  
Is it really that *bad* for us? Isn't chocolate supposed to be good for you?

Learn the facts about sugar, insulin, type II diabetes and the dreaded Syndrome X so that you can break the cycle that could be sending your body into serious problems. There are plenty of good things that we can do that are a pleasure for the tastebuds AND helpful for our body and mind. Our resident brain expert Richard Hill will team with body and lifestyle expert Susan Davis from the Davis Health Centre to paint the picture simply and clearly.

#### **Your body can't afford to miss this presentation!**

When: 20<sup>th</sup> of February, Wednesday, 2008

Where: Level 11, 6- 10 O'Connell Street, Sydney, NSW 2000

Time: 6:15 pm for 6:30 pm Start to 8:00pm

Phone: Office on 02 9231 2133 or Helen on 0419 446 960

#### **BRAIN FACTS**

Zinc is important for a number of chemical reactions in the brain. Even small deficiency can effect learning, short term memory, thinking and reasoning. Zinc is necessary in activating more than 300 enzymes and a number of other proteins. Zinc is a great co-worker and we need plenty of it. It is also important for our immune system. Foods: whole grain cereals, red meat, fish, eggs, legumes.

#### **BODY FACTS**

There are as many hairs per square inch on your body as a chimpanzee. You don't see all of them because most are too fine and light to be noticed.

Americans on the average eat 18 acres of pizza every day.

Call now on **02 9231 2133** and Join our **Healthy Wednesday Club** call now.

## **HEALTHY WEDNESDAY ACTIVITIES**

### **Try to do just one, if not all, this Wednesday**

**Exercise:** Stand up when you answer the phone. Preferably move your phone so it is a few steps away. Sit down to speak to the caller, take notes etc, but then stand up again to hang up. This little change will really get your legs going!

**Mind:** See how many animals you come across in the day. What do they bring to mind? Are they happy? Do they want you to come closer or leave them alone? Do you want to get closer or leave them alone? What feelings come up and what memories are stirred?

**Soul:** Look at the clouds and see if you can imagine what they look like THEN imagine a story about what you see. Let the story be a message to yourself that gives you some insight or answer to a question or even just a positive message for the day.

## **THE NEXT BUSINESS TREND**

There are two trends that are rising to the top. Together they might well be the biggest thing for quite a while.

Health and Nutrition is one of the biggest economic trends of our time. According to Money Magazine, the nutrition industry “is the mother of all trends”. And according to the best-selling author and two time presidential advisor of United States, Paul Zane Pilzer, the nutrition industry will become a trillion dollar industry by 2010, in just two years time. We are yet to see the economic tidal wave that the baby boomers are creating!

The “baby boomer” generation is now in their mid-40s to mid 60s and many are at the height of their earning and spending power. They make up about one third of the population and account for about two-thirds of spending. In years gone by the ‘boomers’ helped the driving power behind the growth in baby foods, clothing, sport goods, real estate and the like. These things catered for the needs of these baby boomers. But the times are a-changin’ and the baby-boomers are changing their focus to health and nutrition.

Following the industries the baby boomers are supporting is the key to financial success, but it is more than just the boomers. The need for health and fitness is also striking the younger X and Y generation who spend too much time sitting behind computers and have been fed a disabling diet of junk and fast food for too long. They too are putting their hands up for help as well as the new young parents who are seeking to give the best to their children.

How do we know it is set for explosive growth? You just have to look at the evidence. Awareness is increasing rapidly about the role supplementation plays in optimizing long-term health. Darrell Zahorsky, president of Profit Innovators in the US, forecast in About.com that quality of life is the new focus. He predicts a big movement in the energy drink market. Julian Mellentin, director of the Centre for Food and Health Studies in London, forecasts that the future focus will be on digestion, natural health, beauty and kid’s nutrition.

The business section of the Guardian reported in 2006 that Burger King profits were down and this could be directly attributed to “perceptions about obesity and competition from... healthier options in response to nutritional concerns”. McDonalds reported increases at that time due to adding products like carrot sticks, apple dips and walnut salads.

Call now on **02 9231 2133** and Join our **Healthy Wednesday Club** call now.

The simplest message is what is staring us in the face. Indirectly related industries are already making the move. Supermarkets are selling organic foods and medicinal herbs. Hardware stores sell non-toxic paint and water filters. Travel Agents promote healthy, spiritually enriching tours.

The second big trend is about who you can trust. Advertising has become so sophisticated in the way they manipulate people that we are becoming disillusioned about what is a genuine deal or good product. The solution to this is the rise in word-of-mouth and networking. People are looking for the personal recommendation, business people are joining social networking groups like Xing, Ecademy and LinkedIn and shoppers are looking for direct access to products that are personally explained. Pharmacists are responding to this well with a lot more personal attention and information when dispensing prescriptions. This need is also changing the way that network marketing companies are giving access to information and products.

Nutritionals, health, well being and networking will be a flourishing combination in the near future. We feel that the Healthy Wednesday Club has emerged from this need and desire. The first step to take in any new trend is to gather information and the first thing to do in networking is to gather support. Please come to our information evenings and workshops and enjoy the company of like people interested in a better life. We hope you spread the word and help us all grow towards a life of greater health, wealth and happiness!

Looking forward to sharing more thoughts, suggestions, news and making a very Healthy Wednesday connection with you!

Take Care,

The Healthy Wednesday Team

The new business trend of non-toxic paints  
and letting kids do whatever they damn well please.  
Viva la Revolution!



Call now on **02 9231 2133** and Join our **Healthy Wednesday Club** call now.