

## THE FIVE SENSES

- Hearing Better:  
Hearing Aids/Testing  
Centers  
Interpreters
- Seeing Better:  
Optometrists  
Physicians:  
Ophthalmology

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## GENDER CARE

### Dealing With the Special Issues of Men & Women

- Breast Health & Screening  
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- Menopause
- Physicians: Obstetrics &  
Gynecology
- Women's Health  
Centers/Services/Product

## ONE SIZE DOES NOT FIT ALL!

For a short while, some of us accepted the unisex, one size fits all, gender neutral products and services that were being pushed at consumers by large mass-marketing giants. We woke up somewhere along the way to once again say, "viva la difference," embracing individuality and specific gender variables.

If you generically search online for "dietary supplements for women" or "herbs for men," you will be inundated by site possibilities and sales pitches. While there may be bulk cost-savings to be found when ordering from such websites, a more personal approach for specific supplements and herbal remedies can be your best bet. The relationships you create with your health care providers or local wellness outlets – those who know you and your needs – are priceless.

Despite the move toward more gender targeted products, there are still the ubiquitous multivitamins for

men and women. However, according to Linda Sawall, Co-owner of Sawall Health Food Products, Inc. other supplement paths diverge from that baseline. "Many men are interested in some nutritional help for prostate problems and libido while menopausal relief remedies for women are very popular," Sawall adds. "One supplement commonly requested by both is glucosamine chondroitin for arthritis and overall joint health."

There are also distinct differences in the way both genders move toward physical fitness, according to Tyler Norman, Fitness Director at West Hills Athletic Club in Kalamazoo. "There often is a different motivation for men and women," he says. "Women tend to prefer sculpting, muscular definition, toning and weight loss, while men often want to develop muscular strength and build muscle." In his day to day efforts, Norman notices that both genders are interested in being healthy and increasing their functional capacity. "Women are at higher risk for osteoporosis and osteoarthritis, so weight bearing exercise or resistance training is important," he states. "When you develop the muscles, the bones adapt and increase their density."

Men have more chronic lower back pain, so we work on flexibility and abdominal strength to help support the weight of the upper body," Norman adds. "Women have a higher degree of flexibility, so we work on posture and good abdominal strength." Functional strength in the core - abdominals, oblique and lower back muscles - is often neglected in both genders, but Norman says the differences for men and women include individual adjusting of the levels of weights used in their training sessions at the 11th Street facility.

One of the more unfortunate gender inequities when adults focus on weight loss is that men burn more calories while exercising than do women. "For most of the population I work with, weight management through energy balance and

caloric expenditure is a priority," Norman notes. "Men generally have more muscle mass, so they burn more calories."

Some approximate examples, based on exercising for a certain time period calculating comparisons with a 200 pound male and a 145 pound female:

30 minutes of general aerobics -  
men 272, women 197  
1 hour walking, moderate pace -  
men 317, women 229  
45 minutes, stationary bicycle -  
men 340, women 247

(Source: "Calories Burned Calculator" at healthAtoZ.com)

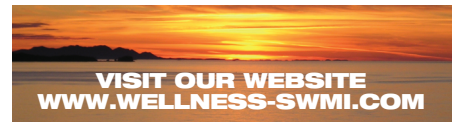
"Eliminating or minimizing conditions such as diabetes, high blood pressure or high cholesterol through fitness uses basically the same principles for men and women," Norman adds. "Consistence and dedication to nutrition and an exercise program are key components for success, no matter your gender. Perseverance prevails."

Centuries of oral traditions have helped to pass along herbal recipes through generations of indigenous tribes worldwide. Similar "home-remedies" are found in all cultures, where the matriarch of the family instructs the young people how to concoct poultices or brew the right kind of tea from the herb garden to help certain ailments. You'll find those tried and true "helpers" in more modern packaging at health food stores or even on the shelves of your local supermarket. Just check the tea selection and you might find a pleasant, natural surprise or two.

According to Sawall, for decades, her family has focused on specific gender-oriented information for diet and nutrition. "Back in 1936, my husband's grandfather began dispensing advice on minerals, selling them door to door in Detroit, including stressing calcium for women," says Sawall. "He was way ahead of his time with what we now call 'green' products and concepts such as using garlic to boost your

immune system." The current Sawall store on Oakland Drive in Kalamazoo is the combined result of many incarnations of Sawall health outlets, including other family operations in Lansing, Grand Rapids, Detroit and Bay City.

There's an adage, "Everything old is new again." We have seen that philosophy come to life in this so-called "New Age." It's not new. Instead, we are on a journey to rediscover the old ways and our innate connections to nature. This acknowledgement also includes recognition - and acceptance - of the unique differences in mental, physical and spiritual needs of men and women.



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