

Longevity is... Possible?

Dr. Robert N. Butler's new book, *The Longevity Prescription – The 8 Proven Keys to a Long, Healthy Life* is based on more than a decade of research at the International Longevity Center and elsewhere on keys to healthy aging. The book has been hailed by reviewers as "accessible, well written and important" and as practical guide to healthy living based on scientific evidence.

focused on helping the senior population age well and live vibrant lives.

In *The Longevity Prescription*, Butler outlines eight essential facets of longevity: exercise, nutrition, mental vitality, sleep, relaxation, love and intimacy, community connections, and medical care.

With each chapter providing specific, prescriptive advice, that has been proven to delay or eliminate chronic illness and promote health, *The Longevity Prescription* outlines a step-by-step plan for maintaining optimum wellness and offers eye-opening statistics and research-based information.

You may be surprised to learn that a good marriage at 50 — not a low cholesterol level at that age — is a better predictor of good health at 80. Or that stress reduction and a good night's sleep are wellness strategies just as essential as exercise and diet are.

Other findings include: why honing a center of balance is a key to physical health; how the brain can be trained to regain lost function and ensure continued clarity; why starting a second career in retirement can lead to contentment, and more.

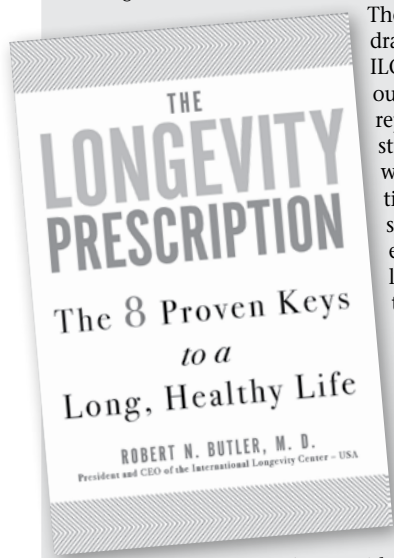
With guidance for formulating an action plan and adopting new habits and strategies, *The Longevity Prescription* offers the latest information on special health challenges, such as diabetes and cancer.

Editor's note: *I liked the non-medical parts of this book the most—the focus on mindfulness and embracing life with eye's and senses fully aware as opposed to living life fearful. I would also say this book can be very useful if you are younger and yet caring for older parents or relatives. It can help you manage their care better.*

For more info on the International Longevity Center, visit www.ilcusa.org.

The Longevity Prescription: The 8 Proven Keys to a Long, Healthy Life.

By Robert N. Butler, M.D.
Hardcover: 288 pages.
Avery. May, 2010.
ISBN-10: 1583333886.



The book draws on the ILC's various research reports and studies as well as scientific consensus conferences where leading authorities on topics ranging from cognitive health to sleep and others are in evidence.

As one reviewer said, "this book is for everyone across the life course—young folks, Boomers and older people too."

The internationally revered, Pulitzer Prize-winning father of geriatric medicine offers a revitalizing plan for reaping the rich rewards of the final third of life.

Dr. Robert N. Butler's name is synonymous with healthy aging. As the founder of the first department of geriatric medicine in the country at Mount Sinai and the National Institute on Aging within the National Institutes of Health, he is widely regarded as the father of geriatric medicine.

He is a Pulitzer Prize-winning author, a frequent adviser to the World Health Organization, and the founder of the International Longevity Center, whose mission is to champion research and policy

Massage DIY?

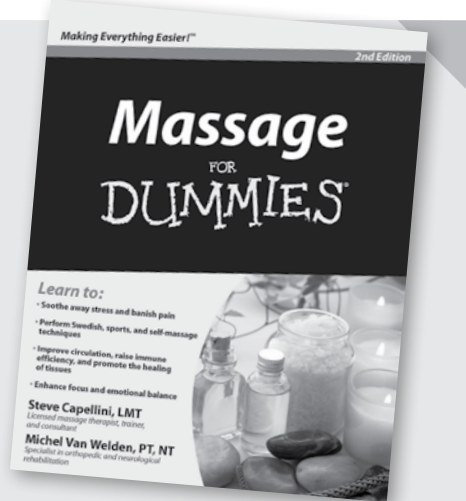
No, this book, *Massage For Dummies*, is not about how to give a massage to a mannequin. Think you are too busy and broke to regularly get a massage? Think again! Massages go beyond a spa day or a great birthday gift. A good massage not only feels good, it can help you relieve stress, get sick less often, look better, and even perform better at work! So what are you waiting for?

Discover how to knead your way to relaxation and wellness with this fun guide to the art of massage. With the help of numerous step-by-step, hands-on photos and illustrations, *Massage For Dummies*, shows you, move by move, how to harness the healing power of touch. In no time you'll master the basics and learn how to give and receive a therapeutic massage.

Other lessons include: Guidelines for Giving Massage, The Rules for Receiving Massage, Avoiding Vulnerable Massage Areas, Self-Massage Techniques to Use at Work.

Whether you want to get a massage or find out how to give one, *Massage For Dummies, 2nd Edition* can show you how to integrate massage and its benefits into your everyday life.

Editor's note: *Is this the last DIY frontier...giving yourself or someone else a massage? I doubt it but this is one area you'd really never have thought of in such practical terms. Some of the advice is very basic and*

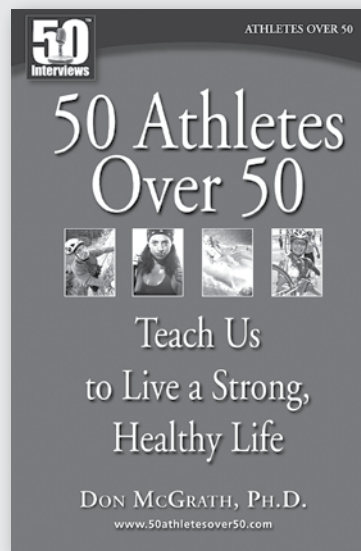


"duh!" at times, however, the book is good at explaining the proper techniques.

About the Authors: Steve Capellini, LMT, is a licensed massage therapist, trainer, and consultant. He has written several books and has appeared on TV and in magazines. Michel Van Weiden, PT, NT, received his training at the Physical Therapy Institute of Paris, specializing in orthopedic and neurological rehabilitation.

Massage For Dummies 2nd Edition
Wiley, John & Sons. June 2010.
Paperback: 360 pages. \$21.99.
ISBN: 978-0-4705873-8-6

Inspiration to Get in Shape



In his book *50 Athletes Over 50 Teach Us to Live a Strong, Healthy Life*, author and speaker Don McGrath shares his experiences and lessons learned from interviewing 50 athletes over 50 years of age from around the world. The athletes participate in a wide variety of activities including running and cycling to bodybuilding and even dance, and all are leading extraordinarily healthy lives.

"My goal in writing the book was to learn how to stay active and successful in my sport, rock climbing, for as long as possible," says McGrath. "Along the way, I discovered that the athletes I was interviewing had a much more important tale to tell.

They are all living spectacularly strong, healthy lives," he adds. Between the covers of McGrath's book you will find insights that he gathered along his journey, humorous and

touching stories from the athletes, written exercises to help you lead a stronger, healthier life, and commentary from world experts on our active and aging population.

You will peek into the lives of Linda Quirk, who ran seven marathons on seven continents at age 55, and in 2010 plans to run across four of the world's largest deserts; Sandy Scott, 69, who broke a vertebrae at age 65 and four years later won a state cycling 20K championship; and 75-year-old veteran tap dance Gene GeBauer. You will get insights from Nikola medic Ph.D., an expert in sports psychology, and hear from Vonda Wright M.D., Director of the Performance and Research Initiative for Masters Athletes at the University of Pittsburgh Medical Center.

"The intent of this book is to teach people in their thirties and beyond how they too can develop the habits I found in these extremely healthy athletes," says McGrath. "I feel that the lessons these athletes shared with me can change people's lives. With the kind of Healthy Reform these athletes practice, we would need less health care reform."

About the Author: Don McGrath is a lifelong athlete who competed in running at the national level, his current passion is rock climbing in the Colorado Rocky Mountains. He has established the 50K-Active/Athlete Challenge to recruit 50,000 people to adopt five healthy habits that he observed in the athletes interviewed for this book.

50 Athletes Over 50 Teach Us to Live a Strong, Healthy Life
By Don McGrath.
Published by Wise Media Group.
February 2010. 212 Pages. \$21.95
ISBN: 978-0982290712

Get Toned Your Way

Fitness enthusiasts can now customize their workouts with the DVD *Total-Body Toning With Lashaun Dale* (Human Kinetics, August 2010). Fitness expert Lashaun Dale has created a DVD that offers a series of interchangeable workouts for weight loss, improved cardio, and toned muscles.

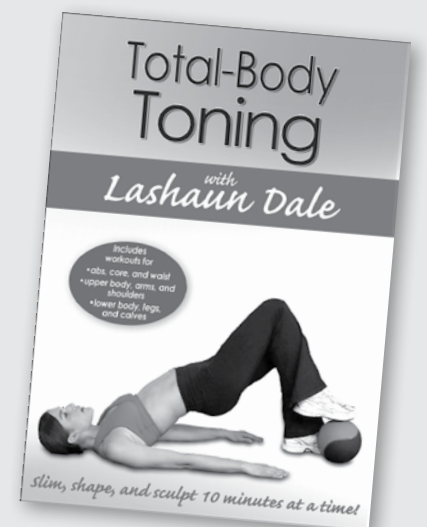
"My DVD offers a strong workout that is meant to get people in shape," Dale says. "It's accessible to those new to fitness who don't know how to do squats or need to improve their range of motion. At the same time, the combined workouts offer a serious workout for those wanting to push themselves."

Total-Body Toning With Lashaun Dale offers eight 10-minute routines that combine traditional and nontraditional resistance techniques using basic equipment, including free weights, balls, a step, and a mat. The customizable DVD allows viewers to combine these routines to create a progression and level of intensity appropriate for their fitness needs.

"I progressively prepare people for exercises so when they are performing squat jumps and squat thrusts, their joints don't hurt," Dale says. "I think that is a really strong asset that is not always offered on DVDs."

She also includes four preprogrammed workouts that provide intervals of cardio and strength training to give viewers more focused workouts and better results. "People need to work out four times a week if they really want to make a change in their bodies, and variety is really important," Dale explains. "In the DVD, I provide a diverse offering that is meant to inspire people so they will show up every day to work out."

Lashaun Dale is certified by the NSCA,



Yoga Tune Up, and the CHEK Institute, among other organizations. She specializes in core conditioning, youth fitness, yoga, and balance and flexibility training. She teaches group and private classes and offers workshops, seminars, and master classes worldwide.

For more information on *Total-Body Toning With Lashaun Dale* or other health and fitness resources, you may visit www.HumanKinetics.com.

Total-Body Toning with Lashaun Dale
By Lashaun Dale. August 2010.
DVD: 90 mins. \$16.95.
ISBN: 978-07360-9674-4