

Are You Ready for Some Football?

Your Brain Isn't

By Kristin Sears

Football season is here, and fans are breaking out their jerseys and following their fantasy football picks religiously. Even though National Traumatic Brain Injury Awareness Month falls in the beginning of the football season, the fans and NFL alike conveniently ignore the dangers of this sport.

For years, we've heard reports of the damaging effects football has had on players' brains. Last year, there was even a Hollywood film released, *Concussion*, which put the debilitating effects of the sport into mainstream conversation. The film revealed the truth about brain damage in football players who suffer repeated concussions in the course of normal play.

But the latest movie, and numerous reports, only highlighted one thing we already knew: **Traumatic brain injuries cause continuing neuro-inflammation.** It's time to tackle this problem head-on.



Photo credit: Aspen Photo / Shutterstock.com

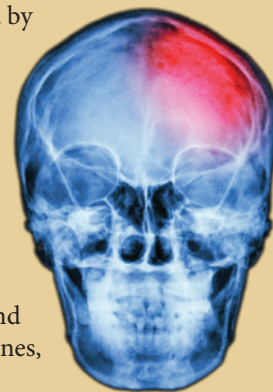
It's Possible: You Can Reverse Inflammation Caused by Traumatic Brain Injury

Over the past decade, there has been promising work to reverse traumatic brain injury conducted by Dr. Julian Bailes (a.k.a. the doctor portrayed by Alec Baldwin in the movie, *Concussion*) and my dad, Dr. Barry Sears.

Through animal and human case studies, both Dr. Bailes and Dr. Sears have learned that reversing inflammation caused by a traumatic brain injury can only be accomplished with adequate levels of EPA and DHA (two key omega-3 fatty acids found in fish oil), as well as the subsequent hormones, *resolvins*, made from EPA and DHA.

Reducing the neurological complications of traumatic brain injury is possible with enough EPA and DHA because they will reduce the ratio in the blood between arachidonic acid (an omega-6 fatty acid) and EPA to between 1.5 and 3. This relationship is referred to as the AA/EPA ratio.

Sadly, the AA/EPA ratio in the average American is about 20, and will be even higher in those with brain trauma. From these findings, Dr. Bailes (along with my dad) have concluded, "the supplemental use of fish oil during football season makes good sense."



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A Revolutionary Catch-all that Football Players Should Receive

Will the NFL and media catch on to this revolutionary protocol for treating traumatic brain injury? They could take a page from the Green Bay Packers' playbook, the pro team that has been taking OmegaRx fish oil since 2010. Or perhaps Hollywood could release *Concussion 2*, where Dr. Sears can convey the impact of fish oil on brain trauma recovery. Dr. Sears has been on TV enough times that he could surely make the move to the silver screen.

Yet, it's not just players in the NFL who should be worried. Traumatic brain injury can occur as early as Pop Warner, the national youth football league played by kids as young as five years old. As a female who's 5'4" on a good day, the urge to play football never appealed to me. But my son, Lukas, may be lured into playing. At nine months, he's already towering over his baby pals, since clearly my 6'4" dad's genes skipped a generation. As a parent, I'm extremely uncomfortable with permitting my son to play football knowing what I know about

traumatic brain injury. How will he or any other kid accept being told 'No,' especially by two hypocritical parents who thoroughly enjoy watching football?

From Pop Warner to pro level, the only weapon for practically guaranteeing brain safety is to not play tackle football.

But if you or a loved one must play, or are feeling lucky, at least you can take high-dose, high-purity fish oil. Your brain will recover faster from a concussion.

You wear a helmet to play football. Why not add internal armor? To get double protection, get on a fish oil regimen before you get hit. We recommend our new OmegaRx*2 fish oil. Your brain will thank you.



Get the Score on Youth Football

Concussion rates for youth under the age of 19 who play in football **have doubled** in the last decade.

The impact speed of a football player who tackles a stationary player **is 25 mph**.

The chances of a youth football athlete **suffering a concussion** this season **is 75%**.

Manage concussions early. **The frontal lobe develops until 25 years old**.

Source: 36 Shocking Youth Football Concussion Statistics, healthresearchfunding.org.



Photo credit: Ken Khapp



Find 100's of
Zone-friendly
Dishes

[zonediet.com/
recipes](http://zonediet.com/recipes)

Fennel, Apple and Celery Salad

Transition into fall with this crisp, zesty salad that combines a sweet crunch of apple with lemon-flavored veggies. Serves 3.

Ingredients:

- 2 Tbsp Lemon Juice
- 1½ tsp Dr. Sears' Extra Virgin Olive Oil
- 2 tsp Water
- Salt and Pepper (to taste)
- 1 Bulb Fennel (half pound, thinly sliced, including some of the feathery tops)
- 1 Apple (thinly sliced)
- 2 Celery Stalks (thinly sliced)
- 1 Tbsp Low Fat Feta Cheese

Instructions:

1. Whisk together lemon juice, olive oil, water and salt and pepper in a medium bowl. This will make the dressing.
2. Toss with remaining ingredients.
3. Serve with your favorite protein.



81
calories
per serving

Shake and Bake...

Right from the Farmers' Market

By Sue Knorr

More than 90% of Americans do not eat the amount of fruits and vegetables recommended by the latest U.S. government guidelines. I'd like to think that means they're eating more than the recommended amount. Realistically, I doubt it.

Head on Down to the Farmer's Market

To add more vegetables into your life, grab your tote bags, pack up the family and head out to a farmers' market near you. You'll find something for everyone, from the classic cucumbers and spinach to the more exotic edible flowers and squash blossoms. Make the most of the bountiful harvest picked at its peak. Choose a variety of colors, the brighter the better. Vegetables are loaded with vitamins, minerals, polyphenols and fiber that make you healthy and happy.

Zone-friendly farmers' market veggies include kale and Swiss chard (great when lightly sautéed in extra virgin olive oil, topped with a vinegar or thinned almond butter), red cabbage, broccoli, cauliflower, celery, endive, various radishes, kohlrabi, fennel, onions, garlic and mushrooms. Two of my favorites are tomatoes and zucchini. In case you're wondering, zucchini bread is not high on the list of Zone-friendly veggie choices.

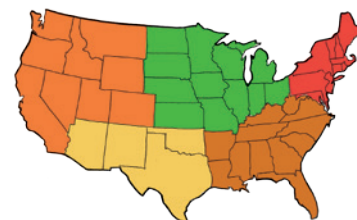
Now Get Cooking (or not)

The good news is fresh vegetables require little to no cooking. Keep it simple, both for convenience and for maintaining peak nutrient content. If you're not a raw vegetable fan, lightly steam your veggies in a small amount of water, or briefly cook them on the stovetop in a skillet with a little extra virgin olive oil. Roasting is another easy method: Place chopped vegetables on a cookie sheet or open baking pan, and roast them at 350 degree to desired taste. Drizzle with olive oil and season with salt and pepper.



On your next trip to the farmers' market, remember to pick up some zucchini and fennel so you can try the two easy recipes below. Enjoy!

Favorite Fall Produce by U.S. Region



West



Midwest



Southwest



Northeast



Southeast



Shake and Bake Zucchini Fries

These crispy zucchini fries dipped in warm tomato sauce are the perfect comfort-food snack for when your cravings hit. Serves 2.

Ingredients:

- 3 Baggies (for shaking)
- ½ lb Zucchini (cut into 3–4 inch sticks)
- 1½ Tbsp Almond Meal (divided)
- 1½ Tbsp Flour (divided)
- 1 Tbsp Parmesan (finely grated)
- Salt & Pepper (to taste)
- 3 Tbsp Egg Beaters, Whites
- 1 Tbsp 1% Milk
- Cooking Spray (Pam Olive Oil)
- ⅓ cup Tomato Sauce (warmed)

Instructions:

1. Preheat oven to 425°F.
2. Cut each zucchini into 3–4 inch sticks.
3. Baggie #1: Add half the almond meal and half the flour.
4. Baggie #2: Add half the almond meal, half the flour, the finely grated Parmesan and salt and pepper to taste.
5. Baggie #3: First, use a fork to beat the egg whites and milk in a small bowl. Then put mixture in baggie.
6. Add half the zucchini sticks to Baggie #1 (flour-only mixture). Shake, then repeat with other half.
7. Transfer zucchini sticks to Baggie #3 (egg mixture) and shake.
8. Transfer zucchini sticks to Baggie #2 (flour/Parmesan mixture) and shake.
9. Place coated zucchini sticks on cookie sheet covered in parchment paper.
10. Spray with Pam olive oil and bake for 25 minutes.
11. Serve with a bowl of warm tomato sauce for dipping.



108 calories
per serving

Healthspan Is the New Lifespan

By Dr. Barry Sears

Successful aging is not truly based on your lifespan, but on your healthspan. Healthspan is measured by an individual's number of years of life without disability.

Aging is inevitable and eventually wears the body out. This is why you don't see too many 30-year old cars in a parking lot. However, the natural aging process can be rapidly accelerated by the development of chronic disease. The more chronic diseases you have by age 65, the faster your healthspan decreases and your overall life expectancy is reduced.

Chronic disease is caused by increased inflammation, much of which is diet-induced. This means the development of chronic disease is not inevitable. You have the power to increase or decrease your healthspan by what you consume in the kitchen.

An Age-old Solution to the Wonder Drug

Rather than expending massive amounts of taxpayer dollars into trying for biotechnology long shots to reverse chronic diseases, it would be more fruitful to investigate populations with successful aging.

A recent study of a large population of Japanese centenarians (a person 100 years or older) indicated that the reduction of inflammation correlated best for increased longevity, while at the same time improving physical and cognitive health. That's a pretty

good definition of successful aging. This suggests that an anti-inflammatory diet should be the "wonder drug" we have been looking for.

Increasing Your Healthspan Is Within Your Reach

Successful aging starts with the anti-inflammatory Zone Diet as a foundation. The Zone Diet will help you dramatically reduce your risk of chronic disease, and improve your mental and physical performance while living a longer more fulfilling life.

Adding high-dose fish oil rich in EPA and DHA, like OmegaRx, is another key component of such an anti-inflammatory nutrition program. Consumption of omega-3 fatty acids helps with longevity, supporting heart health, brain function, cellular rejuvenation, athletic performance and recovery, and vision.

The technology for increasing your healthspan is here today. It starts in your kitchen by eating right, and is enhanced by supplementing essential omega-3 fatty acids.

Longer healthspan is within your reach. You just have to grab it.

The World's Running Out of EPA and DHA



The Japanese are the largest consumers of fish in the world. In particular, the long-chain omega-3 fatty acids (EPA and DHA) they eat are not only anti-inflammatory compounds, but also pro-resolution compounds. It is the unique ability of both EPA and DHA to reduce the start of inflammation and bring it back to equilibrium that makes them distinct nutrients. Thus, anti-inflammatory nutrition using the same levels of EPA and DHA as consumed by the Japanese may be the solution to an increased healthspan.

Is There Enough EPA and DHA to go Around?

Actually, no. A recent publication indicated that even if the total marine stocks of fish oil were used for human consumption instead of being primarily used to raise farmed salmon, there would only be enough for 6% of the world's population to reach the same levels as found in the Japanese population. This does not bode well for the other 94% of the world's population or for future global health care expenses.

**Better stock up
on fish oil today.**

Improve Your Health with Fitness Tracking Wearables

By Lisa Zeigel

Exercise is good for your body and can boost your mood, but did you know wearable fitness trackers are becoming inescapable? You see them adorning the wrists of people both in and out of the gym. Wearable technology was even rated as the #1 Worldwide Fitness Trend for 2016 by the American College of Sports Medicine.

Function vs. Fashion— What do You Want to Wear?

As fitness gear technology advances, so do the things they track. Besides counting steps, they can track heart rate and all physical movement; and of no less importance, quantity and quality of sleep. They can be used as motivational tools, progress trackers and goal-setting tools. They have also proved valuable as a means of social support and a way of connecting with others who share similar goals.

Nowadays, most fitness trackers come in the form of a device that is worn on the wrist. Watches designed for runners, triathletes, trail runners, cyclists and swimmers have been around for some time. However, some leave a lot to be desired from a fashion and ease-of-use standpoint. I know, because I am wearing one that is so large and bulky, it overwhelms my wrist and I haven't even figured out how to use many of its features. It's for this reason people who simply want to become more active choose simpler options that are comfortable to wear and look attractive. There are even some wearable models that mimic fine jewelry.

Women Make Strides Toward Wearables

In addition to the data that wearables collect, the corresponding apps used to catalog and interpret this data are essential elements of using a tracker. eMarketer claims that 25.5% of U.S. adults use wearables at least once a month. Also, while the Wall Street Journal claims male and female usage is about the same, the female market grew 49.2% from 2014 to 2015 while the male market grew by 67.8%.

Still, it is theorized by some experts that women are more aware of health and fitness than their male counterparts, and its importance in their lives. These experts believe that women also have greater concerns of weight loss and staying healthier throughout the process of aging than men.

The Health Information Resource Center has created an annual event just for women. "National Women's Health and Fitness Day" is September 28 in 2016. On this occasion, women of all ages are invited to participate in activities in their communities, homes and



workplaces to bring attention to the benefits of being physically active on a day-to-day basis. One exciting way to do this is to get started with a wearable tracker.

Dr. Sears has been quoted as saying "if you need a watch to tell you to exercise, then you are probably in trouble with motivation." However, in one survey, more than 45% of women tracking their activity reported that they felt encouraged to exercise more regularly. In addition, 40% indicated they were leading overall healthier lives.

3 Tips on Choosing the Right Wearable

There are dozens of types of wearable trackers available, so choosing the right one can be daunting. Here are three considerations to simplify your purchase decision that may also save you money.

1. **Decide which features are important to you**—Determine exactly what you want to track before you buy, as this could substantially impact price. If you do not need to track your heart rate, for instance, choosing one without this feature may save you money.
2. **Don't forget about the app**—Consider the apps that go with devices, as that will impact how you leverage the data that is recorded. Look for compatibility with online food trackers that can help you track your Zone Diet.
3. **Try them before you buy them**—For a reasonable fee, online tech rental sites will allow you to borrow more than one device at a time. You can test each one. If one stands out, you can ship the rest back and purchase the one you like.

Wearing your fitness on your sleeve may be trendy. However, wearable devices help keep track of what you've been doing and can reward you with the tools and support you need to adopt healthy behaviors. You're here to stay, and so is fitness tech.

**Function with
a Little Fashion**

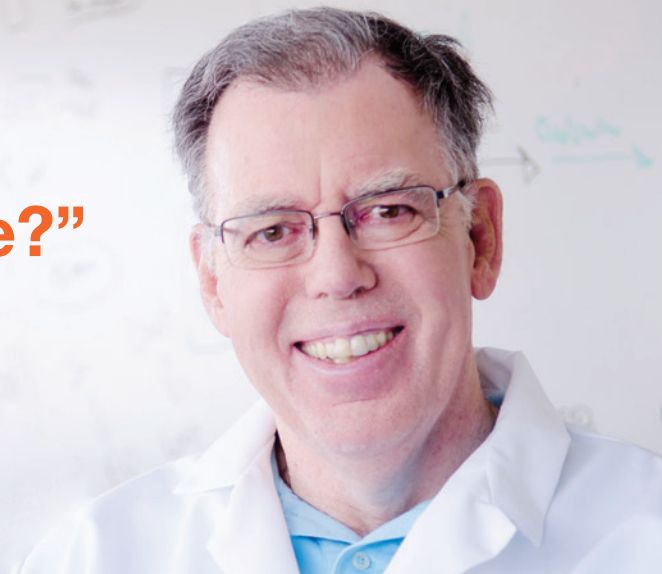
**Fashion with
a Little Function**



“How Do I Get in the Zone?”

It's as easy as

1 Assess 2 Learn 3 Create



Whether you're new to the Zone or a lifelong follower, explore online ways to assess your needs, learn about foods and create delicious Zone meals you may have never tried. We have several Zone tools that when used together, help you optimize your wellness.



Step 1: Assess Your Needs

The Zone Body Fat Calculator provides your Body Fat Weight and Lean Body Mass. Do you know how much protein and how many Zone Blocks you should consume each day? zonediet.com/resources/body-fat-calculator



Step 2: Learn the Foods

Zone Food Blocks help you balance protein, carbohydrates and fat to balance your hormones with every meal based on the exact number of blocks your body needs. How many blocks do you need? zonediet.com/resources/food-blocks



Step 3: Create Your Meals

Use your Zone Food Block count and ingredients to search and explore delicious Zone-friendly meals. PastaRx recipes provide easy protein that keeps you satisfied for hours. zonediet.com/resources/recipes

Q “Does your body manage to expel excess fish oil that it doesn’t need? Taking more fish oil is better than not enough, right?”

A The correct amount of fish oil you need should be determined by the AA/EPA ratio. The goal is to get to an AA/EPA of 1.5. Anytime you take more fish oil, you also want to include extra polyphenols to help prevent any oxidation of the omega-3 fatty acids.

The body is very efficient in absorbing incoming fat. However, if your body needs additional help with absorption, break your dosage up over the course of the day and eat with food. Also, when increasing your dosage, it's best to start low and increase gradually until the dosage your body requires is tolerated.

Q “What is the upward limit of calories that should be in a meal? Or should I just count Zone Food Blocks instead?”

A For most people I like to keep the block size to 4 for males, and 3 for females, meaning about 1,500 calories per day for males, and 1,200 calories per day for females. For more active people, I'd recommend 5 blocks for males and 4 blocks for females. Even for an NFL lineman, I would never recommend any more than 7 blocks per meal.

Medicine is not as complicated as we think, nor is nutrition as simple as we are led to believe.

If you've got questions, ask Dr. Sears at bsears@drsears.com.