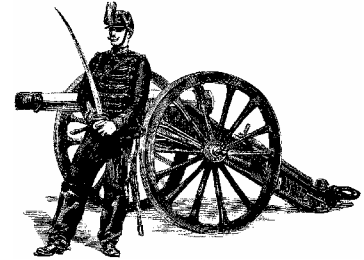


# Lauderdale Wellness News

A Free Monthly Newsletter For The Friends and Patients of: Dr. Brian Malzer D.C.

*“Life is 10% what happens to you and 90% how you deal with it.” ~*  
Unknown

## In 1971 President Richard Nixon Declared A War On Cancer...



**L**auderdale, MN – Back in 1971, President Richard Nixon declared a war on cancer. A war that he claimed would eradicate cancer in, I believe he said, 20-25 years.

### So, What's Happened In That Time?

According to a new book, “Cancer-Gate: How To Win The Losing Cancer War” by Samuel S. Epstein, M.D., cancer rates have done nothing but increase.

As Dr. Epstein points out, from 1950 to 1998, the overall incidence of cancer rose about 60 percent, with much higher increases for cancer of some organs. For non-Hodgkins lymphoma and multiple myeloma, the increase has been 200 percent. Breast cancers have increased by 60 percent.

Prostate cancer has increased 200 percent. For testicular cancer in men of the ages 28 to 35, there has been a 300 percent increase since 1950.

### “But People Are Living Longer”

Yes, they are. Many cancer experts say these statistics are skewed because the life expectancy has risen by over 20 years since 1950. And, if people are living 20-something years longer – they are going to get more cancer.

What the critics fail to acknowledge when telling “their side of the story” is according to Dr. Epstein, the statistics *are* adjusted for age.

So why, according to Dr. Epstein, has the annual budget for fighting cancer increased 30-fold, from \$150 million in 1971 to \$4.6 billion and we are getting more and more cancer?

In his book, Dr. Epstein goes into the politics behind cancer and if you would like to read more about that stuff, I highly recommend getting the book.

What I would like to discuss is something that can potentially have a drastic effect on you and your family's health.

What is it?

In his book, Dr. Epstein claims one of the biggest reasons we are losing the winnable war on cancer is all our resources (billions of dollars every year) are spent trying to find a silver-bullet cure while virtually ignoring strategies for preventing cancer in the first place.

And the “silver bullet cure” approach has, for the most part – failed miserably.

But what about all those “miracle breakthroughs” you keep hearing about on the evening news and in the newspaper?

I hate to break it to you – but those are largely press releases. Basically advertisements.

With 50 percent more cancer in men, and 20 percent more cancer in women over the course of just one generation – where are all the breakthroughs? The real statistics just don't match up.

After reading this book, it occurred to me that not too long ago I sent out a newsletter about the increasing rate of Diabetes. In fact, Diabetes is expected to double worldwide by the year 2030. And it made me think...

Many, if not most, Diabetes cases can be prevented. Yet, staggering amounts of money continue to be spent on a silver bullet cure. And, just like cancer...

### *The Numbers Continue To Go Up At An Alarming Rate...*

So what does all this cancer and Diabetes talk have to do with you and your family? Let me explain with an incredible little story my friend told me not too long ago...

Back when he was in Chiropractic school, my friend went home for winter break. He was over at one of his childhood friend's houses and got into a heated debate with his friend's father.

You see, his best friend's father was about 45 years old, a little overweight, smoked, drank and basically ate whatever he wanted... **Which was a lot of junk!**

When my friend butted in with his unwanted health advice, his best friend's dad said he was perfectly

healthy... because he had no symptoms. And, if something ever happened to him... like a heart attack... he would just have open-heart surgery.

There was no need to prevent heart disease because modern medicine had advanced so much – it could fix him with no problem. Doctor’s would make him “as good as new!”

My friend tried to explain that it wasn’t that simple... but... he was having none of it.

My friend shrugged, wished him the best, and went back to school.

### **Let’s Fast Forward Three Years...**

At 48 years old, this man had a heart attack and was rushed to the emergency room for a triple bypass.

My friend saw him again about a year later. He had quit drinking and smoking; was on a strict, healthy diet; exercised every morning and had lost about 35 pounds.

My friend asked him, “Why the big change?”

He replied that it wasn’t quite as “simple” as he thought. He almost died and the surgery and rehab was no cake-walk. He never, ever wanted to go through something like that again.

He also now realized that he had done permanent damage to his heart and health that doctors couldn’t “fix” and he would have to live with for the rest of his life.

**The point in all this is:** Maybe you’re thinking a little like this guy. Maybe you think you can get away with a few “small” unhealthy habits. And if you ever do get sick – the miracle of modern medicine will rush in and save the day.

And it is easy to think that way. Like we mentioned before, the news is filled with press releases touting miracle breakthroughs just about every day.

Another problem is most people believe sickness and disease only come in one of two ways:

- 1) It is genetic and you are born with it.  
Therefore, there is nothing you can do about it.
- 2) You “catch” it like some kind of virus. If you are exposed to it – you get it. Once again... there is nothing you can do about it.

While everyone has their own personal genetic potential – and some health problems are genetic in nature – many are NOT.

Many health problems and diseases can be the result of an accumulation of small, seemingly insignificant, things.

For example – Who do you think has a higher risk for developing cancer... a person who has a low-stress job, gets 7-9 hours of sleep per night, eats a relatively good diet and exercises moderately... or...

A person who has a super high-stress job, drinks a pot of coffee a day, smokes a pack a day, never gets the proper rest or exercise, is a little overweight and eats junk food?

Even if you do not do ALL the things listed above – any one of them – done long enough – can end up causing a major health problem.

And the excuse that you know someone who drank, smoked and ate garbage their whole lives and yet, lived to be 97 is no excuse. Like we mentioned before – everyone has a different genetic potential.

That person was blessed with superior genes. Chances are, you’re not. And since the only way to find out is to abuse yourself and see what happens – I’d recommend erring on the “healthy” side!

It is possible you can add countless healthy years to you and your family’s lives by understanding most health problems do not attack you suddenly. They manifest after small abuses over a long period of time. And just about all of them can be prevented.

**And don’t forget, if you ever have any questions or concerns about your health, talk to us. Contact us with your, questions. We’re here to help, and don’t enjoy anything more than participating in your lifelong good health.**

## **Discount Massage...*Hooray!!!***

Our wonderful massage therapist J.C. will be here on Tuesdays AND Thursdays beginning in October. Sometimes she has an appointment or two that go unused... what a waste.

### **So here’s what we’re gonna do:**

Tuesday and Thursday mornings she will send out an E-mail listing her afternoon openings. The first person to call and schedule at these times get **\$10 dollars off** that one hour massage. That drops the price to \$50 per hour which is the best deal I have ever heard of.

If you would like to be included on this e-mail list and hear about these great deals, just send an e-mail to [drmalzer@netzero.net](mailto:drmalzer@netzero.net) and you will be added to the list.

No Junk Mail, I Promise. .. Just great deals on massage.

**Inspirational Story Of The Month –**  
(Names And Details Have Been Changed To Protect Privacy.)

## **“Go Over There And Kick The Ball Against The Wall...”**

When I popped in the DVD of the Ironman 2004 World Championship – I had no idea what I was in store for. My friend gave it to me and told me I had to watch it. He told me there was something very special on this DVD – and it didn't have anything to do with swimming, running or cycling.

He also told me it would change my life.

He was right... and it did.

The DVD contained one of the most inspirational stories I have ever heard. And I would like to share it with you...

When they interviewed Sarah Reinertson, she looked like all the other Ironman athletes. Thirty years old and in great shape. She was extremely confident that she would do well in the race and had that “eye of the tiger” glare.

They showed clips of her training...and... I have to admit... she was quite impressive. I am in absolute awe that anyone can swim 2.4 miles then bike 112 miles and then run a full 26.2 mile marathon. Being able to do any one of those feats is incredible – but doing all three of them, back-to-back, is mind-boggling.

But, that's not the amazing thing about this story...

The amazing thing is, Sarah was not always such a great athlete. Not even close.

You see, when Sarah was 8 years old she wanted to play soccer. So, her parents signed her up for a recreation team. Sarah went to practice just like all the other kids, but when it came time to play, her coach made her go off, all by herself, and kick a ball against a wall.

Sarah was the only child this “coach” did this to.

Why would he do such a thing?

### **Because Sarah Only Had One Leg...**

That experience changed Sarah's life forever...

Instead of being devastated and quitting after this, sick and deranged coach's actions, Sarah decided to take lemons and make lemonade.

She burned that experienced into her mind and used it as an unbelievable motivation force that drove her to work harder than anyone else. To practice harder than anyone else. To persevere when times got tough.

Quitting was never an option – in anything.

Sarah trained and trained for years and, in 2004, qualified for the Ironman World Championship.

One of the best parts of this story was when the narrator said on national television, “I wonder what her old soccer coach thinks of Sarah now?”

Another important part of this story is that Sarah didn't finish the race. Like so many who attempt, she just couldn't do it. But...

Just this morning, as I was starting to write this newsletter, I checked on the internet... and...

### **She's Qualified Again For 2005!!!!**

And this time... I'd bet my life she's going to finish.

I'd also bet my life that Sarah will be successful at whatever she chooses to do in her life. She's figured out the secret formula – that it's not the size of the dog in the fight... but the size of the fight in the dog.

I have to admit, I went through a wide variety of emotions watching that DVD. I felt complete outrage at that coach. After all – how could anyone act like that?

Then I felt sorry for Sarah for having been dealt such a miserable hand in life.

And finally, I felt a little ashamed that I had been blessed with so much and so many advantages and hardly took advantage of any of them. What gave me the right to ever complain about anything when people like Sarah are achieving such greatness?

I hope you find something in Sarah's story that helps you live a happier and more fulfilled life. And, I hope you cheer for her in the Ironman!!!!

*We love helping our patients and their friends and relatives through their tough times and getting them feeling better! We are here to help you stay feeling better and looking younger! Don't be a stranger. Call us, and we will assist you in putting together a customized maintenance plan. It's not a luxury anymore! With our low monthly payment plan, it's less expensive to maintain your good health! You really can afford Chiropractic care! Don't wait until you can no longer move!*

## Did You Know?...

1. The traditional American "log cabin" style home originated in Sweden.
2. According to one study, a toilet has 49 germs per square inch. A desktop has 20,961.
3. The United Parcel Service (UPS) was started by two teenagers.
4. No babies have ever been born within the Vatican City limits.
5. Sea slugs have 25,000 teeth.
6. In an average year, 13 Americans are killed by vending machines that fall on them.
7. The average adult has 46 miles of nerves.
8. When having a conversation, women make eye contact 15% more frequently than men.
9. President Gerald Ford once got locked out of the White House while walking his dog.
10. At three weeks, a human fetus is about the size of a sesame seed.
11. 40% of car theft victims admit they left their keys in the ignition.
12. Michael Jackson owns the rights to South Carolina's state anthem.
13. In Turkey, drunk drivers are dropped off 20 miles from home and made to walk back.
14. Fidel Castro was once offered a chance to pitch for the New York Giants.
15. Between 1918 and 1993, 76 patents were granted for flying cars.

## Tip of The Month – “There Are Actually Signs Telling You How To Leave...”

Unless you've been living in a cave for the past 10 years, you've probably heard of the wildly successful book series – Chicken Soup For The Soul. In fact you've probably noticed it in our reception area.

There's Chicken Soup for just about every kind of “soul” out there. There's even Chicken Soup for the Chiropractic Soul...

which is a great accumulation of Chiropractic success stories. Well, the co-founder of that series, Jack Canfield, has a new book out entitled, “The Fundamentals of Success.”

In this wonderful book, Canfield makes a great point about people who complain a lot. Instead of labeling them as pessimistic, he claims they are the direct opposite. Well, sort of...

According to Canfield, the ironic thing about people who complain a lot is that they would not be complaining unless they believed there was a better way. Something that they wish they had. So...

If you look at it like that – they actually have at least some optimism deep down inside themselves struggling to get out.

Canfield also points out that most of the things these people complain about can easily be changed. Which reminds me of a few wise words I heard at a seminar I attended not too long ago...

Someone in the crowd raised their hand and said they lived in a terrible town, in a terrible state. It really stunk there. There wasn't anything they liked about the state... and... it was basically the reason they were miserable all the time.

In the middle of this ranting about how bad their life was because of where they lived – the seminar lecturer abruptly stopped them and said... “To my knowledge, there are no fences around that state. And, there are actually signs that show you how to get out. If you are so unhappy there – why don't you leave?”

The whiner whined and complained and came up with one pathetic excuse after the next – all of which were shown to be pathetic by this speaker.

In the end, it was clear this person was unhappy because they decided to stay that way. There were no ifs, ands or buts about it.

So, why don't they “change” and live a better life? Here's why: Change can seem scary. It involves at least some form of risk. And what if taking action... and this risk... makes things worse? The real answer to that is... Who Cares?

Simply make up your mind that you are going to do WHATEVER it takes to make it work. And then take massive action to achieve your goals.

Sure, you may hit a few speed bumps on the road... but... speed bumps only slow you down a little. They do not stop you – unless you let them. Make the decision today to stop complaining and do something about it.

Here is a list of action steps Jack Canfield has in his book to help you change your life and begin creating the life of your dreams:

- 1) Learn how to cook healthier food.
- 2) Say “no” in the face of peer pressure.
- 3) Find a better job.
- 4) Take the time to conduct due diligence.
- 5) Trust your own gut feelings.
- 6) Take better care of your possessions.
- 7) Reach out for help.
- 8) Ask others to assist you.
- 9) Take a self-development class.

**Patient of The Month**... This month's patient of the month is Mr. Rick Loftus! Congratulations! His commitment to his health has been absolutely inspiring. As usual, the patients of the month will receive a FREE DINNER for two. Last month's winner, Mr. John Sorensen reported back that he and his wife had a great time at Moscow on the Hill, and he was delighted to be named patient of the month! Watch for your name here in a coming month!