

# Lauderdale Wellness News

A Monthly Newsletter for the Friends and Clients of Lauderdale Wellness Center

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*"Whenever it is in any way possible, every boy and girl should choose as his life work some occupation which he should like to do anyhow, even if he did not need the money." - William Lyon Phelps*

*The answers to these questions... and more... revealed in this month's newsletter...*

## Do These New Products Eliminate *Bad Breath*?



***Plus: Five Interesting Things Humans Still Have But Do Not Need!!!***

**L**auderdale – Imagine this scene: You're at a social gathering. A good friend introduces you to someone new. You shake hands and this *new* person steps into your personal space *and then*, they lean toward you *even more...* They're a "close talker."

And when they open their mouth – you don't hear a single word they say.

Why?

### **Because Their Breath Almost Burns Off Your Eyebrows!!!**

Come on now... you've been there. We all have. And, even though we chuckle now – bad breath is far from funny.

In fact, bad breath is a challenge. There are multiple causes — from medical problems (like diabetes and sinus conditions) to dry mouth to stinky food to rare cases of tonsillolith, little reeking balls of hardened plaque that form on the tonsils.

One common cause is from gaseous byproducts of bacteria that flourish in plaque.

**And here's the funny thing:** After centuries and centuries of bad breath, there is no way to measure it.

Sure, there have been rating techniques and machines to measure mouth gases, but according to the American Dental Association (ADA), the "primary reference standard" remains the human nose.

"You know it when you smell it," says Clifford Whall, Director of the ADA's Seal of Acceptance program.

It is estimated that almost all adults have at least "morning breath," with up to half having a severe, chronic problem.

The money trail seems to agree with these estimates. According to market research firm, Euro Monitor International, Americans spent \$6.7 billion on mouth-freshening products in 2007.

But, the big problem is...

### **That Does Not Mean These Products Work**

There is a big difference between a product that may freshen breath for a few minutes and one that takes care of halitosis all day.

Brand-name "germ-killing" mouthwashes like Listerine and Scope *do* kill germs, but that does not mean they do anything for your breath.

The primary ingredient in the newer class of mouthwashes with clinical-sounding names such as TheraBreath, Oxyfresh, CloSYS and ProFresh is sodium chlorite, also known as stabilized chlorine dioxide. Sodium chlorite is sometimes used as a water purifier. These rinses claim to freshen breath for up to six hours. But one independent study of several brands found they only worked for anywhere from 4 to 42 minutes.

"These products change the chemical composition of odiferous gases so they no longer smell, but underlying bacteria remain potent and continue producing odors," says Dr. Marvin Cohen, DDS – the developer of SmartMouth.

SmartMouth uses sodium chlorite but, in a new twist, it must be mixed with zinc chloride just before use.

Bacteria in your mouth produce rancid 'bad breath' gases as a by-product of consuming amino acids. According to Cohen, the zinc ions block the amino-acid receptor sites so the bacteria cannot produce gas. After the bacteria die in around 12 hours, new bacteria replaces them. Again, it's time to rinse.

The National Advertising Division of the Council of Better Business Bureaus recently announced a review of dental literature substantiated SmartMouth's claim that it prevents bad breath 12 times longer than any other mouthwash.

Another brand, Biotene, takes a different approach. Its new PBF, or plaque-biofilm dissolving mouthwash, contains two enzymes that break down the plaque-biofilm, restoring a more healthy bacteria balance to your mouth, says Michael Pellico, a Biotene chemist.

There's also promising research on yet another liquid — a combination of zinc and chlorhexidine.

### Is This Proof?

Even with all the above info, experts say there is a lack of solid evidence as to whether these products work or not. And even with the most effective products, some people practice such poor oral hygiene that nothing will help.

And when you practice poor oral hygiene – we all know what happens... **Your Teeth Fall out!**

### Which brings us to our second topic of the day:

While you need your teeth, there are 5 interesting things humans have that they no longer need... that don't "fall out."

These things are called "Vestigial organs" and they are parts of the body once had a function but are now pretty much useless.

Here is a list of these 5:

**Vomer nasal Organ** - Rodents and other mammals secrete chemical signals called pheromones that carry information about their gender or reproductive state, and influence the behavior of others. Pheromones are detected by a specialized sensory system, the vomeronasal organ (VNO), which consists of a pair of structures nestled in the nasal lining or the roof of the mouth. Although most adult humans have something resembling a VNO in their nose, there's no evidence it is functional.

**Goose Bumps** - Though goose bumps are a reflex rather than a permanent anatomical structure, they are widely considered to be vestigial in humans. The pilomotor reflex, one of their technical names, occurs when the tiny muscle at the base of a hair follicle contracts, pulling the hair upright. In birds or mammals with feathers, fur or spines, this creates a layer of insulating warm air in a cold snap, or a reason for a predator to think twice before attacking. But human hair is so puny that it is incapable of either of these functions.

**Darwin's Point** - Around the sixth week of gestation, six swellings of tissue called the hillocks of Hiss arise around

the area that will form the ear canal. These eventually coalesce to form the outer ear. Darwin's point, or tubercle, is a minor malformation of the junction of the fourth and fifth hillocks of Hiss. It is found in a substantial minority of people and takes the form of a cartilaginous node or bump on the rim of their outer ear, which is thought to be the vestige of a joint that allowed the top part of the ancestral ear to swivel or flop down over the opening to the ear. Technically considered a congenital defect, Darwin's point does no harm and is often surgically removed for cosmetic reasons only.

**Tail Bone** - A structure that is the object of reduced evolutionary pressure can, within limits, take on different forms. As a result, one of the telltale signs of a vestige is variability. A good example is the human coccyx, a vestige of the mammalian tail, which has taken on a modified function, notably as an anchor point for the muscles that hold the anus in place. What's more, there are more than 100 medical reports of babies born with tails. This atavism arises if the signal that normally stops the process of vertebrate elongation during embryonic development fails to activate on time.

**Wisdom Teeth** - Most primates have wisdom teeth (the third molars) but a few species, including marmosets and tamarins, have none. "These are probably evolutionary dwarfs," says anthropologist Peter Lucas of George Washington University, Washington, DC. He suggests that when the body size of mammals reduces rapidly, their jaws become too small to house all their teeth, and overcrowding eventually results in selection for fewer or smaller teeth. This seems to be happening in Homo sapiens.

I guess it's better to have things you don't need than to need things you don't have...

## \$20 Off Acupuncture\*

The insert in this month's newsletter highlights some of the woman's health and fertility issues successfully treated by acupuncture. In fact one recent study, published in the New England Journal of Medicine, showed that Acupuncture significantly improved the success rates of invitro fertilization. The commentary following that study has been very entertaining, to say the least. It seems that showing clear benefits without a western medical explanation can have a dumbfounding effect on some editors ;)

**If you have been thinking about trying Acupuncture for these, or any of the host of other benefits, here is your chance to save some money doing it.**

\* **This coupon is good for \$20 off your initial Acupuncture examination and treatment. Expire 9/1/08**

## Inspirational Story Of The Month –

### Girl Scout Sets Record And Teaches Valuable Life Lesson In The Process

Ever wonder why some people are successful and others struggle?

Are the successful born with something the rest simply didn't get in the womb... or... is it a skill we can all learn and develop?

That is a question that has been hotly debated for quite a long time. This very interesting and inspirational story may help answer that age-old question once and for all.

**Here's the story:** Girl Scouts are just little girls that meet once a week and go on an occasional camping trip... right?

Don't tell that to Jennifer Sharpe. Why? Because Jennifer knows a little something about selling Girl Scout cookies. In fact, it seems as though she has it down to a science.

At only 15 years old, the Dearborn Michigan resident recently sold more cookies in a single season than any Girl Scout in the United States ever has.

How many?

**17,323 Boxes!!!**

Jennifer was recently honored for her record breaking event and had this to say...

**"Make a goal, and don't give up on it. Keep working for it, and one of these days, you'll hit it,"** she advised aspiring sellers.

"When I was in third grade, the top seller was 10,176 ... I turned to my mother and said, 'That's going to be me one day,' and it took me seven years," she said.

Jennifer, a fan of the Thin Mints, used a retail-inspired strategy. She set up shop in the parking lot of Cherry Hill Presbyterian Church in Dearborn. She manned her booth 3-7 p.m. Monday through Saturday. On Sundays, she sold cookies outside a local auto parts store from 11 a.m. to 7 p.m.

"When I was young, I knocked on doors," said Jennifer, in her 10th year of scouting. "Now that I'm older, I get too many rejections face-to-face. People don't want to buy from a 15-year-old. They want to buy from a cute little Brownie."

Also playing in Jennifer's favor was the extra week the local council added to the selling season. Area troop members hawked their tasty wares from December until March 16, instead of March 9. The extra time was added because the council hadn't met its sales goal, according to Girl Scouts of Metro Detroit's Director of Product Sales, Clare Coughlin.

#### **For 50 Cents More, You Can Get Three Boxes!**

"I know how to get people to buy more," said Jennifer, a sophomore at Edsel Ford High School. "If they buy two boxes and they hand me a 10, I'd be like, 'For 50 cents more, you can get three,' because three boxes are \$10.50."

The money Jennifer and her friends from Troop 813 raised will go toward a trip to Europe.

But some say the aspiring marketing executive's victory is far from sweet. Some have accused her of cheating because her mother, Pam, sold cookies when Jennifer was at school. But Coughlin said there are no rules against that.

"Jennifer was the one behind this. She's the one who set the goal," Coughlin said. "Parents take order cards to work. To us, it's the same thing. It's a different variant of the same thing -- adults helping a girl meet her goal. We expect a girl to be involved in every way, pulling the order, sharing what they're going to do with the proceeds."

Wow! It's amazing what you can learn from 15 years old when you really pay attention – isn't it?

Too often we think success is something we are born or not born with. Jennifer, at only 15, knows differently.

And she proved it with her wonderful words: **"Make a goal, and don't give up on it. Keep working for it, and one of these days, you'll hit it."**

Clearly, anyone can make a goal and never give up on it. And clearly, if you simply do not give up – you WILL hit it someday. Too often, we think things SHOULD be easier than they are, so we roll over and give up. Too often we are inches or seconds away from the success we seek.

Nothing is worse than walking away so close to achieving your dreams and desires and never knowing what might have been.

**Did You Know?...** If we could shrink the Earth's population to a **village of precisely 100 people**, with all the existing human ratios remaining the same, it would look something like the following. **There would be:** 57 Asians; 21 Europeans; 14 from the Western Hemisphere; 8 Africans; 52 would be female; 48 would be male; 70 would be non-white; 30 would be white; 70 would be non-Christian; 30 would be Christian; 6 would possess 59% of the entire world's wealth and all 6 would be from the USA; 80 would live in substandard housing; 70 would be unable to read; 50 would suffer from malnutrition; 1 would be near death; 1 would be near birth; (yes, only 1) would have a college education; and only 1 would own a computer.

The following is also something to ponder...If you woke up this morning with more health than illness...you are more blessed than the million who will not survive this week. If you have never experienced the danger of battle, the loneliness of imprisonment, the agony of torture, or the pangs of starvation...you are ahead of 500 million people in the world. If you can attend a church meeting without fear of harassment, arrest, torture or death...you are more blessed than three billion people in the world. If you have food in the refrigerator, clothes on your back, a roof overhead and a place to sleep...you are richer than 75% of this world. If you have money in the bank, in your wallet, and spare change in a dish someplace ... you are among the top 8% of the worlds wealthy.

### **Tip Of The Month – Principles Of Green Living That Help The Planet And YOU!**



The debate rages on. Some say we (human-kind) are responsible for global warming and the eventual and inevitable destruction of our planet. Others say this is pure hogwash. No matter where the real truth lies... living a “Green” life has its benefits. One is PRODUCTIVITY. So, whether you want to lend a helping hand to the planet, or just live a simpler, more productive life, *these 6 Principles of Green Living are for YOU:*

- 1. Simplicity** -- More stuff means more complexity; more upkeep, more keeping track, more things to do. In global terms, it means more wasted resources. Some people try to atone for buying more stuff by buying "Green" stuff — bamboo potholders, handmade mail sorters, recycled project folders. Is it really “Green”?... to get that hand-woven hemp grocery bag from Bolivia to Wichita takes oil, to run the lights in the store takes oil, to feed the Bolivian who wove it takes oil, to grow the hemp takes oil, and so on. You're putting a few cents into the Bolivian's pockets, and that's honorable, but it's not saving the Earth.
- 2. Fairness** -- Much of our consumption-driven market is based on unfairness. If everyone along the chain, from that Bolivian to the Wal-Mart worker, actually were paid what you'd expect, that hand-woven grocery bag would be out of most people's price range.
- 3. Community** -- If you've ever had the pleasure of attending a local farmer's market, you've experienced something few of us do these days: an encounter with a part of your community, an actual living and breathing person, who made what you're about to buy. There were some global resources used (even organic farmers use tractors, and they needed a truck to bring their stuff to market), but most of the labor and material involved came out of your local area. You have a relationship with this person, and with their land.
- 4. Sustainability** -- A system is sustainable when the negative outputs of that system are accommodated and turned into positive outputs. Think about your working life — if you weren't getting paid, would you work so hard? Your hard work — a negative thing — is converted into something positive — a paycheck. However, most of our global production is not sustainable. Waste products are dumped wherever space can be found, without regard to the consequences on local resources or populations. Workers are treated unfairly: they are exposed to noxious substances and dangerous working conditions, and they are not compensated enough to feed themselves, let alone build a thriving economy (some aren't paid at all: there are some 30 million enslaved workers in the world today, more than at any time in human history).
- 5. Planning** -- Planning means looking ahead towards a desired outcome; it also means thinking a little bit about the community that isn't here yet and dealing fairly with them. The last century ran its course largely unplanned — something that today's young adults are being forced to come to grips with. The decisions we make now will create the conditions our grandchildren and their grandchildren will have to deal with.
- 6. Transparency** -- Planning, community, fairness, and ultimately sustainability require transparency. Most decisions these days are made behind closed doors. A Green society requires the active involvement of *all* its participants, and we can't be actively involved if we don't have access to all the information in play. What's more, given the global magnitude of the world economy, we can't ever be fully informed — which is why simplicity and community are so important. You can know quite a bit about the farmer at the farmer's market who raised the tomato you're about to eat.