

your **new**  
**favorite** magazine



the new way

to a better life

magazine

# wellness<sup>®</sup>

The big  
Secrets  
to  
Beautiful  
Skin

Put your mind  
on vacation:  
a multi-sensory getaway

**body language**  
-learn to read your mate!

**Why Iodine**

- test your iodine levels
- what iodine can do

**15**

mistakes  
even smart dieters make

**Botox:  
Gaining Respect**

How to Use **Color**  
to De-Stress

**Your Period and Your Health**

The lowdown on what you should  
and shouldn't worry about

## MESSAGE FROM THE PUBLISHING STAFF

Today, as the world changes rapidly, our lives are becoming more complex. Societal pressures require that we learn to balance career with family and personal needs in an even tighter time schedule. Consequently, maintaining a healthy lifestyle becomes more difficult. This modern, cutting edge Wellness magazine proposes a comprehensive way to address all aspects of our personal well-being with news on emotional, mental, and environmental factors vital to our overall happiness and well-being. Its articles and advertisers support feeling good about oneself, eating right, exercising, eliminating negativity, and making wellness a family commitment.

As an outcome of market research for determining reader preferences and assessing the needs of the contemporary woman, Wellness magazine provides answers for the active, independent woman formulating her own views by reading content from experts in their fields of interest. This magazine relies on factual and professional information from authorities on various subjects, including medical, nutritional, and holistic interests. Market research shows that women are among the first to use guideline magazines – 80 percent search through magazines looking for help in solving their problems.

Let Wellness magazine show you the way.

Cordially,

The Publishing Staff  
Wellness magazine

Respectfully,

Anna U. Dziugiel  
Founder/Publisher  
Brawo Press, Inc.

## WELLNESS MAGAZINE'S MISSION STATEMENT

The mission of *Wellness magazine* is to improve people's ability to make better choices for their health by making "wellness" part of their daily consciousness. Our main purpose is to bring healthy lifestyle practices in to mainstream as the norm rather than the exception. *Wellness magazine* provides readers with current information on health, nutrition, beauty, mental and physical fitness and health tips for choosing a proactive, healthy lifestyle.

Brawo Press publishes *Wellness magazine* six times per year. Advertise with us and help people find everyday ways to achieve greater health and well-being.

*Now, more than ever before, it is time to begin a better life. Let Wellness magazine show you the way.*

### Advertising contact information:

 brawo press Inc.

5030 Champion Blvd G6 # 268  
Boca Raton, FL 33496

Ann Engel - Advertising Sales Director  
phone; 561 995 0559  
561 929 9228  
e-mail: ads@brawopress.com



## MAGAZINE PROFILE

*Wellness magazine* combines the best of what you can do to enhance your health and/or improve general well-being with the marvels of modern scientific health care. It serves as a source of advice about healthy lifestyles, preventative practices, exercise, stress management, and body awareness.

The main goal of *Wellness magazine* is to popularize a lifestyle of health and well-being through preventative practices. The format is one of self-help designed to provide readers with basic information and valuable skill sets to help them make health-enhancing changes in their lives.

*Wellness magazine* targets active female professionals and homemakers between the ages of 26 and 54; however, readers who have written in to compliment the magazine for relevant articles claim they are in their 60s and 70s who are as active as their younger counterpart is. Such vast demographics emerge because of the quality articles and current information, serving as a universal guide to a healthy life for all women.

## STATS

<b>UPC</b>	0-71486-01651-9
<b>cover price</b>	\$ 4.99 US \$ 6.99 Canada
<b>frequency</b>	bi - monthly
<b>national distributor</b>	Curtis Circulation Company
<b>circulation</b>	100.000 - 150.000
<b>comparatives</b>	• Fitness • Self • Yoga Journal • Shape
<b>page count</b>	104+4 (full color)
<b>size</b>	8" x 10.5"
<b>targeted market</b>	85 % female 15 % male
<b>demographics</b>	age 26 – 54
<b>marital status</b>	45 % single 55 % married





- Publishing Frequency:** Bi-monthly (6 times/yr)
- Circulation:** Rate based on 150,000 copies  
Cover price: \$4.99 U.S., \$6.99 CAN  
Basic subscription rate: - \$24.99
- Market:** The woman who simply wants to live every day to the fullest, striving to gain balance in her busy lifestyle
- Content:** Bridging fitness and health industries, Wellness magazine is the one comprehensive source, giving advice about the well-rounded healthy lifestyle with preventative measures, stress management techniques, exercise options, and up-to-date ways for bettering lives. Sections on health, shape, mind, beauty, and diet provide interesting articles from reputable authors and sources.

## Editorial Overview

### JANUARY / FEBRUARY 2008

- >> HEALTH • Cholesterol: What every women needs to know
- >> SHAPE • Get ready to ski
- >> MIND • Six surefire ways for a healthier 2008
- >> BEAUTY • To be green and beautiful
- >> DIET • Lose extra pounds to improve your health
- >> EXTRA GIFTS • Meditation CD & Wellness Calendar 2008

### MARCH / APRIL 2008

- >> HEALTH • Do germs totally wig you out?
- >> SHAPE • Step into nature with Tai Chi
- >> MIND • Shape up your attitude and your body will follow
- >> BEAUTY • Nature's purifying essentials
- >> DIET • Cooking with olives

### MAY / JUNE 2008

- >> HEALTH • Health: What is it worth? Nature's heart healers
- >> SHAPE • Dream body in 2 weeks: Walk off 20% more calories
- >> MIND • Balance your wellness routine
- >> BEAUTY • How to stop the clock: Pick your own anti-aging products
- >> DIET • Cut calories without hunger: Grill the veggies, too

### JULY / AUGUST 2008

- >> HEALTH • 10 ways to take charge of your health
- >> SHAPE • Your bikini body starts here
- >> MIND • Everything you always wanted to know about sex
- >> BEAUTY • Healthy and beautiful: Discover your skin needs
- >> DIET • Delicious breakfast in one minute

### SEPTEMBER / OCTOBER 2008

- >> HEALTH • Get ready for flu season: 10 tips to prevent infection
- >> SHAPE • Drop a dress size in 4 weeks: How do you feel now?
- >> MIND • Between the lines: 6 ways to simplify your busy life
- >> BEAUTY • Looking younger: Microdermabrasion in action
- >> DIET • Is microwaving safe?

### NOVEMBER / DECEMBER 2008

- >> HEALTH • How cosmetic dentistry helps you feel and look good
- >> SHAPE • Best yoga methods for creating peace and inner harmony
- >> MIND • Balancing hormones: Is hormone therapy safe?
- >> BEAUTY • 3 easy ways to make your own home spa
- >> DIET • How to lose weight for good

**Rate Base: 150.000**

**Advertising Schedule Effective: January 2008**

<b>Four Color</b>	<b>1x</b>	<b>3x (6%)</b>	<b>6x (10%)</b>	<b>12x (15%)</b>
Full Page	8500	7990	7650	7255
1/2 Page	4550	4277	4095	3868
1/3 Page	2985	2806	2687	2537
1/4 Page	2250	2115	2025	1913

<b>Black &amp; White</b>	<b>1x</b>	<b>3x (6%)</b>	<b>6x (10%)</b>	<b>12x (15%)</b>
Full Page	7500	7050	6750	6375
1/2 Page	4050	3807	3645	3443
1/3 Page	2650	2491	2385	2253
1/4 Page	2000	1880	1800	1700

<b>Covers</b>	<b>1x</b>	<b>3x (6%)</b>	<b>6x (10%)</b>	<b>12x (15%)</b>
Cover 2	12935	12159	11642	10995
Cover 3	11635	10937	10472	9890
Cover 4	14235	13381	12812	12100

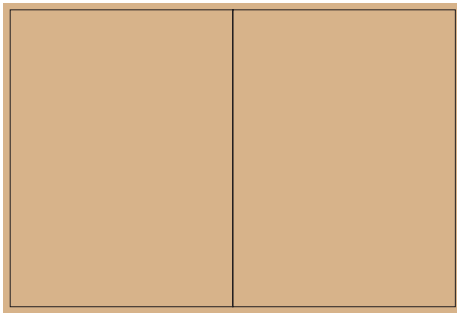
**Advertising Schedule**

<b>Issue</b>	<b>Advertising Close</b>	<b>Materials Due</b>	<b>On Sale Date</b>
January / February 2008	09/15/07	10/01/07	12/18/07
March / April 2008	11/26/07	12/03/07	02/19/08
May / June 2008	01/25/08	02/01/08	05/06/08
July / August 2008	04/18/08	04/30/08	07/01/08
September / October 2008	06/20/08	07/03/08	08/26/08
November / December 2008	08/15/08	08/29/08	10/21/08
January / February 2009	10/13/08	10/24/08	12/16/08

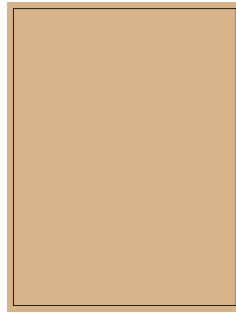
**Delivery of Materials**

**Wellness Magazine**; 5030 Champion Blvd G6 # 268, Boca Raton, FL 33496; ph.: 561• 241 3649, fax: 561• 241 1596

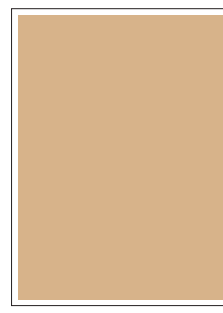
ads@browpress.com



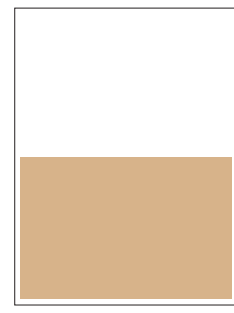
SPREAD



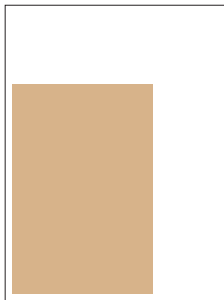
FULL PAGE BLEED



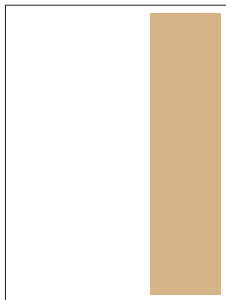
FULL PAGE NO BLEED



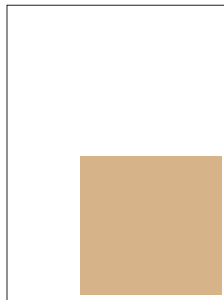
1/2 PAGE HORIZONTAL



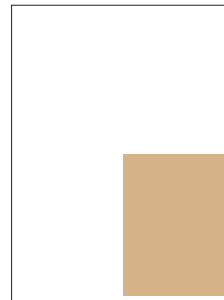
1/2 PAGE ISLAND



1/3 PAGE VERTICAL



1/3 PAGE SQUARE



1/4 PAGE RUN OF PUB



1/4 PAGE HORIZONTAL

	Non-Bleed / Live Area (Width x Height) inches	Bleed Size (Width x Height) inches
Spread*	15" x 9.5"	16.25" x 10.75"
Full page	6.833" x 9.5"	8.25" x 10.75"
2/3 Page	4.5" x 9.5"	No bleed
1/2 Page Horizontal	6.833" x 4.625"	No bleed
1/2 Page Island	4.5" x 7"	No bleed
1/3 Page Square	4.5" x 4.625"	No bleed
1/3 Page Vertical	2.125" x 9.5"	No bleed
1/4 Page Vertical	3.375" x 4.625"	No bleed

**\*Spreads**

Create document as two full pages. For spreads bleeding across gutter, allow no safety for photographs. Do not mirror image in gutter. For body copy, allow 3/8" on each side of gutter. For headlines, split copy at gutter between letters, and allow 3/8" safety on each side of gutter.

**Technical Specification**

<http://www.ewellnessmag.com/advertising/mediakit>



80

**76 THE TRUTH ABOUT HAPPINESS**

At the heart of the desire for money, fame, and power is a deep longing for happiness. While Amazon.com boasts more than 200,000 titles on the subject of happiness, it appears that Americans are still searching for it. In the new film *Living Luminaries* (On the Serious Business of Happiness), filmmakers Michael Lasky and Larry Kurnarsky illuminate the path to human happiness by presenting concepts about living in the now.

**80 BREATHING: YOU THINK YOU KNOW HOW TO DO IT. YOU'RE WRONG**

Breathing Lessons Anyone Can Learn! The technique is so powerful that physician James S. Gordon, M.D., teaches it to nearly every patient he sees, from people with advanced cancer to those crippled by arthritis to school children struggling with attention deficit disorder. He's taught it amidst gunfire in war-torn Kosovo and Gaza, to anxiety-plagued medical students at Georgetown University and to hundreds of health professionals who have attended his workshops on mind-body-spirit medicine.

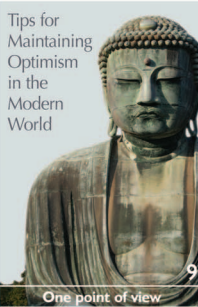
Read *Wellness* magazine!

Be Informed  
Become Inspired  
Get Motivated

**special**

**ONE POINT OF VIEW**  
**9 TIPS FOR MAINTAINING OPTIMISM IN THE MODERN WORLD**

In light of current events, many would consider a perpetually optimistic person as deranged or living in the world of absurdity. However, living life as a pessimist does not appear to be a viable option if one intends to gain a deeper, below the surface, understanding of life. Then, the question is, how can one practice authentic optimism in a world that seems so full of despair? David L. Gardiner, Ph.D., associate professor of religion at Colorado College in Colorado Springs, CO, sheds light on what at first glance appears to be a paradox. Dr. Gardiner's areas of expertise are Buddhism, Japanese culture, and the religions of China and Japan.



Tips for Maintaining Optimism in the Modern World

One point of view

**diet**

**92 BREAD: A STAPLE FOR CENTURIES**  
Peanut butter and jelly, ham and eggs, turkey with stuffing—sound familiar? These are inseparable pairs. What holds them together is—BREAD. November is National Bread Month, so let's praise the stuffing.

**97 HOLIDAY HAZARDS—AND SOLUTIONS**  
Unfortunately, many people dread the holidays because they worry about weight gain. It doesn't have to happen if they choose foods carefully. Find out how...

**100 TIPS ON AVOIDING UNWANTED WEIGHT GAIN DURING THE HOLIDAYS**  
The threat of holiday weight gain is here.

**103 SWEET AS SWEET POTATOES**  
Sweet potatoes are a real favorite—especially with marshmallows baked on top. However, there are lots of ways to enjoy a staple. Find out more...



Bread: a staple for centuries

the new way to a better life

**beauty**

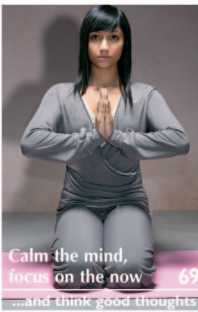
**17 FACIAL FITNESS**  
We can all be beautiful; some of us just don't know it, yet. In order to achieve good looks, what we need is a beauty plan.

**97 WHAT'S NEW IN HAIR REMOVAL?**  
Are you ready to dump your razor, tweezers, and wax strips?

**mind**

**70 HOLIDAY BLUES: IT'S MORE THAN BLAH-HUMBUG**  
The holiday season has arrived. I hope that you are sailing through with high spirits, moments of peace, and more smiles than usual. If not, please read on.

**77 CLUTTER QUEEN COMES CLEAN**  
Here are tips to help you de-clutter your life and make room for better things (such as peace of mind).



Calm the mind, focus on the now...and think good thoughts

**health**

**36 CAN YOU DRINK WITHOUT GAINING WEIGHT?**  
Whether you enjoy the occasional martini or have a glass of wine with dinner every night, you have probably wondered if moderate drinking will sabotage your diet. Here is what you need to know about alcohol when it comes to your weight and metabolism.

**41 HANGOVER CURES THAT WORK**  
You definitely overdid it last night, and now you are paying the price big time. We can help you feel better with our morning-after routine. Unfortunately, we can't make you feel better about sporting that lampshade.

**45 WILL YOU HELP? FIVE THINGS TO DO ABOUT ADDICTION**

**48 THE RED MEAT BREAST CANCER CONNECTION**  
Eating more red meat may increase a premenopausal women's risk for developing certain types of breast cancer. Find out more



The red meat...breast cancer connection

**shape**

**57 TOP TIPS FOR A HEALTHY LIFESTYLE**  
**59 PILATES, A GOOD FOUNDATION FOR KIDS**  
What a great way to get the new school year going. Children incorporating this form of exercise will be energized to perform better in school.

**60 ANATOMY OF COMEDY**  
Keep your mind in shape. Humor is a significant part of what makes us unique as a human beings. Being able to laugh stress away is the smartest way to ward off its effects



Anatomy of comedy

in each issue...

wellness & beauty  
wellness & health  
wellness & shape  
wellness & nutrition  
wellness & kitchen  
wellness corner

wellness & beauty

The latest news about mineral make-up

Larenim has recently launched a sensational new pressed foundation compact! This is unlike any other compact on the market today. While most products are utilized strictly for cosmetic purposes, Larenim's product is actually good for the skin! It's dual usage supports those who suffer from sensitive skin, acne, rosacea, and even gentle enough to use on post-laser treated skin. Additionally, Larenim will not irritate the skin because it contains no oils, fillers, dyes, talc's or parabens! Minerals do not support bacterial growth as do ingredients in conventional makeup. [www.larenim.com](http://www.larenim.com)



Naturally pure, just like your baby!

Sum-Bo-Shine Aloe & Lavender and Naturally Pure Baby

Products are created specifically for nature's most wonderful creation - a baby. The new line of gentle and soothing products includes shampoo and body wash, lotion, bath powder, diaper ointment, and naturally pure baby oil.

Sum-Bo-Shine Baby Products are soothing, moisturizing, and calming, and are made with natural and organic properties such as aloe, lavender, chamomile and essential oils, just to name a few. Babies come from the womb totally pure and natural. Sum-Bo-Shine's goal is to keep them



natural and chemical free without coating their bodies with harmful synthetics. For more information visit [www.sumbooshine.com](http://www.sumbooshine.com)

Smile in French style

A captivating smile is one of the first things people notice about you.

For years, celebrities and socialites have flocked to France for their fine beauty products, including toothpaste. Elgydium®, the leading toothpaste in France for more than three decades, has been available in the U.S. on a limited basis, sold only in elite boutique pharmacies where some celebrities are known to buy it by the case-load. That's all about to change, however,

as SANTÉ active, Inc., the U.S. subsidiary of Laboratoires Pierre Fabre, France, will begin distributing Elgydium® Whitening and Elgydium® Anti-Cavity toothpaste to the major retail drugstore chains, in addition to independent pharmacies throughout the country. "Elgydium® products combine years of research by French chemists, in addition to well-known aromatics who worked hard to create an incredible texture and flavor. Along with the Elgydium® toothpastes, four models of Elgydium® toothbrushes will be released to the U.S. market. These toothbrushes are recommended by dentists and oral hygienists and offer superior quality polymer bristles, rounded bristle tips for gentle non-abrasive cleaning and ergonomically designed handles for the utmost comfort. All Elgydium® toothbrushes also include a head cover for additional protection and hygiene (great for frequent travelers!). [www.santeactiveusa.com](http://www.santeactiveusa.com)



Our body Massage Candles

Imagine a candle that looks and smells as beautiful on your skin as it does when you light it. The Scandle Body Massage Candle is a world apart from any body massage candle or body massage oil you'll ever try.

The Scandle Body Massage Candle is a fragrant hand-poured body massage candle that, when burned, melts to create a healthy body massage oil that can be used to enhance the health of your skin. Not only is the Scandle Body Massage Candle healthy for your skin, but it is also healthy for the environment because it emits less soot and toxins into the environment than paraffin candles.

The Scandle Body Massage Candle is perfect as a body moisturizer, warm body massage oil, or as a soothing Vitamin E rich lotion for manicures and pedicures.

Or, if you're looking for the ultimate aromatherapy spa massage experience, try Scandle Essentials... The first & only body massage candle infused with pure essential oils! [www.abodycandle.com](http://www.abodycandle.com)





# Breathe

## You Think You Know How to Do It. You're Wrong

By Carol Krucoff

The technique is so powerful that physician James S. Gordon, M.D. teaches it to nearly every patient he sees – from people with advanced cancer to those crippled by arthritis to school children struggling with attention deficit disorder. He's taught it amidst gunfire in war-torn Kosovo and Gaza, to anxiety-plagued medical students at Georgetown University, and to hundreds of health professionals who have attended his workshops on mind-body-spirit medicine.

80 wellness



wellness 81

## wellness&shape

### Good, plain old water

Every time you exercise, your body breaks down muscle fibers and builds muscle in the process. Especially during the summer months, your muscles get stiff and sore from being active and becoming dehydrated. Instead of drinking soda, flavored juices, and sports drinks, yes, in most cases, plain old water is the best drink for hydrating yourself. Drinking anything else and your billions of cells are not getting what they really need to function well – plain water. In fact, you need clean water for your hydraulic spine. All cells store water but will only release the used, dirty water supply when they receive clean water. Think about this, your cells are working at less than optimal capacity because it's like frying chicken in oil over again until it's filled with gunk. Flush it out with filtered water rather than other beverages.



### Steps to Proper Hydration

Because of high salt diets, most Americans need to drink filtered water – one glass of filtered water with each meal and an additional two glasses of filtered water throughout the day. The remaining fluids you drink need to have the same amount of salt as your blood to keep your blood isotonic to the surrounding tissues to sustain a proper level of hydration. The best isotonic fluid is water with Gatorade in equal proportions. Since it's isotonic to your blood, it won't cause water to move into or out of your blood.



### Get FIT, It's Easy

Get fit by putting reasonable amounts of physical activity into your day at home, work, and at play. So, you're busy. Work and family place a lot of demands on you and your time. Use some creativity and planning to stay active. Put on some comfortable clothes, get outside, and take a few minutes for yourself. Park further from work or get off the train one stop earlier and walk the rest of the way. Take the stairs instead of the elevator. Walk down the hall instead of using the phone or E-mail. Take a walk during a morning or afternoon break. Ask a friend to go with you. Take a walk around the block during part of your lunch hour. Remember when your mother told you to play outside because it was a lovely day? Listen to her. It's gorgeous out there! Now, thank your mother, and get out and do something. It's summer!



54 wellness

### DID YOU KNOW?

The foot has more than 250,000 sweat glands. The FDA notes it's the mixture of sweat and bacteria in our shoes and socks that make our feet odorous and unclean.

### Pamper your feet

Take pleasure with a vacation for your feet because they do a lot. Fitness is hard work, sometimes. Treat your feet to some nurturing with reflexology, exfoliation, and a pedicure on a regular basis. Wear appropriate shoes and make sure to clean the insoles for proper hygiene or replace them to maintain good support. Wear shoes that allow toes to move freely. Prevent pinching nerves and hammer toes by making sure your shoes and sandals allow adequate room for natural movement.



## Purest Water Guaranteed

**FREE**  
28-page Report  
and Catalog  
- a \$5 value -  
Call today!

1-800-874-9028  
ext 797

**WATERWISE**  
Purification Systems

PO Box 494000 • Leesburg FL 34749-4000 • www.waterwise.com



### FREE Report...

(\$5<sup>00</sup> value)

- Get the facts about the world's purest water.
- Learn the truth about well, spring, filtered, bottled and ordinary purified.
- Drink the purest...over the course of your life you'll drink approximately 13,000 gallons...be waterwise!
- Discover the amazing Waterwise systems that guarantee you consistent water purity.

Photo: ImageJLI Corporation, NBE

Photo: ImageJLI Corporation

wellness 55



# The truth about happiness

By Arielle Ford

Michael Bernard Beckwith shares the truth about happiness and discusses the new film *Living Luminaries* (On the Serious Business of Happiness)



Photo: iStockphoto.com

At the heart of the desire for money, fame, and power is a deep longing for happiness. While Amazon.com boasts more than 200,000 titles on the subject of happiness, it appears that Americans are still searching for it. In the new film *Living Luminaries* (On the Serious Business of Happiness), filmmakers Michael Lasky and Larry Kurnarsky illuminate the path to human happiness by presenting concepts about living in the now, as well as providing thought-provoking ideas about consciously choosing love, gratitude, honesty, forgiveness, patience, and kindness. The film follows a young seeker as he interviews an A-list of swamis, shamans, rabbis, ministers, Tibetan monks, contemporary thinkers, and best-selling authors such as Marianne Williamson, don Miguel Ruiz, Eckhart Tolle and Michael Bernard Beckwith, founder of the Agape International Spiritual Center in Los Angeles. Beckwith, also one of the stars of *The Secret*, has had a busy year with appearances on Oprah, Larry King Live, and many other national TV shows. Recently we caught up with him to discuss his thoughts on *Living Luminaries* and the subject of happiness.

**AF: What is your definition of happiness?**

**MBB:** Happiness and joy are qualities that are intrinsic to us as unique expressions of the Universe and of God. Happiness is not based upon conditions based upon the feeling tone of happiness that we generate from within our being – a transcendent spiritual quality that becomes imminent as we progress.



Photo: iStockphoto.com

**AF: What is the message you hope *Living Luminaries* will convey to those who see it?**

**MBB:** That we are here as powerful beings to bring joy and happiness and creativity and beauty to the world but that we are not here to extract that from the world. That would be the tail wagging the dog, which is how a lot of people live their life, hoping that the world or something outside of themselves will make them happy. Happiness is something we bring to the world as we become conscious of ourselves. That point was brought home poignantly in the film with the Geronimo Pratt interview. With him, we see that during the time he was in jail he was able to develop the capacity for awakening and harmony.

**AF: If we as individuals are focused on our own happiness, does that become incongruent with wanting to live our lives like Jesus, Gandhi, or Mother Teresa?**

**MBB:** Once we understand that happiness is an inside job, that it is a spiritual quality, then focusing on (personal) happiness is not selfish, it's not self-aggrandizement. It is waking up to what's in you; once you wake up to what's in you, now you can be of service. You cannot give from an empty cup. If you are bitter, unhappy, or depressed, then you have nothing to give to the world. But, if you have tapped into the source of that inner enthusiasm, that inner generosity, that inner light, that inner happiness... now you have something to give so that you can live the life that Jesus emulated.

**AF: You are someone who is actively participating in creating more peace in the world with anti-war demonstrations. How do you balance that with wanting to remain happy and peaceful within yourself?**

**MBB:** First of all I don't participate in anti-war demonstrations, but I do participate in pro-peace and pro-love and pro-harmony programs, conferences, etc., because I don't believe in being "anti" anything. If you are "anti" something, you actually give more energy to that which you are against. So, I teach people to take a stand for something. When I think about the stand that I take, whether it's for peace, or for every boy and girl to have enough to eat on the planet, or for everyone to have proper medical care, or shelter, or access to education, I am actually describing a vision of what I see is a world that works for everyone. The world changes as individuals are able to describe a vision and walk in that direction.

## wellness & nutrition

### Skip the hype – read the label

If you're hoping to lose weight by buying fat-free, cholesterol-free or "all-natural" products, you may be surprised. Experts say so-called "healthy" foods often sabotage diets.

"Naturally, we look to those as we try to lose extra pounds, although, they are the ones that we need to be careful about," says Dee Rollins, Ph.D., R.D., a registered dietitian with Baylor Regional Medical Center in Grapevine, Texas.

Don't look down the bread aisle for any less deceptive packaging. "Multi-grain, honey-wheat, seven-grain... We're looking at all of those names, but inside that brown bread wrapper, we think it's going to be a really good product," says Rollins. Experts say "whole grain" is the only indication of a truly healthy buy.

Case in point: granola. "Everyone thinks granola bars are wonderful; yet, look at the ingredients, and you'll see that it has high-fructose corn syrup and a lot of sugars," says Rollins. In fact, the average granola bar contains more than 300 calories and 10 grams of fat – not a healthy snack at all.

Then there's the ultimate phrase in diet deception: low fat. "When they take the fat out, they almost always put the sugar in, so check the calorie count. Probably, there are more calories in a low-fat or low-carbohydrate product than in a regular product," says Rollins.



Watch out for these other "healthy" foods:

❖ **100-percent fruit juice.** It's better than juice drinks that contain 10 percent juice and sugar water, but 100-percent juice is still full of calories. A better alternative if you're watching your weight is to skip the juice and eat the fruit.

❖ **All-natural potato chips.** They're made from real potatoes but loaded with fat and sodium.

❖ **"Cholesterol-free" anything.** If it's not an animal product, it doesn't have cholesterol in it at all; therefore, keep in mind that usually when you see the label "cholesterol-free," Rollins notes it means nothing.

So what exactly should you look for when reading labels? Rollins suggests concentrating on three things: sodium, fat, and total calories. Then read the ingredients and make sure that salt, sugar, and corn syrup aren't at the top of the list. <sup>45</sup>

Photo: iStockphoto.com

Photo: iStockphoto.com

### How Much Is Right?

Nutrition experts, including the USDA, recommend grain foods as a foundation for a healthy diet. How much you should eat each day depends on your age, activity level, body size, and gender. The more active you are, the more you can eat. Packaged food labels are based on an average person's need for 2,000 calories a day, which means consuming about 6 ounces of grain foods daily, of that about three ounces from whole grain foods. A typical day's grains menu might look like this:

It's important to note that children, women, and older adults may only need 1,600 calories for the entire day and should consume about 5 ounces of grain products, three of which are whole grains. On the other hand, teenage boys or very active men might require as many as 2,800 calories each day and could eat as many as 10 ounces of grain foods a day, with 5 ounces coming from whole grains.

**Breakfast:**

Two slices of whole grain toast or a whole grain English muffin

**Mid-morning snack:**

5-6 whole grain crackers

**Lunch:**

One sandwich on enriched bread, bun, or bagel

**Dinner:**

One whole grain dinner roll



**FAST FOOD nutrition info at your fingertips**

Want to know how many calories are in that Starbucks Venti Mocha Fappuccino? (400, and that's without whipped cream) Curious to learn how many fat grams are in that Pizza Hut Pepperoni Personal Pan Pizza? (28 grams – yikes!) It's all there at [www.nutritiondata.com](http://www.nutritiondata.com). Of course, the site will also tell you the calorie count for a medium banana (105 calories – and no fat) or just about any other food you can think of. Check it out. <sup>45</sup>