

Origins of the breast cancer Pink Ribbon

These days ribbons are worn for many different causes. Red signifies AIDS awareness. A yellow ribbon has long represented support for armed forces. However, one of the most prominent ribbon colors is pink, which aims to raise awareness of and support for breast cancer.

Pink is a color that is uniquely feminine, and it represents a person full of health and vibrancy; think of little babies pink with life. Pink is a color that seems the complete antithesis of cancer, and thusly inspires hope for renewed health and survival.

There is some controversy surrounding the origins of the breast cancer mascot ... the pink ribbon. There are suggestions the ribbon was intended to be peach and not pink.

In 1992, just about every organization started using ribbons to raise awareness. The New York Times actually dubbed 1992 "The Year of the Ribbon."

Alexandra Penney, the then-editor of Self magazine, wanted to create a ribbon for the publication's second annual Breast Cancer



Awareness Month issue. The previous year she had worked with cosmetics giant Estee Lauder. Evelyn Lauder, the senior corporate vice president, was herself a breast cancer survivor. Penney thought a collaboration between the magazine and Lauder could see a ribbon on cosmetic counters across the nation, and help sell a few magazines in the process.

The trouble was Penney had read a story about a 68-year-old woman, Charlotte Haley, who was producing handmade ribbons in her home. Haley had a number of people in her immediate family who had battled breast cancer and her handmade "peach" ribbons intended to raise awareness about the limited government funds being used for breast cancer research. Haley's message was spreading by word of mouth.


Penney and Lauder contacted Haley and wanted to further collaborate on the peach ribbon theme. However, Haley didn't want to be involved, saying the effort would be too commercial. She refused to turn over rights to the use of the peach ribbon. As a

result, Penney consulted with attorneys who said to come up with another color, and pink was eventually chosen.


Pink had already been associated with breast cancer in the past. Just a few years earlier, the Susan G. Komen Breast Cancer Foundation had given out pink visors to its "Race for the Cure" participants. It had also created a pink ribbon.

The pink ribbon quickly took off by leaps and bounds. Millions were distributed by Estee Lauder. There are many philanthropic and commercial businesses who now use the pink ribbon in their breast cancer marketing plans. Every October, women are urged to don pink for Breast Cancer Awareness Month. One can find the pink ribbon adorning everything from cereal boxes to cans of cleanser.

Many embrace the pink ribbon as a symbol of hope, one that has done its share of work toward spreading the word about the need for more breast cancer awareness and research.



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Looking your best on a budget

Everyone is looking for ways to save money during the recession. Many are brown bagging their lunches, car pooling and getting their hair cut and colored less often. Wherever you've chosen to cut back, you still can keep yourself looking fresh and modern.

Here are a few tips from Damien Carney, international artistic director for JOICO, on what you can do to look your best on a budget.

1) Protect your hair from sun damage. The sun naturally lightens your hair and oxidizes color-treated hair. Look for products that shield your hair from harmful ultraviolet rays, so you can maintain your hair color for longer.

2) Treat damaged hair. Taking a few moments to repair your hair could be all you need to refresh your look. An intense hydrator is a rich, creamy treatment that restores moisture and keeps hair strong. It helps combat the damage caused by blow dryers, flatirons, relaxers, perms and coloring, enabling you to go longer periods of time between appointments.

3) Maintain your color at home. You can make your color last longer by treating it right

and choosing products designed to extend the life of color.

4) Extend the time between haircuts. If you've been yearning for long hair, now may be the perfect time to start growing out your cut. Cutting in choppy layers keeps your hair looking groomed and minimizes the appearance of split ends. Set up an appointment with your stylist to discuss a look that requires minimal upkeep.

5) More for less. Always check for larger sizes of your favorite products to make sure you are getting the most value for the money. Often you can get twice as much product for just a few more dollars.

With a little forethought and planning, you can continue to look your best, while sticking to your budget. Considering the best at-home treatments, choosing a cut and color that works and protecting your hair from the elements, all go a long way to keep you current and solvent. For more information on haircare tips, products and information from the experts at JOICO, visit www.joico.com.



Did you Know?

According to the United States Labor Department, in 2008 women's median earnings were 79.9 percent of men's.

That means women earn 20.1 percent less than their male counterparts, and marks an improvement from 2004, when women's wages were 76.5 percent of men's wages.

Women who are unmarried tend to fare better when compared to their unmarried male counterparts, as unmarried women earned 94.2 percent of unmarried men's wages.

While those figures might seem startling, it's important to note Labor Department statistics do not take into account differences in experience, skill, occupation, or hours worked.

It's important to note the current income disparity between men and women represents a significant improvement from as recently as 30 years, when women's median pay was just 60.2 percent of men's.

That figure rose rapidly between 1980 and 1990, when the disparity in median salary was 71.6 percent. While that progress has not been as rapid over the last 20 years, the disparity continues to shrink.

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Making the move to retirement living

When 72-year-old Army veteran Ted Eickhoff was at his local VA hospital for an appointment recently, he struck up a conversation with another patient about selling his home and downsizing. As luck would have it, Eickhoff's fellow patient lived in a local independent retirement community owned by Holiday Retirement, and raved about the benefits. Eickhoff was sold.

"I couldn't believe how much you get for the money," said Eickhoff. "It is so nice to have everything taken care of with just one monthly payment. It covers everything I need, including amazing meals. And if you need another snack, the chefs just make it for you!"

Eickhoff, a retired Command Sergeant Major, is part of a growing number of seniors who are planning for an independent living future.

In fact, a recent AARP poll found that nearly 60 percent of Boomers say they are concerned about living independently, and more than 50 percent say they have begun to think about how they would pay for independent living assistance as they get older.

Crunching the Numbers



Older couples who are getting close to retirement might look at the option to move into an independent retirement community. It is good to look at the financial options as well as the health and other benefits.

Mereen Klein, 86, started looking at the costs of keeping her own apartment versus independent living when her eyesight declined. Klein needed assistance with transportation and didn't want to keep bugging her son to drive her around, so she decided

to move to an independent retirement living community that met her needs.

"It was right for me with my fixed income, and the money covers everything," said Klein. "I don't pay for TV, or to have my room cleaned. I couldn't

believe what I got for the money -- it was really something."

To determine what makes financial sense, seniors need to add up the true costs of managing a home versus being part of a retirement community.

"Even if you no longer have a mortgage payment, you still have fluctuating monthly expenses including utilities, taxes, phone, cable and food that can add up significantly," said Stan Brown, COO of Holiday Retirement. "For many seniors, switching to a community that includes one manageable, monthly flat fee gives them the ability to plan out the next 15 to 20 years and know exactly what they can expect to spend and what they can afford."

For Klein, it not only made financial sense, it also gave her back some of her freedom.

"I can take the community bus down to the bank or out to dinner. I can even go to the doctor and my appointments without bugging anyone for a ride," said Klein. "I have more independence now than when I lived alone."

Ask the Right Questions

To calculate the true costs of mak-

ing the move to an independent retirement community, Brown cautions seniors to ask as many questions as possible prior to moving in, to uncover any buy-in fees, to determine if a long-term lease is required and to see if the "feel" of the community is right.

"It doesn't make financial sense to make the move if you aren't comfortable in the new community and will want to move out within a few months," said Brown. "It needs to not only be affordable, but a great place to live as well."

Seventy three-year-old Julianne (Judy) Kayatt knows this all too well. She sold her home and moved into a community that didn't offer much for her money and wasn't as caring as she'd hoped. After only a few months, she started her search again and was fortunate to find that a Holiday Retirement community was a perfect fit for her.

"My family likes that I am happy here, and I like that I can still be independent and live here," said Kayatt. "I am free to go where I want; I am enjoying activities and events and I'm surrounded by friends. I know I can be happy here for a long time."

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'Heel' and pamper your feet

Millions of dollars are spent every year by women and men who want to pamper their feet. While the pedicure has evolved into a spa treatment in recent years, it really has its roots as a medical procedure designed to care for ailing feet.

Although a pedicure is a popular beauty treatment, there are still many who are reticent to put their feet in someone else's hands. Concern about sanitary procedures at a spa or embarrassment about the condition of their feet leads many individuals to seek out home treatment options that are convenient, effective and affordable. So at-home spa treatments have become popular.

Cracked, dry heels is one condition that can cause embarrassment and even pain. In many cases, this common problem is caused by dry skin, the presence of calluses and prolonged pressure on the heel, particularly for people with a job that requires a lot of standing. People with severely dry heels have been known to wear through pantyhose or socks, and may experience cracking so advanced that heels ache or bleed.

It may not be necessary to visit a spa or podiatrist to treat cracked heels. The

Heeltastic(TM) soothing balm, in a convenient application stick, is the newest product for your at-home foot therapy routine. It is formulated for chronically dry and cracked skin. The balm penetrates deep into the heel with Neem and Karanja oils imported from India, as well as skin moisturizers and nutrients that promote healthy skin. Gentle enough to use several times a day, feet feel smoother and softer after just days of use. To learn more, visit www.heeltastic.com.

Those who want to take additional steps to promote foot health and an attractive appearance should consider these additional foot care tips:

- If you do have pedicures at a salon, it is a wise investment to purchase your own tools so you are ensured they are sanitized and safe.
- Wash and soak your feet daily for cleanliness and be careful to rinse off all soap, especially between toes.
- When clipping toenails, do so straight across, to prevent the formation of ingrown toenails. Do so after a bath or shower so that the nails will be soft and easier to cut.
- Wear shoes and socks that fit correctly. Otherwise you risk corns and calluses,

which can be painful and unsightly. Limit the use of high heels, which put unnatural pressure on the balls of the feet.

- If you frequent a gym, locker room or public pool, do not walk around barefoot -- use a pair of sandals or flip-flops. This protects your feet from bacteria or fungus that may be present on the floor.
- Regularly slough off dead skin that forms on the feet with a pumice stone, or something more convenient like the PedEgg(TM).
- Walk around the home in bare feet frequently. It stretches out the tendons and ligaments of the foot and promotes circulation.
- If you work on your feet or spend long hours standing, take frequent breaks and elevate the feet to prevent cracked heels or other foot pain.
- Enlist the help of a partner for a good foot massage every once in a while. A product as simple as mineral oil can be used as the massage lubricant.
- If you are a diabetic, foot care is essential. Regularly inspect your feet for any cuts, blisters or calluses. Consult with a podiatrist for treatment.

Mothers by the numbers

82.8: Estimated U.S. mothers, in millions, as of 2004.

80: Percentage of women 40 to 44 who were mothers in 2006.

25: Average age of women giving birth for the first time.

4: The number of the most common day of the week (Wednesday) for births to take place.

8: The number of the most common month of the year (August) for births to take place.

5.3: Number of stay-at-home moms, in millions, in the United States.

4.0: Number of moms, in millions, who give birth each year.

1 in 32: Chance of a mother giving birth to twins.

9.2: The total number of mothers, in millions, in Canada (including biological, adoptive and stepmothers) in 2006.

209: The average amount of minutes Canadian women spent with their family members during a work day in 2005.

80: Percentage of Canadian single-parent families headed by women.

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A few simple ways to a better night's sleep

Few things are more enjoyable and valuable than a good night's sleep. In addition to making us feel better, a good night's sleep also enables us to be more productive and handle all that a day can throw at us.

While nearly everyone is aware of the value of sleep, a 2008 poll conducted by the National Sleep Foundation indicated that many Americans simply aren't getting enough sleep.

That problem was illustrated when comparing the typical sleep schedules on workdays and non-workdays. On workdays, respondents typically went to bed at 10:53 p.m. and awoke at 5:35 a.m., for an average of 6 hours, 42 minutes of sleep on a worknight. On non-workdays, however, respondents typically went to bed at 11:24 p.m. and awoke at 7:12 a.m., an average of 7 hours, 48 minutes of sleep.

That's telling, as many people, intentionally or not, attempting to make up for lost workday sleep on non-workdays.

But sleep is just as important on workdays as it is on non-workdays, and Americans must place the same emphasis on getting a good night's sleep each and every night of the week, regardless of whether or not they're getting up to go to work the next day. To ensure a better night's sleep, consider the following tips.

- Create a better sleep environment. The ideal sleeping environment is a cool room with no light. Rather than cranking the heat before going to bed, turn the heat down a little bit. Also, don't fall asleep with the television on. The television not only lights up a bedroom, but it's also a distraction and can be an interruption after you've fallen asleep.

- Don't work in the bedroom. A bedroom should be for sleeping. Spending time in bed working or reading can make it difficult to fall asleep when you want to.

- Stick to a sleep schedule. As noticed in the National Sleep Foundation poll mentioned above, sleep schedules vary on workdays and non-workdays. However, the body runs best when it's on a regular sleep schedule, so try to stick to a regular schedule as much as possible. On non-workdays, for example, try to wake up no more than an hour later than you would on a typical workday.

- Watch what you eat or drink before going to bed. It's ideal to avoid eating within three hours of going to bed. With respect to beverages, avoid stimulants such as coffees and soft drinks, replacing them with something more mild such as skim milk.

Trim fat without trimming taste

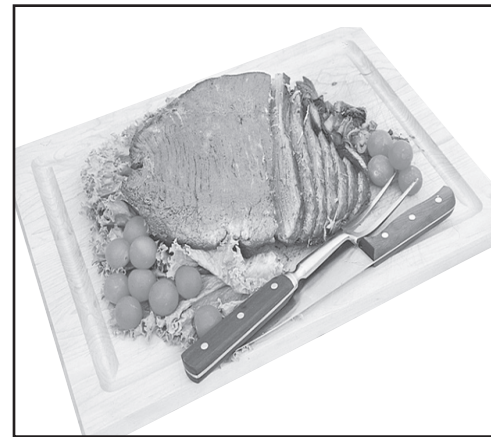
Eating healthy has never been more popular. Whereas cooking shows once focused on making meals as delicious as possible, nowadays such shows place an equal emphasis on health and taste.

While some people might find it hard to believe that foods can be both healthy and delicious, it's actually simple to trim fat without trimming taste. The following are some easy ways foodies can cut fat from their daily diets without sacrificing food flavor.

- Mix up the milk. Many people grew up drinking whole milk and might find it hard to switch right to fat-free skim milk. Those who want to make that leap can ease the transition by switching from whole milk to 2 percent and then gradually wean themselves from 2 percent to 1 percent and eventually skim milk. Coffee drinkers can also cut heavy cream from their coffee and instead choose a low-fat milk to go with their java.

- Don't butter it up. Mom no doubt used to make sandwiches on buttered bread. However, making sandwiches without buttering the bread can significantly reduce fat while not greatly affecting taste. For those who love mayonnaise with their sandwich, consider light mayonnaise instead of traditional mayo.

- Order egg whites. The medical opinion on eggs seems to flip-flop depending on whose



opinion it is. One thing all health experts agree on is the health value of egg whites, which contain no fat and no cholesterol. While eating just the egg whites and no yolks will sacrifice some taste, many people find they don't notice the difference after a while.

- Trim the fat. In many cases, the best way to trim fat from favorite foods is to get out a knife and simply remove it. Fat can be trimmed from meats and poultry, making foods healthier without sacrificing any taste. Those who enjoy the flavor fat brings to their favorite foods can spice things up using fresh herbs and spices.

We appreciate your hard work!



Front row, left to right: DeeAnn Ihrig, Kim Nation, Irene Smith, Donna Swager, Helen Dilts, Jean Johnson and Tammy Freeman. Back row, left to right: Lisa Carson, Tasha Shaffer, Brittany Ford, Tara Sitton, Cathy Erickson, Jessica Colby and Cindy Pletcher.



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