



Your Best Life with Amy Hendel
Make little changes, get big results

March 17, 2008

An Inspirational Journey.....

This weekend I spent a great deal of time at the Natural Products Expo in Anaheim CA. Thousand of products including foods, supplements, skincare, therapeutics, and clothing were showcased under banners that ranged from “natural” to “organic.” It’s a taste testing extravaganza and it allows incredible networking to happen.

One special feature of this year’s event was sponsored by a group of companies including Whole Foods, Giovanni hair care and cosmetics, Delicious Magazine and others, who have come together thanks to a former model and now CEO of Think Products, to further the cause of breast cancer prevention. These are companies who value the green movement and are now partnering through their product lines to unite with the Susan G. Komen Foundation. The event I attended showcased a video that caught a short moment in the life of a young woman stricken with stage 4 cancer. The piece revealed her struggle and ultimate triumph over a disease that can so devastate lives. Her hopeful battle was so evident in the piece, but what was even more poetic was the playing of Destiny Child’s, “I’m a Survivor,” as about a dozen cancer survivors walked the runway, after a full fashion show that showcased eco-friendly green designs from several companies. I don’t think there was a dry eye in the tent as these courageous women paraded down the runway, and the applause was deafening. Each of these women was clearly a shining example of living **Your Best Life** – and I was proud to be part of the press covering the event.

Some of you know breast cancer has touched my life – my mom lost a one year battle to a very aggressive form almost ten years ago. So I continue to try to raise awareness by recommending that:_-all women learn to self examine their breasts_-unless you have risk factors which would indicate starting sooner, all women get a baseline mammogram at age 40, and follow up screenings per recommendation_-if you have dense breast tissue or fibrocystic breasts you go to a mammogram center that specializes in screening for that specific situation_-you get educated about genetic testing and its implications by speaking to your doctor_-you make sure to educate your daughters about this disease_-you eat a diet rich in fruits, vegetables, beans and legumes, low fat/fat free dairy products, fish and other omega-3 fatty acid sources_-you get physical exercise every day_-you keep a stable weight since excess fat has been implicated in breast cancers

Great strides continue to be made in this area of medicine – so it’s a hopeful time for women. Thanks to companies like these and dynamic women like Lizanne Falsetto, breast cancer may have indeed found its match!!