

OPTIMIZING YOUR HEALTH



*“Our priorities are defined by what we do,
not by what we say.”*

TODD WHITTHORNE



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A MESSAGE FROM TODD. . .

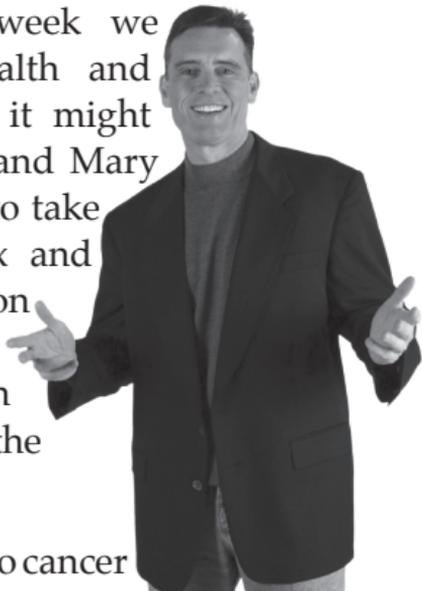
As a young boy growing up in Southern California I was a member of the Cub Scouts. On camping trips one of my Scout leaders, Mr. Bein, a strong, serious man with a thick German accent would always say, "*We must leave the campground cleaner than we found it.*" I've always thought that was a great metaphor for life. The goal should always be to leave the world a better place than it was when we got here.

Ken Cooper, M.D., M.P.H. has already done that...in spades! As the "*father of aerobics,*" Dr. Cooper has authored 19 books and become a recognized world authority on the importance of preventive medicine. He has inspired millions to begin, and maintain a regular exercise program. Thousands of patients come to the Cooper Clinic every year for their annual physical, not because they are sick but because they are well...and want to stay that way. The non-profit Cooper Institute houses the largest objective data base on exercise and lifestyle in the world and in the last 20 years its researchers have published over 600 scientific papers.

Dr. Cooper's motto, that "it's easier and less expensive to maintain good health than it is to regain it once it's lost" is the foundation of learning to live, as he likes to say, a long and healthy life to the fullest.

Since 1999 I've had the privilege of working closely with Dr. Cooper as an executive at The Cooper Aerobics Center in Dallas. For eight years we produced and hosted a nationally syndicated radio show called *Healthy Living*. For two hours every week we discussed the latest health and medical news and how it might impact the lives of "Joe and Mary Beercan." Our goal was to take what was often complex and confounding information from major medical journals and distill it down so that it was relevant to the average listener.

Having lost my mother to cancer



TODD WHITTHORNE

and my father to heart disease, both at fairly young ages, I know first hand that our habits, much more so than our genetics, will greatly influence how long and, more importantly, how well we live.

Hopefully in the next few pages you'll be able to pull a few "nuggets" that will allow you to improve how you look, feel, sleep, perform and interact with others. What you'll learn is that it's probably not nearly as complicated as you thought.

My goal is for you, and those you care about to be able to leave the campground cleaner than you found it!

Sincerely,

A handwritten signature in black ink, appearing to read "Todd Whitthorne". The signature is fluid and cursive, with a horizontal line crossing through the middle of the name.

TODD WHITTHORNE
President/CEO
Cooper Concepts, Inc.

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HABITS, HABITS, HABITS!

A study published in the *British Medical Journal* (February, 2009) showed that people who exercise regularly, eat at least five servings of fruits and vegetables per day, limit alcohol intake to a moderate level, and don't smoke cut their risk of stroke by over 50%! That is just one of hundreds of published articles showing that our health is about 30% genetic and 70% a result of our habits, environment and lifestyle. We can only blame mom and dad for so much. What we do, and the choices we make on a day to day basis have a HUGE impact on both our short term, and long term health.

Remember, you don't need to be perfect. If you have decided to make good health a priority then consider some of the following recommendations and work them into your day to day life. No need to do them all at once but if you want to improve how you look and feel then YOU WILL NEED to make some changes. As Zig Zigler has said many times,

*"If you keep doing what you've been doing,
you'll keep getting what you've been getting."*





*"The time to fix the roof
is when the sun is shining."*

JFK



*"Feeling and looking better is
probably far easier
than you ever imagined"*

TODD WHITTHORNE



TODD'S TAKE AWAY TIPS

Improving your health means you will need to change some of your habits. Remember that small steps, taken over time, can lead to tremendous improvement. Here are some things you can start today...pick one or two that seem "doable."

 **Take a 15-30 minute walk.** Walk at a "with purpose" (brisk) pace (no need to huff and puff and be sure to "start where you are"...not where you used to be or where you think you should be...guys, this means you!...I know you were a stud in high school but it's critical not to try and go from zero to 60 overnight). Walk with a friend or use an iPod to help pass the time. Goals: 2 miles in 30 minutes 3x week, or 2 miles in 35 minutes 4x week, or 2 miles in 40 minutes 5x week.

 **Wear a pedometer** (step counter). Wear it for 3 or 4 days and determine your average number of steps per day, then add 2,000.

That should be your initial goal. There are approximately 2,000 steps per mile and the typical American averages only 5,000 steps per day. The ultimate goal should be at least 10,000 per day but don't try and make that leap overnight...ramp up gradually. A durable, accurate pedometer will cost between \$15 and \$25.

 **Strength train (lift weights)**...twice a week would be great...and yes ladies, this is VERY important for you as well. After 30 we all start losing muscle mass and bone density UNLESS we do resistance training! If you've never lifted before hire a trainer for one or two sessions or visit www.cdc.gov/physicalactivity/growingstronger/index.html, or www.strongwomen.com/strongbones. It's NEVER too late to start. Osteoporosis is a preventable disease!

 **Every meal should include at least one serving of fruit or vegetable**...more is fine but AT LEAST ONE per meal. A half cup is considered a "serving." A piece of

fruit (i.e. small banana, apple, pear, etc.) is also considered a serving. Fried does NOT count and neither do corn, peas or potatoes (except sweet potatoes...which are fantastic and extremely nutritious). Think colorful and leafy green vegetables like broccoli, carrots, spinach, cabbage, kale, tomatoes, green beans, bell peppers, etc.



Log what you eat. Yes, I know it's a pain in the neck but studies clearly show that people who "food log" are more mindful of how much they're eating and usually consume less. Use one of these sites to estimate your calories: www.calorieking.com, www.fitday.com or www.mypyramid.gov.



Identify any "deal breakers" you may be consuming, i.e. a 400+ calorie coffee concoction every morning (Venti Caffe Mocha: 26 grams fat, 450 calories, ouch!) or "super sizing" a fast food meal. Cut back to once per week rather than every day.



Strive to eliminate 100 calories from your daily intake. Remember that one pound equals 3,500 calories. Cut back a little on the calories consumed and bump up the physical activity (calories burned) and you can easily lose 2 pounds in a month. Might not sound like much but that's 24 pounds in a year and that weight will be **MUCH MORE LIKELY TO STAY OFF!**



Hydrate with 8 glasses of non-caloric fluid per day... i.e. water, non-caffeinated sugar-free drinks, decaf tea, etc. Use your calories for foods rather than beverages.



Moderate Alcohol. There is scientific evidence to show that moderate alcohol intake offers some health benefits. However, excessive alcohol consumption can be extremely harmful. "Moderate" is defined as one drink per day for women and two for men (men and women metabolize alcohol differently). A "drink" is defined as a 12 oz. beer, a 5 oz. glass of wine, or

a cocktail containing 1.5 oz. of liquor. If you are watching your weight don't forget that alcohol also contains a large amount of "empty" calories.



Eat breakfast (mom was right!). Focus on whole grains, lean protein (i.e. eggs, Canadian bacon), low fat dairy, fruit, etc. Pop Tarts and jelly donuts don't count. I love mixing low fat vanilla yogurt (Fage Authentic Greek Yogurt is my favorite), with Fiber One or Kashi Go-Lean cereal, and frozen blueberries. Awesome! Oatmeal is also terrific!



Take a multivitamin (should contain at least 2,000 I.U. of vitamin D) and an omega 3 supplement (with at least 1,000 mg of EPA and DHA combined...preferably in a 50-60% concentration. You will need to read the back of the label. Visit www.coopercomplete.com). Remember though, you can't supplement a bad diet. Think of supplements as an insurance policy.



Floss your teeth (after you brush them!) Dental

experts say that flossing is just as important as brushing....work to make it a habit.



Eat fish...a terrific source of omega-3, vitamin D, protein, etc. Baked, broiled, grilled...not fried! George Foreman Grill works great for fish.



Restaurant eating can be a killer. Get sauces (including salad dressing) on the side so you can control the amount. When eating Tex-Mex, fajitas (no extra grease as that's the "sizzle") with corn tortillas are a good choice. If eating at an Asian restaurant, request "double the vegetables" and split the entree with a friend or take half home. Italian dishes with marinara sauce are better choices. Ask your server to hold the bread or chips until the entree arrives. Don't "default" to a designer salad like a Caesar with chicken—this is typically one of the highest calorie and fat items on the menu. Ask your server for items on the menu that are lower calorie. The chef can give a suggestion if necessary.



Divide your plate into 4 equal quadrants and eat 25 percent protein, 25 percent starch (potatoes, rice, corn or peas) and 50 percent vegetable or fruit. If you're still hungry, have more vegetables or fruit.



Get real about the stress in your Life.... Researcher Hans Selye referred to stress as "the salt of life." While some stress is actually good, too much stress can really take a toll. If your life is filled with chronic stress (the type that is with you all the time) you should not ignore it. Men especially tend to think they "can fight through it" but if chronic stress goes unchecked the consequences can be dangerous (increased risk of heart disease, stroke, depression, lower immunity, etc.). Don't ever be afraid to ask for professional help. Be sure to take the Stress Questionnaire that is included on pages 19-21. By the way, the best physiological (natural) way to help manage stress?...You guessed it, exercise!



Schedule your annual physical. It should include a maximal stress test (if your doctor says it's not necessary then get a new doctor or call the Cooper Clinic 866-906-COOP (2667)) and complete blood work (which should include total cholesterol, HDL, LDL, triglycerides, blood glucose, vitamin D, homocysteine and C-reactive protein). Be sure to also get age/gender-specific preventive screens, i.e. prostate exam, PSA, colonoscopy (yes, I know it's not pleasant but it can save your life!... don't die from embarrassment), mammogram, PAP smear, etc. Don't wait until you have symptoms!

ACTIONS I COMMIT TO TAKE:

1. _____
2. _____
3. _____
4. _____
5. _____

Signed _____

Date _____

HELPFUL WEBSITES



www.cooperwellness.com – official site of The Cooper Aerobics Center. Free e-mail newsletter, archived articles and podcasts, Cooper Complete Nutritional Supplements, books, pedometers, etc.

www.eatright.org – click on “Find a Nutrition Professional” to find a registered and licensed dietician near you.

www.nutritiondata.com – complete nutritional info for any food or recipe. Huge database of fast food.

www.webmd.com and **www.mayoclinic.com** – reputable info on specific diseases and conditions.

RECOMMENDED READING

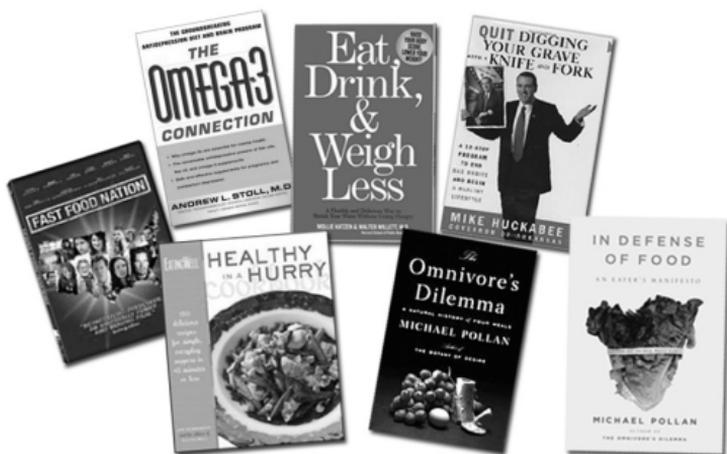
RECOMMENDED READING

- **Start Strong, Finish Strong** by Kenneth Cooper, MD, MPH and Tyler Cooper, MD, MPH
- **Controlling Cholesterol the Natural Way** by Kenneth Cooper, MD, MPH
- **Fit to Lead** by Tedd Mitchell, MD, et al
- **Women's Health and Fitness Guide** by Michelle Kettles, MD, Colette Cole and Brenda Wright
- **Strong Women, Strong Bones** by Miriam Nelson, PhD
- **The Eye Care Revolution** by Robert Abel, Jr., MD



RECOMMENDED READING (CONT.)

- **The Omega-3 Connection** by Andrew Stoll, MD
- **Eat, Drink & Weigh Less** by Walter Willett, MD and Mollie Katzen
- **Quit Digging Your Grave with a Knife and Fork** by Mike Huckabee
- **Fast Food Nation** by Eric Schlosser
- **The Eating Well Healthy in a Hurry Cookbook**
- **The Omnivore's Dilemma** and
- **In Defense of Food** by Michael Pollan



STRESS/COPING QUESTIONNAIRE

COOPER WELLNESS PROGRAM STRESS/COPING QUESTIONNAIRE

1. Stress is your body's physiologic response to a perceived threat or challenge. The challenges in your life are affecting which areas? (Awareness is key)

<input type="radio"/> Health	<input type="radio"/> Sleep
<input type="radio"/> Relationships	<input type="radio"/> Relaxation
<input type="radio"/> Weight	<input type="radio"/> Job Performance
2. At the end of a hectic day, how do you normally relax? (How many are healthy or unhealthy choices?)

<input type="radio"/> Watch TV	<input type="radio"/> Take a walk
<input type="radio"/> Talk to others	<input type="radio"/> Play with pet
<input type="radio"/> Workout	<input type="radio"/> Listen to music
<input type="radio"/> Drink alcohol	<input type="radio"/> Binge on a treat
<input type="radio"/> Eat a big meal	<input type="radio"/> Go to a bar
<input type="radio"/> Computer time	<input type="radio"/> Shower/bath
3. When you're troubled, under pressure, or have an important decision to make, name two people you can turn to for understanding and support: (Two at least)

4. Two important questions regarding your rest and sleep:
 - a. How many hours of sleep do you

STRESS/COPING QUESTIONNAIRE (CONT.)

average per night? _____
(7 + is needed)

- b. On weekdays, what time do you normally go to bed? ____:____
(What would help you get to bed earlier?) _____

5. On evenings and weekends, what do you do for fun? (More is better)

- | | |
|---|---|
| <input type="radio"/> Movie | <input type="radio"/> Dine out |
| <input type="radio"/> Sporting events | <input type="radio"/> Kids events |
| <input type="radio"/> Family gatherings | <input type="radio"/> Team sports |
| <input type="radio"/> Exercise | <input type="radio"/> Shopping |
| <input type="radio"/> Golf/outdoor activity | <input type="radio"/> Hobbies |
| <input type="radio"/> Music/Theater | <input type="radio"/> Entertain friends |
| <input type="radio"/> Travel | <input type="radio"/> Gardening |
| <input type="radio"/> Religious gatherings | <input type="radio"/> Read/Relax |

6. If you are employed, how many vacation day are you offered? _____

7. Do you normally use all your vacation days? _____

If not, what are your usual reasons?

(Are these worth sacrificing you health and relationships for?) _____

STRESS/COPING QUESTIONNAIRE (CONT.)

8. What are your favorite vacations?

(It's helpful to know so you can plan something soon.)

9. Good nutrition builds stress resiliency. Do you normally eat breakfast? _____
(Yes is the preferred answer)

10. How many beverages with caffeine do you drink each day? (2 or less) _____

11. How many alcoholic beverages do you drink each day? (2 or less) _____

12. How often do you eat "fast food?" _____
times a week. (Less than once a week)

13. What percentage of the time would you say you make healthy food choices?
(0-100%) _____
(80% or more is the preferred answer)

14. Stress is mediated by physical activity
Describe your normal exercise habits:

(Accumulate at least 2.5 hours of physical activity a week spread over 4-6 days)

COOPER WELLNESS PROGRAM

When busy people need fast results, they head to Dallas. The Cooper Wellness Program provides exactly the kind of immersion that many fast-track people are looking for to get as much education and motivation as possible in a short period of time. Ninety percent of participants have weight loss as a goal and everyone wants to improve their health and fitness.

- ❖ *Through a highly structured program of delicious meals, entertaining workshops, personal training, group exercise classes, stress management, cooking schools, dietitian directed dining out, and medical education, our guests practice the new habits they are learning and focus on lifestyle changes that deliver great results.*
- ❖ *Guests choose from a 4, 6, or 13-day program and usually opt to “live” in the Cooper Guest Lodge.*
- ❖ *A Cooper Clinic exam is highly recommended to get a thorough picture of your current health and to receive clearance to exercise.*
- ❖ *Follow up is included at 3, 6, and 12 months.*
- ❖ *Cooper Coaching can be added for weekly accountability at an additional charge.*

COOPER WELLNESS PROGRAM (CONT.)

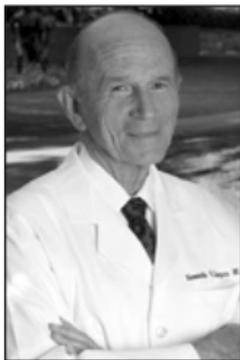
For information visit www.cooperwellness.com or contact Cindy Bostick at 800-444-5192 or clbostick@cooperwellnessprogram.com

COOPER CLINIC PHYSICALS

PREVENTIVE MEDICAL EXAMS



Having seen nearly 100,000 patients since 1970, Cooper Clinic is the premier provider of preventive medicine physicals. The comprehensive exams are individualized according to age, gender, medical history, specific needs, and medical examination findings. The focus is on identifying and preventing disease. Breast health, preventive/cosmetic dermatology, and nutrition services are also available. Dallas, 972-560-COOP (2667)



Dr. Kenneth Cooper

Since 1997 Dr. Cooper and a team of scientists from leading universities have been studying the role that nutritional supplements play in overall health. If everyone avoided processed foods and ate a healthy, balanced diet loaded with fruits and vegetables and plenty of fish then we wouldn't need any supplements. The reality is most of us don't eat that way. Proper supplements therefore serve as an insurance policy to help you cover your bases.



Cooper Complete Nutritional Supplements are formulated to provide you with the proper nutrients, in the proper amounts. All Cooper Complete products are guaranteed pure and potent and the formulations are based on the latest scientific research. The formulations are dynamic which means whenever the scientific evidence indicates we can improve a product then we make the appropriate changes immediately.

COOPER COMPLETE NUTRITIONAL SUPPLEMENTS

COOPER COMPLETE PRODUCTS



For more information, or to review the published clinical studies on Cooper Complete please visit www.coopercomplete.com. Products are available on-line or by calling 888-393-2221. Corporate discounts are available for companies that are interested in making supplements readily available to their employees.

HOTEL AND CONFERENCE CENTER



Cooper Guest Lodge is an attractive 62-room hotel catering to individuals and corporate groups. Guests enjoy comfortable, luxurious accommodations in a resort-like 30-acre setting. For business, wedding, or social events, Cooper Guest Lodge has more than 8,000 square feet of meeting space with catering service for groups of eight to 250. Teambuilding exercises or health-oriented lectures can be arranged for groups. 972-386-0306



Cooper Corporate Solutions helps improve the health of company executives and employees. Companies that provide wellness offerings have higher productivity and retention rates, experience less absenteeism due to illness, and attract the best in the business. And they are better able to control health care costs.

The power of **Cooper Corporate Solutions** is the 40 years of research and clinical expertise that is the basis for its customized corporate services, including:

- **Executive risk management** – Change starts at the top with Cooper Clinic physical exams and oversight by a Chief Medical Officer.
- **Wellness programming and consulting** – Prevent unhealthy behaviors and encourage healthy ones through employee wellness programs.
- **Employee benefits consulting** – The first in the industry to link employee benefits and worksite wellness into one comprehensive offering for companies.

Cooper Corporate Solutions revolutionizes corporate fiscal and physical health.

A WORD FROM TODD IN CLOSING

I sincerely hope that this information has been useful. Feel free to share this “passport” with family members, friends and colleagues. Should you need additional copies just contact me through the options below.

Also, if you have any questions or comments or would like to discuss me speaking to your company or organization I would welcome the opportunity. Here are the best ways to reach me:

twhitthorne@cooperwellness.com

www.cooperwellness.com

800-444-5764

972-560-2656 o

972-560-3267 f

Stay well!

