

Far Infrared Sauna Therapy for Baby Boomers—PREVENTIVE CARE AT ITS BEST, ACCORDING TO THE EXPERTS

by Kim Henderson

Weight Loss, Too!

Yes, far infrared heat helps to increase your metabolism! Studies have shown a 30-minute far infrared sauna session can burn up to 200 to 600 calories. As the body works to cool itself while using a far infrared sauna, there is a substantial increase in heart rate, cardiac output and metabolic rate. Blood flow during whole-body hyperthermia is reported to rise from a normal 5 to 7 quarts per minute to as many as 13 quarts per minute. (*Journal of the American Medical Association*, August 1981)



Dr. Mehmet Oz

In a recent address on health-care reform, President Obama said, “So it is not surprising that half of all personal bankruptcies stem from medical expenses.” And for most baby boomers now reaching or approaching retirement age, health has become a priority not just for quality-of-life reasons but for economic ones, too.

The good news is that baby boomers can find a solution in preventive-care measures, and there’s a host of health innovations available to make it easier to extend the healthiest years of your life.

DR. OZ WEIGHS IN ON FAR INFRARED THERAPY

One such health innovation, far infrared sauna therapy, was recently featured on *The Oprah Winfrey Show* in a segment on longevity with guest medical expert and *New York Times* best-selling author Dr. Mehmet Oz. Dr. Oz and Winfrey sat in a Sunlight Sauna while he talked specifically about how far infrared therapy supports the body in a number of significant ways. Far infrared sauna therapy’s benefits include relaxation, detoxification, weight loss, improved blood circulation, lower blood pressure, skin purification and pain relief. Talk about an investment in health!

JORGE CRUISE’S SAUNA STRESS BUSTER

Finding ways to relax is one of the best preventive care and economical actions you can take. *New York Times* best-selling author and health-and-fitness expert Jorge Cruise loves his far infrared sauna. He said, “I use my Sunlight Sauna to de-stress. It’s my little sanctuary to get away from the world.” Cruise and many health professionals agree that the more stressed your body becomes, the more cortisol it produces. Cortisol is a “fight or flight” hormone made in the adrenal glands that raises heart rate and blood pressure and encourages the deposit of any excess calories into the midsection. Scientific evidence shows that far infrared therapy helps the body maintain healthy levels of cortisol. While corti-



Jorge Cruise

sol levels stay the same or rise slightly during a sauna session, they drop afterwards. So physiologically, your body relaxes as hormone levels drop.

THE HEART OF THE MATTER

And if the stress weren’t enough, a new study conducted by researchers at the Ochsner Heart and Vascular Institute, New Orleans, showed that more aging baby boomers are being hospitalized for heart attacks now than people their age were a generation ago. Poor diet and sedentary lifestyles are believed to be the cause of what one of the study’s authors calls *diabesity*, or obesity plus diabetes—both strong risk factors for heart disease.

Boomers will, of course, need to watch their diets and activity levels to take preventive measures against heart disease, but they can also take advantage of infrared sauna therapy. On *Oprah*, Dr. Oz explained how infrared saunas heat the body’s core temperature and the heart benefits that result: “The reason [increasing core body temperature is] important is that we’ve shown that people who take saunas a couple times a week actually drop their blood pressure.” He explained further, “It improves blood circulation. The reason that’s important is that it gets your heart to beat faster and it burns calories.”

BOOMERS DETOX

Dr. Mark Hyman, editor-in-chief of the peer-reviewed medical journal *Alternative Therapies in Health and Medicine* and best-selling health author, recognizes the issue of chemical buildup in the body and the need to support the body’s detoxification pathways for health and longevity. He recently told *DPHL*, “Some 80,000 new chemicals have been registered over the last century, and 2.5 billion pounds of toxic chemicals are released into the environment every year. We are overloaded.”

Sauna therapy is one of the pathways Dr. Hyman recommends, as raising the body’s core temperature produces a beneficial sweat and promotes detoxification.

INVEST IN HEALTH

When three best-selling health experts—Dr. Oz, Cruise and Dr. Hyman—all recommend infrared sauna therapy for life extension, relaxation, heart-health support, detoxification and weight loss, it merits attention not only from baby boomers who are looking for preventive-care tools but anyone who values their health—and their pocketbook. ■



Dr. Mark Hyman

Resources

For more on Sunlight Saunas, visit the company’s highly informative website, www.sunlightsaunas.com; you can also learn more by calling 877-292-0020.

