

GET THE RESPONSE YOU'RE LOOKING FOR

ADVERTISE IN BOOMERTIMES & SENIORLIFE



Call Today (800) 230-1904

Can Cocoa Help Fight Cancer?

Researchers find that chocolate compound stops cancer cell cycle

Researchers from the Lombardi Comprehensive Cancer Center at Georgetown University, Washington, D.C., have shown how an ingredient found in chocolate seems to exert its anti-cancer properties—finding that might one day be used to design novel cancer treatments. The study, published in the April issue of the journal *Molecular Cancer Therapeutics*, explains how pentameric procyanidin (pentamer), a natural compound found in cocoa, deactivates a number of proteins that likely work in concert to push a cancer cell to continually divide.



Chocolate is made from the beans of cacao trees. The beans are rich in natural antioxidants known as flavonoids. These antioxidants may protect cells from the damage caused by unstable molecules known as free radicals, which are thought to contribute to both heart disease and cancer development. The primary family of flavonoids, contributing to the antioxidant benefit in chocolate is the procyanidins, and of the various types of procyanidins, pentamer seems to be strongest, according to a number of studies.

“There are all kinds of chemicals in the food we eat that potentially have effects on cancer cells, and a natural compound in chocolate may be one,” says the lead author, Robert B. Dickson, PhD, professor of oncology. “We need to slowly develop evidence about the selectivity of these compounds to cancer, learn how they work and sort out any issues of toxicity.” Chocolate, like many other foods, is the source of many possible anti-cancer compounds, but Dickson stresses that this research, which is part of a series of studies conducted at Georgetown on the chocolate-cancer connection, does not mean that people who eat chocolate will either reduce their cancer risks or treat a current case. Although the study was conducted in breast cancer cell cultures, the finding could potentially apply to other cancers, Dickson says.

(From RTImage, p6, May 30, 2005)

50+ Consumers, a Growing Market

Adults age 50 and over buy 41% of all new cars, 51% of all over-the-counter medications and 80% of all luxury travel. They own 75% of America's financial assets and spend \$1.7 trillion on goods and services. By 2010 that number is expected to reach \$2.6 trillion which would be \$1 trillion more than younger adults.

(Livewire the Newsletter: Resources for Reaching Maturing Consumers – JWT Mature Market Group, Issue 10. Spring 2005)

Pet Personalities “Love on a Leash”

By Tom Blair

What do children, pets and literacy have in common? To bring the excitement of reading to children, pets are now serving as sounding boards in a new program. Local libraries are hosting visits from “Whiskers and Tales,” a session where children read to their new pet friends.

The St. Louis Chapter of “Love on a Leash,” who sponsor “Whiskers and Tales,” is a not-for-profit, all volunteer organization dedicated to providing fun, love and entertainment to special groups and facilities throughout our community.

The “Whiskers and Tales” teams serve as reading mentors to children in order to facilitate positive skills and attitudes toward literacy. The St. Louis Chapter provides visitation teams to

more than twenty facilities including nursing homes, special education settings, elementary schools and hospitals.

With the right temperament and special training, many animals, purebred or mixed, can become a part of the organization. Completion of a basic obedience course and completion of the Canine Good Citizen Tests are the prerequisites for dogs for the “Love on a Leash” program.

If you or your pet is interested in joining a local group, visit the National Organization at www.loveonaleash.org for more information.

Tom is a nationally syndicated columnist specializing in antiques, cuisine and pets. He can be reached at TomBlairScribe@aol.com

© Tom Blair 2005



FROM THE COVER

Interview with Shirley MacLaine, co-star “In Her Shoes”

What did you respond to in the script?

I was so glad to read a character-driven piece, for a change...A story that examined the problems and issues within broken families, in a comedic way. And what happens in that family was very intriguing to me. It felt authentic. Over the years, I've read so many scripts, and “In Her Shoes” really rang true to me.

Describe your role in the film.

Nowadays in films, I'm playing everybody's grandmother, which is fine with me, because now I have a role in the third act of my life! (LAUGHS). My role in this film is Ella, the grandmother who is reunited with the granddaughters she hadn't seen in many years.

Can you talk a little bit more about Ella's qualities that made you want to play her?

When you're my age and you've played so many parts, you have to be very careful not to use acting tricks that have previously worked for you. I've never played a part like this. That can be a little threatening, even terrifying, because Ella is so authentically subtle. Ella's role is to reestablish a sense of nurturing with her granddaughters. And Ella blossoms, like

Maggie and Rose, through the reestablishment of family.

Describe the world of the Golden Acres retirement community, where Ella resides.

In a way it's a perfect world. Everything is in order. It's all very manicured, very clean. It's a very comfortable place to live for Ella, and ultimately it's the place her family begins to come together.

What do you think audiences are going to take away from seeing the film?

“In Her Shoes” says that problems within families can be solved, as long as you talk about them. You have to be able to communicate, to know that it's all right to tell people what you feel.

Also, the film can be enjoyed by a forgotten audience out there: people over fifty years of age. They're horrified at what's on screen, and on television. They don't want to see the violence and high-tech stuff. These audiences want to know about people, because in the twilight of their lives, they're trying to figure out what relationships are all about. That's why I wanted to do “In Her Shoes,” because it speaks to an audience that has been sadly ignored.



BOOK REVIEW: How Thin People Think 464 Common Sense Tips from People Who Choose to Be Thin for Life

Written & Illustrated by Louise A. Masano

— Reviewed by Anita Finley

Often “big” things come in “small” packages and this is one time that it is certainly true! When I picked up this attractive, thin, enticing book by Louise Masano, I never thought it would change my thinking about my eating. As long as I can remember, I have been on diets. As a professional model, I had to keep my slim figure, but it was always a struggle. If I had read this book, it would've been much easier. So it's never too late to start...so here goes!

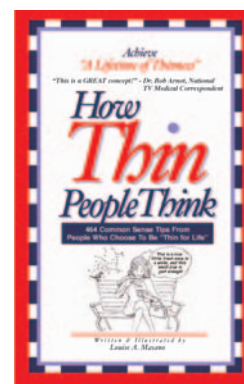
Do thin people really think about being thin? Until you read this book, you probably are saying to yourself, that they just don't gain weight because of their genes. NOT TRUE! Watch a thin person eat. They may eat a little bit of everything but not all of it. That's the secret, according to author Louise Masano. As you read her book, she gives you 464 common sense tips that are so easy, so practical, but must be practiced to be effective. What if you could learn 10 of these tips and for 30 days use her simple advice and be assured that you would lose your bloatness, your desire to gorge yourself and begin to have looser fitting clothing? Would you do it? I hope so!

Louise Masano has rave reviews from experts such as Dr. Bob Arnot, National TV Medical Correspondent, who says, “This is a GREAT concept!” There are 17 short but sweet chapters some of which are listed here: Hunger,

Portion Control, Meals, Food Shopping, Snacks, Fast Foods, Dining Out, Parties, Food Choices, Being Active, Clothes, Common Sense and Good Habits.

As you go through each page, you will be charmed by the cute illustrations Masano personally drew. Along with the sayings, they are true to the issues and how most of us want to think. This is a perfect gift, for yourself, for your friends and for your relatives. We think so much of it at *BoomerTimes & SeniorLife*, we are going to use many of her tips in the coming year. Masano's enthusiasm for how to help people think about eating could help our country's obesity problem. From time to time, she will also be on our radio show. These are shows you will not want to miss!

About the author: Louise A. Masano has spent over 20 years creating commercials for major advertising agencies in New York. It was the experience of creating commercials for one of the world's most popular weight loss products that she began to think about the “mindless munching,” that goes on and began to think about “conscious consumption.” That led her to her passion about helping people who constantly struggle with diets. Her book, *How Thin People Think* is her answer to how people can be thin for life. Go to her website: www.HowThinPeopleThink.com or email lamasano@earthlink.net (Publisher: Artes Books, NY; Price \$11.95; purchase at amazon.com or local bookstores)



Louise A. Masano