

# HEALTH AWARENESS

## Boomers Feeling More Active Than Ever

(NAPSA)—Members of the baby boomer generation have grown up at the forefront of major cultural, economic and political changes. Now, they're redefining what getting older means as well—staying committed to living healthier, more active lifestyles than any generation before them.

The baby boomers were the first generation to make exercise a priority, and they're showing no signs of slowing down. According to a recent survey, three-quarters of boomers maintain an active lifestyle to stay healthy. And while the majority of boomers admit that they experience joint and muscle pain, they don't let arthritis symptoms stop them from living a full life and keeping active.

"More than 27 million Americans suffer from osteoarthritis (OA), the most common joint disease and form of arthritis," says Vonda Wright, M.D., medical adviser for the Arthritis Foundation. "And as the baby boomer generation ages, this number will increase significantly. Though there is no standard treatment of OA, it is important to find a pain management solution that you are comfortable with to decrease pain and improve mobility."

While more than 90 percent of boomers believe chronic muscle and joint pain is treatable, nearly 80 percent say they are always looking for newer and better ways to care for their body and help manage muscle or joint pain. And more than half prefer to seek out homeopathic remedies or natural solutions—such as heat therapy—rather than medication.

Continuous heat penetrates muscles, providing pain relief and



**A new kind of heat wrap can help reduce the pain of arthritis flare-ups with 12 hours of continuous heat.**

decreasing joint stiffness. Heat also temporarily increases local blood circulation, delivering oxygen and nutrients to the pain site. Heat therapy has also been shown to reduce the pain of OA, allowing sufferers to continue with their daily activities while managing the pain of flare-ups.

One heat therapy option that can help boomers relieve their achy joints while keeping up with their active lifestyles is ThermoCare Arthritis HeatWraps. The wraps are air activated and provide 12 hours of heat to help manage the pain of arthritis flare-ups. They come in three versions that fit common arthritis pain sites: hand and wrist; knee and elbow; and neck and shoulders.

The arthritis heat wraps are new and can be found at local food, drug and mass stores. To learn more about heat therapy and get tips for staying active, visit [www.thermacare.com](http://www.thermacare.com).