



Fitness Facts

Good Health Is Essential At Every Age

(NAPSA)—A recent survey of baby boomers revealed that their positive outlook on their own health and that of their spouses may not sync up with reality.

According to the survey conducted by Energizer Battery, Inc., more than seven out of 10 respondents (73 percent) rated their health—and the health of their spouse—as good or excellent. However, according to the National Center for Health Statistics, half of Americans in the 55 to 64 age group have high blood pressure and two in five are obese.

Dr. Stephen Sanders, diabetic expert and internal medicine specialist at St. John's Mercy Medical Center in St. Louis, believes the survey highlights a growing problem among middle-aged patients: the disconnect between health perceptions and health realities.

“For boomers, there is an important difference between simply assuming good health and actually being in good health,” says Dr. Sanders. “A positive outlook is great, but it cannot replace important health measures such as regular exercise, healthful eating and routine screenings for all common age-related health issues.”

Although activity is a vital part of staying healthy, two out of three boomers surveyed



Celebrity fitness expert Denise Austin educates baby boomers and older adults on how to live healthy, active lifestyles.

claimed they dislike exercise and more than half wished their spouse would exercise more. But how old is too old when it comes to starting a workout regimen?

“It doesn't matter how old you are,” says Energizer spokesperson and fitness expert Denise Austin, “and it's never too late to start exercising. I am a boomer—and proud of it—and I still work out for 30 minutes each day.” So how can someone become more motivated about staying active? According to Denise Austin:

- Start with exercising 10 minutes a day and gradually work up to more.
- Utilize devices such as pedometers, calorie counters and

MP3 players to help make exercising fun and engaging.

- Don't skip exercise! For every reason people can think of not to exercise, there are a million reasons why they should, including better self-esteem and lower risk of cardiovascular disease.

By incorporating these simple steps, people of all ages can achieve better health and meet their fitness goals. For more advice from Dr. Sanders and Denise Austin or to learn more about the Energizer “Live Healthy. KEEP GOING[®]” program and specialty batteries that power important health and medical devices, visit energizer.com/livehealthy.