

Women's Health Update

Protecting Heart Health

(NAPSA)—There are a number of simple ways women can reduce their risk of cardiovascular disease (CVD). Still, the condition kills more than 461,000 women in America annually and is the leading cause of death among women and men.

According to the American Heart Association, 38 percent of women compared to 25 percent of men will die within one year of a heart attack. Risk of heart disease and stroke significantly increases with age—a sobering fact, considering more than 45 million American women were over the age of 50 in 2003. Despite these startling statistics, misconceptions still exist that CVD is not a real threat to women.

Fortunately, a renewed partnership may help change that. It pairs the American Heart Association's Go Red For Women movement with Jafra Cosmetics International. The company's goal is to empower its consultants and their clients with knowledge that can be used to reduce CVD.

To support Go Red For Women, the cosmetic firm will create educational materials, extend outreach to women and include health information at its popular parties. The company's beauty consultants will be trained to discuss lifestyle choices with party guests and work to help women take better care of their hearts. The firm also plans to raise \$75,000 to fight heart disease. The company offers these heart-healthy tips:

Easy Lifestyle Changes

Leading a healthier lifestyle can protect your heart—and be



A unique program could help women protect their heart health.

simple. The key is to think in small steps, rather than sudden changes. When it comes to increasing physical activity, for instance, think walking, jogging, cycling or dancing with someone you love. And for reducing stress, think of taking time for your favorite hobby or celebrating your “unbirthday” with friends.

Manage Your Numbers

During a heart checkup, your doctor takes a careful look at your “numbers,” including your cholesterol and triglyceride levels, your blood pressure and more. Knowing your numbers can help you and your doctor know your risks and mark the progress you’re making toward a healthier you.

Stay Positive

Many experts now believe that a positive attitude is an important part of staying healthy. Positive thinking starts with loving what’s wonderful about you—so take care of yourself and appreciate who you are.

For more information, visit www.goredforwomen.org or www.jafra.com.