



Medical  
Wellness  
Association

# Medical WELLNESS

INTEGRATING HEALTH PRACTICES

Fall 2007

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## **WELCOME FROM THE PRESIDENT**

*The demand for global wellness programs continues to increase on the international stage. We are successfully providing new international forums for allied medical and wellness professionals around the globe. Already this year, we have participated in **MWA** advisor and partner meetings in **Hong Kong, Las Vegas, Munich, Manila and San Francisco** where we met with **Joe Moore, IHRSA President and CEO**, for our special **One on One** interview. We have established an exciting international partnership in the Philippines with the Red Cross as well as the Association for Medical Technology to improve children's health and well being.*

*It is my pleasure to invite you to the new **Medical Wellness and Nutrition Forum in Las Vegas**. The Medical Wellness Association proudly hosts the Forum in partnership with **IHRSA**, International Health, Racquet and Sportsclub Association and the American College of Wellness. Together we partner to serve the profession by providing ongoing research, best practices, professional networking and continuing education. The **Medical Wellness and Nutrition Forum Program** is free for all our MWA members, partners and guests. The Forum Program is provided in detail on page 8. There is great excitement in meeting and networking with dedicated medical wellness practitioners from around the globe.*

*Join us at the **RIO Hotel & Casino Resort in Las Vegas, September 5-7** for our free workshops, networking, exhibits and trade show. Come participate in the exciting new medical wellness transformation. We look forward to meeting you at the Forum.*

*Christopher Breuleux*

**ONE-ON-ONE: JOE MOORE, IHRSA LEADERSHIP  
DEFINING MEDICAL WELLNESS FOR THE CONSUMER  
CLINICAL WELLNESS UPDATES  
MARATHONING AS CORPORATE WELLNESS TRAINING  
BENEFITS OF INTERNET WELLNESS ASSESSMENTS  
MEDICAL WELLNESS & NUTRITION FORUM 2007**

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**THE OFFICAL JOURNAL OF THE MEDICAL WELLNESS ASSOCIATION**

# ONE-ON-ONE WITH JOE MOORE



**Joe Moore, Executive Director** International Health, Racquet and Sportsclub Association (IHRSA)

Recently at IHRSA in San Francisco and in his Boston office Joe met with MWA President, Christopher Breuleux to discuss exercise, health-wellness programs, the Medical Wellness Forum in Las Vegas and what the future holds for the MWA and the association.

**MWA:** What is your personal vision for the future of wellness?

**Moore:** Medical and healthcare related alliances are the most talked about topics with our club owners and members. Many of our clubs are either developing or seeking relationships with physicians, chiropractors and medical practitioners. Most club owners want to have a medical wellness component and see the benefits for partnering and working with the medical community. The medical wellness market is directly linked with the health, fitness and preventive medicine markets.

**MWA:** What is the value in working with medical groups and doctors?

**Moore:** This is one of the most popular discussion topics with our club owners and members. Any individual or club which is serious about understanding the current and future growth of the wellness industry can benefit greatly by working with medical professionals

and practitioners. Most providers recommend and prescribe exercise to their patient base. The more doctors prescribe exercise and wellness will greatly impact the activity level. “We want people to exercise and get moving to become more active.”

**MWA:** As leader of IHRSA, you partner and are involved with many organizations around the world. What is the status of the growing international wellness community?

**Moore:** IHRSA has strategically made alliances with associations like MWA. The global growth and integration of health and fitness has driven the interest in wellness around the world. One of our goals is to raise the number of individuals and regions involved in wellness programs on the international level. IHRSA is very good at bringing people and partners together on the international stage and networking events. The shift of investing in “preventive care” is happening worldwide. This shift is opening new doors for us and the exercise and wellness industry.

**MWA:** How can the Medical Wellness Association and IHRSA work together and support wellness education and networking?

**Moore:** The new opportunities for partnering with MWA and other affiliates are almost unlimited. IHRSA is excited for the alliance and to have MWA as a new partner.

For me, one of the key benefits of partnering with the Medical Wellness Association are the networking and training events as well as the broad professional membership base. We all have so much to gain when we choose to support and share information with each other. IHRSA will continue to strengthen alliances with professional associations like the AMA and MWA to support wellness and medical issues.

**MWA:** For the first time the Medical Wellness Association is hosting the Wellness Forum at the IHRSA Club Entrepreneur Business Show. Do your IHRSA members seek new business opportunities in wellness?

**Moore:** Most definitely! Among other initiatives, we have created and supported the Health Care Task Force, for which you are an advisor. Our growing number of professional club owners understand that the members drive the wellness programming. The upcoming Medical Wellness Forum and workshops hosted by MWA contributes to our ongoing professional training and development efforts. IHRSA We look forward to meeting with you and the impressive Forum faculty in Las Vegas.



# Defining Medical Wellness for the Consumer

Before a new discipline or profession develops standards, it should have a clear conceptual definition and vision. The Medical Wellness Association was formed in 2001 to promote and integrate the vast subject of medical wellness by defining appropriate industry guidelines, standards and terminology. There is broad agreement among respected analysts that future wellness and health-policy decisions will be driven by the consumer much more than in the past. We strive to be the leaders in promoting the integration of and defining the standards for medical wellness programs and professionals.

Due to improved medical practices, average life expectancy has increased significantly. However, the biggest health problem in our society stems from not maintaining a healthy lifestyle. Today's changing healthcare environment requires an integrative approach to medical care. Increasing medical costs threaten the economic vitality of healthcare options and limit the choices for both providers and patients. Individual consumers who are striving for optimal health and wellness realize that medical science can prolong their lives, but they also want to live well and be healthy throughout their entire lives. Physicians, therapists, health professionals, or wellness practitioners could utilize medical wellness programs to provide real solutions for today's changing healthcare environment. Many organizations have been successful at reducing health and medical costs by helping their members or employees become wellness consumers and live a healthier lifestyle. Many wellness practices are considered to be outside the traditional realm of conventional medicine. Wellness, complementary, integrative and alternative medicine are often viewed as a group of health care practices that is

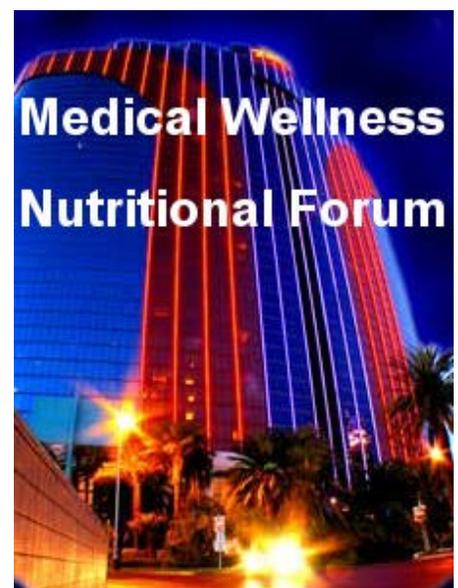
not always considered to be part of traditional or mainstream medicine. The demand for wellness programs and therapies has increased, and progress toward reducing the barriers with conventional medicine continues. The Medical Wellness Association provides some key terms and definitions used in the field of medical wellness, allied health and related medical disciplines.

## Definition of Wellness Terms

According to the World Health Organization, health is defined as a state of optimal well-being, not merely the absence of disease and infirmity. There have been many terms used to define and describe wellness. These include optimal health, health promotion, and total health and wellness. Optimal well-being requires the balancing of lifestyle and various dimensions of the whole person. These dimensions of health include physical, mental, emotional, environmental, spiritual and social components. This broader medical wellness approach to health care involves the integration of all dimensions of wellness. These dimensions are often interrelated as one dimension can affect the others. The ever-developing field of medical wellness is serving the need of helping individuals improve their health through the process of wellness practices, lifestyle and medical science. Medical wellness is the practice of health and medical care relating to wellness outcomes. The more specific definition of medical wellness is an approach to delivering health care that considers multiple influences on a person's health and consequently multiple modalities for treating and preventing disease as well as promoting optimal well-being. Medical wellness integrates and brings together the stakeholders in healthcare: medical and wellness practitioners, and other allied health providers.

Medical wellness provides a balanced application of wellness to both health and medical outcomes. It is often viewed as the integration of wellness practices and programs within a clinical environment. Medical wellness evolves continually, as practices and treatments that are proven effective merge into conventional medicine and as new approaches to health, well-being and wellness emerge. The foremost goal of medical wellness is to promote an optimal state of health through practicing an active wellness lifestyle and preventing disease and illness. Best practice medical wellness programs should meet universal quality and medical standards of care that can be proven effective. Medical wellness definitions and standards will help clarify conflicting and often misleading health and wellness information presented to the consumer by mass media and confusing marketing publications.

Chris Breuleux, Ph D, is Founder and President of the Association, Board Advisor for the Wellness Alliance and member of the Advisory Board for the National Health, Wellness and Prevention Congress.



# Clinical Wellness Updates

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**Obesity May Be Socially Driven** – If family and friends get fat, chances are you will too, researchers report in a new study that suggests obesity is "socially contagious" and can greatly impact person to person. The federally funded study found that social ties seemed to play a surprisingly strong role for obesity and weight gain. The research published in the *New England Journal of Medicine* included an analysis of the social network of 12,067 people who were studied for 32 years. "We were stunned to find that friends who are hundreds of miles away have impact on a person's weight status as friends who are right next door," said co-author James Fowler of the University of California, San Diego. The study found a person's chances of becoming obese went up 57 percent if a friend did, 40 percent if a sibling did and 37 percent if a spouse did. Researchers concluded that having relatives and friends who become obese changes one's idea of what is an acceptable weight.

**The Spread of Obesity in a Large Social Network over 32 Years**, N. A. Christakis and J. H. Fowler, *New England Journal of Medicine*, Volume 357:370-379, July 26, 2007, Number 4.

Drug advertisers warn people who feel healthy and look healthy, that they may be harboring disease that could kill them without warning. You know the drill: osteoporosis, heart disease, high blood pressure all could be lurking undetected in your body and this or that drug may be just what you need to solve the problem you didn't know you had. They call it "awareness-raising." In some respects this does make sense. There are disease states that can be caught well before they are symptomatic and well before they are advanced enough to cause serious problems. Regular checkups and medical tests can help but the bombardment most people experience any time they tune into any mainstream media could make the most level-headed individual into a hypochondriac. Some of the drugs peddled to "protect" against many of these diseases are not as safe and effective as they're portrayed in advertising. Some people end up on the prescription drug treadmill with multiple side effects. Some diseases could be prevented with nutrient-dense whole foods diet, supplements, regular exercise and stress reduction.

For example, millions of healthy women and elderly are taking statin drugs because they've been told that it will prevent a heart attack, when there is only demonstrable benefit with these drugs in men under 70 and in people who have diabetes or have already had a heart attack. Osteoporosis drug Fosamax is sold in the media to women who might be at risk for the disease, but the 1.5 percent of users that develop dangerous esophageal ulcers doesn't quite outweigh the possible 1 percent reduction in risk of hip fracture shown in clinical studies. The new bone made in women on this drug may turn out to be far less sturdy than the old bone and more prone to fracture.

Earl Mindell, [R.P.H.](#), Ph.D., publishes *Dr. Mindell's Total Health Resource*.

According to an article by Judy Norsigian of the Women's Media Center, Big Pharma spent a good deal of its \$4.2 billion DTC (direct-to-consumer) ad budget targeting healthy people of upper income strata. How do you sell drugs to healthy people? Tell them they may need an Rx drug to prevent a health disaster. Use misleading ads if you need to. The FDA (Food & Drug Administration) doesn't screen them ahead of time, and if they do see a problem, you'll have gotten plenty of air time before you have to withdraw or change the ad. Norsigian quotes Marcia Angell, former editor of the *New England Journal of Medicine*: "[Drug companies] are no more in the business of educating the public than a beer company is in the business of educating people about alcoholism." If medical tests are needed, trust in the medical doctor can raise awareness. The big Pharma advertising and other awareness-raising media mainstream may not be providing the whole truth.

Norsigian, Judy, "Don't Buy the Hype: Big Pharma Targets Women For Drugs They Don't Need," *AlterNet*, [www.alternet.org/story/52230/](http://www.alternet.org/story/52230/). May 25, 2007.

A new study appears to confirm that CoQ10 helps relieve statin side effect. Myopathy, or muscle pain, is a common side effect with statins; and many experts have long held that this is due to the depletion of CoQ10 (coenzyme Q10), nutrient made in the body that supports muscle cell metabolism. (Statins deplete this nutrient because the same cholesterol-producing enzyme they inhibit is involved in CoQ10 biosynthesis.) Thirty-two patients using statins received either a CoQ10 supplement or vitamin E (the placebo). Pain was found to decrease by 40 percent in CoQ10 users. While 3 of 14 patients on vitamin E reported reductions in pain, 16 of those taking CoQ10 experienced a significant positive change, and that change was found to improve their day-to-day function. "Coenzyme Q10 may relieve myopathic symptoms in patients treated with statin."

*Reuters Health*, June 2007; *American Journal of Cardiology* 2007;99:1409-1412.

# Marathoning as Corporate Wellness Training

## **P&G Creates Incentives for Employees to Strive for Wellness.**

As a small subset of the “finishers” group crossed Geneva’s Mont Blanc Bridge, the highest peak in the Alps (and the namesake for the bridge) glistened with its snowcapped crown nearly 70 miles in the distance. As the crowds cheered, the members of the group, all adorned in their red uniforms, with the shouts of “Allez les rouges” (“Go red!” in French), ran in the heart of this quaint Swiss city and could see the 39K sign ahead. The end of the marathon for these beginners, these finishers, was coming closer. But it was a culmination of more than just 42.2 kilometers. It was a culmination of an 18-week journey of a team unified under the banner of working for the Procter & Gamble Company in Geneva, the European headquarters. It was the culmination of 57 separate nationalities making up the team. It was the culmination of 306 individuals finding out who they are, how deep their commitment lies, and whether they could realize the dream of doing what only a fraction of people in the world will ever do—complete a marathon. The marathon is often referred to as a “singular” event: one person, one distance, the time, the person versus the distance and the clock. But for as much as the marathon means for many in the world today, could it mean even more? Could the power of the marathon be corralled by organizations, even for-profit companies, as a means to invest in their most important asset—their people—and to help them improve performance in the workplace? Could the marathon actually improve a company’s bottom line?

Procter & Gamble is a household name in the United States and in many other countries around the world. The 169-year-old company, which has more than 135,000 employees in over 80 countries, is the largest consumer-products company in the world. With one of the strongest portfolios of trusted and quality, leadership brands,

including Tide, Pampers, Folgers Coffee, Bounty, Gillette, and Pantene. As supported by Fortune and Forbes rankings, 22 of P&G’s brands sell in excess of \$1 billion annually. P&G is widely renowned as one of the premier brand-building companies in the world. Yet P&G, is also known for much more. The company has long held to the philosophy of “build from within,” meaning that nearly all new hires start at the bottom and work their way up as they grow. For young talent with a desire to grow, this system has been a powerful magnet to attract the finest applicants from all over the world. For the company itself, this system places a huge, yet positive, burden on the development, training, and retention of employees. Like a baseball team that relies primarily on farm teams, P&G seeks to home grow much of its executive talent. This means training, training, and more training!

## **Procter & Gamble Europe and the Geneva Marathon**

A truly international city, Geneva sits on the western edge of Switzerland, at the base of the Alps in the French-speaking region of the country. Geneva serves as the European or global base for over 120 multinationals and is the reputed unofficial capital of watches, jewelry, and gastronomy. Geneva had not enjoyed a local marathon since the mid-1980s. Starting in 2005, two local leaders, Gregoire Pennone and Veronique Fellay, decided, with the help of over 700 volunteers and the organizing committee, to “Rock Geneva with a new event, the trendy new thing of all the major European cities: a marathon!” This was done under the patronage of the Geneva-based United Nations, which declared 2005 “The international year of sports and physical education as a means to promote education, health, and the development of peace.” The course is relatively flat and quite picturesque as it traces its way along the beautiful shoreline of Lake Lemman (Geneva) and into the various neighborhoods of the

greater Geneva area, culminating with a finish in the center of the city, right on the shoreline. En route, runners pass many of the landmark sights of the city, including the United Nations, the famous Jet d’Eau fountain, the Mont Blanc Bridge, and the shopping district of Rue du Rhone. The marathon is scheduled annually on a Sunday during the first two weeks in May. For runners seeking an intimate marathon within a romantic and picturesque city, it is hard to match Geneva. And since Geneva is in the heart of Europe, the many travel opportunities after the race are endless, with destinations such as Paris, Bern and Milan only a short ride away.

Like many leading companies, P&G offers the gamut of training programs in such core areas as leadership, communication, and team effectiveness, to name a few. However, in recognizing that each individual is unique and that often the training needs of an individual go beyond the core curriculum into other areas. Valerie is a French national and senior human resources executive for P&G in Geneva. Valerie Robert is also a marathoner. Valerie has worked all over the world, across cultures and borders and has learned firsthand that the training needs of an individual go far beyond the basics. “One area I have noticed that often we need to help an individual develop is self-confidence,” she said. “This can be actually the foundation area to improve that we see impacting leadership, project management, and other facets of the business. Yet it is difficult to coach because the essence of self-confidence comes from within.” This is where out-of-the-box ideas like the marathon come into play. Could the marathon be used to develop employees in areas such as team and self-confidence? With this as the foundation, P&G wholeheartedly threw its corporate support behind the marathon team. P&G’s Pringles brand sponsored the team, funding uniforms and the entire marathon training program which included guest speakers. The company paid part of the registration

## Hostility May Adversely Affect Lung Function

Here is an amazing finding about the interrelationship between disease and emotions. The journal Health Psychology has published a study that builds on past research suggesting a link between heart disease, hypertension, and risk of death and a hostile emotional state. The investigators looked at data on 5115 participants in the CARDIA (Coronary Artery Risk Development in Young Adults) study group. These young adults, aged 18 to 30, had their hostility levels measured with a standard psychological test. Black men and black women had the first and second highest levels of hostility, followed by white men and then white women. The more hostile the subjects were, the more likely they were to perform poorly on tests of lung function. Investigators found that this relationship was independent of smoking status, age, asthma diagnosis, and socioeconomic status. More research is needed to confirm whether working on hostility levels with relaxation, yoga, bodywork, or deep breathing will aid in better breathing or for that matter, improved breathing through yoga or breathe-work might reduce hostility. It makes sense to take steps now to reduce hostility. It can only benefit your health. Speak with your doctor, pastor, or other trusted spiritual or psychological advisor to get started on a path to a calmer, less angry existence.

**Health Psychology, June 2007**

## A diet rich in flavonoids may protect brain function

A French study found that out of 1640 healthy men and women aged 65 and older, those with the highest flavonoid content from red wine, tea, fruits and vegetables were better protected against age-related memory loss over a 10-year span. What's more, the subjects who ate the most flavonoids at the start of the study had better mental function and test scores at the study's outset. Diets rich in flavonoids protect the cardiovascular system and can aid in the resistance against cancer. "Flavonoids may protect brain function over time," Reuters Health, June 15, 2007; article from American Journal of Epidemiology, June 15, 2007.

## Food Safety and Irradiation: Protecting the Public

Center for Disease Control and Prevention, Atlanta, Georgia

Early in the 20th century, when food safety was a major concern to the public, two technologies, milk pasteurization and retort canning, were developed as prevention measures against food borne diseases. Fear of contracting typhoid fever from watered milk and outbreaks of botulism from commercially canned products are now part of the distant past in many countries. Nonetheless, at the beginning of the 21st century, food borne disease remains a major threat to health, as new pathogens and products have emerged.

## FDA SUMMARY

The Food and Drug Administration (FDA) is proposing to revise its labeling regulations for irradiated foods to require that only those irradiated foods in which the irradiation causes a material change in the food or a change in the consequences that may result from use of the food, bear the radura logo and the term "irradiated". A derivative is in conjunction with explicit language describing the change in the food or its conditions of use. FDA is proposing to allow a firm to petition for use of an alternate term to "irradiation" (other than "pasteurized"). In addition, FDA is proposing to permit a firm to use the term "pasteurized" in lieu of "irradiated," provided it notifies the agency that the irradiation process being used meets the criteria specified for use of the term "pasteurized" in section 403(h)(3) of the Federal Food, Drug, and Cosmetic Act (FDCA) and the agency does not object to the notification. This proposed action is supported by the FDA and would provide consumers with more information than the current regulation.



Cont. from page 5

fees for all P&G runners. Ten different brands anted up with samples for all the Geneva marathon participants, amassing a giveaway pack of products ranging from Hugo Boss to Pantene to Gillette razors worth nearly \$120 in retail value. Just by signing up for the Geneva Marathon and paying the \$70 entry fee, the participants got it back with interest in free products. As the “finishers” group climbed the 200-meter hill alongside the United Nations Park, the employees could see the 40K marker coming up in the distance. Finally, crossing into the 40s! They let out a cheer, as much as they could muster at this point to make the finish line. Glory was not that far away. What had started in that lunch kickoff meeting on that cold January day, was now approaching the moment they had all been training for in the snow, in the rain and now in the heat, the finish line.

While the P&G organizers had the support and the financing, they needed a Corporate training plan to make this experiment a success. Within the P&G team, was a wide range of marathon experience as my role was unique. Though a Vice President, I had a modest start within P&G as a fitness instructor in the early 1980s when the company first gained experience with corporate fitness programs in the global headquarters in Cincinnati, Ohio. I was 21 years old, had started my own fitness consulting company with several doctors in town, and was teaching a couple of classes to P&G employees when I was recruited to apply for marketing. After trying several times, I was hired in marketing in the United States, moved internationally in 1991, and have loved it ever since. As a former track and field coach and marathon runner, all “slow,” I was the right person to appeal to first-timers who would be the heart of making the team as broad based as possible. I was a good match for the corporate team leader to de-mystify the marathon distance for beginners. If I could do it, well, anyone could. The organizers kicked off the program with an informational luncheon in early January, catered to ensure maximum

attendance. The focus of the meeting was to sell the dream—to do something special, to join the club that only a fraction of 1 percent of people ever do—run a marathon. Myriam Mosca, in P&G external relations and a first-time marathoner: “I always thought people who ran marathons were crazy. But I got sold on the idea of doing something special, to challenge myself. So I surprised myself and signed up right after the kickoff meeting.” Adds Lieven Tijtgat, a Belgian purchasing manager, “I saw this as a unique opportunity. The support given by the team was amazing, and if ever I was going to do a marathon, now was the time.” Knowing that motivation can flag after the initial excitement, the organizers scheduled a steady dose of motivational meetings, not only to keep spirits up, but also to answer questions. “We tried to have an expert speaker or event every two weeks and to cover the key topics of knowledge to safely and comfortably run a marathon.” This included a shoe expert, a dietician, a physician, runner panels for open Q&A sessions three weeks before the marathon. I was definitely pumped up for those final weeks of training,” says Tanja Benser, a German marketing manager.

Programs were developed for the half-marathon, sub-3:30, sub-4:00, sub-5:00, and “finishers” (under 6:00) and were based on programs with a proven pedigree. “We used the Galloway program for the beginning finishers group and longer programs for the balance of the teams. Both of these programs have stood the test of time, and we felt comfortable proposing these programs to employees.” In addition, group runs were organized every day at lunchtime and led by a monitor; group weekend long runs were also organized. “I found myself really looking forward to the lunchtime runs. It was a highlight of the day and gave me energy for the balance of the afternoon,” says new employee Verena Kuhn, a finance manager from Austria.

**Jim Lafferty, Procter & Gamble**  
Visit [www.Genevemarathon.com](http://www.Genevemarathon.com)

## A Medical Perspective: Benefits of Internet Wellness Assessments

**Internet assessments can provide the following for your employees:**

- Assess health risks
- Help employees and members learn about Internet resources, references and guides
- Develop individual & team health and wellness goals
- Teach the benefits of balancing self, team and work
- Assess wellness, longevity and health-risk levels
- Identify individual lifestyles and behaviors that are high-risk
- Inventory and select successful medical wellness programs
- Customize, support and track wellness and fitness activity programs
- Identify wellness programs to improve health and well-being
- Recognize the importance of exercise and physical activity
- Help individuals learn and practice health-related wellness skills
- Integrate medical wellness and health-risk management
- Assist in tracking and managing multiple worksites
- Provide aggregate health reporting
- Provide strategic employee health and wellness planning

**Christopher Breuleux, Ph.D., R.M.T.**  
[www.medicalwellnessassociation.com](http://www.medicalwellnessassociation.com)



# **Medical Wellness & Nutrition Forum**

## **Rio Hotel, Las Vegas, September 6-7, 2007**

### **September 6**

**9:00 am**

**Trends in Medical Wellness:  
Opportunities in Medical Wellness & Nutrition**  
Christopher Breuleux, PhD & Dr. Rick Perryman

**10:00 am**

**Medical and Nutrition Assessments**  
Dr. Rick Perryman

**11:00 am**

**Obesity Management Training**  
Amy Blansit, MA, ACW

**9:20 am Executive Round Tables**

**Successful Weight Loss Business Models**  
Casey Conrad

**Nutritional Assessments & Programs**  
Dr. Perryman, Amy Blansit, MA

**Medical Services & Programs**, Don Crow

**Developing Wellness Facilities & Programs**  
Christopher Breuleux

**Medical Wellness Nutrition**, Eric Durak

### **September 7**

**8:00 am**

**Nutrition Trends, Studies & Clinical Updates**  
Dr. Earl Mindell & Don Middlebrook

**9:00 am**

**Screening & Reducing Cholesterol Naturally**  
Charlie Caudle & Billy Davis

**10:00 am**

**Improve Health & Lose Weight with Hypnosis**  
Karl Noons

**3 Day Expo & Exhibit with IHRSA**  
**September 5-7**

**Medical Wellness Association**  
**International Health, Racquet and**  
**Sportclub Association**  
**American Council on Exercise**  
**American College of Wellness**  
**National Fitness Trade Show**



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