



IS "ANTI-AGING" A HOAX?

by SHARON CLYBORNE

You can hardly find a magazine lately that doesn't have several ads offering "anti-aging" services or products. They promise to make you look and feel years younger, enhance your appearance, improve your health and boost your sexuality. Is that really "anti-aging"? Is anti-aging actually possible or is it just a marketing hoax?

By definition, age is the length of time that a person or thing has existed. So, we aren't opposed to aging, because we want to stay around for a long time. We are "anti-" the changes that happen to our bodies as time marches on. Everybody dreads "getting old" and all of those nasty consequences like wrinkles, flabby bodies, low energy and fading sexuality. And the changes aren't limited to how you look and feel. More serious complications of aging include type-2 diabetes, osteoporosis, heart attack, stroke and cancer.

There is an old saying: "Age is a question of mind over matter. If you don't mind, it doesn't matter". But we do mind. And most of us are willing to do whatever we can to avoid, delay or reverse the signs and symptoms we know come with age. It is well established that exercise and good nutrition are essential to your health. And lifestyle choices like avoiding smoking and limiting alcohol will certainly help. Is there something else that you could be doing?

For the most part, humans are at their physical best

between the ages of 25-40. Those are the years during which we are most attractive, healthiest, strongest, most resistant to disease and best able to produce healthy offspring. That prepares us to fulfill our biologic responsibility to perpetuate and improve our species. It is not accidental that after age 40 we begin to deteriorate. Sadly, we are genetically programmed to get out of the way and make room for the new 25 year olds.

But all is not lost. You actually can avoid, delay or reverse the dreaded changes that come with age. Here is how: decades of research and clinical studies have taught us that our bodies produce certain *hormones* that are responsible for bringing us to our peak level of health. It is the decline in those same hormones that is responsible for the deterioration that naturally occurs. Happily, research and studies have also taught us how to restore those hormones and extend that plateau of peak health and vitality far beyond the age of 40. It may not be proper semantics to call that "anti-aging", but the benefits of hormone supplementation are well documented.

By restoring your hormones to optimum levels, you can increase lean muscle, decrease body fat, improve skin quality and appearance, reduce cholesterol, increase energy and endurance, heighten sexual interest and improve performance. But first, it is important to know if you need supplemental hormones.

All you have to do to find out if you might benefit from this therapy is to schedule a consultation with a physician who specializes in this relatively new medical specialty. One of the best known and most experienced physicians is Gary London, M.D. His West Hollywood practice is limited exclusively to helping patients delay or reverse the negative effects of aging. His program is easy to understand and simple to follow. It is designed to minimize the time and effort that you are required to spend. After consultation and testing, Dr. London personally customizes a plan based on your individual needs. He has all prescriptions delivered directly to you, closely monitors your programs, arranges for convenient periodic tests to make sure your prescriptions are perfect and provides easy to understand written reports to keep you informed at all times.

There may be questions about the validity of claims made by other types of services or products that promise to restore youth. -However, while "anti-aging" may not be the best name for hormone restoration, the age-defying benefits of this therapy are real and proven. This therapy is not a hoax.