How to keep fit: Both your body and mind
People are taking a much more active interest in learning how to take care of themselves from all kinds of sources: magazines, books, TV and the Internet.

It’s actually a hopeful trend, because by learning, you’re empowering yourself. And when you do go to see your doctor, or any medical professional, you’ll be able to tell him or her more precisely how you are feeling.

At Pfizer, our goal is to discover and develop medicines to improve the quality of people’s lives. But we believe that’s just part of the story. We believe that it takes more than medication to be truly healthy.

That’s what this series is all about. It’s designed to help you take charge of your health. It will cover such topics as helping you work as a team with your doctor and pharmacist, as well as eating better, and body & mind health.

This brochure focuses on ways to keep your mind and body healthier. You will find easy fitness programs, ways to keep your mind sharp, ways to better manage stress and more.

We hope it will help guide your journey on the road to better health.

You know yourself better than anyone. And when it comes to your body, naturally, you want to do the right things to stay healthy—in terms of exercise, diet and lifestyle.
Ten easy steps to make the most of your exercise routine

Ready to take your workout to the next level? Then know that what you do before—and after—your exercise regimen can greatly impact your “sweat success”. These easy-to-follow tips will help you get maximum benefit from your workout routine.

Use the “Take action!” column to write down how you plan to bring these steps into your own routine. Use our “Take action! tip” column to get some ideas.
## Pre-workout prep

<table>
<thead>
<tr>
<th>Step</th>
<th>Why it's important</th>
<th>How to do it</th>
<th>Take action!</th>
<th>Take action! tip</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Schedule it</td>
<td>Scheduling a workout guarantees that you’ll take the time needed to stay in shape.</td>
<td>Write it down in your calendar the same way you would a doctor’s appointment.</td>
<td>Set your digital calendar to prompt you an hour before your scheduled workout to give yourself plenty of time.</td>
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<td>2 Plan it</td>
<td>Having a plan ensures that you won’t waste time hemming and hawing when you should be hoisting and huffing.</td>
<td>While you’re scheduling your workout, include the activity. For example: Cardio (walking on treadmill 30 minutes) + Abs (crunches, 3 sets on ab machine).</td>
<td>Don’t be afraid to schedule 5 minutes for something you’ve never tried before — like that recumbent stationary bicycle nobody seems to use. You may love it!</td>
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<td>3 Play it</td>
<td>Feeling blah? Music is a great motivator—especially a song or two that really push you into action.</td>
<td>Once you’ve played your get-up-and-go playlist and are raring to go, recall your personal reasons for exercising, whether it’s to lose those few extra pounds or lower your cholesterol.</td>
<td>Create a different “playlist” for different workouts. Listening to heavy metal before a yoga class may not put you in the right mood.</td>
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<td>4 Fuel it</td>
<td>It’s never wise to workout on an empty stomach.</td>
<td>The perfect pre-workout meal should be consumed 30 to 60 minutes beforehand and consist of complex carbohydrates such as whole wheat pasta or a piece of fruit.</td>
<td>Dedicate a space in your fridge or kitchen cupboard for pre-workout food items.</td>
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<td>5 Warm it up</td>
<td>It’s important to prepare your body for a workout by allowing your heart rate and respiration to increase slowly.</td>
<td>Before you charge into your workout full-speed ahead, warm up gradually for about 10 minutes with a slow walk or light cardio for example.</td>
<td>If you’re headed to the gym, walk or ride your bike instead of taking the car.</td>
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### Post-workout planning

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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>Rev down</td>
<td>Cooling down after a workout is just as important as warming up. Stopping an activity abruptly can cause cramps, soreness and other problems.</td>
<td>To help your heart rate return to its resting rate, give yourself at least 5 minutes to move around until you stop sweating and your skin is cool to the touch.</td>
<td>If you work out at home, take this time to check your mailbox or make your bed.</td>
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<td>7</td>
<td>Stretch out</td>
<td>Once you’ve cooled off, stretch the muscles you’ve used during your workout to help relax the body, reduce muscle soreness and promote flexibility.</td>
<td>Without bouncing or holding your breath, hold the stretch for 10–20 seconds and then repeat it 1 to 5 times.</td>
<td>Roam your local book or video store for information on muscle- or sportsspecific stretches.</td>
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<tr>
<td>8</td>
<td>Refuel</td>
<td>Eating after exercise helps your muscles recover and replaces their glycogen stores.</td>
<td>Wait at least 15–60 minutes to eat and do eat a meal that contains both protein and carbohydrates within 2 hours of your exercise session if possible. A tuna sandwich on whole wheat bread, for example, is an ideal post-workout snack.</td>
<td>Keep a stash of healthy snacks (like unsalted mixed nuts) in your gym bag for those days when you’re on the go and won’t be home for hours.</td>
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<td>9</td>
<td>Replenish</td>
<td>Even if you don’t feel thirsty, water is essential for replenishing your fluid levels.</td>
<td>To stay hydrated, experts recommend that you drink another 2 to 3 cups within 2 hours after you have finished exercising.</td>
<td>Invest in a post-workout water bottle that’s filled and ready to drink when you hit the change room—or your fridge.</td>
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<tr>
<td>10</td>
<td>Revel in it!</td>
<td>Whether you jogged 10 km through the pouring rain or dedicated 10 minutes to practising yoga poses, you deserve a moment of self-congratulation.</td>
<td>Whether you take a minute to smile and give yourself a mental high-five or buy yourself a small reward like a new headband or shoelaces, know that you’ve done your body some good!</td>
<td>Think big! If you’ve stuck to your routine for a month or so, reward yourself with a massage.</td>
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Revving up your metabolism

Kick-start your weight loss plans by turning a sluggish metabolism into a fat-burning engine with these easy and basic surefire tips.

1 Eat regularly. When you follow an extremely calorie-reduced diet or skip meals, your body tries to conserve energy. Enjoy three meals a day plus healthy snacks. Breakfast is especially important, because it signals your body that your nighttime fast of seven, eight or more hours is over.

2 Eat well. Choose a balanced diet of protein, carbohydrates, fruits, vegetables and unsaturated fat, and get plenty of fibre. Avoid overly sweet and processed foods.

3 Do something. Anything! All movement causes your body to burn more calories, so if you have a sedentary job or are inactive for long periods of time, try stretching and walking, and gradually extend the duration of activity.

4 Increase intensity. If you’re already active, dial up the intensity of your workouts to get more out of your workout: increase the speed, resistance and duration of your activity.

5 Pump iron. Strength training exercises build lean muscle mass—and lean muscle mass causes you to burn more calories even when you’re at rest. To build muscle, you can do a variety of muscular conditioning and strength training exercises using weights or your own body weight. For the greatest results, focus on the largest muscle groups, which are found in your back, upper legs, buttocks and stomach. If you’re new to weight training, consult an expert first to ensure you’re using proper technique.

Working with weights

Did you know weight training will increase your strength and helps replace the muscle mass you lose naturally as you age? Anybody can weight train at some level and still experience the benefits.

Of course, you’ll want to ensure you’re using correct form, so read up on the subject, rent a DVD or, if you have a gym membership, ask a trainer.

Five essential tips for beginner lifters

Ready to add weight training to your fitness routine but don’t know how? Forget the “burn-baby-burn” approach used by experienced body builders. These five essential tips will get you started the right way.

• Start light. As a beginner, you must start with light weights. It may be only 1 or 2.5 lbs—whatever works for you.

• Build up. When performing 12 repetitions of the same motion (that’s called one “set” of 12 “reps”) becomes too easy, then it’s time to add weight.

• Work each muscle group. Work each muscle group (arms, shoulders, abdomen, chest, back and legs) with only one or two sets.

• Warm up. Don’t forget to warm up beforehand with five to ten minutes of stretching or light aerobic activity like walking.

• Take regular breaks. A good routine only takes 20-30 minutes a few times a week. In fact, resting between weight training workouts is essential in order to allow your muscles time to recover.
Walk your way to better health

Fitness walking is a great way to improve your overall fitness, health and wellness—and people at all fitness levels can do it. If you love to walk, you can turn a leisurely outdoor stroll into as much of a workout as you’d like.

Why walk? The reasons are boundless

- Control your weight
- Live longer
- Improve your mood
- Keep your bones and muscles strong
- Decrease your risk of heart attack and stroke
- Keep your blood pressure in check

Feet for fitness: A walking primer

Like all other exercises, using proper form ensures maximum benefit and reduces your chance of exercise-related injuries.

Fitness walking is based on racewalking and can be done outdoors or on a treadmill at the gym or in your own home. Before you start, get fitted with the proper shoes. The right shoe, with the right fit, will make the most of your walking workout and limit aches and pains.

Heel-to-toe

- With your toes in the air, your heel should make first contact with the ground.
- Roll your foot forward in a smooth motion.
- Your toes are the last part of your foot to touch the ground.
- Push off with your toes to give you forward momentum.

Arm swing

- Bend your elbows at 90 degrees.
- Keep your hands loose or in a loose grip.
- Keep your shoulders relaxed.
- Keep your elbows close to your body.
- Swing your arms in a forward motion.
- Swing your arms in sync with your stride. Left foot forward means right arm swings forward.

Hip rotation

- Hips should be in neutral—not thrust forward or pushed back.
- Rotate your hips as you walk.
- As your right leg moves forward, your right hip should rotate forward.
- Keep the movement natural—not stiff.
An active brain is a healthy brain

Just like exercising your muscles to stay fit, you also need to train your brain. The good news is that challenging your brain is a lot more fun than squats, laps and curls — and you don’t need to change into anything lycra.

Keeping your brain active has tremendous benefits

- **Improve your memory** for both the little things (your cousin’s phone number) and the big things (your wedding anniversary).
- **Have better focus and concentration** the next time you’re trying to read on a crowded bus or busy waiting room.
- **Be more alert** even after a not-so-necessary three-hour meeting at work.
- **Elevate your mood** after one of those days where things just don’t go as planned.

Ready to put your brain to work? Take a few minutes and flex your mental muscles with the following puzzles or go online to try our interactive brain agility game.

www.morethanmedication.ca/braingame
Recognizing the different levels of stress

Stress is a natural response to life situations and can actually be a good thing. But with too much, or the wrong kind, our bodies can go into a tailspin. Take better care of yourself by understanding how stress works.

What is stress

Stress is an automatic reaction that happens in your body when there is a perceived threat. The release of chemicals (such as the hormone adrenalin) sharpens your senses, focuses attention, quickens breathing, dilates blood vessels, increases heart rate and tenses your muscles. This is the “fight or flight” response that prepares us to act quickly to tackle or avoid danger. And that’s a good thing.

On the flip side, it’s not as helpful for most day-to-day stresses of modern life, such as never-ending deadlines, nagging traffic jams, financial worries or seemingly endless family responsibilities.

And while a certain amount of the right kind of stress can be a positive force that provides challenge, change and stimulation, excessive, negative or low-grade stress that extends over a long period of time can have a detrimental impact on your physical and mental health, relationships and general enjoyment of life.

Let your body be your guide

We all have our own ways of responding to stress: you may be prone to crying while your partner might become irritable or suffer insomnia.

Because stress is such an individual experience, it’s important to let your body be your guide. Learn to recognize the ways that you tend to react, and the events or situations that are likely to cause you to feel stress.

Also know that symptoms tend to escalate if the stress continues. Be aware of where you sit in the stress continuum:

**Level 1: Immediate stress**
- Increased heart rate and blood pressure
- Rapid breathing
- Perspiring and sweaty palms
- Indigestion and nervous stomach

These symptoms occur in response to a stressor that causes fright or nervousness. Your body releases adrenalin to prepare you for action. Examples range from immediate, external danger such as a fire or a car speeding towards you to a self-imposed situation such as a job interview or first date.

**Level 2: Continued stress**
- Feelings of being pressured or driven
- Exhaustion and fatigue
- Anxiety
- Memory loss
- Colds and flu
- Increase in smoking or alcohol and caffeine consumption

These symptoms can occur when there is no relief from a Level 1 stress. Your body begins to release stored sugars and fats, using up its resources. For example, a long-term deadline at work or a drawn-out divorce may lead to Level 2 stress.

**Level 3: Ongoing stress**
- Insomnia
- Errors in judgment
- Personality changes
- Autoimmune disorders
- Heart disease
- Mental illness

When a stressful situation is not resolved and carries on for prolonged periods, Level 3 stress can result. Your body cannot produce the energy resources it needs and the ongoing strain can cause dysfunctions and breakdowns. An unsatisfying and highly demanding job or caring for a disabled family member could potentially cause this kind of stress.
Dealing with stress

Stressed? Ten simple ways to help you manage

The bad news? Avoiding stress is about as likely as winning the lottery. It’s also a real drain on your well-being. The good news is that you can manage it. What we all need is a strategy. Here’s a few to get you started.

1. **Wake up 15 minutes earlier.** That way, typical morning mishaps won’t blow out of proportion.
2. **Don’t procrastinate.** Things can and will go wrong in a typical day. Use your time wisely and you’ll be in a better position to deal with the unexpected.
3. **Exercise.** This is no surprise to any of us. But it’s absolutely true.
4. **Eliminate** (or restrict) the amount of caffeine in your diet.
5. **Talk it out.** When you get your problems out in the open, they will become less confusing. You’re also more likely to find a solution.
6. **Count to 5, 10 or 1000.** Avoid acting on your impulses at all costs when you’re stressed. The chances of you making things worse are high.
7. **Take things one step at a time.** If you’re facing a mountain, don’t think about how high it is. Just get started. Pretty soon you’ll be halfway up without even knowing it.
8. **Don’t forget lunch.** Try to get away from your desk or work area; even if it’s just for a few minutes.
9. **Be forgiving.** Accept the fact that we live in an imperfect world. We simply can’t control everything.
10. **Be optimistic.** When we’re stressed-out, negative thoughts add fuel to the fire.

Remember, you can’t always control life’s stresses. However, you can control the effects of stress.

An audio tool to help you learn the proper techniques and benefits of proper breathing.
www.morethanmedication.ca/breathe
A little laughter goes a long way

What is absolutely free, has no known negative side effects and boasts health benefits ranging from boosting your immune system to reducing your food cravings? The punchline: laughter!

Research shows that laughing increases your threshold for pain, lowers blood pressure, reduces stress hormones, aids in the healing process and triggers the release of endorphins—your body’s natural painkillers. A good chuckle can even be contagious, elevating the mood of those around you and enhancing the quality of your social interactions.

In fact, multinational corporations are now in on the joke, using laugh therapy to relieve employee stress and help them lead more happy and productive lives. Here’s what the buzz is all about and how you can incorporate laugh therapy into your everyday life:

**Tip #1: Have your morning coffee with a side of laughter**

Wake up every morning feeling grumpy? Watch 30 minutes of your favourite comedy show before heading to work. After all, a *Seinfeld* rerun or *Three Stooges* oldie is far more likely to put a smile on your face than the morning headlines.

**Tip #2: Call on your friends**

Surround yourself with things that make you laugh—like your closest friends! Round up a group of buddies and head out to a comedy club for an evening of infectious guffaws and funny memories.

**Tip #3: Check your local listings**

Action flicks offer plenty of suspense but romantic comedies—whether in theatres or on a video store shelf—always deliver laughs.

**Tip #4: Turn lemons into lemonade**

Whether you’ve had a terrible week at work or experienced a big blowout with your significant other, it’s possible to find humour in life’s toughest moments if you look hard enough. Consider what comical spin you might put on a difficult event when relaying it to friends and family.

**Tip #5: Make-believe mirth**

You don’t have to bust a gut to reap the therapeutic rewards of laughter. Even smiling when you don’t feel like it can alter your mood and relax your body. So smile more and fake laughter even when you feel like frowning.

**Tip #6: Open your ears**

That long ride to your in-laws’ house promises to be tortuous so add levity to your journey by popping in your favourite comedy CD. And commuting to work on the subway, train or bus is a lot easier to take if you’ve loaded your MP3 player with something that tickles your funny bone. (Warning: expect funny looks from your fellow commuters who want to be in on the joke.) Timeless classics include Rodney Dangerfield’s *No Respect* and Jerry Seinfeld’s *I’m Telling You for the Last Time*.

**Tip #7: Be creative**

Express your feelings through art. Draw an amusing caricature of that store clerk who spoke to you rudely. Or create a comic strip detailing last night’s parking ticket fiasco. And don’t worry about becoming the next Picasso. Putting paintbrush to paper is all about finding your funny bone—not fame.
How to get the sleep you need

The College of Family Physicians of Canada reports that 30-40% of adults have some amount of sleeplessness in any given year. If you’re one of them or simply want to get more zzz’s without pills, read on.

Everybody needs sleep. That’s a fact. But when it comes to how much, everybody is different: Some wake up bright-eyed and bushy-tailed with a mere five hours; others need a full seven or eight—any less and they forget what the coffee maker looks like.

If you feel sleepy during the day, are more irritable or just can’t seem to function like your usual self, it could be a matter of needing more shut-eye.

If you fall into the “sleep-deprived” category, you are not alone. Statistics Canada estimates that 3.3 million Canadians over the age of 15 (that’s one in seven of us) report that they have problems falling asleep or staying asleep.

It’s a common problem—but one you can avoid.

Seven steps to better sleep

If you want to put an end to sleepless nights, these easy-to-follow tips may be just what you need.

1 Stick to a schedule. That means going to bed and waking up at the same time every day—even on weekends. In time, you’ll “train” your body to follow a set cycle.

2 Practice snooze control. If you need to nap during the day, limit it to 30 minutes and take it early enough in the day so that it doesn’t interfere with your nighttime sleep.

3 Stick to a relaxing routine. Get into the habit of doing the same thing every night before going to bed to trigger your body for sleep. That could mean having chamomile tea, reading or taking a warm bath.

4 Get comfort-wise. If you’re sleeping on an old lumpy mattress or pillows that have lost their shape, it may be time to invest in new ones. In some cases, you may just need a mattress topper for extra padding rather than a new mattress.

5 Think air quality. Take steps to make your bedroom as cool or as warm as you like. You may also need to buy a humidifier if the air is too dry or a dehumidifier if you have the opposite problem. If you have known allergies (such as to dust or strong fragrances) then make sure those are in check.

6 Limit light and noise. If necessary, invest in earplugs or a nighttime eye mask.

7 Avoid stimulants before bed. Caffeine (coffee, tea, soda, chocolate), nicotine, alcohol, or too much food or drink could disrupt a good night’s sleep.

You’ll also be happy to know that leading a healthy lifestyle not only does your body good, it also helps you sleep better. So stick to an exercise routine that makes sense for you.

Know when to speak to your doctor

If you continue to have ongoing sleep-related problems, then speak to your doctor. This is especially important if you’re thinking of trying over-the-counter medication or herbal remedies.
If you enjoyed the tips and information in this pamphlet, visit morethanmedication.ca. You’ll discover additional articles and tips added on a weekly basis. You can also sign up for our newsletter.