

Ill Effects of Smoking and Alcohol Consumption

Smoking and **alcohol** are silent killers causing serious damage to various parts of the body and are also known to be the leading causes of many deaths. Take a glimpse at how they can affect the vital organs:

Smoking



Brain

Increases the risk of stroke

Respiratory system

Causes Chronic bronchitis & Asthma

Heart

Increases the risk of heart attack due to arteriosclerosis

Skin and Hair

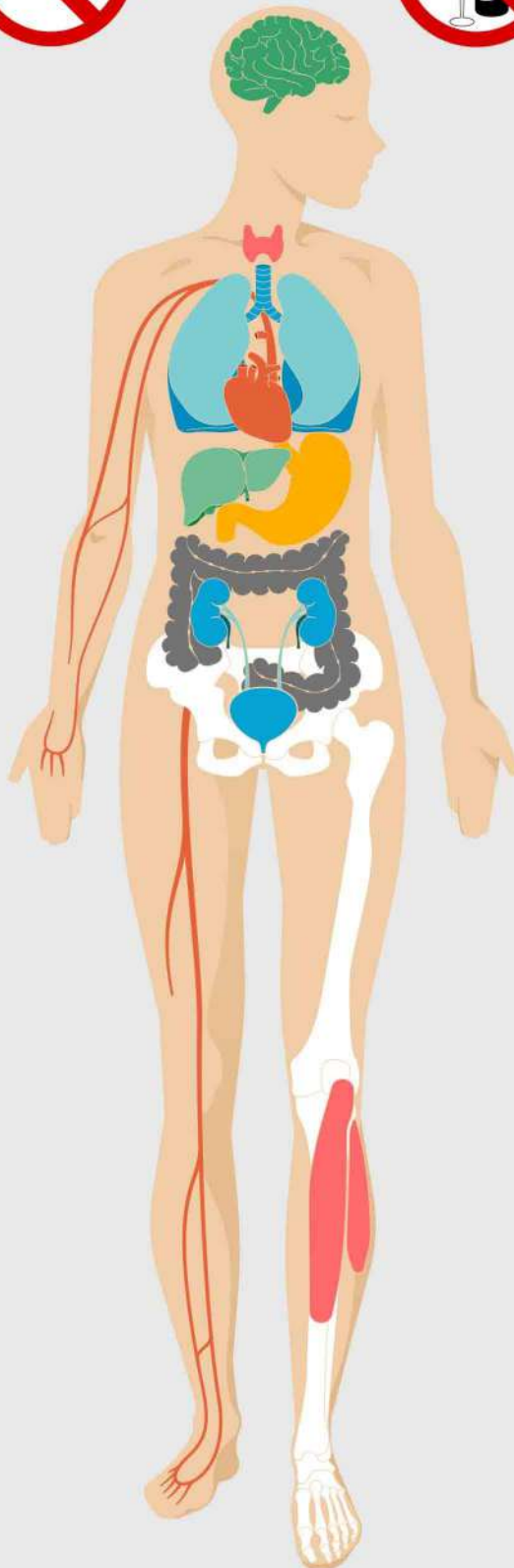
Leads to premature ageing

Reproductive system

Decreases sexual desire & may cause infertility in severe cases

Cancer

Lungs
Esophagus



Alcohol

Brain

Leads to poor memory and vision

Circulatory system

Increases the risk of High Blood Pressure and Stroke

Liver

Causes Alcoholic hepatitis & Fatty liver

Digestive system

Damages the digestive tract and leads to poor absorption of food

Reproductive system

Causes Erectile dysfunction in men & Infertility in women

Cancer

Esophagus
Bowel

MYTH BUSTERS – by Ms. Diet



Myth: Skipping meals is a good way to lose weight

The statement "eat less to weigh less" might seem logical to you, but the fact is opposite to this statement. When you skip / miss your meals, the effect on your body is opposite i.e. your body starts preserving the calories so that you can use it later. Skipping meals also puts your body on survival mode, where the body starts breaking protein (muscle) to provide you energy for the activities you do, which results in decrease in the metabolism.



This also makes you feel tired and hungry making you crave high calorie snacks and put on weight. Maximum portion of the ingested calories tends to get stored as fats. So if you are planning to lose weight, eat small servings regularly throughout the day and exercise often.

Basal Metabolic Rate - Basal metabolic rate is the amount of energy per unit time that a person needs to keep the body functioning at rest. It is the number of calories your body uses in a day, at rest.

Did You Know?

'SKIN-TERESTING FACTS'

Skin is one of the largest organs in the human body and accounts for around 15% of its weight.

Skin has its own bacterial population ranging over 1000 species.

Skin gets its color from a protein called melanin and around 7% of skin cells are melanocytes, which contain this coloring agent.



Acne is caused due to over-production of skin cells that line the sweat glands.

Perspiration (sweating) is one of the major factors that helps to keep the temperature of the body steady. Perspiration goes on even when we do not see or feel the wetness of the sweat, which is known as "insensible perspiration".

Tete-a-tete with the Experts

EXERCISE PROPS AND YOU



Ever faced difficulties such as – missed work-out, lack of time for work-out, inability to start a work-out program?

Well the good news is – there are solutions! We have come up with some very useful props which are easy to use and proven to be very effective.

Kettlebell is a very useful prop that can be used in a variety of ways such as strength training, Functional training, cross-fit etc.



Step board steppers: Stepper is a useful prop which can be used for both stamina building and strength building.



Kettlebell squats:

Benefits : Strengthens thigh and core muscles, improves metabolism, beneficial for weight gain as well as weight loss.

Stance:

- Keep your feet at a slightly wider width than the width between your shoulders.
- Hold kettlebell close to chest as shown in image.

Action:

- Inhale and bend your knees and hip simultaneously and go down, keeping your spine neutral. Go down till your thigh is parallel to the floor.
- Exhale slowly and come to standing position.
- Repeat 15-20 times.



Step up:

Benefits : Increase in leg muscle endurance, helps to improve stamina, improves co-ordination between upper and lower body.

Stance:

- Stand near the step board, feet should be placed in alignment with your hip width.

Action:

- Now climb on step board by putting your left leg on step board followed by right leg.
- Now you are standing on the stepper.
- Now slowly come down on floor by putting your left leg on floor followed by right leg on floor.
- Continue this in a rhythmic way for 1 minute.
- Once you complete left leg, perform same with right leg for 1 minute. Slowly you can increase the time as your stamina improves.



Kettlebell swing:

Benefits : Improves strength of Gluteus (Butt), thigh and lower back muscles, improves muscle co-ordination

Stance:

- Keep your feet at a slightly wider width than the width between your shoulders.
- Hold kettlebell in between your legs.

Action:

- Inhale and push your hip behind with slight bend at knees
- Exhale and come up with the force contracting your butt. Raise kettlebell till your shoulder level with straight arms.
- As soon as you come to standing position, immediately repeat the same cycle from the beginning.
- Repeat 15-20 times.



Lunges on stepper:

Benefits : Improves the strength of thighs, glutes and calf muscles, improves stability of the body.

Stance:

- Stand on step board with your feet in alignment with your hip, keeping both hands on your waist.

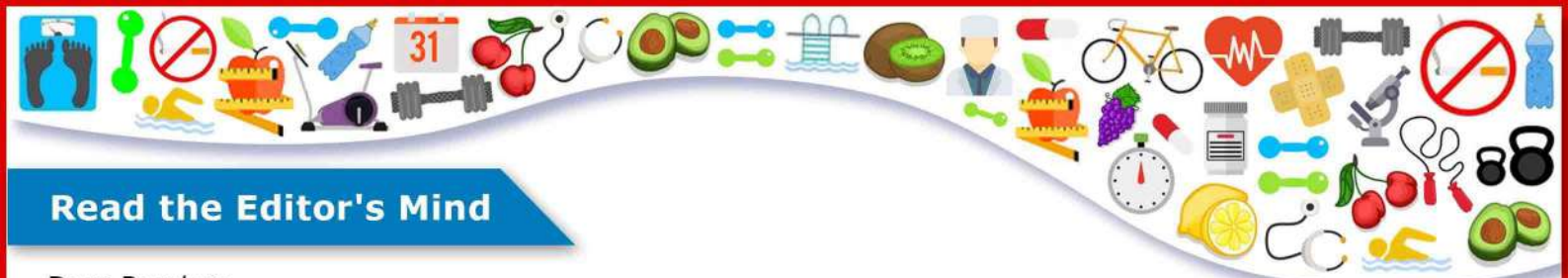
Action:

- Bring your right leg down on the floor, place your right leg in such a way that when you go down, your legs should form right angle.
- Once you are in this position, inhale while slowly going down, till your left thigh is parallel to the floor.
- Now push yourself back to standing position while exhaling.
- Repeat 8-20 times for both legs.

Note: Taking professional guidance will always help you in improving form and technique to make exercise more effective and injury free.

Our in-house Fitness expert regularly visits various corporates and conducts a variety of Fitness programs.

*Contributed by in-house Fitness expert

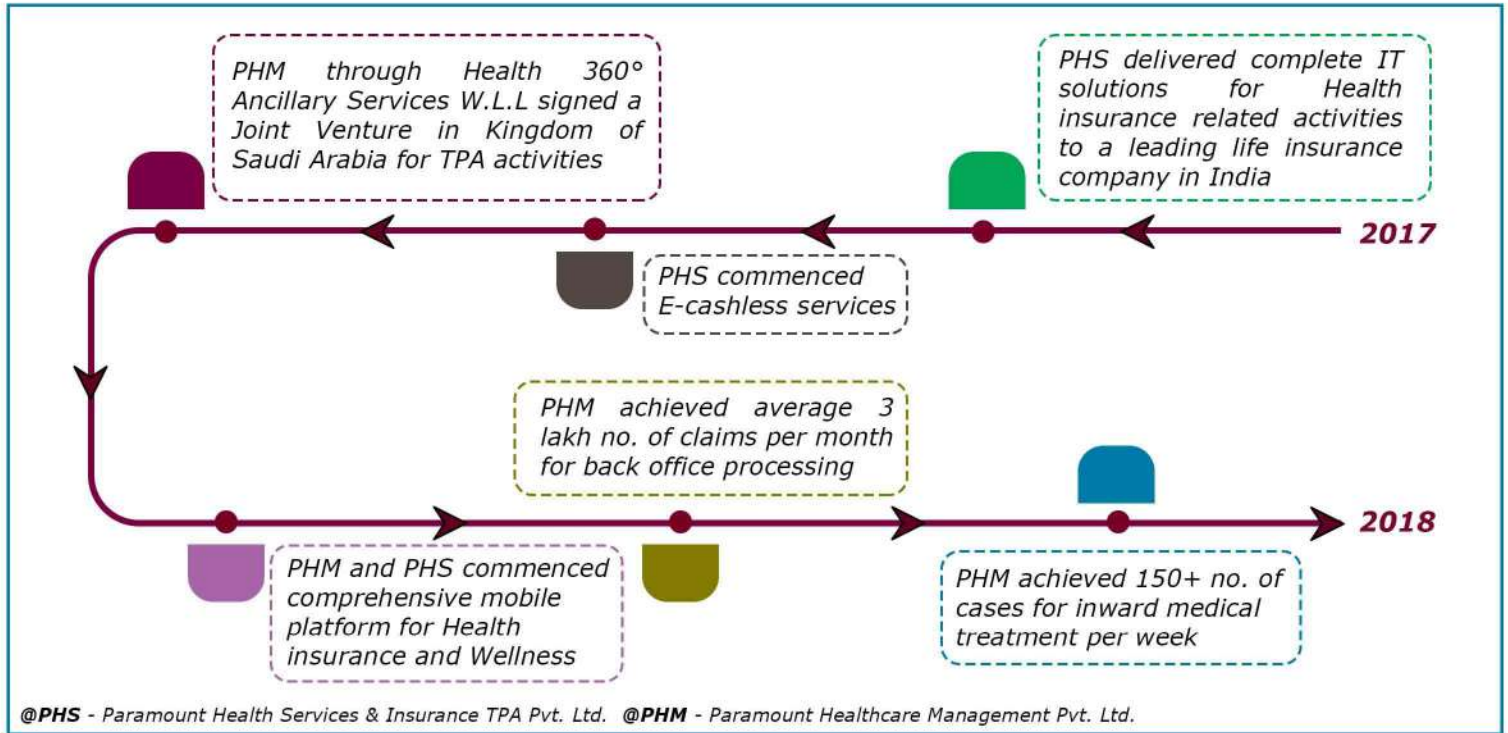


Read the Editor's Mind

Dear Readers,

We have all stepped into the New Year with new zeal and vigor to take up newer challenges and accomplish more.

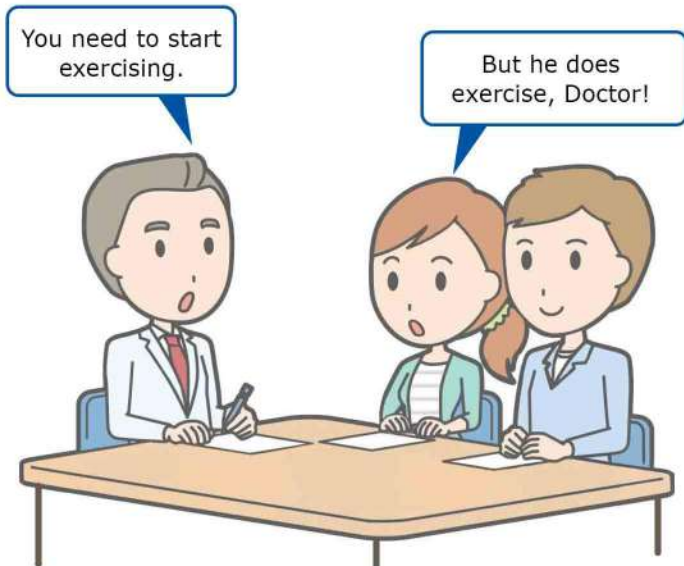
Before we begin our journey into 2018, let's rewind and look back at Paramount's milestones in the last one year:

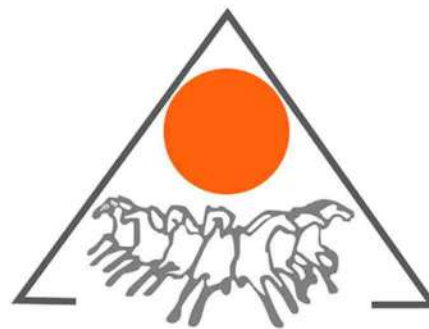


We had an action packed 2017 and we are now gearing up for another eventful year ahead. We plan to expand our operations and launch several products and offerings to help serve our clients better. We trust you will continue to extend your support and co-operation to make this year a successful one!

Your life is a cycle with Wellness and Wisdom as the wheels. Invest in both for a smooth ride to prosperity. Happy New Year!

Take a Chill Pill





Paramount Health

YOUR LINK TO GOOD HEALTH

Contact Us

Address: 401-402, Sumer Plaza, Marol Maroshi Road,
Marol, Andheri (East), Mumbai 400 059

Telephone: +91-22-40004200


Email ID : contact.phm@paramount.healthcare (Wellness)
travelhealth@paramount.healthcare (Travel Health)

Website: www.paramount.healthcare

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