

"Life is not merely to be alive, but to be well."

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Read the Editor's mind

Dear Readers,

The beginning of this year has been eventful with 80+ programs facilitated by Paramount during January to March at various corporates, as part of its Health awareness and advocacy campaigns. These programs include health talks and camps for diet consultation, basic health check-ups, hair and scalp care, dental, skincare, zumba sessions and so on, across various locations in India.

Pre-identified Health Days are available on the National Health Portal of India <https://www.nhp.gov.in/>, an initiative of the Ministry of Health and Family Welfare (MoHFW), Government of India. One such identified special day was World Health Day on April 7th 2017, with the theme as 'Depression'. Paramount arranged for Health Talk at one of the corporates in connection to this day.

Paramount's Health advocacy efforts also include Health Communication – e-tips, social media Health Day posts, Newsletters and posters. This month also saw the release of a special edition of the Newsletter – on Depression.

Our social media posts for these Special Health Days in April include:



Did you know?

Negative Ions Create **Positive** Vibes and that could be a reason why you sing while you shower?

So what are Negative Ions, you ask?

Negative ions are oxygen atoms charged with an extra electron. They are odorless, tasteless, and invisible molecules. They are most prevalent in natural places near waterfalls and beaches especially around moving water.

Do you know these Negative Ions have a Positive Effect on Us?

Yes, absolutely! Once they reach our bloodstream, negative ions are believed to benefit in the following ways:

- produce biochemical reactions in the body that increase levels of the mood chemicals like serotonin and endorphins thereby improving a person's mood and mental well being
- increase the flow of oxygen to the brain thereby increasing alertness, reducing drowsiness and elevating mental energy

Do we have a Negative Ion generator in our homes?

Yes, your shower, with its stream of hot water and steam, is a good producer of negative ions. Now, you know why a morning shower is a must for your daily dose of negative ions. The endorphins released by our body during a shower tends to make us "bathroom singers". Therefore, showers are meant to be therapeutic when you are in a bad mood.

So next time you know where to head to 'wash off' that sulky mood!
Psst.....Negative ions are often described as a natural anti-depressant.



Decoding Food Label

Serving Size and Net Weight

- Size of the serving on the food package influences the number of calories and all the nutrient amounts listed in the label.
- In the sample label, 1 serving equals 1 cup. Also, 1 serving is 228 grams in metric amount.
- There are 2 servings in the whole packet.
- The amount for 1 serving is given in the food label.
- If you ate the whole packet, you would eat two cups. That doubles the calories and other nutrient numbers, including the %Daily Values as shown in the sample label.

Total Carbohydrates, Vitamins, Calcium, Potassium and Iron

- Eating enough of these nutrients can keep you healthy and help reduce the risk of some diseases and conditions.
- Limit sugars especially added sugars as they pose health problems.

Proteins

- Look for foods that are rich in proteins.
- Proteins are the building blocks of our body. They are found in muscles, bones, hair, skin and tissues and are important for the body to function properly.

Serving Size 1 cup (228g)
Servings Per Packet 2

Amount Per Serving

Calories 250 **Calories from Fat 110**

% Daily Value*

Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 3g	
Cholesterol 30mg	10%
Sodium 470mg	20%
Potassium 700mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%

* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total fat	Less than	65g	80g
Sat fat	Less than	20g	25g
Cholesterol	Less than	300mg	800mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g


Calories (and Calories from Fat)

- Calories provide a measure of how much energy you get from 1 serving of this food.
- The calorie section of the label can help you manage your weight (i.e., gain, lose, or maintain.)
- In the label, 250 calories are there in 1 serving. 110 calories from fat are there in ONE serving which means almost half the calories in a single serving come from fat.
- If you ate the whole packet, then you would consume 2 servings, or 500 calories, and 220 would come from fat.
- Eating too many calories per day is linked to overweight and obesity.

Fats, Cholesterol and Sodium

- Eating too much fat, saturated fat, trans fat, cholesterol, or sodium may increase risk of certain chronic diseases, like heart disease, some cancers, or high blood pressure.
- Select food that has the lowest of these contents.

 Get enough of these

 Limit the intake of these

DAILY VALUE% (dv%)

- Some foods display Daily Value%. This tells you what percentage of the daily requirements of particular nutrients is fulfilled by that food. DV is based on a 2000- calorie diet. If a nutrient's DV is listed as 20% then it meets 20% of the total amount of that nutrient you need per day to function properly.
- This is a helpful way to check if the food is high or low in a nutrient value. A DV of 5% or less means the food item is low in that nutrient and 20% or more means it is high in that nutrient.
- Each nutrient is based on 100% of the daily requirements for that nutrient (for a 2,000 calorie diet).

News YOU can USE

Finding it difficult to read your doctor's prescription?

Paying heavily for your medicines?

Here's some good news in answer to these questions -

The country's apex medical regulator has warned the doctors of action if they fail to adhere to its guideline on prescribing the drugs only in generic names and writing prescriptions legibly. The Medical Council of India (MCI) has also asked the medical practitioners to ensure that there is rational prescription and use of drugs, failing which "strict disciplinary action" will be taken if they fail to adhere to it orders.

Click to read more:

<http://economictimes.indiatimes.com/industry/healthcare/biotech/pharmaceuticals/doctors-to-prescribe-generic-drugs-only-or-face-action-says-mci/articleshow/58315317.cms>



4 popular Fitness questions –

Mr. Always Fit has ready answers for all your Fitness queries. Read on to find how to get the maximum out of your fitness pursuits:

1. I have started exercising since the last 10 days. How can I achieve my desired weight-loss in 1 month?

If you have only recently started exercising, you must remember that you are a beginner and it is more important to focus on learning the exercise – its form and technique. You must give time to your body to adapt to the techniques and forms of exercising after which results can be expected. Technically, adaptation phase lasts till 6 – 8 weeks. During this period your body gets used to different movements and there is **ligament, tendons and neuro-muscular adaptation**.

2. When is the best time to exercise - morning or evening? How long should I work out everyday?

This is one of the most frequently asked questions and let me clarify it here. Mornings are no doubt more peaceful and is a good time to exercise as compared to other times of the day. Additionally **morning workouts leave one feeling energetic throughout the day**. However, most people have busy schedules in the mornings and prefer evening time- which is perfectly ok! You only need to make sure that your meals before and after workout are proper. A workout of **30-60 minutes everyday, 5 times a week at moderate intensity** or **20-60 minutes, 3 times a week at high intensity** (both are excluding warm up and cooling down time period) is good enough.


3. I have pain in my body after exercising – is it good or bad?

Feeling body pain after exercise is normal and it is just a **reaction of your body after exercise**. It simply shows that the particular muscle is under repair. When you exercise you repetitively use your muscles (e.g. – lifting weights) and this causes some **wear and tear at the micro-level of muscle fiber**. Later, after the exercise, the muscle undergoes repair and this is the natural way through which the body comes back to normalcy.

4. Is it OK to stop exercising once I accomplish my goal? What will happen to my fitness level?

A simple way to answer this will be **"What you don't use, you will lose."** To explain further, your body becomes fit because you put your body in a challenging situation which the body overcomes by performing better. Exercise improves your metabolism, stamina, muscular strength, flexibility and your posture. When you stop exercising, your body goes back to its original self because – NOW you are no longer challenging your body and so your body does not feel the need to attain the level of fitness you had when you were exercising.

For more information, follow our Friday Fitness tips on our social media page:

 [phm_healthcare](https://twitter.com/phm_healthcare)

Paramount
featured in
"The
Afternoon" newspaper



We are pleased to announce that **Paramount Healthcare Management Private Limited** was featured in the **32nd Special Edition of the 'The Afternoon'** published on **March 25, 2017**. Our extract from the article on 'Mumbai's Fitness Mantra' is given below wherein our in-house fitness instructor provides an update on Paramount's role in promoting holistic fitness in corporates. For the detailed article visit [page 22](#) of the following link -

<http://www.afternoondc.in/epaper/Default.aspx?date=3/25/2017>

Organisations too realize the importance of healthy and fit employees. They are turning to wellness institutes to help their employees stay fit. **Fitness Trainer Alkesh Pathak**, at Paramount Healthcare Management Private Limited, explains, "Our wellness management organization assist end-users in leading a healthier life and boosting holistic wellness. One of the core aspects we focus on is fitness as it is a very significant aspect of wellness. We regularly conduct fitness sessions at various corporates. These sessions include different types of exercise regimes as per the requirements and demands of our clients. We also design special exercise regimes which aim to strengthen muscles, increase flexibility and stamina and help to achieve personal fitness goals. These sessions have received a good response from the employees. The companies have also reported a healthier and more productive work force."

*Contributed by our in-house Fitness Expert

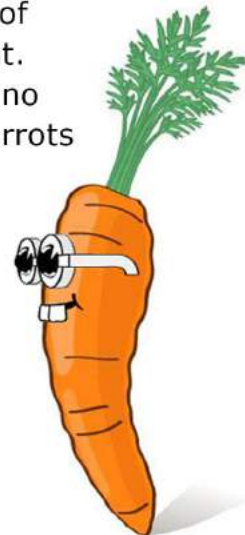
MYTH BUSTERS – by Ms. Simple Diet



Myth : Carrots can improve your vision

Myth Busted: The origin of this myth started long time ago during the World War II. The British Royal Air force developed a radar system that helped them locate German bombers at night or when there was limited visibility. To safeguard this secret, the British spread the rumor that their pilots consumed a high concentration of carrots, which improved their vision at night. This propaganda spread like wildfire within no time, and everyone in Britain was eating carrots so that they could see during blackouts.


Fact: Carrots are rich in beta-carotene, which the body converts into Vitamin A. A deficiency in Vitamin A can lead to vision problems and eventually may cause blindness, so it's important to eat food that is rich in Vitamin A. Therefore, eating carrots, which are rich in Vitamin A, is good for your overall eye health. However, it is a myth that eating carrots will improve your eyesight.



Take a Chill Pill



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