

Marketing: The Science of Living Longer

March 29, 2021

- Live weekly Product and Business Meeting April, 10th Saturday of each month 10 AM CT: <https://zoom.us/j/215452258> or www.allaboutmannatech.com
- Next TNL: April 13th at 7:30 Pm CT www.allaboutmannatech.com
- This week's "Product Focus:" Sport
- Are you on your way to Hawaii with us??? Tracking report is now in SuccessTracker

Article and Front Page of "Special TIME Edition"

1. Do People Want to Be Healthy?

- a. What do you feel the answer is?
- b. They say one thing and do something different
- c. Statistics tell us a lot;
 - 1) An American born today has a life expectancy 20 years longer than in 1925.
 - 2) By 2035, adults age 65 or older are expected to outnumber children under 18 for the first time!

Our challenge: build a world supporting those 65 plus with greater attention there instead of the children of the world.

- d. What is responsible for this? Science and technology are the reasons for increased longevity.

- 1) Prize winning economist Robert Fogel and his colleague, Dora Costa, described a phenomenon called technophysio-evolution:
- 2) Populations pyramids (few older at top) are turning into rectangles.
- 3) The culture we live in today is terribly misleading us: our culture tells us when to get an education, marry, have children, buy a house, work and retire...all profoundly mis-matched to our lifespan.
- 4) Thirty or more extra years of life also means we can improve the way we live. Change the conversation about a crisis on the horizon to one about long life and new opportunities. Change the way we think about our suddenly longer lives...30+ more years means more means of improving lives. Changes from an upcoming crisis on the horizon to one about long life and opportunities.

2. Body

- a. The science of youth: the latest research from anti-aging scientists is upending the way we think about getting older. Mouse UT2958 trials in 2010...ave. life 2.3 years extended to 3.45. Relating to the mouse difference with a person, she was smaller but at the equivalent of 100 years old, ran circles around her "60 year old" relatives. Rapamycin seems to slow aging and the damage it can do. This is just one of many studies; scientists are working on all over the world. Even works when start late in life. Telomeres also produced some promising results but not without side effects.
- b. The best diet isn't what you think
 - 1) Reducing the calories you eat are already showing extending life.
 - 2) Fasting has also shown to be beneficial. But you must eat a very healthy diet.

3) A 2014 study showed excess protein from animal sources is problematic. 20% of calories from any protein increases risk of shorter longevity by 75% and are 4X more likely to develop cancer than those who restrict their consumption of protein to less than 10%.

VERY IMPORTANT EXCEPTION: people older than 65, eating protein over 28% of diet have greater longevity and 60% lesser risk of cancer.

4) Another finding published in 2018 in BMJ: omega 3 fatty acids appear to be directly linked to longevity!

5) Mediterranean diets (in a study with people at elevated risk of heart disease) showed they were 30% less likely to have a cardiac event. Also in another published study those on a Mediterranean diet showed healthier telomeres. (telomeres are the bunches of genetic material that sit on the tips of your chromosomes...long telomeres are a sign of vibrancy, while short are markers of old age).

Key issue in Mediterranean diet are well known antioxidants and anti-inflammatory effects.

6) The Gut Checked: "There is serious potential in managing the microbiome to improve human health and longevity."

c. 23 Surprising things that may extend your life

1) Steam in the sauna: study showed lower rates of heart failure and coronary artery disease

2) Get mindful

3) Don't get steaming mad

4) Hit happy hour in moderation (1 drink per day for women, 2 for men)...lower risk of heart disease

5) Phone a friend...a vibrant social life

6) Marinate your meat

7) Reduce consumption of red meat...eat only in moderation.

8) Get physical with a partner. Hugs are shown to extend life.

9) Drink coffee

10) Drink tea

11) Use sunscreen

12) "Go nuts"...nuts of all kinds are shown to extend life.

13) Find a good boss. reduces stress and heart disease.

14) Stop smoking

15) Eat more fat...the right kind! EPA DHA and DPA . New studies showing deleting sugar is more important than reduced fat.

16) Eat more vegetables

17) Don't stop learning

18) Give time. Do unto others and your health will improve.

19) Give more money...be charitable. Stinginess breeds stress.

20) Work hard

21) Exercise a little bit

22) Adopt a pet

23) Get vertical: don't need major workout routine, just spend more time vertical. Take more office walks, less time stationary.

One 2019 study said replacing just 30 minutes of sitting a day with light physical activity could mean a 17% reduced risk of early death.

e. Long Life Secrets (See attached 2 pages)

3. Mind

a. A Matter of Mindfulness

1) You're only as old as you feel...now not only true in your mind but also at the cellular level. "Your moods, feelings and thoughts all influence your physiology." Relax and your blood pressure goes down. Emerge from depression and your immune system goes up. Take a pharmacological drug (that is no more than a sugar pill per your doctor) for headache or back ache or infection, and as if by magic you get better.

2) Three different studies showed:

Single day of mindfulness downregulates the gene for inflammation

Reducing stress reduces cellular damage from highly reactive oxygen atoms known as free radicals

Telomeres can be shown to grow longer provided your mind is in the right state to make it happen.

Huge write up on mindset: Reduced stress, optimism, hopefulness, all lead to greater longevity (healthier telomeres)

3) "Enjoy the time you've got and you may just get more of it."

b. How to give your brain a workout

"Research on cognitive decline is on the cutting edge."

Three main suggestions:

1) Eat healthier

2) Exercise frequently

3) Doing what you can to reduce chronic stress (control your mind!)

Addtl: Learn new things and apply them.

4. Life

a. The best places for aging well: Cities big and small are the ideal places to grow old. They gave a list of 10+ depending on your "bent." Minneapolis, Minn best for overall well-being.

b. This American Life (span)

c. Global Edge: US ranks 45th in terms of longevity (80.3). Monaco has the longest life expectancy (89.3). Afghanistan has lowest (52.8)

d. Do married people live longer? Yes. But not equal stats for men and women. Single men do a lot worse while single women do well.

One side effect: long marriages usually result in the mate dying soon after the elderly spouse.

e. Paying for a long life

1) Rethink the way you save

2) Work longer

3) Plan ahead for Health Care

4) Consider getting a side GIG

f. Advice from Gurus... (See Attached)

LONG-LIFE SECRETS

Wisdom from elders who defied the odds

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**“MIND
YOUR OWN
BUSINESS
AND DON'T
EAT JUNK
FOOD.”**

—BESSE COOPER,
AT AGE 116

“My secret to a long life has been staying away from men. They're just more trouble than they're worth. I also made sure that I got plenty of exercise, eat a nice warm bowl of porridge every morning, and have never gotten married.”

—JESSIE CALLAHAN, OLDEST WOMAN IN SCOTLAND, AT AGE 107

**“Have
a good
wife, two
scotches
a night,
and be
easygoing.”**

—SAMUEL BALL,
AT AGE 102

**“KINDNESS.
TREAT
PEOPLE
RIGHT AND
BE NICE
TO OTHER
PEOPLE.”**

—GERTRUDE WEAVER, OF ARKANSAS, AT AGE 116

**“I PARTICIPATE
IN LOTS OF
ACTIVITIES.
I PLAY
BINGO, DO
MEDITATION
AND CRAFTS,
AND ATTEND
FITNESS
CLASSES, LIKE
ZUMBA, CHAIR
YOGA AND
SITTERCISE.”**

—MAE LEWIS,
AT AGE 100

**“RAISING MY
KIDS HELPED
ME LIVE THIS
LONG. MY
FAMILY HAS
ALWAYS GIVEN
ME MEANING.
HAVING
FRIENDS
HELPS TOO.”**

—JUSTINA SOTOMAYOR,
AT AGE 100

**“I LIVE ON GREEN
VEGETABLES AND FRUIT.
I BATHE MY FEET EVERY
NIGHT AND MASSAGE
THEM IN OLIVE OIL.”**

—BERNANDO LAPALLO, AT AGE 111

**“I WONDER
ABOUT
THAT TOO.”**

—MISAO OKAWA, AT
AGE 117, ON HOW SHE
LIVED SO LONG

**"I DO A LOT
OF GOOD
DEEDS,
SO MAYBE
THAT'S
HELPED."**

—ROSE STRASSBURGER,
AT AGE 100

**"I DON'T
EAT VERY
MUCH.
BUT I
ALWAYS
EAT A
FRUIT, A
VEGETABLE
AND A
LITTLE
MEAT."**

—LOUIS CHARPENTIER,
AT AGE 99

**"I used to own a
restaurant and
worked 14 hours a day,
six days a week. . . .
These days I just try to
stay independent."**

—HARUO ITO, AT AGE 100

**"I'VE NEVER BEEN
TO A BEAUTY
SHOP. I'VE NEVER
BEEN VAIN."**

—ADELINA DOMINGUES, AT AGE 114

**"FRIENDS, A GOOD CIGAR,
DRINKING LOTS OF GOOD
WATER, NO ALCOHOL,
STAYING POSITIVE AND LOTS
OF SINGING WILL KEEP YOU
ALIVE FOR A LONG TIME."**

—CHRISTIAN MORTENSEN, AT AGE 115

**"If you're
positive
you can get
through [life]
OK. When
you think
negatively,
you're putting
poison on your
body. Just
smile. They say
laughter is the
best medicine
there is."**

—ELSA BAILEY,
AT AGE 100

**"Love people. Find
something to like about
the person—it's there—
because we're all just
people."**

—LUCILLE BOSTON LEWIS, AT AGE 100

**"I left school when
I was 12, but I
traveled the world,
and that was my
education. People
interested me then
and still do . . . I
remain very curious
about life, and if
something new
happens, I want to
be involved."**

—LILI RUDIN, AT AGE 100

**"THERE IS NO NEED TO
EVER RETIRE, BUT IF ONE
MUST, IT SHOULD BE A
LOT LATER THAN 65."**

—SHIGEAKI HINOHARA, AT AGE 100

ADVICE FROM GURUS

THESE ANTI-AGING EXPERTS DON'T JUST STUDY THE FACTS.
THEY PUT THEM INTO PRACTICE TOO

"I TAKE RESVERATROL, ALPHA LIPOIC ACID AND FISH OIL, EXERCISE TO EXHAUSTION ONCE A WEEK AND SKIP DESSERT. I HAVEN'T GAINED MORE THAN A FEW POUNDS IN 30 YEARS. I LIVE EVERY DAY LIKE IT'S MY LAST AND DID MORE THAN I EXPECTED TO IN TWO LIFETIMES."

David Sinclair, geneticist at Harvard Medical School

"MY LOW-PROTEIN DIET IS ALMOST COMPLETELY PLANT- AND FISH-BASED. I HAVE ONLY ONE MAJOR MEAL A DAY: DINNER."

Valter Longo, director of the USC Longevity Institute

"Oddly enough, I don't think much about chronological age. I do think a lot about physical and psychological health. I keep my priorities clear. Exercise and persistently trying to solve big problems is what keeps people sharp and makes life satisfying."

Laura L. Carstensen, director of the Stanford Center on Longevity

"I DON'T GET STRESSED ABOUT COMBATING AGE, WHICH LEADS ME TO TAKE CARE OF MYSELF NATURALLY, WITHOUT AN AGENDA. I LIKE TO PLAY TENNIS AND TAKE WALKS BECAUSE IT'S FUN TO DO SO. WHEN WE NURTURE OUR MINDS, WE'RE TAKING CARE OF OUR BODIES."

Ellen Langer, professor of psychology at Harvard University

"I don't have a great relationship with relaxation. Exercise is one way I relieve stress. I find nothing more satisfying than going to bed at night and being so physically tired I can hardly lift my arms or my legs. If I died in a climbing accident at the age of 90, that would be perfect."

Steven Austad, researcher on aging at the University of Alabama at Birmingham

"I AM AN AVID READER, ATTEND LOTS OF PLAYS AND CONCERTS, AND JOG SEVERAL TIMES A WEEK. I DEVELOP COGNITIVE INTERVENTIONS FOR OLDER ADULTS, WHICH HELPS ME AS MUCH AS I HOPE IT HELPS THEM. I HAVE NO PLANS FOR RETIREMENT ANYTIME SOON."

George Rebok, cognitive-aging researcher at Johns Hopkins Bloomberg School of Public Health