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Fibromyalgia Myths and Truths

By Lena Sanchez

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When, after 15 years of excruciating pain and hospitalizations without an answer to the pain suffered daily, I was finally diagnosed with Fibromyositis, now known by it's common name Fibromyalgia (FMS), I was given a lot of prescriptions and told that I would more than likely end up in a wheel chair.

That is a very true if I had continued to take those prescriptions and listen to those doctors who haven't a clue as to what is going on in FMS patients, yes being wheel chair bound, a side effect of the prescriptions they are prescribing for FMS, would have been my fate.

It took years of trial and error and a lot of years on prescriptions before I was able to break away from the traditional wheel-chair bounding medications.

Most usual prescriptions given are NSAIDS (ibuprofen, Motrin, etc.) or prednisone containing medication and the truth of it is, those medications will eat away at your bones and tendons and put you in a wheel chair along with eating the lining of your stomach creating IBS, horrific bowel problems. IBS is listed as a symptom of FMS, when in actuality it is most usually a side effect of the treatment.

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The next prescription given will be something to help you relax and sleep, as FMS people have a hard time staying asleep and end up with severe pain because of the sleep deprivation. When I kicked the prescription habit I was taking 150 mg of Amitriptyline at bedtime. That was a nightmare in itself. Sure, I got the sleep but it took most of the day for me to be alert enough to feel good and the pains would still be there.

Morning meant –getting slowly out of bed then into the hottest shower I could stand enabling me to be awake enough to get to work, but most of all to help weaken the pain enough for me to contend with it all day. That

was not a fun time.

Some days it would be so bad I could not get out of bed without screaming in pain. Some days I couldn't get out of bed pain because the pain was more than I could stand. Every movement created tears.

Those years sent me researching for something to stop the pain but keep me out of a wheel chair!

FMS MYTHS that I found are:

Prescriptions are the only answer for FMS pain. Traditional medical world is the only ones who can help you with FMS. You will end up in a wheel chair. You are a mental case. You will most likely develop Irritable Bowel Syndrome (IBS). FMS will get worse with age. Doctor says that's all that can be done for your pain!

All those are myths but may come to be reality if you follow the traditional prescription route of treatments and spouted by doctors in our world of pain but really have no clue what to do for us... Frustrating for the doctor who recognizes that he/she is limited in their knowledge and frustrating for those of us who have to live with it.

TRUTHS I found are;

FMS is painful and debilitating. It occurs more in women than men. With it comes depression, loss of self worth, pain beyond comprehension and in places you cannot describe literally from the top of your head to the bottoms of your feet. Disability comes to the person who follows the

traditional path of treatment. Pain varies from one person to the next as to the severity and the areas on the body. Sleep deprivation and chronic fatigue are constant companions when FMS is out of control. Alternative Natural medicine is the only route to go to keep from becoming a wheel chair bound invalid also regain your self worth and avoid chronic fatigue and IBS. Heart disease comes from the stress of it all so you have to be extra careful to keep antioxidants in your system, 5 to 10 times the RDA's. Sugary foods exacerbate FMS. Eating empty caloric foods (chips, sodas, cookies, etc.) set up an exacerbation of FMS. Most of these I experienced for myself in the past.

In 1995 I took charge of my life and found herbs and minerals that control my FMS, as long as I stay away from sugary foods and drinks. I no longer take a prescription of any kind and have no intentions of ever taking another one. I am pain free 99%

of the time. Yes, FMS is still with me but I get my sleep by taking a formula of several herbs at bedtime Also a necessity is having sufficient probiotics of equal natural flora to balance out the intestinal system so the bowels can stay healthy. Equally important is a strong balance of minerals, antioxidants and meganutrients. If stress is a problem I temporarily add a natural stress reducing formula of herbs to counteract that.

Most doctors in 2003 still do not consider FMS a legitimate illness, but will try to appease a patient while knowing nothing about how to help them.

I discovered there were certain things that I eat that exacerbates FMS, so I steer clear of them and take my herbs, minerals, meganutrient vitamins, antioxidants and probiotics daily.

Occasionally I wake up with "Ouch, where did those pains come from?" Of course it only takes a moment for me to remember that I did it to myself. I had to have that Hershey's with almonds or a fun size snickers with almonds, or maybe it was a cherry soda or hot fudge banana nut sundae. Anyway, I did it to myself!

My 30+ years with FMS has taught me a few things about myself that I'm not particularly happy with but it's there. It

took me years to figure out that almost all exacerbation of my FMS days are caused from what I did or did not put into my mouth. I now know those times that I indulge is going to make me suffer with pain and I have to decide if it's worth it and should others around me suffer for my indulgence? Those days have now become few and far between. And I'm beginning to enjoy the ability to take charge! My doctor thinks I'm nuts but he lets me go do my natural treatment and seems puzzled at how I stay healthy after 30 years with FMS.

Hoping you make a smart decision to take charge of your health!
Lena

***Lena Sanchez a happy retired Medical Office Nurse/Administrator/Consultant who took charge of her life 8 years ago and is committed to helping others do the same in all areas of life... Editor of 'Natural Environmental Health Facts & Your Home Business Coach Ezine' Newsletter subscribe at <http://www.envirodocs.com/newsletter.htm>

Book Review – Loyalty Myths: Hyped Strategies That Will Put You Out Of Business - And Proven Tactics That Really Work

By Adam McFarland

Did you ever wonder if some of those age old sayings about marketing are true? For instance, we've all heard "It costs five times more to acquire a new customer than to retain a current customer." But does anyone have any proof of that? That is exactly what a group of authors set out to do in *Loyalty Myths: Hyped Strategies That Will Put You Out of Business - and Proven Tactics That Really Work*. The authors, Timothy L. Keiningham, Terry G. Varva, Lerzan Aksoy, and Henri Wallard are all experts in consumer loyalty and use their wealth of knowledge to dispel common myths and offer insight into what really works.

The book chooses an interesting format - the first six chapters are devoted to dismiss over fifty common 'loyalty myths' and the final two chapters are used to learning about why customers are loyal and how a loyalty program should be managed. Each of the 'loyalty myths' chapters contains several 'myths' grouped together by common themes, such as *Loyalty Myths That Subvert Company Goals* and *Loyalty Myths Regarding Employees*. The chapters both begin and end with an example pulled from industry that encompasses all of the myths mentioned in the chapter, with the actual myths discussed in the middle.

The authors spend a couple of pages banishing each of the fifty three myths. Some of the myths are things that we tend to take for granted, such as "Companies tend to know their customers," while others like "share-of-wallet increases as customer lifetimes increase" would seem intuitively true. For

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each and every one, the authors use solid historical data to dispel the myth and show the negative business effects of believing it.

The final two chapters focus on seven 'loyalty truths' such as "Don't manage for customer retention before you manage for customer selection" and "Customer loyalty and brand imagery are far from independent; you must manage them hand-in-hand." The authors do a good job of going through how to build and measure a loyalty program around these 'truths.'

The book is an extremely fast paced, entertaining read. Anyone reading the book with an open mind will agree with the authors' solid reasoning. In particular, business owners, CEO's, and anyone in marketing or consumer affairs will directly benefit by eliminating these 'myths' from their business and implementing the 'truths.' This book can have a very real impact on your company's bottom line. Many businesses mindlessly pour money into customer loyalty programs without taking the steps outlined in this book. For some companies, a loyalty program doesn't even make sense. For others, their program needs a significant overhaul. This book will help you identify where your business is and give you the tools to make improvements.

The only downside with the book is the sheer number of myths. Many of the 'myths' blend together and readers would probably be more likely to retain the 'myths' if there were ten as opposed to fifty-three (similar to the seven 'truths'). The amount of myths also doesn't allow for the authors to go into quite as much detail as one would like for each 'myth.' There are several myths that aren't so much dispelled in the paragraph or two devoted to it, but within the context of the entire chapter. It just seems like it would have made more sense to combine many of the myths.

Overall, *Loyalty Myths: Hyped Strategies That Will Put You Out of Business - and Proven Tactics That Really Work* is a tremendously entertaining and enlightening read. Anyone that has an interest in consumer loyalty will learn a great deal of directly applicable information that can save their company money and help differentiate them from the competition.

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