

Super Bowl Athletes Prepare for Game Day by Getting Feet and Hands in Shape

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By Dana Lawrence

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Callused, rough feet and hands are a common problem for professional and amateur athletes alike. When their feet and hands are not in top shape, it's a silent factor that hurts a player's game. Carol J. Buck, CEO of Xenna Corporation, says, "A number of top professional football and basketball teams have used our products to keep their feet and hands in top condition, including the New York Jets, Green Bay Packers, Indianapolis Colts, Miami Dolphins, San Antonio Spurs and Orlando Magic." Xenna Corporation offers patented, natural solutions for discolored, thickened toenails, callused feet and hands and dry cracked heels.

Late last year their NonyX® Nail Gel was nominated by a professional football player to for inclusion in FX Sport's National Football League and National Baseball League Alumni Guide and Yearbook. Only products personally endorsed by a player are permitted to appear in these publications.

Patented NonyX Nail Gel is an ethanoic acid topical that rids toenails of their yellow or dark discoloration by exfoliating the source of the problem – keratin debris buildup under the nail. Dark or yellow keratin debris can build up under nails over time, causing them to lose their clear, healthy-looking appearance. A recent clinical study confirmed NonyX Nail Gel significantly improves toenail color and clarity by exfoliating yellowing keratin debris from under the nail, and is safe for use by diabetics. A 4-oz bottle is a three month supply.

Basketball players also need to keep their feet in top-notch form and are turning to NonyX Gel as one solution. Ted Arzonico, Head Athletic Trainer of the Orlando Magic basketball team, reports, "Basketball players are leery of new products, but when they see my results, it's a very different story. My nail looks really good."

In 2005, NonyX Nail Gel will continue to introduce its benefits to athletes by supporting professional golf tournaments and Little League Baseball instructional events. It can be purchased in the footcare section of Walgreens, Rite Aid, Longs, Drug Emporium and most Medicine Shoppe drugstores or from

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podiatrists and independent pharmacies. . Online sources are www.drugstore.com and www.xenna.com.

For calluses and cracked heels, professional teams such as the Jets have discovered newly patented Callex® Callus Ointment. It is the first foot product to use plant-derived enzymes rather than acids to exfoliate thick or dry skin. These enzymes are selective to dry, thickened skin and therefore do not irritate or burn normal skin, thinning only what needs to be exfoliated, while leaving normal skin moisturized and soft. Callex has been shown in consumer studies to reduce callus, dry, flaking skin and cracking on soles and heels within 15 to 30 days. It is also safe for diabetic use. Callex Ointment is available in the footcare section at Longs Drugs and online at www.drugstore.com and www.xenna.com.

Freelance public relations writer specializing in health, beauty and fitness

Super Bowl Sunday Is The Biggest Unofficial Holiday

By Kadence Buchanan

In the 40 years since the first Super Bowl was played between Green Bay and Kansas City, Super Bowl Sunday has grown into an unofficial national holiday that has shopping and economic effects rivaling Christmas, Thanksgiving and other major official holidays. Whether it's a casual get together with a few friends or a lavish, catered party, 125 million Americans celebrated the Super Bowl in some fashion in 2006. Even those with little interest in football get in on the craze, if only to watch the commercials.

Understanding this unique opportunity, advertisers spare no expense to showcase their products and services during the Super Bowl. Advertisers paid up to \$2.5 million dollars for each 30 seconds of advertising during Super Bowl XL in 2006. Agencies work on their advertisements all year, and the Super Bowl has become the unofficial Academy Awards of advertising. There are almost as many websites and television programs analyzing the advertisements as there are analyzing the game.

The food and beverage industry also profits from Super Bowl Sunday. Super Bowl Sunday is second only to Thanksgiving in the amount of food that Americans prepare and consume. In the weeks leading up to Super Bowl XL, Americans spent \$55 million dollars on food for their Super Bowl parties and spent ten million hours preparing it. Since it is estimated that an average of 17 people attend each Super Bowl Party, these figures are not surprising.

The king of Super Bowl food is the avocado. More avocados are sold in the weeks leading up to the Super Bowl than at any other time of the year. It is estimated that 12 million pounds of avocados are purchased and turned into guacamole for Super Bowl parties. Since guacamole requires chips, 15,000 tons of chips are consumed as well. All that food needs washing down and soda and beer sales also top out during the weeks preceding the big game.

It's not just food and beverage manufacturers who profit. Millions of dollars are spent on party supplies

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like paper plates, cups and plastic cutlery. Electronics stores also benefit. After all, you need that big-screen TV in order to properly appreciate the game. Even sales of antacids spike on the Monday following Super Bowl Sunday. There's a good reason for that. The estimated total time that party-goers take to consume all that carefully prepared food: 15 minutes.

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