

Newzful

Health & Fitness

Useful Facts: 11.11.13

SAVING MONEY AND THE PLANET: According to the Center for Science in the Public Interest, **nearly half of bottled waters come from municipal water supplies**—not from the mountain streams pictured on the labels. Drinking tap water will help alleviate some of the 95 million plastic water bottles that get discarded each day, of which only 20% get recycled. (Source: Active.com)

BRAIN FOOD: Tel Aviv University researchers discovered that **cinnamon may help prevent Alzheimer's disease**. An extract found in cinnamon bark, called CEppt, contains properties that can inhibit the development of the disease. (Source: Medical News Today)

SLEEP RIGHT: Data from a recent study showed 31% of the participants were "short sleepers" who slept an average of 6 hours or less in a 24-hour period, over 65% were "optimal sleepers" who slept 6 to 9 hours on average, and 4% were "long sleepers" who slept an average of 10 hours or more. When they analyzed the relationships between sleep and health, the team found that compared with optimal sleepers, short sleepers tended to suffer more from coronary heart disease, stroke and diabetes, as well as obesity and frequent mental distress. They found the same was true of long sleepers, except in their case, **links with coronary heart disease, stroke and diabetes were even stronger**. (Source: CDC)

E-FITNESS: 51% of those who have used health apps have used apps relating to fitness. 50% have used general health apps, 31% have used diet related apps, 18% have used apps relating to diseases. And 6% have used other types of health apps, such as sleep or allergy related apps. (Source: Ask Your Target Market)

FIT FOR '14: The **top ten fitness trends** predicted for 2014 are: 1) High-intensity interval training 2) body weight training 3) educated and experienced fitness professionals 4) strength training 5) exercise and weight loss 6) personal training 7) fitness programs for older adults 8) functional fitness (to improve balance and ease of daily living) 9) group personal training 10) yoga. (Source: American College of Sports Medicine)

NEEDS IMPROVEMENT: When asked about their own diet and levels of physical activity, and to assign themselves a grade from 'A' to 'F', **US consumers gave themselves an average grade of 'C+' for their level of physical activity, and their personal diets an average grade of 'B-'**. Only 12% gave themselves an 'A' or 'A-'. (Source: International Food Information Council Foundation)

HEALTHY-ER: September 2013 saw fast food **giants McDonald's and Burger King trying to be better**: Burger King launched Satisfries - French fries with 40% less fat and 30% fewer calories than the McDonald's equivalent. McDonald's announced a global partnership with the Alliance for a Healthier Generation to make specific commitments, including always offering a choice of a side-salad, fruit or vegetables as a substitute for fries in a value meal. (Source: Trendwatching.com)

SLEEP DEPRIVED: People who regularly work night shifts are twice as likely to have diabetes, finds new research from the University of Pittsburgh. And the risk remains even after they've retired and returned to a normal sleeping schedule. (Source: Men's Health)

FITNESS FOR FIDO: It's not just a problem for humans. More **than 50% of American dogs are overweight**, according to the Association for Pet Obesity Prevention. As a result, doggy diet and exercise programs are becoming more popular to prevent diabetes, arthritis, and respiratory diseases. (Source: WSJ)

LETTUCE EAT BETTER: Fruit and vegetable consumption in the United States is **surprisingly low, and only getting lower**. No state or territory in the U.S. has over 50% of the population consuming fruit more than twice a day, and vegetables 3 times a day. (Source:

Center for Disease Control - CDC)

SHOWING THEIR METTLE: Pregnant women who take a daily iron supplement give birth to **bigger and healthier babies**, according to a new study. Researchers found taking iron during pregnancy is associated with a significant increase in birth weight, and a reduction in risk of low birth weight. The effects were seen for iron doses up to 66mg per day. The World Health Organisation currently recommends a dose of 60mg per day for pregnant women. (Source: WHO)

HEAD TRIP: Short bursts of exercise, like a 20-minute jog or bike ride, can increase self-control and boost decision-making. Moderate exercise, about 60% of maximum effort, increases blood flow to your brain. (Source: Journal of Geriatric Psychiatry)

QUOTE:

"Dieting is the only game where you win when you lose."

-- Karl Lagerfeld, fashion designer

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