

MAXIMUM HEALTH

How to Live a Longer,
Healthier Life as You
Safeguard Yourself
and Your Loved Ones
from the **H1N1 Virus**



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MAXIMUM HEALTH

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Details in some anecdotes and stories have been changed to protect the identities of the persons involved.

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INTRODUCTION

Like you, I began hearing the term “pandemic” applied to the influenza A virus subtype H1N1 (also known as swine flu) at the beginning of 2009. During April of that year, the World Health Organization (WHO) raised its pandemic alert level on H1N1 from a three to a five. Then on June 11, 2009, with nearly thirty thousand confirmed cases around the globe, that pandemic level was pushed up to level six, WHO’s highest level, and it became the world’s first full-blown pandemic since 1968.¹

More than ever, people took notice. After all, a pandemic is nothing to be ignored, right?

In case you are wondering, a pandemic is an epidemic of infectious disease that spreads through humans across a large region, such as a continent or even worldwide. A disease is not labeled a pandemic just because it is widespread or because a large number of people die from it; it must also be infectious and contagious.

PANDEMICS IN HISTORY

According to WHO, a pandemic can start when three conditions are met:

1. the emergence of a disease new to a population
2. humans are infected, causing serious illness

3. the infection spreads easily and over a sustained period of time²

There have been a number of pandemics throughout history, including such highly destructive ones as:

- **Plague of Athens**, 430 BC: Typhoid fever killed a quarter of the Athenian population and lasted over four years, eventually reducing the dominance of Athens as a world power.³
- **Antonine Plague** in Italy, AD 165–180: The plague killed a quarter of all who were infected, perhaps as many as five million. During a second outbreak, called the Plague of Cyprian (AD 251–266), five thousand people died daily in Rome alone.⁴
- **Plague of Justinian**, AD 541–750: This was the first recorded outbreak of bubonic plague. It spread from Egypt to Constantinople, killing 25–50 percent of the population of the known world.⁵
- **Black Death**, 1348–1600s: One of the deadliest pandemics in human history, widely thought to have been an outbreak of bubonic plague, the first of many two- to five-year cycles of more than one hundred plagues that swept through Europe, eventually killing an estimated seventy-five million people worldwide.⁶
- **Third Pandemic**, 1800–present: This plague was spread through the bacillus that causes bubonic plague and ranged from China throughout the

world, eventually killing ten million people in India alone. According to WHO, the pandemic was considered active until 1959, but as many as two hundred cases are reported each year, largely in the western United States.⁷

- **Smallpox Pandemic, 1157 BC–present:** Small-pox kills at least one-third of all it infects. It spread from Egypt to India then to China and around the world. Half the native population of Hispaniola in 1518 was killed by this pandemic, which also ravaged Mexico in the 1520s, killing 150,000 in Tenochtitlán alone.⁸ In 1618–19, smallpox wiped out 90 percent of the native tribes of Massachusetts Bay, and during the 1770s smallpox killed at least 30 percent of the native peoples of the Pacific Northwest. Smallpox epidemics in 1780–82 and 1837–38 brought devastation and drastic depopulation among the tribes of the Great Plains. Smallpox also devastated the native population of Australia, killing around 50 percent of indigenous Australians in the early years of British colonization. An estimated three hundred million people around the world died from smallpox in the twentieth century.⁹

The list of historical pandemics goes on and on, including leprosy (which has plagued mankind since ancient times, and even today as many as 750,000 new cases are detected worldwide each year), malaria (once common

throughout Europe and North America, it continues to be widespread mostly in the tropical areas of the Americas, Asia, and Africa, with 350–500 million new cases each year), measles (200 million people worldwide have died from this highly contagious disease over the past 150 years, and there are still approximately 40 million cases globally each year), tuberculosis (each year 8 million people around the world become ill with this disease and 2 million die), typhus (this disease emerged in the 1400s; it is often called camp fever, gaol [jail] fever, and ship fever for its pattern of sweeping through soldiers, prisoners of war, and sailors during times of conflict; it has afflicted millions through the years), and yellow fever (a virus transmitted by mosquitoes, yellow fever was deemed one of the most dangerous infectious diseases during the 1900s, and since the number of cases of yellow fever has been increasing during recent decades, yellow fever is considered a reemerging disease).

One of the most recent pandemics to emerge is HIV/AIDS, first noticed on a growing scale in 1969. Acquired immunodeficiency syndrome (AIDS) is a disease of the human immune system caused by the human immunodeficiency virus (HIV). HIV is a condition in which the immune system begins to fail. The disease spreads through the transfer of blood, semen, vaginal fluid, preejaculate, and breast milk.¹⁰ HIV infection in humans is considered pandemic by WHO. Since the late 1970s, AIDS has killed more than 25 million people,

and HIV currently infects about .6 percent of the world's population.¹¹ As I type these words, 33.2 million people have AIDS, an estimated 2.4–3.3 million lives will be lost this year, of which more than 570,000 will be children, with a third of all HIV/AIDS-related deaths occurring in sub-Saharan Africa.¹²

INFLUENZA PANDEMICS

Influenza, first described in 412 BC by Hippocrates, the Greek physician and father of medicine, has caused more than its share of pandemics, dating back to the first recorded outbreak in 1580 and continuing since then on an average of every ten to thirty years.¹³ Influenza pandemics have included the **Asiatic Flu** (1889–90, possibly caused by the H2N8 type of flu virus, resulting in as many as one million deaths), the **Spanish Flu** (1918–19, which became a worldwide pandemic on all continents, with an estimated fifty million to one hundred million deaths, eventually infected an estimated one-third of the world's population, and it has since been identified as a type of the H1N1 virus), the **Asian Flu** (1957–58, an H2N2 virus first identified in China then spread to the United States, causing about seventy thousand deaths and eventually causing approximately two million deaths globally), and the **Hong Kong Flu** (1968–69, an H3N2 virus that was first detected in Hong Kong and spread to the United States, where it caused about thirty-four thousand

deaths, and to the world, where it killed approximately one million people.

The bird flu or aviary flu scare of a few years ago, although still around and dangerous, never reached pandemic levels. However, that changed.

EMERGENCE OF H1N1 FLU

Although flu pandemics are hardly new, the H1N1 virus that emerged in Mexico in April 2009 was the first truly novel flu virus seen for more than forty years. Since flu pandemics exclude seasonal influenzas, for the H1N1 flu to reach pandemic levels, it was obviously more than a typical outbreak.

It was originally (and erroneously) called swine flu because laboratory testing showed that many of the genes in this new virus were very similar to influenza viruses that normally occur in pigs in North America. However, studies quickly showed that the new H1N1 virus was very different from what normally circulates in North American swine.

What happened next was a worldwide roller coaster of dire predictions, unsavory solutions, and much misinformation. Headlines around the world trumpeted, “Swine Flu Pandemic Is Not Just Another Health Scare.” We were told by experts on the Presidential Advisory Panel that the H1N1 virus could infect 50 percent of the U.S. population, possibly killing as many as one hundred thousand people. The World Health Organization

estimated that this pandemic could infect one-third of all people before it finished its course. Worse, no one seemed to know if the H1N1 vaccine would be effective or harmful or if there would be enough for the people who desired to be immunized.

Most people who became ill with this new virus recovered without requiring medical treatment. However, the infection quickly began spreading around the world, ranging in impact from mild to severe, and often requiring hospitalization.

Statistics have been difficult to gather, but in the United States alone, somewhere between 1,200 and 4,000 deaths occurred during 2009 (depending upon whose statistics you believe). Regardless, after all the buildup, it was a small fraction of the yearly average of the 41,400 people who die each year in the United States from influenza.¹⁴

The total number of cases worldwide confirmed to have H1N1 symptoms is just over 500,000.

Influenza spreads around the world in seasonal epidemics, resulting in the deaths of hundreds of thousands worldwide annually and millions in pandemic years.

WHAT DIRECTION NOW?

What is a person supposed to do? Ignore or heed the dire warnings? Refuse or receive the vaccination?

I strongly suggest that you stay aware of the news, realizing that statistics can prove anything and understanding that government agencies, educational institutions,

healthcare providers, and other experts often have a less-than-pure agenda.

Heed the warning from your parents: it's okay to listen to the people trying to do wonderful things for you, but keep your hand on your wallet!

There is an old Russian proverb: *Doveryai, no proveryai*. It means “trust but verify.”

That, in a nutshell, is what I recommend to people who respond to anything that could hurt their families, including diseases du jour.

For starters, know the symptoms and the risks.

SYMPTOMS AND RISKS

The symptoms of most seasonal influenzas may include the following:

- fever
- cough
- sore throat
- runny or stuffy nose
- body aches
- chills
- vomiting
- diarrhea

In adults, emergency warning signs that need urgent medical attention include:

- difficulty breathing or shortness of breath
- pain or pressure in the chest or abdomen
- sudden dizziness

- confusion
- severe or persistent vomiting
- flu-like symptoms improve but then return with fever and a worse cough

Among children, emergency warning signs that need urgent medical attention include:

- fast breathing or trouble breathing
- bluish or gray skin color
- not drinking enough fluids
- severe or persistent vomiting
- not waking up or not interacting
- being so irritable that the child does not want to be held
- flu-like symptoms improve but then return with fever and a worse cough

It is important to realize that, as with seasonal flu, certain people are at high risk of serious complications, including people sixty-five years and older, children younger than five years old, pregnant women, and people of any age with certain chronic medical conditions. In fact, approximately 70 percent of people who have been hospitalized with the H1N1 virus have experienced one or more medical conditions, such as pregnancy, diabetes, heart disease, asthma, and kidney ailments.

Young children are also at a high risk of serious complications from the H1N1 virus, just as they are from seasonal flu. And while people sixty-five and older

are the least likely to be infected with the H1N1 flu, if they get sick, they are also at a high risk of developing serious complications from their illness.

BASIC TIPS FOR KEEPING HEALTHY DURING INFLUENZA OUTBREAKS

In addition to knowing the symptoms and risks of seasonal flu outbreaks, there are ten basic guidelines that anyone can follow to stay healthier:

1. **Wash your hands frequently** with soap and water for twenty seconds or use an alcohol-based hand sanitizer if soap and water are not available.
2. **Avoid touching your nose, mouth, and eyes.** These are infection hot spots.
3. **Keep frequently touched common surfaces clean.** This includes telephones, cell phones, doorknobs, computer keyboards, and sink faucets.
4. **Cover your coughs and sneezes with a tissue, or cough and sneeze into your upper sleeve.** Dispose of tissues in no-touch trash receptacles, then wash your hands or use an alcohol-based hand sanitizer afterward.
5. **Stay home** if you are sick with an influenza-like illness; for example, fever or chills and cough or sore throat. In addition, flu symptoms can include a runny nose, body aches, headache, fatigue, diarrhea, or vomiting. The Centers for Disease Control

recommends that people stay home if they are ill with influenza-like illness until they have been free of a fever (100°F [37.8°C] or greater) at least twenty-four hours or until they have no sign of a fever without the use of fever-reducing medications. In most cases, this would require staying home for three to five days in order to meet the recommended waiting period whether or not antiviral medications are used.

6. **Avoid using other people's phones, desks, offices, work tools, or other equipment.** If absolutely necessary, clean the item first with a disinfectant.
7. **Maintain a healthy lifestyle** with attention to rest diet, exercise, and relaxation. This also helps to maintain physical and emotional health.
8. **Use the best immune support vitamins and supplements.** We make available the finest, most effective products for you at Health Masters (contact www.HealthMasters.com or 1-800-726-1834 for more information or to purchase these supplements from my office).
9. **Take vitamin C to build your immune system.** I recommend our excellent C product (which is highly effective with calcium ascorbate, magnesium ascorbate, and potassium ascorbate).
10. Also, be sure to **take natural lanolin-based D3 vitamins.** I recommend 500 IUs daily.

Actually, these are great guidelines for everyday life. They are the primary steps toward safeguarding yourself and your loved ones from diseases such as the H1N1 virus.

MAXIMUM HEALTH

But what else should you do to have great health, year in and year out, regardless of the latest diseases, epidemics, and pandemics?

I have spent decades developing my Eat, Drink, and Be Healthy! program. Again and again, people's lives have been changed as they have learned to develop great habits and eliminate bad ones. Armed with decades of research and development, I have written this book specifically to offer the very best strategies that I have gleaned and utilized by offering twenty steps to a power-packed immune system to safeguard you and your loved ones. Each of the following twenty chapters is filled with proven, practical principles, beginning at the top by maximizing your brain.

One note: Since what I teach is a multifaceted approach toward health—body, mind, and spirit—across a variety of leading-edge nutrition and fitness strategies, there will be some overlapping of principles throughout the book. This is done on purpose to reinforce the steps toward a power-packed immune system.

I have devoted my career to blasting away the barriers that tend to keep people of all ages and backgrounds from

achieving their goals, and this book was born from my overwhelming desire to motivate people toward maximum health, energy, and fitness. You can have a life of adventure and wellness, no matter what happens around you or how others respond to always-present challenges. But everything depends upon how you take responsibility for yourself!

SELF-RESPONSIBILITY

You have heard the old adage, “Life is God’s gift to you; what you do with it is your gift back to Him.”

He gave quite a gift. The psalmist wrote, “I will praise You, for I am fearfully and wonderfully made; marvelous are Your works, and that my soul knows very well” (Psalm 139:14).

You have probably also read this Bible verse: “Each of you should know how to possess his own vessel in sanctification and honor” (1 Thessalonians 4:4). Another translation of that verse says, “Learn to appreciate and give dignity to your body, not abusing it, as is so common among those who know nothing of God” (4:4–5, MSG).

Self-responsibility lies at the center of health and wellness. Your life and health depend upon factors largely under your own control. You hold the key to tomorrow’s doors. Your actions and decisions affect all the next steps.

Winston Churchill once said, “The price of greatness is responsibility.” More specifically, for the sake of this book and your life, I would paraphrase that as, “The price of maximum health is self-responsibility.”

You are the key! Therefore, this book can be a journal of your own journey. Read and reread the chapters. If it is your copy, write in it and dog-ear things that are especially important to you. Make it your own even as you internalize what you learn.

Maximum health is up to you as you receive wisdom to use the tools and principles available to you. What better time than right now to get started?

1

MAXIMIZE YOUR BRAIN

Recently I was privileged to be invited by Joel Osteen to be with him at Lakewood Church in Houston. He had used my Eat, Drink, and Be Healthy! program to teach three Sunday mornings on the subject of health.

What a phenomenal church! They hold services in the old Compaq Center where the Houston Rockets won so many exciting games. I remember speaking there twice back in the 1990s on the Success Circuit. It was at those events where I had the privilege to share the platform with President George H. W. Bush, Barbara Bush, Colin Powell, Bill Cosby, Larry King, and so many more of my heroes. So while I was there with Joel and Victoria Osteen, it was great to see the renovation and how beautiful the facility had become.

The first words out of Joel's mouth to me—"I love your stuff!"—referred to my books, CDs, DVDs, and supplements.

“I love your stuff too!” I said. My words to him were equally heartfelt.

We really hit it off, and I was able to spend quite a bit of time with him after the service. Interestingly enough, a group of Christian reporters was there from Germany. They were shocked when I started speaking German to them.

My first language is German. What I noticed immediately was that these Germans wanted what Joel had. They wanted the joy of the Lord. During the television interview they had with him, they were enamored with the power, joy, and love of God that flows so freely through him.

So, you may be thinking, what does this have to do in a book titled *Maximum Health* in a chapter about maximizing your brain?

I’m glad you asked!

THE IMPORTANCE OF YOUR BRAIN

To live a longer, healthier life, one of the best places to start is at the top! The brain, whether we are speaking a foreign language, remembering scriptures, or recalling where we placed our car keys, is critical to maintaining a healthy, happy, and productive life. Everything you do to have great brain health will affect your life and wellness.

Until recently the standard medical belief was that we were born with a certain number of brain cells that

slowly died off and were never replaced, resulting in a gradual mental decline that usually ended in senility. In fact, “benign forgetfulness of old age” remained a formal diagnosis.

Well, let me tell you, you can forget all of that. Advances in brain imaging, genetics, and neuroscience now show that our body continues to create new brain cells throughout our life. Also the neurons in our brains continue to change, develop, and forge new connections even as we age. We actually have physical changes in our brain every time we learn something new. This evoking adaptability is called neuroplasticity.

Some scientists believe that dementia and Alzheimer’s occurs when the brain loses this ability to grow and change. I think other causes include aluminum, lead, and aspartame (NutraSweet) poisoning. In fact, I wrote a book titled *Maximum Memory* (available by calling 1-800-726-1834 or online at www.HealthMasters.com).

The sad reality of Alzheimer’s is that 50 percent of all baby boomers will develop the disease. I am so glad that is not going to happen to any of you who read my newsletters and follow my simple advice.

FOUR QUICK ACTION ITEMS TO MAXIMIZE YOUR BRAIN

Probably the biggest falsehood based on all this new information is that growing old has to lead to the deterioration