



# FITNESS FACTS

## America's Fitness Kick: The Upside And Downside

(NAPSA)—America's fitness kick is in good health and getting stronger, with the National Sporting Goods Association (NSGA) reporting a 13% increase in 1999 over the number of exercisers recorded in 1997.

With frequent exercise being defined as participating in exercise at least twice a week, it's certain that even more Americans are running, biking, walking and aerobicizing their way to health only on a slightly less frequent basis. Does this add up to a healthier America? Yes and no.

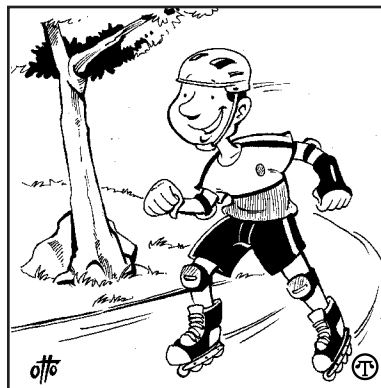
All this exercise is good for our national heart rate, blood pressure and cholesterol count, but, the downside is an increase in the incidence of related injuries.

One segment that seems particularly vulnerable to fitness injuries are those individuals born between 1946 and 1964. These Baby Boomers are beginning to feel the effects of age on their bodies—most noticeably in their joints.

The U.S. Consumer Product Safety Commission (CPSC) estimates that in 1998, Baby Boomers sustained more than one million sports-related injuries requiring medical treatment or the use of joint supports.

In the case of joint injury, support can help stabilize knees, ankles, and elbows, reducing the risk of re-injury while enhancing performance. Futuro now offers an improved line of Futuro Sport supports that relies on the technological innovation of Polartec Power-Stretch-RX to provide superior comfort and moisture-releasing properties over Neoprene: a non-breathable material commonly used in present health supports.

Because of its improved ability to release moisture and breathe, it helps relieve common user com-



**As we become better at preventing injuries, it's safe to say their occurrence will diminish.**

plaints—like too much heat, sweat, smell and skin sensitivity—while providing firm support. Since it's more comfortable to wear, it can be worn more often and thus helps provide more reliable protection to the joint.

The most common injuries are to the shoulder, knee and ankle, but according to Robert A. Stanton, MD, a clinical instructor of Orthopaedic Surgery at Yale School of Medicine (and U.S. Ski Team physician), most of these injuries are preventable. "Baby Boomers—and everyone else—should warm up and stretch before activity, and be sure to listen to their bodies."

Other ways to prevent injury include taking the time to become proficient when starting a new sport, increasing one's level of activity no more than 10 percent a week, and investing in proper equipment.

If one does become injured, using the right joint supports like the improved Futuro Sport products can be part of a comprehensive recovery and rehabilitation program that will get athletes and duffers back in the game quickly and safely.