



“His and Her” Health and Nutrition After 50

(NAPSA)—It is not just a cliché—men and women really are different and these differences extend into their approach to health and wellness including nutritional concerns, which change with age.

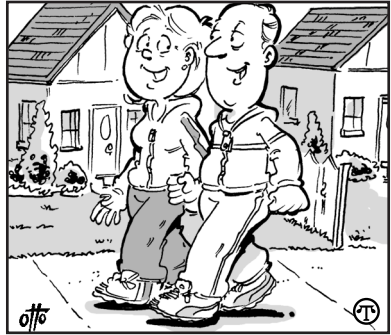
“As men and women do their best to age well, it’s important to keep in mind that men and women are physiologically different and should consider a gender-specific approach to their health; and that doesn’t change once we reach 50,” said Susan Yager-Berkowitz, M.A., author and expert in food and nutrition.

Yager-Berkowitz says as men age, they benefit from higher levels of certain nutrients to support prostate and heart health, while women should be conscientious about maintaining their breast health, bone strength and joint health. She adds that maintaining memory and concentration are key concerns for both men and women as they enter midlife.

The Role Of Vitamins

The good news is that men and women can do simple things like exercising, eating a balanced diet, and taking a daily multivitamin to help maintain their health. For instance, One-A-Day® Men’s 50+ Advantage and Women’s 50+ Advantage are complete daily multivitamins specially formulated with important vitamins and minerals to address specific health concerns of men and women over 50.

One-A-Day Men’s 50+ Advantage contains nutrients to help support prostate and heart health. The One-A-Day Women’s 50+ Advantage formula helps support breast and bone health. Both products contain the herbal supple-



Men and women may want to focus on gender and age-specific health concerns after age 50.

ment, ginkgo biloba to promote memory and concentration—a key concern for those over 50.

He Said She Said

So how do men and women over age 50 rate their health? A recent nationwide survey revealed that less than half of adults over 50 (41 percent) report being in excellent or great health and even fewer (38 percent) are confident in a healthy future. The majority of men and women in their 50s (60 percent men; 62 percent women) also believe their diets are lacking in the important vitamins and minerals to address their health concerns.

A Smart Approach

“Gender is an important variable in understanding health and developing healthy behaviors; and it impacts what men and women need to do to proactively maintain their health,” said Bob Berkowitz, Ph.D., noted author and expert in gender differences. “Age also plays a role. When you consider gender and age together, the physical needs, motivations and approach to health can vary greatly.”

For more information, visit www.oneaday.com.