

FASHION
AND/OR
HEALTH

Nirankar S. Agarwal, Ph.D.

Fashion and/or Health

So Lanny made money easily and abundantly; but what did he want it for? So that he could buy the new suits of clothes whenever his wife or his mother cast a critical glance at one he was wearing? Or whenever those public enemies, the fashion creators, decided that coats must have three buttons instead of two, or that lapels should be an inch longer and have an angle somewhat more acute?

– Lanny Bud in *Wide is the Gate* by Upton Sinclair

To imitate superiors or the exalted is nothing new. A verse from even the ancient Indian scripture, the Bhagvad Gita, refers to this:

यद्यदाचरति प्रेष्ठस्ततदेवेतरो जनः ।
स यत्प्रमाणं कुरुते लोकस्तदनुवर्तते ॥

Whatever is practised by the exalted, people imitate. Whatever standard they set, the masses adopt.

What is new is the kind of people we consider worth following today. The beginning of this century saw the advent of perhaps the most powerful medium of communication, the cinema. Movies were different in their resourcefulness to reach phenomenally large masses of people. The striking sets, beautiful people, make-believe stories, could all be filmed with enormous resources for a one time cost and exhibited to a limitless audience. Later development of TV and now Internet and mass media has followed the pattern initiated by the movies.

It has variously been claimed that methods employed by the modern commercialism are founded on the psychological techniques refined by Adolf Hitler's propaganda minister, Dr. Joseph Goebbels. The basis of his formula was the fact that if you repeat anything over and over again, it sinks into

the subconscious and rises up from there to generate the desired response. This at least in a significant measure is said to have been the cause of the sustained frenzy and fanaticism of Nazism from 1920s to the 1940s.

Lest the reader wonder why all this about movies and Goebbels in a book about health, I believe that many ills and subsequent costs in health and healthcare are a direct or indirect consequence of this nexus between the global audience and the recent advertisement revolution.

It is obvious that the exalted today, at least the ones who are most influential, are people who are seen most frequently on mass media – actors & actresses, pop concert artists, sportspersons, TV news anchors & programme hosts, models, charismatic politicians, business tycoons, royalty (yes, even in this age of democracy!), and corporate bigwigs, and would you believe, sometimes even murderers on death row who have gained transient notoriety due to inordinate exposure through mass media. Most are quite well off or rich. It is truly unfortunate, though, that most will still promote anything – harmful or otherwise – for pecuniary gain. And unsuspecting masses follow indiscriminately whatever they promote. We would not follow a carpenter's advice about our health but would necessarily go to a health professional, and go to a plumber and not a doctor for problems associated with drain pipes. And yet a sports, TV or movie superstar can make us consume all kinds of dubious 'junk' foods & beverages, over-the-counter medication, or wear harmful apparel, or apply injurious cosmetics on our skin, or inhale harmful chemicals in air-fresheners & toiletries by exploiting our liking, admiration or adulation for them. It is patently evident in case of children who after watching a commercial on TV and mass media will pester you to buy whatever was promoted by their favourite icon.

Ads push the principle of noise all the way to the plateau of persuasion.
They are quite in accord with the procedures of brainwashing.

- Marshal McLuhan, *Understanding Media*

This treatise draws the reader's attention to this pattern so internalized in our society that one does not even stop to contemplate their long term effects and consequences.

What can perhaps be a common cause of varicose veins, back problems, and cancers of breast, colon, bladder, prostate, uterus, ovaries and testes?

The correct answer is, yes, fashionable constrictive apparel. Statistical evidence is mounting that tight clothing, belts, and tight shoes may very well be responsible for milder conditions like stomach cramps, chest pain, heart burn, fungal infections, bunions to such devastating maladies as cancers.

How can something so simple as clothing cause such frightful conditions?

Let's take breast cancer as an example. After lung cancer, cancer of the breast is the leading cause of death among American women. Every year some 192,500 new cases of breast cancer are detected and 40,500 lives are lost [*Cancer Statistics 2009*, A Presentation From the American Cancer Society] with escalating figures of affliction. Commonly accepted factors such as early puberty, late menopause, improper nutrition, obesity, heredity, etc. do not explain causatory factors for some 75% of the breast cancer cases [Elihu D. Richter & Noga Chlamtac, *International Journal of Occupational & Environmental Health*, 2002; 8(1): 63-72]. A momentous study by Singer and Grismaijer [Sidney R. Singer & Soma Grismaijer, *Dressed to Kill: The Link Between Breast Cancer and Bras*, Garden City, NY: Avery Publishing Group 1995] has, however, highlighted & indicted a new factor almost surely to be one of the main culprits : the constrictive breast-

uplifting-brassiere [BuB] seemingly so much coveted the world over by women.

How did Singer and Grismaijer link commercial BuBs to breast cancer?

In the early decades of 20th century, breast cancer was apparently so uncommon that it did not deserve even a mention in Dr. A.A. Stevens' highly acclaimed 1,000 page comprehensive textbook, *The Practice of Medicine*, published in 1922, according to Dr. Ralph Moss, PhD. But by 1940, the lifetime risk of breast cancer in American women had risen to 1 in 22, nearly doubling to 1 in 14 by 1960, and again to 1 in 8 by 2005. The bra began to be increasingly worn in the 1920s. [*Breast Cancer Prevention and Cure - Your Choice* by Fred Harding, 2006 Exposure Publishing, <http://www.teklinepublishing.com/bc-bra.htm>; retr. 25 sep 2006]

When Soma Grismaijer developed a lump in her breast and was able to get rid of it in a few weeks by abstaining to wear a bra, she and her husband Sidney Singer decided to investigate the possible link of bra to breast problems. This groundbreaking reserch was published in 1995 in their book, *Dressed to Kill*. By carrying out a thorough statistical analysis of data collected through an elaborate questionnaire from 2,000 women with breast cancer: 400 each from five geographically varied regions – San Francisco, Phoenix, Denver, Dallas, and New York City. A control group of 2,500 with no breast cancer included some 500 women each from the same metropolitan areas. After identifying and eliminating common life-style factors between the two groups, it was patently obvious that women wearing commercial BuB's 24 hours a day were at 125 times greater risk of developing breast cancer than women who did not use commercial BuBs at all! Even those who wore BuBs merely for 12 hours, were 113 times

more likely to be afflicted with breast cancer.

These numbers are unbelievable!

They certainly are. Actually, to put these numbers in a clearer perspective, consider the much touted relationship of smoking to lung cancer. Depending on a variety of variables including frequency and the duration of smoking, smokers were found to be at 10 to 30 times greater risk of developing lung cancer. The relationship of commercial BuBs to breast cancer is 113 to 125 times as stated above! That is, women wearing commercial BuBs are at 4 to 12 fold greater risk of contracting breast cancer than individuals are at contracting lung cancer from smoking !!!

This is truly frightening. Is there a scientific explanation for this devastating increase in risk of breast cancer?

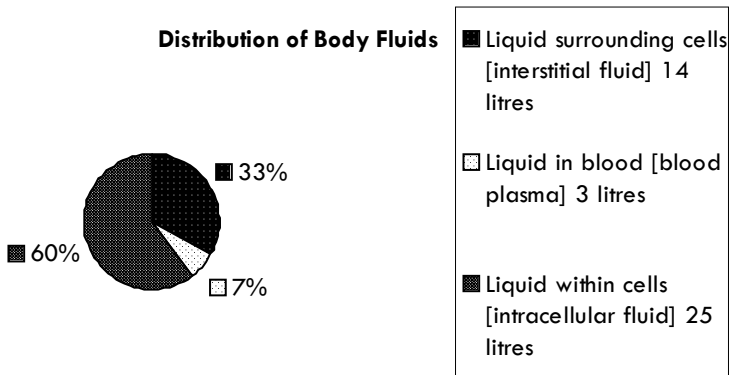
Oh yes! Singer and Grismaijer in their book convincingly explain the most probable mechanism of breast cancer by the usage of BuBs. The explanation centres mainly around the Lymphatic System, one of the eleven systems constituting the human body. Lymphatic system is credited with conferring basic immunity to the body although the mechanism is still not entirely understood. It is now known, however, that the body's elaborate ability to resist and overcome attack by bacteria, viruses, parasites, and other foreign agents or internal disorders, is mainly the responsibility of the Lymphatic system. Until the mid 1960s not much was generally known about the immune response. Remember the milk formula fiasco! Until well in to the 1950s and even 60s, the medical establishment confidently assured mothers that milk formula contained all necessary nutrients, and some even went so far as to claim that it was better than the mother's milk itself! How many children suffered and succumbed to

the multifarious ailments due to deprivation of immunity inherent in mother's milk, is uncertain. Most educated people now know that formula milk lacks the immunity factors. Regrettably though, even today the lymphatic system is not given the importance it deserves, probably because its mechanism is still obscure.

But, what is the lymphatic system?

Human body is about 60% water by weight. For a 70 kilogram individual, the diagram below shows proportions of water present in various tissues.

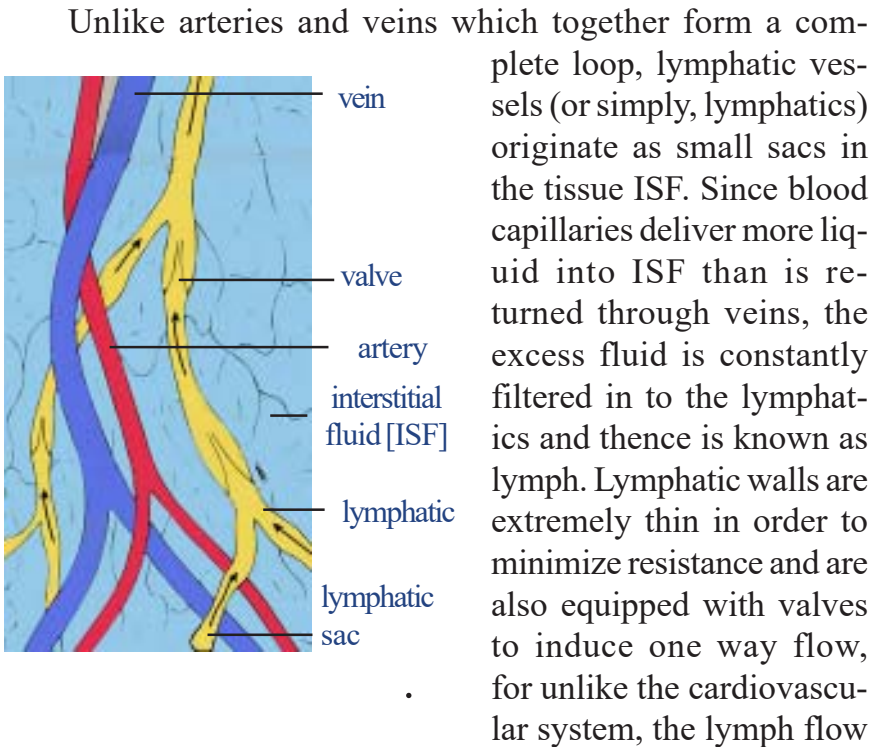
As is well known, blood does not deliver nutrients and oxygen directly to the cells. Rather, at the ultrafine capillary level, these seep in to the **interstitial fluid (ISF)** and from



there penetrate into cells through the cell membranes. Conversely, carbon dioxide and other wastes from cells cross the membrane barrier into the ISF. From ISF, only carbon dioxide and the smaller wastes can diffuse directly into the circulatory system through the blood capillaries and veins.

For bigger cell debris, white blood cells, some lipids, proteins, and toxins, etc., the lymphatic system serves as a conduit to the cardiovascular system, from which they are either reabsorbed or eliminated.

One Way Street



Unlike arteries and veins which together form a complete loop, lymphatic vessels (or simply, lymphatics) originate as small sacs in the tissue ISF. Since blood capillaries deliver more liquid into ISF than is returned through veins, the excess fluid is constantly filtered in to the lymphatics and thence is known as lymph. Lymphatic walls are extremely thin in order to minimize resistance and are also equipped with valves to induce one way flow, for unlike the cardiovascular system, the lymph flow is not assisted by any pumping action. It is only through pressure differentials, even minute ones – generated from perturbations such as respiration, flow of blood in nearby arteries and veins, movement of body parts, or by massage, in conjunction with one way valves that lymph is impelled to flow against gravity, eventually pouring in to the subclavian veins located near the collarbone.

What are the major functions of the lymphatic system?

- As mentioned earlier, more fluid filters into ISF from blood capillaries than is returned back through the cardiovascular system. Lymphatic system helps return this excess fluid to the circulatory system.

- Some fatty substances such as lipids, and bigger molecules cannot enter into the blood directly. They do so through the lymph pathway.

- But by far, the most important function of the lymphatic system is immunity and defence against bacteria, viruses, cancer cells, or toxins produced by pathogens and internal metabolism, and disease in general.

How does this defence work?

As the lymph flows, it passes through lymph nodes which are akin to security guards who monitor the contents of the lymph and detain the unwanted pathogens and foreign invaders. They have a certain concentration of defence troops, such as phagocytes which fight anything injurious to the body, and the more specific lymphocytes have the amazing capability to develop specific & instant defence strategies to annihilate the invader. If required, the lymph nodes can summon additional troops from the body's immunity factories such as thymus, spleen, and the bone marrow.

After unwanted pathogens, toxins, or other invaders are neutralized or destroyed, the debris again moves with the flow of the lymph to the subclavian veins and then expelled by the excretory pathways.

So, how are the BuBs supposed to cause breast cancer?

By hindering the normal flow of lymph from the breast. Commercial BuBs for their uplifting ability utilize stiff and rigid material which pressurizes the tissues of and around the breast and obstructs the normal movement of the lymph. 'Padding fills out the sides. Underwire scrunches the rest of the breasts up and in, creating cleavage', explains an article in *Newsweek*.⁵ Over time, the toxins and the debris in the tissues get concentrated in the region of the breast. Should patho-

gens or circulating cancer cells find their way in and around the breast tissues the local defences get quickly smothered. Reinforcement by additional defence forces is sluggish due to hindered flow of the lymph. The tissues are choked with wastes and disease sets in eventually culminating in breast cancer.

Is there any support for this link between bra and breast problems?

Singer & Grismaijer give supporting data from other countries in Africa and Asia. Rural populations in developing countries showed low incidence of breast cancer whereas urban populations, who usually follow western pattern of apparel, had similar percentage of breast cancer as the West. Fred Harding in his treatise, *Breast Cancer: Cause, Prevention, Cure*, quotes from Dr. S.M. Bose's article in India Tribune (Chandigarh, Oct. 23, 2002), "An interesting study shows that Indian women who migrate to the USA are not as susceptible to breast cancer as American women are, but the second generation of migrants become as vulnerable to breast cancer as their counterparts in the USA." And that breast cancer incidence in Indian women in urban region was 22-28 per 100,000 to only 6 per year 100,000 in the rural milieu.

Although health professionals in general are skeptic about a connection between bra and breast problems, an observation by Elizabeth Vaughan MD quoted by Fred Harding in his book is particularly relevant in this context. Dr. Vaughan says, "In exploring the possibility that bras relate to breast cancer, we are about where we were in the 1950s with respect to cigarettes causing lung cancer. Doctors began to see men present with lung cancer who had a long history of smoking. It took 20-30 years to "prove" the connection and 40 years to prove causation. Many physicians - perhaps most physi-

cians - and the American Cancer Society assert that no link has been positively demonstrated between bras and breast cancer. But, then, we waited 50 years for someone to demonstrate a positive link between cigarettes and lung cancer."

Prof. Hugh Simpson, Professor Robert Mansell and Simon Cawthorn of Britain reported that wearing bra can expose women to significant risk of pain, cysts and cancer of the breast, due to curbing of the lymphatic system. Prof. Mansell also pointed out that bra appears to compress the "outer upper part of the breast -- the area where 80% of the lymph flows." [The Sunday Telegraph, October 31, 2000]. In a study measuring pressure exerted on the breasts by bra, David Moth concluded that "the lightest possible bras will still exert pressure in excess of that found within the lymphatic vessels... It is postulated that this pressure could inhibit the correct functioning of the lymphatic system, reduce toxin drainage from the breasts and eventually manifest as breast disease." Rise in temperature of the breast tissues by as little as 1/2 degree Celsius due to use of bra can be another mechanism for developing cancer according to another research study conducted in Britain. [<http://www.moth.freemove.co.uk/page36.html> [Sep 4, 2006]. A summary, *bra/disease time line*, of scientific research and case history information which refers to deleterious effects of not only BuBs but of all bras was compiled by Ralph L. Reed Ph.D., available on http://www.digitalnaturopath.com/data/Breast_disease_time_line.html; retr. 25 sep 06.

Are there examples of other conditions due to obstruction in the lymphatics?

Oh yes! Constriction of lymphatics as a cause for initiating disease has been known for a long time. For instance, LYMPHOEDEMA (literally, blockage of lymph) by obstruction of lymph drainage, most frequently in the limbs, starts as a pain-

less condition. If no corrective measures are taken, the swollen tissues loose suppleness and the swelling becomes permanent. Parasitic infections in these impeded lymph pockets can cause FILARIASIS which in turn can lead to the CHRONIC LYMPHOEDEMA with grossly stagnant pools of lymph, a condition known as ELEPHANTIASIS in which limbs or external genitalia become hugely bloated [Frederic H. Martini, *Fundamentals of Anatomy & Physiology*, Englewood Cliffs, New Jersey: Prentice Hall 1995, p 783].

Fashionable tight clothing as a health-menace

It is well known that temporary LYMPHOEDEMA can be caused by tight clothing. Dr. Leonard Morgan MD of the University of Oklahoma Health Sciences Center in an article described the ill effects of tight shirt collars and ties on the arterial blood supply to the brain; and blamed knee-high hoses and elasticized socks for the development of VARICOSE VEINS (temporary swelling of veins due to accumulation of blood). [Sidney R. Singer & Soma Grismaijer, *loc. cit.*, p 83]. Note that Dr. Morgan is warning against impediment of a fluid whose flow is markedly assisted by the sucking action of the powerful heart. Since lymphatics are devoid of such assistance, constriction by tight clothes obstructs the flow of lymph to a much greater extent.

Tight clothing in general is known to be responsible for a sluggish supply of blood to the skin. Tight jeans have been implicated in conditions such as stomach pain, chest pain, heartburn and back pain. No wonder, Singer and Grismaijer point to the constriction around the waist induced by belt and probably the elastic underwear as the cause for higher incidence of cancer of prostate, bladder, uterus and the colon. All these organs lie in the pelvic cavity, that is, below the line where the waist is squeezed by belts and elasticized underwear. Of colon cancers, predominant occurrence of sigmoid colon

and rectum, both of which lie in the lower pelvic cavity, can be cited as statistical evidence for this theory [Sidney R. Singer & Soma Grismaijer, *loc. cit.*, p 82-4; Gerard J. Tortora, *Principles of Human Anatomy* 5th ed., New York: Harper & Row 1989, p 681].

It may not altogether be possible to make do without BuBs. Can anything be done to mitigate their harmful effects?

The best thing, of course, is not to wear commercial BuBs at all. Instead, use soft material correct size bra. Restrict their use to a minimum, certainly not more than 12 hours a day. Movement and massage are the only sure means to maintain an unrestricted flow of lymph. Frequent massage will help move lymph, therefore, it is a good practice to massage for a few minutes after removing the bra. As a matter of fact, massage can also help give natural tone to the skin, tissues, ligaments and pectoral muscles adjoining the breast. Since the gravity pulls down tissues, upward massage strokes will be more beneficial. The upward stroke will also facilitate lymph flow in the right direction, towards the collar bone where it empties in to the subclavian vein.

Why do we use tight clothing and other apparel if they can cause such frightful conditions as cancer?

That is a very complex matter and has to do with a multitude of factors including economics, marketing, psychology, behaviour, and the human need to improve [whatever one's notion of upward mobility and improvement is !].

- In the information society we get so zapped with information that we don't even have time to think and blindly follow our impulsive reaction to the info stimulus.

Where is the wisdom we have lost in knowledge?

Where is the knowledge we have lost in information?

– T.S. Eliot, Choruses from *The Rock*

- With unprecedented increase in goods and services, and the fast pace of life few can spare the time and effort necessary to evaluate the harmful effects of commercial products.

- It is not easy to counter the incessant barrage of commercials and advertisements. Recall the rise of Nazism in Germany. Hitler's propaganda minister, Dr. Joseph Goebbels, is credited to using reinforcement by repetition techniques employed in marketing today.

- These techniques work so well that the media can print with impunity items such as, "In fashion, the life-span of a trend rarely exceeds four months... Along the way..., women dallied with python skin, revived the Pucci print and *fell victim to a mania* [italics added for emphasis] for garments..." [*Time* magazine, Winter 2000-01 special edition, p 64].

- Many dubious products & services are promoted by celebrities. We are all likely to buy products endorsed by our favorite idol.

- And wait, what can we expect in the new millennium?

Well, a Business School team of professors from the prestigious Harvard University is busy even now diligently monitoring flow of blood to different parts of the brain to discover as to how commercials and advertisements which now only prod one to buy, can in future make the purchase irresistible! [Jonathan Leake, "Science Finds Brainwaves That Make Shoppers Spend", *The Times of India*, New Delhi: August 9, 1999, p 13]

Long Nails

Letting fingernails grow long is a fashion which is quite widespread around the world. Considering how long nails curb the full functionality of one's hand, the question arises as to why people grow long nails? According to Gene Lakin of the Fashion Institute of Technology in New York, in the 20th

century USA it was started by people to show that they don't need to perform manual labor and to flaunt their membership in the leisure class. [Fingernail Fashion Choices by Vicki Vantoch, The Washington Post, Tuesday, December 28, 1999; Page C04]. But today it is just a fashion propagated by celebrities and idols constantly appearing in the mass media: TV, movies, magazines.

Besides restricting the use of hands, long nails have been implicated in poor hygiene. "Long fingernails, rings, and all sorts of nail treatments are known to harbor bacteria, such as *Pseudomonas aeruginosa* and *Klebsiella*, as well as the yeast *Candida parapsilosis*" warns Willa M. Doswell, RN, PhD, et al. [<http://community.nursingspectrum.com/MagazineArticles/article.cfm?AID=14016>] Frequent reports from hospitals and operating rooms in the West have documented serious harm from this seemingly innocuous human frailty. In Oklahoma, 46 patients were infected with *P. aeruginosa* of which 16 died. [Long or Artificial Fingernails Implicated in ICU Outbreak of *P. aeruginosa*. Moolenaar RL, Crutcher JM, San Joaquin VH, Sewell LV, Hutwagner LC, Carson LA, Robison DA, Smithee LM, Jarvis WR. Infect Control Hosp Epidemiol 2000 Feb; 21(2):80-5 (ISSN: 0899-823X) Acute Disease Division, Oklahoma State Department of Health, Oklahoma City, USA.] Six infants acquired *Pseudomonas aeruginosa* in a New York hospital [Endemic *Pseudomonas aeruginosa* infection in a neonatal intensive care unit. Foca M, Jakob K, Whittier S, Della Latta P, Factor S, Rubenstein D, Saiman L. N Engl J Med 2000 Sep 7; 343(10): 695-700 (ISSN: 0028-4793). Department of Pediatrics, New York-Presbyterian Hospital and Columbia-Presbyterian Medical Center, New York, USA.] through the agency of long or artificial nails. These incidents and many others led the government and the medical community in most parts of USA to enforce a clean and short (short nail is defined as not to extend beyond fingertip) requirement for all healthcare workers so as to reduce the risk of colonization and transmission of pathogens to the patients.

It is also clearly obvious that individuals with long nails can not use their fingers and palms for massage. In the foregoing pages, massage is a practice highly recommended for stimulating circulation of blood and lymph, necessary for a healthier and glowing skin, for preventing hair loss and stimulating the pigmentation of hair, for keeping the teeth and gums healthy and free of disease, etc. Long nails are not compatible with yogasanas either, nor could one practice modified bhramari pranayama recommended for the health of the ears & hearing. Much of *self marma therapy* (SMT) for many conditions requires the use of the tips of the fingers; and that would naturally be not possible with long nails.

For more detailed information on the hazard of long nails to human health you are urged to look up the following websites, some of which provide extensive references to scientific literature in reputed journals for the rationale behind keeping your nails short:

http://infectioncontrol.ucsfmedicalcenter.org/FAQs/FAQ__Artificial_and_Long_Fing/body_faq__artificial_and_long_fing.html

<http://community.nursingspectrum.com/MagazineArticles/article.cfm?AID=14016>

<http://www.infectioncontroltoday.com/articles/271bpract.html>

<http://www.washingtonpost.com/wp-srv/style/feed/a41653-1999dec28.htm>

Poor feet in grip of tight shoes and elevated heels

It is baffling to see women wearing high heels in this age of emancipation at least in the West. For the reason high heels were primarily worn was to attract the opposite sex. The walk was supposedly more seductive, exposing ankle and calf of the leg prominently. But today high heels have become such a part of apparel that women use them even with sarees and pants. It is however unfortunate that high heels whether stiletto or wide, can initiate and prolong numerous

problems from mild discomfort to serious damage to the knees and feet, such as:

- " Blisters
- " Calluses and Corns
- " Hammer toe (toes become deformed like hammer)
- " Bunion (painful bump on big toe joint)

" Forced to bend forward, the Achilles tendon, a tough connective tissue joining calf muscle to the heel bone, becomes shortened. Bones and muscle can be deformed. When walking barefoot or on flat heels, this may lead to discomfort or pain. May lead to reduced height if high heels are worn in childhood or adolescence [http://en.wikipedia.org/wiki/High_heel].

" High heels have been implicated in increasing risk of sprained ankles.

" Because the incidence of osteoarthritis in the knee is twice as much in women as in men, Dr. Kerrigan and co-workers of Harvard Medical School, high (2.7 inches, 7 cm) designed a study to find out whether high heeled shoe were implicated. Their research indeed showed that both stiletto (0.5 inch, 1.2 cm) and wide-heeled (1.8 inch, 4.5 cm) shoes put about 25% greater pressure on the knee. This increased pressure over time can lead to irreversible knee osteoarthritis, causing bones in the joint to grind together leading to pain, swelling and reduced mobility. "It takes a long time to feel the effects of knee osteoarthritis, and once you do, it's too late," says Dr. Kerrigan. "Low-heeled shoes or no heels, are a woman's best bet ..." conclude the researchers [Knee osteoarthritis and high-heeled shoes, Dr D Casey KerriganMD a , Mary K ToddMA b and Patrick O RileyPhD a The Lancet 1998; 351:1399-1401. The Lancet 2001; 357: 1097-98 <http://www.thelancet.com>].

It may be mentioned that every year 300,000 artificial knee replacements are performed in the USA due to osteoarthritis which degrades cartilage and bone of the knee joint

[*High Heels Dangerous to Your Health*, healthLink, June 4, 2001; http://www.ynhh.org/healthlink/womens/womens_6_01.html].

High heels can start the process of backache. "DO NOT wear high heels. Use cushioned soles when walking," advises the Encyclopedia of the National Library of Medicine and the National Institutes of Health of the United States [<http://www.nlm.nih.gov/medlineplus/ency/article/003108.htm>].

It is no wonder therefore that a recent issue of the Mumbai magazine, *Wellbeing*, titled its news capsule on high heel as "High heels can be dangerous", and goes on, "Recent reports have seen an increase in the number of women being admitted to the hospitals with injuries caused by the fashionable footwear... injuries varying from a sprain to broken bones, dislocated ankles - and in some cases permanent damage." It also advises its readers that, "High heels ... can cause bunions and hammer toes - as well as placing strain on feet, ankles, knees and back" [*Wellbeing Magazine*, Mumbai, September 2006, p 7].

We should not forget that problems of joint pain beset us all with age. It is unfortunate that in India girls of even five years are being permitted by their parents to wear high heels in the name of fashion. Not only can that lead to a shortened stature by reducing the length of Achilles Tendon as mentioned above, but the hazard of injury and joint pain to knee, ankle, back, etc. can start as early as in their twenties and thirties and so also a premature risk of osteoarthritis.

Tight shoes are a menace to the feet. Pinched in an airless box, the feet suffer from a host of conditions – fungal infections due to moist environment from perspiration, corns, distorted muscles and bones, poor blood circulation, and the like.

It is baffling to see women wearing high heels in this age of emancipation at least in the West. For the reason high

heels began was that men apparently found high heel sway more attractive. This tradition is now so entrenched in society that even for small girls and old women wearing high heels has become a 'norm'. And this despite the fact that high heels cause the body to be off balance with risk of a fall, and often lead to stunted hamstrings, bunions, and ankle, knee, hip & back problems [Gayle Olinekova, *Power Aging: Staying Young At Any Age*, New York: Thunder's Mountain Press 1998, p 187]. It is also alleged that small girls wearing high heels suffer from stunted growth including reduced height. And all these problems are accepted by us in the name of fashion.

Isn't it time that you asked yourself?

Fashion and/or Health Questionnaire

1. Why do I need to wear BuBs at all?

Elizabeth Baldwin, legal adviser to the La Leche League of Chicago in a *Newsweek* interview blamed the modern society for many subtly induced attitudes. In answer to the question posed by *Newsweek* correspondent, "Does America's highly sexualized culture affect people's views ...", Baldwin responded, "We don't view the breast as a way to nurture children, but as a man's play toy" [*Newsweek*, December 25, 2000, p 4].

One would think that with women's emancipation in advanced societies, these antiquated cultural views will get shortshrif. But the contrary seems to be happening the world over.

2. Is long term health more important to me or fashion?

3. Who am I trying to imitate? So called "beautiful people"?

4. Are they aware of possible harm from products they promote?

5. Are these celebrities poor? Are they so desperate that they have to earn extra bucks at the expense of my health

and of those I love?

6. If I myself were to promote something, would I not feel it my duty to find out whether the products were harmful to people including children? If they were harmful, would I still promote them for pecuniary gain?

7. Do such celebrities deserve my respect, admiration or adulation?

8. Who ultimately pays for the plethora of ads, and commercials for these dubious products and their endorsement & promotion?

TimeSaving-WalkingPlus™ Muscle Empowerment

An activity which provides excellent muscle tone and tightening of the muscle fibres of the chest area is brisk walking with arms swinging in a wider arch. Swing arms upwards to 180 degrees, that is your fists point straight up to the sky, on the forward swing and then downwards and behind your back as far they can go. Do this at the time of your regular walking routine for 5 - 7 minutes and observe the improvement in the muscle tone after a few weeks. The chest will expand and waist will be trimmed. [See under Walking Work-out in the treatise, *Obesity: Implications Causes Solutions*]

This muscle toning benefit of the torso is not available through jogging or running, since the arms are folded at the chest. Actually the bounce may even augment the sag of chest muscles.

* * *

Aspiration

विश्वं पुष्टं ग्रामे अस्मिन्ननातुरम् ॥

– Yajurveda 16:48

**In this village [global village],
may all sentient beings be robust and healthy**