TAMPA BAY'S

December 2019

Pasco/North Tampa/New Tampa Edition - Monthly

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MAGAZINE

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Not all Imaging Centers are Equal: Making the Right Choice is Crucial

hoosing where a patient would prefer to go for their imaging needs, often gets overlooked. When a physician orders a diagnostic image like a CT, MRI or X-ray, electing an organization with the highest-level radiology team to accurately read and report your results to your referring physician is significant.

BayCare Imaging is a well-established imaging practice with board-certified radiologists that work very closely with referring doctors. Not all imaging centers are as up to date, accurate in diagnosis, or willing to invest in the latest, most, advanced technology as Baycare. Making sure your imaging center is one that offers fellowship-trained, onsite-radiologists who specialize in specific fields of interest (neurology, vascular, oncology, etc.) is essential to your diagnosis, health, outcome, and treatment options.

If you were referred to an orthopedic surgeon for a total hip replacement, researching and deciding on the most qualified physician would be of the utmost importance; so with radiology, it's just as imperative. This is especially the case if you are in need of a specific diagnosis such as a brain tumor, multiple sclerosis, or breast cancer just to name a few. When it comes to your health, inaccuracy or oversights are not an option. That is why choosing BayCare Imaging is highly-regarded and recommended by both patients and their doctors.

We caught up with Todd Jones, Vice President of Ambulatory Experience and Operations at BayCare.

Q: What sets BayCare Imaging apart from others?

A: BayCare Health System has 28 Imaging locations that are connected to 15 BayCare hospitals across the Tampa Bay area. We have a team of radiologists, technologists, administrators and team members who utilize the latest advanced imaging technology to help provide fast and accurate results.

BayCare offers a full range of diagnostic testing from digital x-ray, ultrasound, 3D mammography, CT, PET/CT and MRI testing to minimally invasive interventions such as imaging-guided biopsies, pain management, and vascular procedures, all performed on an outpatient basis.

All of our imaging locations are ACR (American College of Radiology) accredited. To achieve the ACR Gold Standard of Accreditation, our facilities' personnel qualifications, equipment requirements, quality assurance, and quality control procedures have gone through a rigorous review process and have met the highest level of imaging quality and patient safety standards.



Customer service and patient satisfaction are top priorities. BayCare Imaging consistently scores in the 90th percentile in patient satisfaction in the areas of friendliness of staff, skill of staff, and the and likelihood to recommend or refer the facility or practitioner to others. Several locations achieved the 2018 Press Ganey Guardian of Excellence Award for reaching the 95th percentile ranking for patient satisfaction consistently over a one-year period.

Q: What advanced diagnostic technology does BayCare offer?

A: BayCare offers a full range of screening and diagnostic technology to serve the needs of our community:

- Digital x-ray
- Ultrasound
- DXA Bone Density Testing
- 3D Mammography (Screening and Diagnostic)
- MRI
- CT
- PET/CT
- Nuclear Medicine

Q: How are your radiologists trained and experienced in subspecialties and how does this affect the patient diagnosis?

A: All of our radiologists are board-certified. Many arc also fellowship-trained in specialty areas such as breast, musculoskeletal, neurology, and vascular interventions.



Q: What important factors do you want patients to know when it relates to diagnostic imaging?

A: BayCare Imaging uses the most up-to-date, current technology. We're continuously upgrading our equipment to ensure we are offering the highest standard of care to our patients.

Our board-certified radiologists are always on-site. This gives our technologists who are performing exams direct access to the radiologists for consultation – to ensure we provide the best images possible for the most accurate diagnosis.

BayCare's imaging technologists are not only compassionate and caring; they are accredited in their field and participate in ongoing education, ensuring they are up-to-date in their specialty area.

Q: What else does BayCare Imaging offer?

A: BayCare Imaging offers online scheduling, same day appointment and walk-in availability for X-rays. We also contact the ordering physician with abnormal results. For example, for diagnostic mammography testing, patients know their result before they leave their appointment.

We provide 24-48-hour report turn-around for referring physicians. Test results are now digitally available to physicians through our physician's portal and to patients through BayCare's patient portal.

We have bilingual staff in many locations and have available interpretation services for any language. We accept most insurance including auto and workers compensation, and we participate with most HMO's & PPO's.

BayCare is a leading not-for-profit health care system that connects individuals and families to a wide range of services at 15 hospitals and hundreds of other convenient locations throughout the Tampa Bay and central Florida regions. Inpatient and outpatient services include acute care, primary care, imaging, laboratory, behavioral health, home care, and wellness. Our mission is to improve the health of all we serve through community-owned, health care services that set the standard for high-quality, compassionate care. For more information, visit www.BayCare.org.



To schedule an imaging appointment, call (855) 269-4333 or schedule online. For more information, please visit their website at BayCareImaging.org

Is My Rotator Cuff Tear the Cause of My Shoulder Pain?

hat's causing your shoulder pain? Is it due to instability? Could it be a rotator cuff tear? A labral tear? Arthritis? Inflammation? Swelling? Bone edema? Tendinosis (tendon degeneration)? A pinched nerve? More and more studies continue to show that shoulder MRI results often cannot predict why the patient is experiencing pain.

This is the case for various body areas including the lumbar spine, knee, and certainly shoulder. The MRI can provide a lot of good information, but it has been repeatedly shown not: to substitute for a thorough history, exam and a diagnostic ultrasound by the physician. This takes time and focus.

Although most patients and providers will blame the rotator cuff tear as the cause of pain, it is never a given that a rotator cuff tear is actually the source of the pain. In fact, the studies we will cover in this article show that it is often inaccurate to assume that a rotator cuff tear is what is causing your shoulder pain despite what is seen on an MRI. Let's dive a bit deeper into rotator cuff tears, surgery, and determining the cause of your shoulder pain.

What is a Rotator Cuff Tear?

The rotator cuff is a complex series of muscles and tendons that surround the shoulder and help lift the arm and stabilize the shoulder joint. A rotator cuff tear is simply a tear in the tendon usually close to where it attaches to the bone. While some rotator cuff tears result from trauma, the vast majority happen from wear and tear as we age- this is referred to as a degenerative tear.

The most common cause of a rotator cuff tear is simply a slightly more demanding movement than usual. How might this happen? It has been known for a considerable amount of time that the rotator cuff does not have a great blood supply which makes it harder for the body to heal an injury in that area. By: Regenexx Tampa Bay, Regenerative Medicine



So, what is the problem? It is likely to be a lack of healthy progenitor cells and stem cells to repair the damage as it occurs over time, and at some point with little provocation, the unhealthy tissue simply fails and a tear occurs.

What Happens During Rotator Cuff Surgery?

Rotator cuff surgery involves cutting into the shoulder and stitching the tear back together. Recovery time from surgery can be lengthy and there is a good amount of research showing that this surgery is often ineffective for many types of rotator cuff tears. The tissue is often too weak to stay together with a stitch.

In larger tears, approximately 6 in 10 do not heal properly, even with surgery. For patients over 60, shoulder surgery recovery is even more difficult, with 1 in 3 rotator cuff tears not healing.

It is also notable that a good number of surgical patients never return to their full range of motion following surgery and pain can linger. Additionally, many studies show that shoulder pain prior to surgery actually has little to no correlation with the rotator cuff tear or the severity of the tear. So, what is causing the pain?

Shoulder Pain and Inflammation

One study performed in Japan analyzed joint fluid obtained from 38 patients before and after orthopedic rotator cuff surgery for various chemical messenger molecules (cytokines). These cytokines work for the immune system and call our immune cells into action when there is inflammation, infection, or trauma.

Imagine that our immune cells are like firefighters, always ready and waiting. The firefighters might be at the station cleaning trucks, training, or stocking their equipment, but when that alarm sounds, they jump into action and race to the fire. For us, that alarm is our cytokines, and when it sounds, our immune cells race straight to the inflammatory fire as our first responders.

Interestingly enough, the study that we referenced earlier concluded that larger rotator cuff tears were associated with less pain and that more pain was accurately predicted by more IL-8 (interleukin 8) in the joint fluid. IL-8 is an inflammatory cytokine or an alarm sounding when inflammation is present. The pain that was studied in this study was due to the inflammation and not the tear itself.

Another study states that "the prevalence of fullthickness rotator cuff tears increases with age [and] many patients are asymptomatic and may not require surgical repair." Even while there was pain present, the study concluded that physical therapy rather than surgery should be sufficient to address the symptoms in most cases.

Does Rotator Cuff Repair Surgery Fix Pain?

Unfortunately, the answer is no. One study proved this disappointing result that rotator cuff repair does not fix pain or function in the shoulder. This should be eyeopening for patients, whose primary goal for undergoing a rotator cuff repair is to reduce or eliminate their pain. There are countless studies showing that shoulder pain is often not due to the presence of

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a rotator cuff tear. If a surgeon repairs a tear in your rotator cuff to eliminate your pain, but your tear is not the actual source of your pain, why was it necessary to have the surgery? It may be that the tear caused inflammation which thereby causes the pain. Sewing up the tear may not get rid of the inflammation.

Why not use Cortisone or Anti-inflammatories to get rid of Inflammation?

The problem is that cortisone gets rid of inflammation at a cost. The tissue gets even weaker and unhealthier. The local stem cells are damaged or killed leaving the tissue in worse condition than it already was in. If someone receives a cortisone injection within a year of a rotator cuff repair, it is more likely to fail and need a revision.

In regards to NSAIDS, aside from the myriad of systemic problems they can cause (gastrointestinal bleeding, kidney damage, stroke and heart attack to name a few), they also have been shown to inhibit tendon healing and in Regenexx's laboratory, they have been shown to negatively impact stem cells.

The Best Alternative

If the reason that the rotator cuff fails in the first place is a lack of local stem cells, doesn't it make logical sense that replacing those cells is critical to get the structure as healthy as possible?

What if you could avoid rotator cuff surgery and have a much quicker recovery? Well, for about 70-80% of rotator cuff tears, you can. We have pioneered a procedure to do just that over the last 14 years that includes an ultra-precise injection of your own stem cells under image guidance using a patented protocol.

Rotator cuff tears are one of the most commonly treated conditions at Regenexx Tampa Bay, and we consistently see successful outcomes in these patients. With that said, while most tears will heal with just a precise injection, there are a few massive tears that are unlikely to be helped without surgery. Keep in mind that even after surgery to repair a massively damaged rotator cuff, stem cell injections may assist in the healing and improvement of the tissue. For example, one study showed that using stem cells after surgery reduced the retear rate by half.

The Regenexx procedure addresses more than just the rotator cuff tear. Precise injections of the surrounding ligaments improve stability, injections of the other nontorn rotator cuff tendons and biceps tendons improve their strength and function, injections of the labral tissue, when there is evidence of damage, strengthens that tissue and injections of the joint and cartilage can improve any arthritis that is present.

In some cases, when there is edema (swelling) in the bone itself seen on MRI (which represents small microfractures), injections will help heal the bone. There may even be a component of a pinched nerve in the neck that is contributing to the pain and accelerated degeneration of the tissue in the shoulder. In these cases, platelet lysate injections around the nerve (epidurals) can help as well.

Following the procedure, skilled physical therapy will likely be recommended. For our patients in the

ABOUT US



Dr. James Leiber

James Leiber, DO, is the founder and medical director of Regenexx Tampa Bay. He is a former officer, physician, and educator in the Air Force, including personal physi-

cian to the vice president and president at the White House. He is triple board certified in Neuromusculoskeletal Medicine (AOBNMM), Pain Medicine (CAQPM), and Family Medicine (ABFM), as well registered in Musculoskeletal Sonography (RMSK).

Dr. Leiber specializes in Interventional Regenerative Orthopedics with years of experience and is honored to have been the first Regenexx Network Provider in Florida. In 2012, Dr. Leiber began offering the nation's most advanced non-surgical stem cell and platelet treatments (PRP) for injuries and arthritis under image guidance utilizing ultrasound and fluoroscopy (X-ray).

He is a published author, presenter, and is currently the program director for the Interventional Orthopedic Foundation.

He lives in Sarasota, Florida with his wife and teenage daughter. Dr Leiber travels regularly to Denver, to teach regenerative orthopedic techniques to fellow doctors, and to Grand Cayman, where he is also licensed to treat patients. Tampa Bay region, we recommend physical therapy at our Tampa location with EXOS. As you can see, this is a comprehensive plan to get you back to the activities you love to do.

Whether you've had surgery to repair your rotator cuff or not, Regenexx may be able to help you with your shoulder pain. Contact us today to find out how.



RegenTampaBay.com 8600 Hidden River Parkway, Suite 700 Tampa, FL 33637 813-296-2614

The other physicians at Regenexx Tampa Bay are:



Ron Torrance II, D.O. - Board Certified in Sports Medicine and recent co-author of Exercise 2.0 for Regenexx and author of the 2018 best paper of the year on The Concussed Athlete. Dr. Torrance has

achieved semi-professional ranking as a beach volleyball player and trains as a competitive CrossFit athlete.



Ignatios Papas, D.O. - Specializes in Physical Medicine and Rehabilitation. He is a research collaborator with Columbia and Cornell University on multiple projects. Dr. Papas enjoys spending time

with his wife and son, playing soccer, practicing guitar, and listening to historical podcasts.



Michael Amoroso, M.D. is Board Certified by the American Board of Anesthesiology and the American Board of Pain Medicine. He has been a long-time runner and brings a vast amount

of experience to his role at Regenexx Tampa Bay. Dr. Amoroso travels frequently back to his home in New Jersey to visit his children and small grandchildren.

Can You Really Freeze Away Fat From Your Problem Areas?

Dr. Dana Coberly

ur schedules are packed; we have events, holiday preparations, meetings, kid's after school activities, and the list goes on and on. We want to look our best, feel energized and let's not forget that we're all attempting to stave off the flu virus this season. However, we often get so caught up in all of the festivities that we put ourselves on the back burner, and we succumb to merely crossing our fingers in hopes that we don't gain any weight or struggle to fit into our holiday attire. Along with all of our responsibilities, it's important to take care of ourselves, but when it comes to those few extra pounds or bulges, there is an easy solution!

CoolSculpting

CoolSculpting has grown in popularity exponentially over the past few years. Why? Coolsculpting is proven to provide results. CoolSculpting is an FDA-cleared treatment that uses controlled cooling to eliminate fat permanently without surgery or downtime. And with 95% customer satisfaction, you'll love the results of CoolSculpting every time you look in the mirror.

Are You a Good Candidate for the Coolsculpting Procedure?

The typical patient is usually those that have undergone a strict diet and exercise plan but still have stubborn areas that are unaffected by exercise and eating nutrient-dense foods. For example, a patient may have stubborn love handles or a bulge of some sort here or there, that really bother them, with CoolSculpting, they can alleviate these problem areas for men and women.

Many patients want to know if CoolSculpting is painful. With the remarkable results the procedure provides, it's an added benefit that CoolSculpting is not painful. Typical fat reduction procedures like liposuction or surgery, do cause a great deal of pain and downtime, but with CoolSculpting, it may be uncomfortable at first, while your tissue adjusts to the cold sensation. After a few moments, you'll be numb and not feel much of anything. The entire procedure takes approximately 1 hour, depending on the size of the area being treated.

CoolSculpting's Scientific Details

Harvard scientists developed CoolSculpting. It's essentially a rectangular plating system that squeezes your problem area and exposes the fat internally to a frigid degree. So, for example, if you have a belly bulge, the technician places a material over your skin to protect it, and then the device is placed on the bulge. It suctions it up in between the plating system while permeating cold into the fat cells. This creates crystals that develop in the fat cells. Over time, the fat cells will die off. Although you will see results within the first two weeks, the entire process usually takes a few months before your results are complete.

What Areas can be Treated?

With CoolSculpting, numerous areas can be treated, such as belly bulges, muffin tops, upper arms, thighs, love handles, flanks, the chin area, and the neck are all areas that are commonly treated. Because we can't "spot-reduce" with exercise and diet alone, CoolSculpting has really been the answer that so many men and women desire.

Gift Yourself or Someone Special a CoolSculpting Treatment for the Holidays!

If you've been doing everything right, but don't see results in specific areas of your body that you want to change, you've got to try the CoolSculpting procedure!

Dr. Dana Coberly, Board Certified Plastic Surgeon Dr. Coberly is committed to providing the most compassionate, innovative, and individualized care possible. Dr. Coberly completed her general surgery training at the University of South Florida. She devoted a year to research focusing on skin wound healing and laser resurfacing at the prestigious University of Texas Southwestern Medical Center in Dallas. Dr. Coberly continued her training in the UT Southwestern Plastic Surgery Program, considered one of the foremost cosmetic plastic surgical training programs in the country. She received extensive training and experience in laser therapy and skin rejuvenation and looks forward to combining her experience with innovative new therapies to optimize your results.



Dr. Coberly specializes in facial, body, and breast cosmetic procedures, as well as numerous med spa and aesthetic methods. Some of her most requested procedures are as follows:

BODY CONTOURING

Liposuction Body Lift Coolsculpting Arm Lift Tummy Tuck

BREAST SURGERY

Breast Augmentation Breast Lift Breast Reconstruction Breast Reduction

FACE PROCEDURES

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To find out more about CoolSculpting or other procedures that Dr. Coberly specializes in, please visit her website at drcoberly.com or call (813) 448-6550 to schedule your consultation today.

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Who Is Arthur Itis?

By Al Roach

As a child visiting my grandparents, 1 often heard my Granddad Jack refer to Arthur Itis. Although I never met the man, I knew that my granddad really didn't like him. Several years later I learned that Arthur was not a man that my granddad complained about, but a painful health condition he suffered from, called "arthritis". So, this article is dedicated to Granddad Jack and his buddy "Arthur".

Contrary to popular belief, arthritis is not just a condition for us "Boomers". Although it is more prevalent in those of us over 45, arthritis is non-discriminatory. With one out of every seven Americans having some form of arthritis, it picks on male and females, children and adults.

Arthritis is among the oldest afflictions of human beings and has been found in the mummies of Egypt. The term "arthritis" means inflammation ("itis") of the joints ("arthro"). It causes pain, swelling, and limited mobility which if not treated properly can progress to chronic pain, lifestyle restrictions, disabilities, and dependence on others.

While there are over 100 different forms of arthritis (considered a rheumatic disease), the two most prevalent forms are osteoarthritis and rheumatoid arthritis. While rheumatoid arthritis is the most difficult to control, osteoarthritis (also known as degenerative joint disease) is the most common form and causes inflammation and damage to the body's cartilage tissue. Cartilage is the "slippery" tissue that sits at the ends of our bones, allowing our bones to work smoothly where they meet the joints. When the cartilage is damaged, the uncushened bones and joints rub against each other causing pain and swelling.

Before we go any further, let's not overreact when we experience pain. It can be the result of a game of golf or tennis, or by just doing house or yard work. How can we tell the difference? Here are some of the indications that the pain may be caused by arthritis:

- · The pain persists beyond three days
- · The joint pain is severe and unexplained
- · The painful joint is significantly swollen
- · The joint is hard to move
- · The skin around the joint is red or hot to touch
- · You have a fever or have an unexplained loss of weight

With any of these symptoms, you should contact your health care provider.

Although aging (45 and older) is considered to be one of the risk factors or causes of arthritis, there are several others:

- Cenetics
- · Excess weight
- · Weak large muscles
- · Joint trauma. Previous injuries can cause weakness to the bones and joints
- · Severe use or abuse of the joints both recreational and occupational
- Infections
- · Autoimmune diseases
- · Certain other illnesses



While we can't do anything about our age or our genetics, here are some steps we can take to deal with these other risk factors and causes:

- Try RICE as an easy reminder of the painrelieving sequence of Rest, Ice, Compression, and Elevation.
- If you are overweight, studies show that a loss of as little as ten pounds can help reduce the chance of developing arthritis.
- · Diets rich in vitamins and calcium.
- Supplements such as glucosamine and chondroitin.
- · Physical therapy.
- Over-the counter and physician-prescribed medications, which unfortunately always seem to come with a long list of potential and sometimes troubling side effects. It is recommended that you should only take these medications with the prior approval or prescription from your health care provider.
- Injecting the joint with a manmade version of the natural synovial fluid that lubricates the joints.
- · Surgery to rebuild (arthoplasty) or replace the joint (such as total knee joint replacement).

The best treatment and possible preventative of arthritis is to live an active lifestyle, getting regular exercise. But research continues to show that regular exercise, and especially weight-bearing strength exercise, is an "essential" tool in managing and even preventing arthritis. These studies indicate that slow cadence, weight bearing strength training builds and maintains the muscles that are the "shock absorbers" protecting our joints. In addition, this controlled form of exercise is shown to help the joints absorb the important nutrients from the synovial fluids that "oil" the joints and stimulate the development of the cartilage. A strength training study at Tufts University showed that people with severe knee osteoarthritis decreased their pain by 40%. And they even found that this training helped in cases of the more complex rheumatoid arthritis.

So here we are – "boomers" and all. We have our aches and pains – some harmless, some need our attention. Bottom line – listen to your body. It will tell you when something is wrong. Just do what our parents have always told us to do (but sometimes didn't always do themselves): Eat right, work hard, get plenty of rest, get regular checkups, commit to regular weight bearing exercise, and above all – avoid Arthur!

For more about arthritis, go to the Arthritis Foundation's web site at www.ArthritisFoundation.org.

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Health, Wealth and Heroes

s a child, our heroes are usually fictional characters like Superman, Batman, or Spiderman. They leap tall buildings in a single bound and fight villains with incredible power and strength. Best of all, they swoop in to help someone in need, just when all hope is lost.

As we grow older, we learn that real heroes are something quite different. They don't fly through the air or run faster than a speeding bullet. Often, they are ordinary people who do extraordinary things by giving their time, talent and treasure to non-profit organizations. They are "givers" and non-profit organizations rely on the help of these volunteer and donor heroes to provide much-needed programs and services within their local community.

Giving is not just good for those served by non-profit organizations – it's also beneficial for the giver too! Studies show there are many wonderful health benefits associated with giving, including:

- Longer life
- Greater happiness
- Lower blood pressure
- Less depression
- Reduced stress levels
- Higher self-esteem

According to one study, people who were 55 and older who volunteered for two or more organizations were 44 percent less likely to die over a five-year period than those who didn't volunteer. Another study looked at the functional MRIs of subjects who gave to various charities and found that giving stimulates the brain and releases endorphins, creating what is known as the "helper's high."

Health is Wealth

So what happens we are not healthy? The rising cost of healthcare is a major concern for many Americans. When families are struggling financially, a loved one with a life-limiting illness brings additional stress and anxiety. Feeling trapped between choosing physical wellness and financial wellness, families in Pasco County are relieved when they learn Gulfside Hospice is ready to help.



The Charity Care program at Gulfside Hospice helps more than 550 hospice patients every day receive compassionate care regardless of their ability to pay for that care. With 14% of Pasco County families reporting they don't have insurance, Gulfside's Charity Care program is vital to helping uninsured people receive medicines, medical equipment, nursing care, counseling, spiritual care and bereavement support when they need it most.

Funded by businesses, organizations, and individuals, this incredible program ensures that no one is ever turned away due to an inability to pay. Only donations make this possible.

"Have you helped someone today?"

That's what Amber Dimalanta, a member of the Chrome Divas, asked herself. The Chrome Divas are a diverse group of women motorcycling enthusiasts who ride together and have raised funds for many local organizations, including Gulfside Hospice. For her, giving is a personal way to offer thanks for hospice care provided to her family.

Amber is motivated by the memory of her father. "I came to realize how important hospice is to families during the passing of my Dad," said Amber. "Although we were adults, my brother and I really didn't know how to react to the passing of our hero Dad. Hospice took over and led the way for us." Freddie Moretti turned a newfound talent into a treasure to help Gulfside Hospice patients. When Freddie fell in love with pottery, his garage became filled with his creations. When considering what to do with them, Freddie remembered how hospice cared for his mother and chose to sell his pottery at a local craft fair to collect donations for Gulfside Hospice.

In his heart, Freddie felt it was important for him to give back to hospice and have fun doing it. "Everyone involved in hospice is pleasant. Caring for elderly people is difficult and I don't know how they do it," Freddie said. "Giving back with my pottery is a great way for me to enjoy my hobby without needing anything in return."

Be a Hero - Make giving your New Year's resolution

Giving is good for you and for your community. Here is how you can become a Hero and reap the rewards of health and wellness for yourself too.

- Volunteer your time and talent to support a cause you care about in your community.
- Make donations to non-profits like Gulfside Hospice. No gift is too small and every gift makes a difference.

Remember – there are many different ways you can donate, including:

- Cash
- Gifts of stock
- IRA/401K distributions
- Naming as a beneficiary in your estate plans, insurance policies or bank accounts

To learn more about Gulfside Hospice and how you can help, please contact Carla Armstrong, Director of Philanthropy, at 727-845-5707 or carla.armstrong@gulfside.org or visit www.gulfside.org.



800-561-4883 www.Gulfside.org

CRYOTHERAPY:

Learn How You Can Improve Overall Health, Treat Chronic Pain & Boost Metabolism — Just in Time for the Holidays

ou've probably heard about Cryotherapy from magazines, online, social media, or TV. The reason that its popularity has grown exponentially over the past few years is because of the results that it provides. Cryotherapy can help reduce inflammation, treat chronic pain, relieve arthritis, boost metabolism & tighten skin. During this busy holiday season, we all could use a little extra help. CRY-X of Wesley Chapel, offers "Whole Body Cryotherapy" to benefit the entire body.

What is Whole Body Cryotherapy (WBC)?

An octogonal chamber referred to as a cryo-sauna, is filled with cold nitrogen gas. Nitrogen is a natural non-toxic gas that makes up the majority of our breathable oxygen. The client steps into the chamber and the frigid cold temperatures first react with the skin. Cryotherapy treatment temperatures range between -130 to -200 degrees Fahrenheit. As the surface of the skin is cooled by 30-50 degrees within just three minutes, the brain puts the body into survival mode. This causes an anti-inflammatory response, which evokes dense amounts of oxygen to permeate the blood. This enriched blood containing oxygen, hormones, and nutrients is carried throughout the body, which aids in healing and reduced inflammation! All of this is accomplished in 3 quick minutes!

CRY-X's WHOLE BODY CRYOTHERAPY:

Cryotherapy is used for Multiple Methodologies Including Pain Relief, Decreased Inflammation, Cosmetic Improvements of the Skin, and Weight Loss.

Benefits of Cryotherapy

- Joint pain relief from autoimmune diseases such as rheumatoid arthritis and fibromyalgia
- Reduces inflammation, and muscle soreness.
- Helps to alleviate stress symptoms from anxiety and depression
- · Increases alertness and mental focus

- Tighten skin and reduce the appearance of cellulite
- Boosts metabolism by burning 500-800 calories following each session
- Improves skin tone by enhancing collagen production
- Increase energy levels
- · Improve sleep and treat sleep disorders
- Boost immune response
- Reduce recovery time for post surgical and athletic injuries
- Increased flexibility and range of motion.
- Improved circulation

Is it Painful?

It's not painful; however, it may be uncomfortable at first, while you're tissue adjusts to the cold sensation. After a few moments, you'll be numb and not feel much of anything. The entire treatment lasts 3 minutes and the entire procedure duration is approximately 15 minutes from start to finish. As soon as you exit the cryo-sauna, your body will begin to warm and you'll begin to notice the relief immediately. Multiple sessions may be necessary to experience the wide range of benefits and Biko and Jessie are more than happy to inform and recommend clients on the best treatment plan.

About CRY-X

CRY-X is a family owned and operated, which was established in April 2017 by Biko and Jessie Claxton. With over 15 years in the fitness and chiropractic industry, cryotherapy is a perfect fusion of our holistic foundation. We welcome each of our clients to a unique and exciting experience with a warm compassionate staff. We want our clients to enjoy their experience and to truly take advantage of the wonderful benefits Whole Cryotherapy has to offer.



CRY-X's Pledge to You:

CRY-X's mission is to improve the quality of life of each of our clients by providing treatments using top of the line cryotherapy technology. We want our clients to enjoy their experience and truly take advantage of the wonderful health benefits Whole Body Cryotherapy has to offer.

Whether you are seeking alternative treatment for pain associated with arthritis, or effective athletic recovery, or maybe just need some deep restful sleep, the benefits of Whole Body Cryotherapy go on and on. A wide variety of people can take advantage of what CRY-X has to offer in the way of alternative healing.

CURRENTLY, CRY-X IS OFFERING INCREDIBLE PACKAGES & MEMBERSHIPS AND THEY HAVE GIFT CERTIFICATES—PERFECT FOR THE **HOLIDAYS!**

To find out more about Cryotherapy or to schedule your first appointment, please call (813) 377-2596 or visit them online cryxcryotherapy.com



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Who Gets Massage, Where and Why?

By Robert J Farnell, Licensed Massage Therapist

ellness therapy is often overlooked, but it's an incredibly important key to overall health and function. According to AMTA's (The American Massage Therapy Association) 2018 Consumer Survey, an average of 19 percent of adult Americans received at least one massage between July 2017 and July 2018, and an average of 31 percent of adult Americans received a massage in the previous five years. A Zogby Analytics survey of consumers in July 2018 indicated 28 percent received a massage from a massage therapist in the past year. In July 2018, 21 percent of women and 16 percent of men reported having a massage in the past twelve months. Thirty-three percent of massage consumers reported received a massage in a spa in 2018.

The primary reason people received massage was for health and wellness reasons:

• 62 percent of adult Americans who had a massage between July 2017 and July 2018 received it for medical or health reasons such as pain management, injury rehabilitation, or overall wellness.

• 48 percent of consumers received a massage during the same time period for soreness, stiffness/spasms.

• 44 percent of consumers received a massage during the same time period for pain relief/management.

• 88 percent agree that massage can be effective ir reducing pain.

• 66 percent of consumers had a massage for relaxation/stress reduction during the same time period.

PRIMARY REASON FOR RECEIVING ANY MASSAGE IN 2018



Massage Therapy & Health Care: Why more Americans are discussing massage with their doctors or health care providers.

In July 2018, roughly fifty million American adults (46 percent) had discussed massage therapy with their doctors or health care providers in the previous year, consistent with past years' data.

Of those 46 percent who discussed massage with their doctor or health care provider, 47 percent of their doctors or health care providers referred them to a therapist/strongly recommended massage therapy/encouraged them to get a massage. While physicians led the way in recommending massage (46 percent vs. 61 percent in 2017), chiropractors (51 percent) and physical therapists (46 percent) also recommended massage therapy when their patients discussed it with them.

Chiropractors continue to refer their patients to massage therapists, with 11 percent of respondents reporting receiving referrals at least once per week, and another 25 percent receiving referrals several times per month. Sixty-five percent of massage therapists received at least one referral every 6 months or less from a hospital or medical office in 2017.

WHO IS RECOMMENDING MASSAGE?



Massage therapists and consumers favor integration of massage into health care.

• Fifty-nine percent of consumers would like to see their insurance cover massage therapy.

• The vast majority of massage therapists (95 percent) believe massage therapy should be considered part of the health care field.

www.HealthandWellnessFL.com =

Massage Therapy Research

The therapeutic benefits of massage continue to be researched and studied. Recent research has shown the effectiveness of massage for the following conditions:

- Cancer-related fatigue
- Low back pain
- Osteoarthritis of the knee
- Reducing post-operative pain
- Boosting the body's immune system functioning
- Decreasing the symptoms of carpal tunnel syndrome
- Lowering blood pressure
- Reducing headache frequency
- Decreasing pain in cancer patients
- Fibromyalgia

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- Sinus Disease





Michael Branch, MD Otolaryngology - Ear, Nose, and Throat

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Is it the 'Holiday Blues' or is it Depression?

By Khaled Bowarshi, M.D.

or most people the holiday season is a special time of year spent with family and friends building lasting memories. But for others the holidays evoke feelings of stress, sadness and loneliness. An increase in stress, a busy work schedule and missing loved ones (who are no longer with us) are all triggers, which can lead to depression over the holidays. People who have struggled with adverse life events such divorce, unemployment, bereavement, chronic medical problems, psychological trauma, alcohol or substance abuse are more likely to develop depression.

Symptoms of depression include feelings of sadness, frequent crying episodes, loss of interest in social activities, decreased sex drive, changes in appetite, insomnia or excessive sleeping, fatigue, feelings of worthlessness, helplessness, hopelessness, guilt, recurrent thoughts of death or suicide and poor memory. Nearly 15 million people in the United States are affected by depression. Major Depressive Disorder MDD or Clinical Depression can be difficult to treat successfully.

The typical treatment options for MDD are antidepressant medications and counseling therapy. Some of the most common drug classes prescribed play a role in how the neurotransmitters affect the mood by lessening anxiety levels and creating a more peaceful, calm demeanor.

While antidepressants are helpful for some people, the problem lies in two distinct categories. Number one, patients do not respond well to the medications prescribed. And number two, antidepressant medications cause a lot of side effects including nausea, abdominal pain, headache, drowsiness, dry mouth, weight gain and sexual dysfunction. The good news is that there is an alternative that has helped a myriad of patients, and even better, this alternative therapy is non-invasive with no systemic negative side effects.

What is TMS?

TMS (Transcranial Magnetic Stimulation) uses a targeted magnetic pulse to stimulate nerve cells in the area of the brain thought to control mood, the left prefrontal cortex. The magnetic pulses have shown to have a positive effect on the circuits and the neurotransmitters of the brain, leading to reduced depression symptoms and long-term remission, and the procedure is done right in the comfort of the office setting.

How does TMS help patients with depression and anxiety?

Medications affect the entire brain and body, yet TMS distinctively treats the brain. The magnetic pulses stimulate certain areas of the brain that are out of sync. These areas are specifically targeted depending on the patient's needs.

Years ago, people thought depression was a chemical imbalance. We now know that depression and anxiety are not fully explained by the chemical imbalance theory that pharmaceutical companies loved to talk about. MRI imaging shows clear areas that are actively off in the brain of depressed or anxious patients. These specific areas are then stimulated with TMS therapy. Many people are unaware that if depression is not treated, MRI imaging will show degeneration in the brain.

TMS Treatment is Gentle and Safe

TMS is NOT electrical shocks. TMS is a safe, magnetic field that causes the brain to reset itself and recircuit areas that are damaged or dormant via gentle stimulation. TMS therapy does not require anesthesia, and during the treatment, patients are awake, as TMS therapy requires no anesthesia or sedation, and it is completely non-invasive. TMS stimulates the brain and generates a state of non-depression.



The typical initial treatment course consists of at least 5 treatments per week over a 4-6 week period, for an average of 30 total treatments. Other providers offer long, drawn out treatment sessions that lasts approximately 40 minutes. HOWEVER, Florida TMS Clinic is the ONLY provider of navigated 3 minute TMS in Tampa Bay Area. This shorten the total time of treatment by 5 folds.

Khaled Bowarshi, M.D.

Double Board Certified in Medicine & Psychiatry Dr. Khaled Bowarshi, a double board certified psychiatrist, is dedicated to transforming mental health. His passion lies in giving life back to those suffering from life-robbing mood disorders, such as depression and anxiety. At Florida TMS Clinic we seek to give life back to those living with a mood disorder using the most advanced treatment modalities, such as transcranial magnetic stimulation (TMS therapy).

TMS offers hope for long-term relief of undesired symptoms and a better quality of life.

Florida TMS Clinic is offering a discounted promotion of 30 sessions for a limited time. Don't wait, get your depression under control without drugs, side effects and the concerns of addiction. (offer expires 12/31/2019).



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What is CBD?

CBD is one of the thirteen active cannabinoids derived from hemp, which can alleviate or control many different forms of diseases and disorders with no THC. With hemp extract (CBD), the THC levels have been extracted. THC is what promotes the high, psychoactive feeling that many people associate with marijuana.

Your CBD Store uses a CO2 extraction process, which eliminates the need for chemical solvents and produces a high-quality, full-spectrum CBD. For our zero-THC products, the CBD is processed again to remove all traces of THC.

What Sets Your CBD Store Apart?

At Your CBD Store, we believe in bringing the highest quality CBD products to market. We formulate our products with our customers' needs in mind, using other cannabinoids and terpenes, creating unique synergies that increase efficacy, target specific ailments, and increase the binding of CBD. We believe you the customer should see our product from soil to oil and should be seeing the best product on the market along that journey. By setting the standards in the CBD industry, Your CBD Store is moving plant medicine to the 21st century.

Natural Ingredients

First and foremost is selected the finest quality herb to produce powerfully effective CBD properties. Cannabidiol is combined with other fresh and natural ingredients. Expert Formulations Our scientists, researchers and cannabidiol taste experts bring you and your customers healing and invigorating products that have been perfected for taste and flavor.



Highest Quality CBD

CBD, or cannabidiol, is a compound found in the cannabis plant which has many medical benefits. Your CBD Store[™] products are made using only the highest quality, organically grown hemp from Colorado which has been certified by that state's Department of Agriculture. This phytocannabinoid rich (PCR) hemp has a naturally high CBD level, and an abundance of other beneficial cannabinoids (CBG, CBN, CBC), as well as flavonoids, terpenes, and essential amino acids.

Your CBD Store Products

Though hemp and marijuana are both cannabis plants, they are not the same. The chemical composition is different, especially when it comes to THC levels. Hemp has a much lower THC level, less than 0.3%. Our CBD products come in various forms and dosages to meet each customer's needs and preferences. You can choose from water-soluble, edibles, tinctures, soft gels, vaping e-liquids, and topical applications. We even have tinctures and CBD treats for pets. Our products are intended to be used as an herbal supplement and no prescription is necessary. Consult your doctor before you quit taking any medications with the intention of replacing them with the natural and holistic option of CBD.



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*The statements have not been evaluated by the Food and Drug Administration. The products are not intended for the cure, diagnosis, mitigation, treatment, or prevention of disease in mon or animal.

Chronic Sinus Infections? What Do ENT Specialists Recommend?

By Michael Branch, MD

any people will get a cold (URI) about 1-2 times per year. The symptoms include acute onset of nasal/head congestion, sore throat and cough slowly improving by about 7-10 days. Unfortunately, there's an epidemic overuse of antibiotics prescribed for what are actually self-limiting viral infections, or the common cold. The reports of resistant bacteria are alarming and the inappropriate use of antibiotics is largely to blame. But when the symptoms are prolonged past 10 days, worsening despite conservative treatment, or associated with other complications, the diagnosis of bacterial sinusitis becomes more likely. In patients with either multiple bacterial sinus infections or chronic symptoms lasting more than 12 weeks, an evaluation by an ENT specialist is reasonable.

Chronic Sinusitis Symptoms

- Sinus pain and pressure
- Inflammation of nasal passages
- Nasal congestion
- Nasal Discharge
- Postnasal drainage
- Reduced sense of smell
- Upper teeth pain
- Throat clearing
- Coughing
- Fatigue

Getting a Proper Diagnosis

- Getting an excellent symptom history is the first step to a proper diagnosis
- Physical examination, including a fiber-optic nasal endoscope exam, is often the next step
- Getting a CT scan of the sinuses shows the details of the nasal passages and the sinuses
- Cultures can be taken to determine if there's a bacterial cause of infection

Conservative Treatment

• Some patients may be given medications, like nasal sprays or allergy pills, to treat the chronic symptoms. But when the problem is refractory to medicine, or the sinuses are chronically blocked, medicines alone are frequently inadequate.



- Nasal washing devices like Neti Pots or flushing devices can help mitigate the constant build-up of mucus.
- Nasal Corticosteroid or antihistamine sprays can help treat congestion
- Allergy immunotherapy may help in select patients

ENDOSCOPIC SINUS SURGERY AND SEPTOPLASTY

Dr. Branch performs traditional surgery using a nasal endoscope to surgically open obstructed sinuses or remove polyps. He also does nasal surgery to correct a deviated septum and enlargement of the nasal turbinates. These procedures are performed in an out-patient surgery center.

MINIMALLY INVASIVE OFFICE PROCEDURES Balloon Sinus Procedure

The balloon procedure is where the blocked sinuses are opened using a tiny catheter inserted into the obstructed sinus opening. It is inflated with saline for approximately 10 seconds to dilate the sinus passages. The sinus pathway is enlarged six-fold, allowing for proper drainage and ventilation. This procedure is performed in the office with mild oral sedation and local anesthetics. The purpose is to improve sinus aeration.

Celon Turbinate Reduction

This procedure is performed in the office with local anesthesia. It reduces the enlarged turbinates to improve nasal air flow. In selected patients, it is a good choice to help nasal congestion especially when it occurs lying down. The purpose is to improve the nasal airway. Keeping in mind that some patients will require traditional surgery depending on the severity of their symptoms or anatomical issues, many chronic sinusitis sufferers and patients with nasal obstruction will significantly benefit from the Celon &/or the balloon dilation procedures. Most will have reduced need for nasal sprays and have improvement of nasal &/or sinus symptoms. These treatments have low complication rates, are generally effective and usually long-lasting. If you've suffered from sinus or nasal symptoms, consider an appointment with Dr. Branch for evaluation.

Michael Branch, M.D. Board Certified Otolaryngologist Ear, Nose, and Throat

Dr. Branch was born in Jacksonville and raised in Gainesville, Fl. His first love was music, playing drums in various rock and roll bands in Gainesville in the 1960s-1970s. He enlisted in the USAF in 1973 and served active duty as an operating room technician for four years. He was commissioned in the USN in 1984 and, after completing residency in Otolaryngology in 1993, served three years active duty as an Otolaryngologist in the Naval Hospitals at Orlando and Pensacola. He has been in private practice since 1996. He is married with three adult children and three adult stepchildren. He has special interests in systematic and reformed theology. He enjoys playing, writing and recording music with his band mates in Gainesville and loves fishing with his lovely wife, snorkeling and diving.

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Want to Gift Yourself this Season?

An In-Office Gynecological Procedure can Help to Turn Back the Clock!

he holiday season brings joy by celebrating with family and friends, holiday parties, special events and gift giving, but alongside of all of the "Fa La La" often comes a bit of stress, over-indulgence and anxiety. It's important to try and take time out for yourself to destress. Don't forget about your health. It's critical to make sure you've scheduled your year-end medical appointments, and this also includes your gynecological visit. Regular wellness exams are essential to early diagnosis and staying healthy, but many women also secretly suffer with sexual dysfunction.

As women age, it's common to start to encounter changes in sexual health. Some of the disorders are pain, dryness, lack of sexual desire, and while these are NOT a "normal part of aging," these symptoms are often attributed to the following:

- VVA (Vulvovaginal Atrophy)
- HSSD (Hypoactive Sexual Desire Disorder)
- Medication Side Effects
- Menopausal Effects
- Trauma
- Oophorectomy or Hysterectomy
- Endocrine Disorders
- Hormonal Imbalance
- Poor Body Image or Psychological Issues

Women no longer have to suffer silently. There is an alternative treatment option that is working for many women. It's called MonaLisa Touch[®], which is an advanced technique that has helped countless women with no drugs, no hormones, and it's 100% non-invasive!

MonaLisa Touch®

Non-Hormonal Advanced Treatment

The MonaLisa Touch[®] is a new laser therapy for the vagina and vulvar. There are no medications, not cutting and no lengthy healing times with this procedure. It's similar to having a Pap smear test done. The laser does not hurt or cause any pain. You will only feel tiny vibrating sensations from the machine, and the best part is that the entire procedure is accomplished in an outpatient, office setting.



The laser assists with the bodies cell renewal and regenerates the mucous membrane and help with the restoration of collagen and renewing the proper trophic balance to the membrane. MonaLisa Touch[•] is a functional vaginal rejuvenation treatment based on a unique fractional CO2 laser. This device was created specifically for the vaginal mucosa and is presently the most effective procedure for preventing and treating vaginal atrophy and its painful conditions.

Now it's possible to have relief from vaginal and vulvar atrophy symptoms due to the MonaLisa Touch's[®] ability to gently improve the tissue of the vaginal mucosa. The laser stimulates the production of collagen, improving the functionality of the treated area and restoring the proper trophic balance to the mucous membrane. This results in resolving the pain, the dryness, irritation and improving sexual intimacy.

MonaLisa Touch[®] is quick, safe, convenient, and offers incomparable results!

Rejuvenate Your Sex Life

You and your partner will both benefit from this procedure, as intercourse will be pain-free and pleasurable once again. Mona Lisa Touch allows restoration, healing, and a renewed enjoyment of each other. You'll be amazed at how effective this procedure gets you back to where you once were in your relationship.

Gift Yourself This Holiday Season!

What better time to take care of yourself, and what better way than to regain your desire, pleasure and rejuvenation! MonaLisa Touch[®] is the perfect Holiday gift for you and your partner.

> To find out more, please visit ParveenVahoraMD.com or email info@ParveenVahoraMD.com.

......

Parveen Vahora, M.D.

Dr. Parveen Vahora's office offers advanced and individualized care. Their office is small, intimate, and welcoming. Women under their care are treated with the utmost respect, which means they offer person-



alized care: educating on conditions and treatment options as well as preventative measures. Their focus is on sexual health, and they are proud to offer the MonaLisa Touch[®] for patients going through menopause as well as post-menopausal women, breast cancer survivors, and those suffering from pain during intercourse or intense dryness. They also offer genetic testing for breast, ovarian, and colon cancer. From birth control to robotic surgery, they've got you covered.

Don't just live with your sexual discomfort, get the relief and new beginning that you are worthy of. Call today to schedule an appointment and/or your Mona Lisa Touch consultation at info@Parveen-VahoraMD.com or call (727) 376-1536.

Connie Moler, APRN



Originally from Central Illinois, Ms. Moler obtained a B.A. in Psychology from Indiana University. She then completed her MSN as a Women's Health Nurse Practitioner at Vanderbilt University.

Ms. Moler brings her 20 plus years of experience and her joy of caring for women to her new position with Dr. Vahora.

GAINSWAVE IS MAKING HEADLINES Due to its Ability to Prevent & Treat ED

BY DR. ROBERT LUPO, D.C.



ith remarkable outcomes, GAINSWave is growing in popularity in regard to treating erectile dysfunction (ED) and Peyronies Disease, yet it's also used as a preventative treatment. GAINSWave treatment is available for any man looking to enhance sexual health and performance. A medical condition like ED or Peyronies disease does not have to be present for men to benefit. In fact, many healthy men without an issue opt for treatment to "biohack" or optimize their performance as a prevention method.¹

How Can GAINSWave Prevent & Treat ED?

The GAINSWave is a revolutionary, non-invasive treatment that addresses the underlying causes of ED. GAINSWave uses scientifically proven technology through soundwaves to stimulate blood circulation, tissue regeneration, and removes plaque build-up. These soundwaves or 'shockwaves' also are beneficial in preventing the buildup of plaque and increasing blood vessel growth and circulation.

Traditional treatments for ED, such as pills or injections, lose effectiveness over time and have to be used every time a man wants to engage in sexual activity. GAINSWave helps men to feel like themselves again and to enjoy their lives.

Source: GainesWave

https://www.biospace.com/article/releases/mobility-spine-andsports-is-helping-men-wave-goodbye-to-erectile-dysfunctionwith-cutting-edge-gainswave-treatment/ GAINSWave utilizes high frequency, low-intensity soundwaves to improve blood flow to the penis, remove micro-plaque, and stimulates the growth of new blood vessels. GAINSWave uses a specific protocol designed to optimize efficacy, safety, and results. Over 80% of Erectile Dysfunction (ED) issues are caused by reduced blood flow. GAINS-Wave has developed a protocol to treat ED and Peyronies disease (scar tissue) as well as enhance sexual performance.

Younger Men Should Seek Treatment Early

Men who are just beginning to see ED warning indicators should seek the earliest treatment possible. The reason is that it has been well documented that if early diagnosis and treatment are started when a man is younger (the 30s, 40s, 50s) there is an increased chance that the ED will very

likely no longer need medical treatment and their arteriosclerosis can dissipate. There have been multiple peer-reviewed studies that indicate that GAINSwave treatment can potentially cure ED in some patients. The sooner you intervene with treatment, the better your outcome will be.

Men are Preventing ED with GAINSWave

Many men are now understanding the importance of this technology and how it can benefit them in the long term. GAINSWave offers immediate results that are cumulative. Much like living a healthy lifestyle, starting GAINSWave treatments early is another way men can be proactive about their health.

SEEK EARLY TREATMENT & DON'T JUST MASK YOUR SYMPTOMS—TREAT THE ROOT CAUSE!

Dr. Robert Lupo, D.C.

Dr. Robert Lupo is the clinic director at Physical Medicine Center located in north Tampa near the University of South Florida and New Tampa. Physical Medicine Center is a multidisciplinary medical center that offers Medical Care, Chiropractic Care, and Physical Therapy. Dr. Lupo attended Life University in Marietta Georgia and graduated with a Doctor of Chiropractic degree in 1985. Dr. Lupo has taken postgraduate education in chiropractic orthopedics, neurology, spinal disc injury care, and auto accident and injury care. Physical Medicine Center also offers massage therapy, treatment for dizziness, balance disorders, Spectra cell nutritional blood analysis, bioidentical hormone replacement therapy for men and women and offers the nationally known Medifast weight system.

If you want drug-free alternative options for your health needs, look no further than the Physical Medicine Center in north Tampa. The Physical Medicine Center treats both male and female patients who desire alternative therapies to get to the root cause of their conditions.

Call them today at 813-607-5095 to schedule your appointment.



where wellness and beauty meet

Physical Medicine Center, Inc. 14522 University Point Place North Tampa, Florida 33613 813-978-0020 www.RidetheGwave.com



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Can Hyperbaric Oxygen Therapy Help with the Symptoms of Lyme Disease?

yme disease is an infectious disease with a worldwide impact, caused by the tickcarried Borrelia burgdorferi bacterium.¹ Deer ticks carry the bacteria that causes Lyme disease. If bitten by a deer tick that has the bacteria, a red rash will quickly appear and it's often in a bull's-eye pattern. The symptoms of Lyme are flu-like symptoms, joint pain, muscle weakness and brain fog. Lyme disease can cause significant disorders including neurodegenerative effects.

Late Stage Lyme Disease

If Lyme disease isn't promptly or effectively treated in the first two stages, late disseminated Lyme occurs weeks, months or even years after the tick bite. The Lyme bacteria have spread throughout the body and many patients develop chronic arthritis as well as an increase in neurolog-ical and cardiac symptoms.²

- Arthritis in joints or near the point of infection
- Severe headaches or migraines
- Vertigo, dizziness
- Migrating pains that come and go in joints/tendons
- Stiff, aching neck
- Sleep disturbances, insomnia
- Disturbances in heart rhythm
- Mental fogginess, concentration issues
- Numbness in the arms, legs, hands or feet
- Problems following conversations and processing information
- Bone infections
- Severe fatigue²

HBOT (Hyperbaric Oxygen Therapy)

The most common treatments for Lyme disease are antibiotics and herbal supplementation, but for many individuals suffering from the disease, alternative therapies are where they are looking to add on natural treatments. HBOT is one of the methods used to increase oxygen throughout the cells to destroy anaerobic bacteria, which can't exist in an oxygenated area. It is also touted as having the ability to improve immune function and repair damaged tissues. Some believe that HBOT can kill Lyme bacteria, and many patients report feeling better after HBOT. Hyperbaric oxygen therapy is a medical treatment that delivers 100% oxygen to a patient's pulmonary system while they are within a pressurized chamber. This saturation of oxygen allows highlevels of life-sustaining oxygen to be delivered to the tissues and organs. This increase of the partial pressure of oxygen at the cellular level accelerates the healing processes and assists in the recovery from numerous indications.

Many patients have tried HBOT for various disorders and disease states, and the majority of them will give glowing reviews for disease reversal and regression. There are no guarantees and off-label use is at the person's personal discretion. Individuals wanting to explore HBOT have the right to do so, although results are always based on a patient's overall health, physical condition, and other medical factors.

Hyperbaric Centers of Florida is a premier hyperbaric treatment facility located in the Tampa Bay area. Their state-of-the-art hyperbaric clinic provides therapy to outpatients on a 7-day per week basis, closing only on major holidays.

Currently, There Are 15 FDA Approved HBOT Conditions:

- Air or Gas Embolism
- Carbon Monoxide Poisoning
- Compromised Skin Grafts or Flaps
- Crush Injury, Compartment Syndrome
- Decompression Sickness (Bends)
- Diabetic & Other Non-healing Wounds
- Enhancement of Healing in Selected Problem Wounds
- Exceptional Anemia: Resulting of Bleeding
- Gas Gangrene
- Intracranial Abscess
- Osteomyelitis
- Radiation Injury
- Refractory Osteomyelitis
- Thermal Burns
- Idiopathic Sudden Sensorineural Hearing Loss

*HBOT is used "off-label" for various disease states and disorders and HBOT may be ordered by a physician for off-label indications. Hyperbaric Centers of Florida makes no claims as to the efficacy for any indications other than the fifteen approved by FDA.



Common Off-Label Indications:

- Autism
- Brain Injury
- Bells Palsy
- Cerebral Palsy
- Cosmetic Surgery
- Infections
- Inflammations
- Lyme Disease
- Multiple Sclerosis
- Nerve Injuries
- Oral Disease
- Peripheral Neuropathy
- Rheumatoid Arthritis
- Scleroderma
- Shingles
- Severe Migraines
- Sports Injury
- Stroke
- Tendon Injuries
- Ulcerative Colitis
- Venomous snake and spider bites

To find out more, or to schedule your appointment today, please call Hyperbaric Centers of Florida at 813-788-3969.

• Hyperbaric Centers of Florida

www.hyperbariccentersofflorida.com

References

- 1. A.C. Steere, "Lyme Disease" N Engl J Med, 321 (1989), pp. 586-596 2. Global Lyme Alliance, "Stages of Lyme Disease" Stamford CT, 2019,
 - globallymealliance.org

Advanced Regenerative Medicine is Gaining Attention in Spine and Sports Medicine

ithin the medical community, a cuttingedge treatment is proving to have exemplary results for its regenerative effects. Exosomes are produced from the plasma membranes of cells and are best explained as extracellular vesicles. Exosomes are nanosized particles that are released due to an immune response. Some medical professionals are reporting that they are more regenerative and effective than stem cells. Because they act as intracellular communication messengers within the body and have the ability to move between multiple cells, they are also incredibly useful when paired with stem cell therapy.

Dr. Sunil Panchal of the National Institute of Pain has been committed to regenerative medicine and stem cell therapy for several years. Dr. Panchal explains exosome therapy further, "This is an exciting new approach for regenerative medicine. Unlike PRP which has limited growth factors, or bone marrow and fat aspirate, which has an unknown quantity of stem cells, or growth factors from the patient, or the use of fetal cord blood stem cells (which has unknown function after thawing and also the risk of tumor formation from foreign DNA), exosomes are a highly concentrated and reproducible source of growth factors for regenerative techniques.

"The other approaches typically take six months to see any results. With exosomes, I've had some patients begin to notice improvement as early as 2-3 weeks. And since this is an acellular product, there is no risk of tumor development."

Dr. Panchal has treated patients with exosome therapy for pain in the cervical and lumbar facet joints, sacroiliac joints, knees, hips, ankles, elbows, shoulders, ligament injuries, and also degenerative discs. These tiny exosome communicators that secrete therapeutic and regenerative effects to the cells and tissues throughout the body are becoming highly-sought-after by many patients that have suffered from pain and chronic disorders. Some of the additional findings within peer-reviewed studies are as follows:

- Self-Renewing Capabilities
- Cellular Differentiating Ability
- Tissue Repair
- Anti-Inflammatory Effect
- Immunosuppression
- Neuroprotection



Although surgery is critical in certain situations, finding alternative methods to treat the underlying condition is always the first step. The National Institute of Pain is a state-of-the-art facility that specializes in the treatment of spine and orthopedic conditions, as well as acute and chronic pain management. They provide the utmost quality of care for patients to address the problem directly, and if needed, provide for their pain management needs.

At the National Institute of Pain, they treat each patient individually, using the latest equipment and various innovative procedures to diagnose pain and determine your care needs. The National Institute of Pain's President and Founder, Sunil J. Panchal, MD, is a board-certified interventional pain/ minimally invasive spine physician. He earned his Bachelor's degree in Biology from Rensselaer Polytechnic Institute in Troy, NY, and earned his medical degree from Albany Medical College of Union University in Albany, NY. In addition, Dr. Panchal completed The Business of Medicine Graduate Program at Johns Hopkins University in Baltimore, MD. Dr. Panchal completed an internship in general surgery at the University of South Florida in Tampa, a residency in anesthesiology at Northwestern University in Chicago, IL and a fellowship in interventional pain medicine at the University of Illinois in Chicago. He previously served as co-director of the chronic pain service and director of the multidisciplinary pain fellowship training program at Johns Hopkins University and subsequently as director of the division

of pain medicine at Cornell University in New York. He is a member of the North American Spine Society, the North American Neuromodulation Society, the International Neuromodulation Society, and the American Academy of Pain Medicine. Dr. Panchal has authored numerous peer-reviewed journal articles and has served as a reviewer and editor for several journals. He is the co-editor and co-author of the textbook Comprehensive Treatment of Chronic Pain by Medical, Interventional, and Integrative Approaches (2013). Dr. Panchal is a principal investigator in numerous clinical trials, including a current study evaluating sacroiliac joint fusion. Dr. Panchal also served as the Chair of the National Comprehensive Cancer Network Cancer Pain Panel and has lectured widely at the national and international level. He is actively involved in the development of novel analgesics and neurostimulation devices, and in clinical research protocol design.

At The National Institute of Pain, their goal is to strive to deliver the highest quality of comprehensive care for those who are suffering from spine, joint, and nerve injuries. They have many alternatives to help you with your personalized treatment needs. Please visit their website at www.nationalinstituteofpain.org, or call them at (813) 264-PAIN (7246).

The National Institute of Pain 4911 Van Dyke Rd., Lutz, FL 33558 (813) 264-PAIN (7246) www.nationalinstituteofpain.org



Did You Know Individuals With Hearing Loss Can Feel Left Out Over the Holiday Season?



Dr. Nikki Goldowski Richa, Au.D.

Dr. Kelly Hansen, Au.D.

he holidays are a time well spent with loved ones and friends. During this time of year, some might find it amusing to welcome a bout of temporary hearing loss, but for those that are affected by hearing dysfunction, this time of year can make them feel lonely, isolated and frustrated with their inability to communicate thoroughly.

If you are experiencing hearing loss, it's important to seek a qualified audiologist, because they are trained to get you the best outcome and resolution for your specific issue. If you've noticed that it's difficult to hear conversations in a noisy atmosphere, or you feel the need to adjust your television volume much higher than before, it's vital for you to have your hearing checked.

Perhaps you or your loved one keeps asking for people to repeat themselves, or you can't quite pick up where sounds are coming from; if this is the case, don't wait until your hearing loss gets any worse, schedule your appointment as soon as you possibly can.

Thirty-five million Americans have hearing loss, and many of them do not get the proper treatment that they need. Making the appropriate hearing device choices is essential for long-term hearing attainment. Failing to make those decisions based on widespread misconceptions and misunderstandings is unfortunately all too common for many individuals.

Hearing Loss

Sensorineural hearing loss is permanent and is caused by lesions, damage to the inner ear hair cells or auditory nerve. Sensorineural hearing loss cannot be restored or cured, so the typical treatment option is hearing aid devices. Hearing aids do not just amplify and make sounds louder, they are adjusted to an individual's specific hearing loss, are programmed to suit individual needs and help the brain process sound. For a person with compromised hearing, hearing aids should be worn on a daily basis in order for the person to feel comfortable and to better understand the technology that is inside of the device and how to adjust it as necessary.



Hearing Aid Devices Must be Tailored to Your Specific Hearing Needs

Hearing devices come in various sizes and colors, and there are behind the ear (BTE) and in the ear (ITE) options; however, these choices have little to do with the actual type of device you should decide on when selecting hearing aids. What matters most about the hearing aid is the technology.

When it comes to the technology feature of hearing aids, an audiologist will guide you as to which option is best suited for your personal needs. Because some individuals have hearing loss in both ears, some, just in one ear, and the level of hearing varies from person to person, there should never be a "one size fits all" approach.

Along with a hearing test, your audiologist should offer an in-depth evaluation of your home-life, work-life, and social life. If you are very active and frequent loud events or restaurants regularly, you may need different technology than a person who has a quieter lifestyle in general. If you've noticed that it's difficult to hear conversations in a noisy atmosphere, or you feel the need to adjust your television volume much higher than before, it's vital for you to have your hearing checked.

Perhaps you or your loved one keeps asking for people to repeat themselves, or you can't quite pick up where sounds are coming from; if this is the case, don't wait until your hearing loss gets any worse, schedule your appointment as soon as you possibly can.

Trinity Hearing & Balance wants you to be satisfied with your care. We are a local, independent, community-oriented practice. Our services are fully guaranteed, meaning we are committed to listening to your concerns, and your technology is always perfectly fit to renew your world of hearing. A strong patient-provider relationship based on honesty, integrity, and values is what we strive for, and we feel that this is the best approach to making sure you don't miss any of the precious moments in your life.

Services

- Tinnitus Treatment
- Hearing Tests
- · Hearing Aids for all budgets
- Hearing Aid Repairs
- Dizziness, Loss of Balance, Vertigo
- Hearing Protection

If you are experiencing any hearing or balance issues, please call Trinity Hearing & Balance of New Port Richey to schedule your appointment.



8605 Easthaven Ct., Ste 101, New Port Richey, FL 34655

727-372-1130 www.trinityhearingandbalance.com

Is it the Right Time to Transition into a Senior Living Community? December is the Perfect Month to Take a Tour!

ging can be challenging not only relating to our health but also our ability to perform daily tasks and to live the life we deserve. Deciding to transition into an independent or assisted living community can be overwhelming, but as individuals age, many seniors experience physical limitations, cognitive decline, or find it tasking to remain in control of things like shopping, cooking, staying safe, or they miss the socialization with others after the passing of a spouse. That's when choosing to relocate into a senior living community is essential. However, in many cases, couples prefer to transition into a senior community that is independent but offers state of the art amenities and convenience as they age. That's where Aston Gardens At Tampa Bay outshines the rest, because they offer several living options to make those transitions easy and enjoyable.

Aston Gardens is also one of the most highly sought after communities, due to their dedication to senior needs, their commitment to enriching the lives of each resident and their families by providing personalized care, welcoming living spaces, and superior amenities within three distinct tiers, which include independent living, assisted living, and memory care facilities.

Independent Living

Independent living focuses on being as active, healthy and independent as you want to be, but never alone. Choose from one of our independent living apartment homes and enjoy the all-inclusive carefree, maintenance-free lifestyle at America's award-winning senior living community.

Assisted Living

Assisted living offers residents a lifestyle of personal attention and help with activities of daily living, including bathing, grooming, dressing, taking medications and eating properly. Our focus is on health and wellness, helping residents to be as independent as possible with a personalized care plan that includes engaging social activities for a healthy body, enlightened mind and renewed spirit. With beautifully appointed assisted living suites, assisted living at The Inn is easy with the Aston Gardens One Price Personalized Plan. There are no confusing care levels to think about and our residents pay one low price for services.

SHINESM Memory Care

SHINE^{5M} Memory Care offers a private special needs neighborhood for residents with memory care related issues. Residents needing Alzheimer's care and other dementia care receive the very best attention and services in a supportive, compassionate and secure setting. Based on each individual's needs and capabilities, the professionals at Aston Gardens At Tampa Bay create a personalized plan to help our residents live life as fulfilling as possible, in a secure and comfortable environment.

The Difference

Want to know why so many people choose to live at Aston Gardens? It's the resort-style life, the caring staff, friendly community, and attention to detail that makes Aston Gardens surpass expectations.

Amenities

- Grande Ballroom
- Elegant Main Dining Room (5-Star)
- · Private Dining Room
- · Elegant Terraces and Outdoor Entertaining Spaces
- · Heated Swimming Pool
- · Lush Landscaping
- · Senior-Equipped Fitness Center
- · Library and Business Center
- Activity Center
- · Beauty Salon and Barber Shop
- Lounge
- Inviting Living Rooms and Common Areas
 Throughout
- Concierge
- · Full-Time Activities Director
- · Themed Parties and Dances
- · Educational Seminars
- Craft and Hobby Classes
- · Fitness and Wellness Programs
- · Local Outings Around Town
- · And so much more



Aston Gardens At Tampa Bay

Aston Gardens is a luxury senior living community offering the best combinations of active-adult lifestyles and personalized care services. Wake up inspired each morning with a wealth of amenities, activities, and support at your doorstep. Explore the stylish Grande Clubhouse and indulge in our unique lifestyle services: Sensations Dining, Celebrations Activities and Dimensions Wellness. Let our dedicated team members handle transportation, maintenance, housekeeping, concierge services and more. Here you will find compassionate people engaged in enriching the lives of seniors, ensuring their needs are taken care of every day. Aston Gardens At Tampa Bay offers the best value in affordable, carefree, senior living. Everything we do is focused on providing you the very best in senior living. It's all right here!

Now is the time to schedule your personalized tour! See why so many people want to call Aston Gardens their home!

Call 813-343-4673 today or visit astongardens.com



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LIVING A QUALITY LIFE – EVEN WITH CANCER

The evolution of cancer treatment over the last 40 years has resulted in better outcomes for patients; today more people are living with cancer than ever before.

Cancer is an illness unlike any other. Many people mistakenly believe that cancer refers to one disease that occurs in various parts of the body, but, in reality, cancer is not just one disease. The term "cancer" is the general name for a group of over 100 diseases in which abnormal cells begin to grow uncontrollably. No matter what type it is, cancer is the result of a malfunction in the genetic mechanisms that control and regulate cell growth. Cancer can affect blood, bones and over 60 different organs of the human body.

Through research, we have learned that each person's cancer is actually a unique disease because every tumor or malignancy has its own distinctive DNA. This discovery has resulted in many new and highly effective targeted treatments and immunotherapies based on a patient's unique genetic profile. Genetic sequencing of a patient's tumor can help identify which drugs or treatments will be most effective for that individual.

DAMAGE TO DNA CAN RESULT IN CANCER

DNA is the genetic material that makes up every cell. When DNA becomes damaged or changed, it produces mutations in genes that affect normal cell growth and division. Gene mutations can be inherited from a parent, or, more commonly, acquired during a person's lifetime due to environmental factors, such as ultraviolet radiation from the sun or cigarette smoking. Other mutations occur for still unknown reasons, resulting in various types of cancer.

In addition to unregulated cell growth, when a cancer occurs it means there is also a failure in the immune system's ability to recognize these abnormal cells and destroy them. When normal cells become old or damaged, they die and are replaced with new cells. However, the growth of cancer cells is different from normal cell growth. Instead of dying, cancer cells continue to grow and form more abnormal cells. Cancer cells can also invade other tissues, something that normal cells cannot do.



HOW EFFECTIVE IS CANCER TREATMENT TODAY?

There have been remarkable advances in cancer treatments, especially over the past two decades. Today, millions of people are surviving cancer and most oncologists feel that cancer is becoming more like a chronic disease, such as diabetes or hypertension. In other words, even though no cure has been found yet, the disease is something that can be managed and people can live with cancer for many years.

Early detection and diagnosis, as well as advances, such as immunotherapy and targeted treatments, most of which are available in pill form, are making it possible to live with cancer and continue to have a good quality of life. Some of these newer treatments have actually produced virtual cures for many types of cancer.

WORLD-CLASS CANCER CARE CLOSE TO HOME

Florida Cancer Specialists & Research Institute (FCS) has put together a network of expert, board-certified physicians who bring world class cancer treatments to local communities, both large and small, across the state. With nearly 100 locations, FCS is the largest independent oncology/hematology group in the United States. This status puts the practice on the leading edge of clinical trial research and gives FCS physicians access to the newest, most innovative treatments.

For more information, visit FLCancer.com

CLINICAL TRIALS LEAD TO TOMORROW'S TREATMENTS AND CURES

Through a strategic partnership with Sarah Cannon Research Institute, one of the world's leading clinical trial organizations, FCS offers more access to national clinical trials than any other oncology practice in Florida. In 2016, 84% of all new cancer drugs were studied in clinical trials with FCS participation, prior to approval.

In addition to a robust clinical research program, Florida Cancer Specialists offers a number of services, such as an in-house specialty pharmacy, an in-house hematopathology lab and financial counselors at every location. Patients can now receive the most advanced care. including immunotherapies, chemotherapy, targeted treatments and cutting-edge, precision technologies, at the same location where they see their oncologist and get their lab tests done. This not only increasing convenience for patients, but also improving their quality of life.



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New Port Richey 8763 River Crossing Blvd. New Port Richey, FL 34655

New Port Richey West 5802 State Road 54 New Port Richey, FL 34652

Wesley Chapel: 26823 Tanic Drive Wesley Chapel, Florida 33544

Zephyrhills 38010 Medical Center Ave Zephyrhills, FL 33540

Spiritual Mellness

His Gift By Jodi Thomas

was talking with a group of friends back in November, and they all were counting down the days until the Christmas season. When I mentioned that I didn't really like Christmas, my words did not compute; it was like I told them I liked to kill baby kittens. I explained how, growing up in a broken home, Christmas tended to be a sad holiday for me. And now, as a mom and wife who tries to make Christmas special for my family, I get overwhelmed by all the extra things added to my plate—shopping (I don't like to shop either, by the way), baking, Christmas cards, and let's not forget moving that dadgum elf every night. "Elfie" about sends me over the edge every year. I truly dislike that I feel this way, but it's just the way it is for me.

Two things help lift me up out of my holiday funk. First, I live with Mr. Christmas. My 16-year old listens to Christmas Carols all year long; his Christmas cheer infuses joy into our holiday season for sure.

But more importantly, I go back to the basics: Jesus. I know the Christmas trees, Christmas lights, presents, snowmen, cookies, and candy canes are all wonderful. And, honestly, I do truly enjoy these things. But there's a part of the "Christmas machine" that leaves me feeling empty every year. Maybe because the heart of Christmas is the most simple message of all: Love. 1 John 4:9-10 says:

This is how God showed His love among us; He sent his one and only Son into the world that we might live through him. This is love: not that we loved God, but that he loved us and sent his Son as an atoning sacrifice for our sins.

Did you get that? NONE of us loved God first. . . HE loved us first. In the midst of our "ugly," our mistakes, our stubbornness, He Loves Us. Each of us is special to Him, and He wants a relationship with each and every one of us. So He sent His Son.

1 John 3:16 says, "This is how we know what love is: Jesus Christ laid down his life for us." God loved us so much, He sent his Son as a sacrifice; Jesus loved us so much He was willing to do it and literally died for us. *Because* they loved, they gave. That is why we celebrate Christmas. Love left the glory and splendor of heaven. . . Love put baby skin on. . . that would be pierced with nails 33 years later. . . so that we might live. And not just live, but live with the abundance of His grace, mercy, forgiveness, unconditional love, hope, kindness, gentleness, and faithfulness towards us.

And this is why we give, because we've been given to. "Dear friends, since God so loved us, we also ought to love one another" (1 John 4:11). We can love, because we are loved. This Christmas, as we are thinking about the gifts we'd like to purchase for our family or friends, what intangible—yet ever more so powerful—gifts can we give to those we love? The gift of grace, of forgiveness, of acceptance. We have the power to give these, because they are ours in abundance from God.

So if you find yourself fighting for a parking space at the mall, burning your Christmas cookies, or running out of tape when you have 35 gifts left to wrap, take a deep breath. And remind yourself that, honestly, none of that matters. What matters is the priceless gift of love that God gave to us in Jesus. You. Are. Loved. End of story.

Oh, and don't forget to move the elf.

Robert J Farnell Licensed Massage Therapist Florida License #MA 58933 Licensed since 2010 Valid through Aug 31, 2021

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MERRY CHRISTMAS ***& *** HAPPY NEW YEARI

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