

# HEALTH

## Easing America's Pain

**P&G And Syntex To Market ALEVE Over-The-Counter (OTC) For Fast, Long-Lasting Pain Relief**

Syntex Corporation (NYSE: SYN) and The Procter & Gamble Company (NYSE: PG) received clearance to market a new non-prescription pain reliever on January 11, 1994. The new product, ALEVE, is the first non-prescription pain reliever containing a new analgesic ingredient in nearly a decade.

ALEVE is a non-prescription strength of Anaprox, a fast-acting form of the medicine in Naprosyn, the #1 selling brand in its class for 10 years. ALEVE will be indicated, in adults and children age 12 and over, for the temporary relief of minor aches and pains associated with the common cold; headache; toothache; muscular aches; backache; the minor pain of arthritis; the pain of menstrual cramps;

and the reduction of fever. ALEVE contains 220 mg of naproxen sodium (200 mg of naproxen and 20 mg of sodium), a fast-acting, non-prescription form that optimizes absorption into the body.

**PRODUCT BENEFITS**  
As the first non-prescription pain reliever to contain naproxen sodium, ALEVE offers consumers important benefits in over-the-counter (OTC) pain relief. While other OTC pain relievers call for re-medication, if needed, every 4 to 6--or 6 to 8--hours, ALEVE provides pain relief that lasts 8 to 12 hours.

"ALEVE offers some real advantages to consumers who are not entirely satisfied with current non-prescription pain relievers," said Tho-

mas A. Moore, president of health care products for Procter & Gamble. "Because it lasts up to 12 hours, ALEVE is a convenient new choice for people with minor aches and pains who don't want to be slowed down during the day or awakened at night by the need to take more medicine," he said.

In controlled clinical testing, ALEVE was shown to be a fast-acting, strong and long-lasting pain reliever. ALEVE provided pain relief in some people in as little as 20 minutes and for up to 12 hours with only one dose. Its duration of pain relief was shown to be longer than that of Extra Strength Tylenol. ALEVE was also shown, in clinical trials, to be at least as effective as Advil, with evidence of a longer duration of pain relief in some studies.



### ANN-MARGRET FACES HER MOST CHALLENGING ROLE

Versatile and beautiful actress Ann-Margret is playing one of the most dramatic roles of her life, as chairperson of MDA's Myasthenia Gravis Division.

She lives with MG every day. It affects her husband, award-winning producer Roger Smith.

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### Second Annual Senior Wellness Seminar

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Theme:  
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Courage, Health And Faith  
At Mt. Sinai Baptist Church  
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Free Continental Breakfast and Lunch*

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For further information call:  
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### Recreation Center Opens For Adults With Disabilities

The Arc of Multnomah County has opened a respite care center for adults with developmental disabilities on the second and fourth Saturdays of each month from 10am to 3pm. The center is located in the Easter Seal Building at 5757 SW Macadam. The next day of activities is scheduled for April 23.

Funded through a grant from Multnomah County, the center features activities including arts and crafts, recreational opportunities such as picnics, neighborhood walks, and other outings in the community. The space has been donated by Easter Seal Society. The center is open to adults 18 years of age and older who currently reside with their family or in a foster care home. There is one staff person for each 3 adult participants, and participation fees are on a sliding scale basis.

Applications are still being taken for participation in the center. Interested families may call The Arc at 223-7279 to request an application packet which includes the center policy and procedures, as well as fee information.

The Arc, formerly known as the Association for Retarded Citizens, is an advocacy agency serving children and adults with developmental disabilities and their families.

### Spread The Word

April 17-24 is National Minority Cancer Awareness week. The National Black Leadership Initiative on Cancer (NBLIC), Oregon chapter wants to Alert African American Women that starting at age 40, women should get regular mammograms. Breast care, including regular mammograms for early breast cancer detection, is important for good health. Tell your friends and family - and make regular mammograms a life long habit starting at age 40.

For women who cannot afford a mammogram (a special x-ray technique which can find breast cancer in its earliest stage-up to two years before a lump can even be felt) the NBLIC in partnership with the Portland Trail-blazer Wives Association was successful in raising \$5,000 which has been dedicated to financing free mammogram for African American women. These mammogram will be dispersed by the local chapter of the Komen foundation, a national women's organization devoted to finding a cure for breast cancer. An additional \$5,000 was raised to support the educational outreach efforts recently launched by the NBLIC.

To schedule a Breast Health class for your club, organization or womens group or to join NBLIC contact:

Theresa Stoudamire at 248-5183; NBLIC; PO Box 5101; Portland, Or 97208; To obtain a free mammogram call: 1-800--227-2345

Spread The Word: Early Detection Saves Lives!!

### Protecting Children Through Education And Prevention

Educating the youth of this Nation is one of society's most important responsibilities, and nowhere is the need for education greater than to teach children about the dangers of drug use. And while the field of prevention is still developing, there is national consensus for more and better prevention programs targeted to youth. Comprehensive, community-based drug prevention programs are effective in reducing the likelihood that young people will start using drugs, and these programs can lessen the chance that youth will become heavily involved with serious drug use.

The Federal role in drug use prevention includes providing leadership, training, technical assistance, and research; fostering cooperation among Federal State, and local agencies; facilitating State and local prevention efforts; and providing incentives to encourage States and localities to adopt and implement more effective and/or innovative drug prevention approaches.

The National Structured Evaluation, nation-wide evaluation project mandated by the Anti-Drug Abuse Act of 1988, is near completion, and substance abuse prevention programs are beginning to emerge. As part of this study, more than 2,000 drug use prevention programs were screened, and 440 received indepth evaluation. The resulting report will be the most exhaustive study completed to date of what is effective in prevention programming.

Based on this information, the Department of Health and Human

Services is developing benchmarks, guidelines, and standards for effective prevention programs, including ideal performance characteristics as well as practical performance indicators of programs and systems. Any existing program will be able to request an assessment against these criteria to measure potential effectiveness and can receive recommendations to stay current with state-of-art practices. This should result in several model programs and an increased national understanding as to what is effective drug use prevention.

The reinvigoration and further expansion of the national prevention effort depends upon systematically advancing these evaluation efforts. Although it is important that the Federal Government provide leadership, any lasting progress will require a close partnership with State and local governments as well as with professional societies, private organizations and foundations, educational establishments, business and industry, religious institutions, community associations, and other constituency groups. Contribution by private organizations have been invaluable in the progress of drug use prevention and should be encouraged.

To build on solid information and to make necessary revisions in response to changing circumstances, the Office of National Drug Control Policy will convene a panel of national scholars and experts in substance abuse prevention will have an increasingly important and visible role in the Nation's demand reduction efforts.

### April Is African-American Health Awareness Month

A morning shave does not have to be a grueling task for African-American men with shaving "bumps" know as pseudofolliculitis barbae.

A black skin specialist at Baylor College of Medicine in Houston says that one in three black men suffer from the condition which is caused by curly or wiry hair growing out and then inward.

Pseudofolliculitis develops as a result of the repeated trauma of shaving," said Dr. Ted Rosen, a professor of dermatology at Baylor. "If you shave too close, the hair doubles back into the skin."

The condition affects the bearded area of the face. Hair follicles become infected with staphylococcus bacteria, leading to formation of pus-filled pimples. Bleeding and scarring can also occur.

Rosen encourages men to use different shaving techniques, such as shaving in only one direction with a single-edged razor, using a moisturizing shaving cream, and avoiding electric shavers, which can aggravate the problem.

"Even though you're striving for

a close shave, don't expect a baby-skin-smooth shave," Rosen said. "Affected skin is easily irritated so treat it with care."

Rosen says although it may sting, applying alcohol to the infected skin followed by a prescription antibacterial lotion is the best way to prevent infection. Razors should be immersed in alcohol between shaves and should never be shared by others.

Prescription and over-the-counter shaving preparations with the acne medication benzoyl peroxide can also prevent bacterial spread.

"The newer shaving gels made especially for curly beards are easy to shave with," Rosen said. "They reduce the razor's drag on the skin, helping to reduce inflammation."

Rosen says some men are left physically scarred by the disorder because they failed to seek proper treatment. For a number of men, the only way to manage the problem is by growing a beard.

"Pseudofolliculitis will not go away on its own," he said. "See a dermatologist before the problem gets out of hand."

**Eat Healthy & Exercise Regularly**

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