

SPECIAL ADVERTISING SECTION

# LIVE FEEL Longer Younger

by Linda Margison



A GUIDE TO NAVIGATING LOCAL HEALTH CARE, WELLNESS, AND BEAUTY SOLUTIONS.

## Correcting Hormonal Imbalances

As a practicing gynecologist for 40 years, Dr. Clark Brittain has seen people struggle with hormonal imbalances that deeply impacted their health and intimate wellness. Wanting to help men and women fill the intimate void in their lives, he opened Vibrant Life 13 years ago and offers therapies for vaginal dryness, sexual sensation, orgasmic dysfunction, Peyronie's disease—a penile bend that can cause pain and erectile dysfunction—and other issues.

"Establishing adequate hormone therapy isn't always enough to take care of the intimate wellness people seek," Dr. Brittain says. "Good sexual health helps relationships, it helps the immune mechanism, it helps the hormonal balance."

Heather Lindsey, a nurse who has been with Dr. Brittain since he opened the practice, believes strongly in the work they do. "We are changing lives, we are saving marriages, and sometimes we are saving lives," she says, explaining how sometimes people want to give up on life. "It's fun to be able to make a difference in people's lives and their marriages and how they feel every day."

Dr. Brittain explains how one patient had not had an orgasm for almost 12 years, but he was able to get her hormonally balanced and happy. "The next time she came in, she had a big smile," he says. "She was sexually active and satisfied for the first time in 12 years. When our patients rediscover their hormone balance and sexual identity, they look good, they're smiling, and their partners are smiling." For information, visit [drbrittain.com](http://drbrittain.com).

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- Forgetfulness
- A tendency to be accident prone

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\*<https://www.psychologytoday.com/us/blog/sleep-newzzz/201906/new-findings-sleep-apnea-in-women>

## CPAP Machines for All Needs

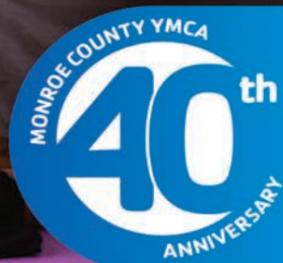
LeAnne Kelley, 57, didn't realize she had sleep apnea—a disorder in which a sleeping person repeatedly stops breathing—until six years ago on a trip with her sister, Lisa Fouts, the director of advertising and marketing for Williams Bros. Pharmacy. "She actually taped my breathing and played it for me in the morning," Kelley says, adding that when she returned from vacation she saw a doctor and got tested. "I would stop breathing well over 100 times a night, and he said I was one of the worst sleep apnea cases he had ever seen."

Fouts suggested she get equipment through Williams Bros., which offers a variety of CPAP—Continuous Positive Airway Pressure—machines for all needs, including portable and miniature models, as well as different sizes of masks and the SoClean CPAP Cleaner and Sanitizer. While some people are only able to tolerate a mask that covers the nose, Kelley prefers a full mask covering her mouth and nose, and says she never thinks twice about using it. "I'm 100 percent compliant," Kelley says. "I don't sleep well without it, even for naps. It made the world of difference for me—I sleep great."

Fouts, who is almost 60, also uses a CPAP machine and has for years. "People who have sleep apnea feel way older than they actually are—they feel fatigued and not themselves," Fouts says. "They get on CPAP and feel 10 years younger, get a full night's sleep, and wake up refreshed." For information, visit [williamsbrosparmacy.com](http://williamsbrosparmacy.com).



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Lori knows sharing a moment with her daughter closes the distance and brings them together.

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## Providing Free, Virtual Exercise Experiences

When activity changed at the height of the novel coronavirus pandemic, Cardon & Associates' 26 senior living locations found their weekly exercise classes cancelled with no alternative options available. So, they worked with Bell Trace's Fitness Center director Alyssa Jackson, director of community engagement Kelsey Haislip, and director of residential marketing Barbara Carroll to come up with a solution.

"We saw a void, because our residents are used to having exercise class on Mondays, Wednesdays, and Fridays," says Jackson. "When we started encouraging them to stay in their apartments for social distancing, they voiced concern because exercise is important to their health and well-being. We had to figure out how we were going to offer them an opportunity to get out their stress, stay strong, and stay safe."

The solution was to offer online video versions of the two most popular classes: "Mindful Mondays" with Julie Hill and "Fit Fridays" with Jackson. "We record them ahead of time and post them on our website," Carroll says. "Now residents and members have a way to participate in the classes, and we hope to reach even more people. A family member from California emailed me recently to say she will be doing the exercises every day."

Not only do the videos, which are updated weekly, help viewers stay active, but they also help senior citizens cope with the stress that accompanies the barrage of pandemic news. Jackson says she sat in as Hill recorded "Mindful Mondays" and felt completely relaxed when done. "It's something I'm going to be doing on Monday," she adds.



(l-r) Alyssa Jackson and Julie Hill. Photo by Martin Boling

The biggest challenge for the age group that Bell Trace serves is accessibility, but Carroll says the staff has been helping set up connections and making tablet computers available so seniors can stay active. "The main thing is reaching people where they are now to provide them an opportunity to stay fit and stay healthy," Carroll adds.

Haislip says finding innovative ways to serve senior citizens isn't a new concept for the company. "Bell Trace has for many years been committed to being a good community partner," she says. "Even throughout the COVID-19 pandemic, we continue to strive to achieve this by offering free, virtual healthy-living experiences for our Bloomington community members." Watch the videos at [cardon.us/cardon-conditioning](http://cardon.us/cardon-conditioning) or visit Bell Trace's Facebook page at [facebook.com/BellTrace](https://facebook.com/BellTrace).

## Assisting Independent Living

Home Instead Senior Care is a family-oriented community of CAREGivers helping people maintain more independent lives for a longer time. "Quality of life adds to the longevity of life and that is obviously something we can step in and help with," says Tanalee Chapman, marketing and senior development manager. Home Instead provides services from housekeeping, transportation, and errands to personal care, bathing assistance, and homebound support, as well as Alzheimer's and dementia cognitive support and end-of-life care.

"We give the client the ability to maintain independence," Chapman says, recalling a client who was diagnosed with early onset Alzheimer's but able to stay in his home until the disease was advanced. "The client is always involved in the conversations about care. Sometimes when there's cognitive impairments, maybe it's a bit harder, but we always want them involved because it helps them feel like they're still in control, even though someone comes in the home and helps them."

Because Home Instead CAREGivers are visiting with clients regularly, they are often able to detect changes in a client's condition or a progression of disease that may not be discernible by family members visiting less often. "We can get the family involved immediately to intervene if we see something is going on or if they're having cognitive issues," Chapman says, adding that often gives family members peace of mind. "We are able to step in and give family members relief knowing that someone is there with their loved one." For information, visit [homeinstead.com](http://homeinstead.com).



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