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## Launching Thai Herbal Massage!!

Launch Offer  
25% Off



Look New. Feel Wow.



## From Ugadi this year, a portion of Latitudes proceeds go towards Kids Meals through Akshayapatra

Supporting children education has been core to Latitudes in the past as well. Now, Latitudes has selected Akshayaptra and pledged its support for helping kids who are less fortunate than some others. Latitudes believes that Akshayaptra is very well managed and money is put to excellent use by focusing on a single point agenda, which helps kids to be more focused on education.

With effect from April 1st, the money you pay towards services at Latitudes is now supporting about 1000 Kids meals for the entire year. We believe this will have positive impact we have always desired.

This is yet another way Latitudes will be an active part in the local community to promote kids education and wellness

## Latitudes Matches Your Donations to Akshayaptra

In its support for Akshayaptra, Latitudes goes a step beyond.

On your next bill for services at Latitudes, if you choose to contribute Rs.500 towards Akshayaptra, Latitudes will match that contribution. Further, you will be given a receipt which makes your contribution tax free.

Please join us. Your donation of Rs. 500 will become Rs. 1000, and you'll be supporting one child for an entire YEAR - ALL FOR JUST Rs. 500!!

## ABOUT 1000 KIDS MEALS FOR THE ENTIRE YEAR

### About Akshayaptra

Close to 13.5 million children in India are out of school and into child labour in order to earn a single meal in a day.



The surest way to break out of the cycle of poverty is through education. Education can significantly improve the quality of life of a family for generations to come. When the basic needs of a child, such as food are not met, education often becomes the last priority.

We are helping underprivileged children by providing them with a healthy, balanced meal that they would otherwise have to work for. The meal is an incentive for them to continue their education. It helps reduce the dropout rate to an enormous extent and increases classroom attendance.



19 Locations  
in 9 states across  
India.



More than 8000  
schools are being  
served



More than 1.3  
million children  
are not hungry in  
their classrooms  
today.

# MIND YOUR BODY

by Rama Koneru

In the previous articles the Body, Breath, and Mind were discussed in the way I have understood them at my level of evolution. This is to say that it is possible to get to a deeper understanding of any of them through constant delving. In this article, I am trying to capture my idea of Emotions. Just as Breath gives birth to the Mind, which means because we are human and are alive, we have a mind, so also because we have a body and mind, we have Emotions. So what are these and why do we have them?

An emotion is a very complex experience which is a product of the internal state of a person and some external stimulus from the environment. It is the body's response to the way the mind perceives the environment, which include people, situations and the natural environment. Emotion is the basis for all our thoughts, our actions, and ultimately our health. It is the energy that drives us to respond or react to people and situations in the way we do. How we respond or react is based on feelings. Feelings are more in the area of the mind and how it is conditioned to interpret the emotion. For example, as I approach a roller-coaster if I experience a pit in my stomach (an emotion causes this), there can be couple of feelings that come to mind. If my mind is conditioned by fear due to past experiences, I feel scared. On the other hand, if I am conditioned to be adventurous, I could feel excitement or anticipation. A feeling is based on past experiences because it arises in the conditioned mind. The mind in its effort to protect the being, labels the feeling and judges or categorizes the emotion as leading to a 'good' or 'bad' experience because of what it went through in the past.

An emotion is generated and passes like a wave, but a feeling stays for a while until the mind is able to let go. An emotion happens in the moment, whereas a feeling is a conditioned response. Usually the mind resists any 'bad' experience, because it doesn't want to deal with the suffering that ensues. While the emotion arises and passes (it will come back again if the message it is trying to convey has not been received), the feelings generated stay on as long as there is resistance in the mind.

Emotion which first shows up in the body, if not attended to, that is if the message is not received by me, will manifest at the breath level. It changes the pattern of our breath. If it is still not attended to it manifests at the

the thought level as a positive or negative thought. If we don't pay attention to our thoughts, then they become a pattern due to recurring reminders to attend to the emotion. The unattended thoughts generate more thoughts because of the number of rules we impose on ourselves. Basically an emotion manifests in its most subtle form in our grossest aspect (body) where we can feel it physically, and in the grossest form, loud and clear, in our subtler aspect (mind).

When it does manifest as thought, we only have two options; one is to express it and get it out of our system, and this would imply that we hold someone external responsible for creating our state of mind. The second way is to move backwards into the subtlety of the emotion and find the source of the emotion and resolve it at that level. Resolution means to first understand the message that the emotion is trying to convey and second, then to modify my action based on that message in order to reduce or avoid the suffering. Some people choose a third option; which is to neither attend to it, nor express it, nor resolve it, so it finally manifests in the physical body as disease.

How do I figure out the message that an emotion is carrying? When I feel an emotion arise, and I "stay with the emotion", objectively allowing it to come and go, then I get some clarity on why the emotion came up, which is usually something about what is happening to me or around me, what is safe or unsafe, in my view or my reality.

What does "staying with the emotion" really mean? Let me give an example to clarify: let us say there is a situation where anger is coming up; staying with the anger does not mean feeling angry at someone, screaming at them, thinking about how they have hurt you, how they humiliated

## An Emotion



you, etc. These are thoughts and are all happening at the level of the mind and ego. For example, I may have an image of myself and someone may have done something that brought up an emotion which is not in sync with my image of myself. Or, someone may have left me, and I feel grief because I feel hurt by their loss. Another case maybe that someone may have challenged something I do and I feel resistance. These are all at the thought level. Staying with the emotion means to become aware of where it originates in my body, and the sensations it produces in my body. Is it telling me what I am experiencing is safe, unsafe or neutral from my point of view?

You must have heard people say "breathe deeply" when an emotion arises. The reason is that in focusing on one's breath and consciously slowing it down, one is willing to deal with the emotion before it moves to the next gross level. One is facing it head-on to deal with it where it originated before it contaminates one's thoughts. In so "staying with the emotion", one might even get an insight about why that emotion is coming up at that point in time.

The most important thing to realize in "staying with the emotion" is that it doesn't matter what or who the trigger for that emotion is it is happening within me, within my space. I, and only I am solely responsible for what is happening inside my own space.

This shift in viewing emotions this way, helps me take responsibility for my thoughts, feelings, actions, emotions and everything that is "happening" to me, inside me. Emotions exist for a reason. Hence, in paying attention to my emotions, I actually start to respect and accept all aspects of myself. I am consequently happier and healthier because I am aligned with what my body is telling me to do or not do in any situation.

# Ways to Increase Metabolism

Are you looking for ways to increase metabolism? Have you ever wondered what the metabolism actually is?

Maybe you've heard that "you were born with a slow metabolism and there's nothing you can do to change it." Wrong! While genetics do play a part in determining the rate of your metabolism, genetics are not the only factor that affect metabolism. In fact, the choices that you make regarding your body and health have a considerable impact on the efficiency of your metabolism.

Metabolism changes nutrients into energy and living cells.

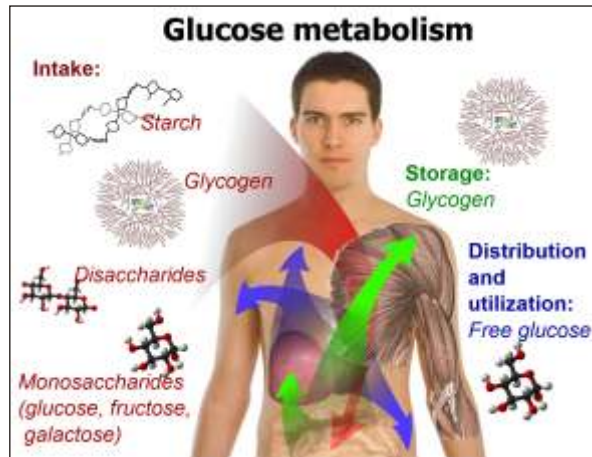
Metabolism refers to all of the actions that the body goes through in order to change the nutrients in food and supplements into live cells and energy (cells are the basic building block of the body; tissues, organs, hormones, etc.)

Metabolism is the subject of how the body survives! A simple measure of how well your metabolism is working is to just take a look at how you feel physically. If you're jumping around full of energy, you're good! If you need to improve your health and energy levels, your metabolism probably needs a tune-up.

The basic ingredients for health are the exact same things that affect metabolism.

These health and metabolism basics are:

- Proper nutrition
- Regular physical activity
- Sufficient good quality sleep
- Effective stress management
- Efficient body detoxification



## Educate yourself on what nutrition your body actually needs!

Educating yourself on the nutrition that your body needs (and doesn't need) is rock bottom basic to improving your metabolism. Metabolism changes the nutrients that you consume into energy and live cells. The efficiency of metabolism utterly depends upon the quality of what you give your body for fuel (fat and carbohydrate). Increasing the amount of healthier, fresher foods in your diet, with a greater percentage on fresh fruits and raw vegetable added to your diet. Reduce the percentage of "junk" food and processed food that you eat. So to boost your metabolism naturally, have a healthy, well-balanced diet.

## Engage in physical activity, including strength improvement exercises!

Strength training is also known as resistance training. Strength exercises improve the capability of your muscles and bones. Every physical movement that we do uses muscles and muscle groups. Our entire body depends on our muscles and bones, the skeletal structure, as a strong frame. If you want to lose weight and inches, resistance training (strength exercise) is superb. Muscle tissue contains more of the "fat burning" part of a cell called the mitochondria. Strength exercise increases muscle tissue mass and the number of mitochondria, which create energy in the body.

## Sufficient good quality sleep!

The importance of sleep becomes pretty obvious when you look at how you feel when you haven't gotten enough good sleep. Sleep is the time we rest so that the body can rejuvenate and recharge. The body needs sleep and rest time to build and repair itself. Look at the fact that babies can sleep up to 20 hours a day, and children need 10 - 12 hours of sleep every day on average. What does that tell you? The

importance of sleep is obvious when we look at how it's necessary for physical growth and health! One thing that definitely affects sleep is a certain hormone that your body produces called melatonin. Melatonin regulates our waking and sleeping cycles in addition to performing other jobs.

## Effective stress management!

Breathe deeply to get more oxygen into your lungs and body. Metabolism requires oxygen, so deep breathing (relaxed and natural, not forced) is definitely one of the ways to increase metabolism. Practice taking a deep breath or two often throughout the day; get outside around some plants (they give off oxygen) and you'll really be rolling. With the levels of stress spiraling to astronomical heights these days, breathing actually suffers by becoming shallow and ineffective. Breathing deeply (or should I say "normally") counteracts some of the effects of stress on the body, and boosting metabolism is a key benefit of better breathing.

## Efficient body detoxification!

Water is necessary for the kidneys to remove toxins and other wastes. Metabolism depends on water in the bloodstream to carry nutrients and oxygen to the cells of the body, where they metabolize into energy and build new cells. Over 80% of the bloodstream is water. An average of 2 liters, or 8 cups, of water is lost daily through breathing, perspiration, digestion, elimination and other bodily functions and needs to be replenished. Replace sodas with water, mineral water and tea, especially diet soft drinks. Artificial sweeteners' mess up metabolism because they are toxic and the body can't process them. Carbonated drinks contribute to an acidic body pH and that negatively affects metabolism. Drinking enough water regularly is one of the key ways to increase metabolism.

"Good health  
begins with  
good information."

B.B. Martin



# Spa Ambience

## The Next Generation

Even a couple of years ago, this would have been a very different article. The rapid growth of the spa industry into every market demographic has produced better educated consumers with much higher expectations. "Spa Ambience" is a new description in the spa glossary and new critics-the next generation of the spa goers, Let's explore these new consumers' desires.

### Room of Relaxation

Spa treatments and treatment rooms have probably undergone the biggest change when it comes to creating spa ambience. It is not enough to have a room with a table, white starchy sheets that smell of bleach, an assortment of machines, heated pots, sterilization units and may be a burning candle. Today's generation of the treatment rooms have a massage table resembling a beautifully designed piece of furniture, extra soft with a memory form-type top. It's also wider than past tables, so clients can turn over with out fear that they'll roll of onto the floor, and a face grades that flexes to the shape of their faces, so they don't have deep creases hours later.

### Healing Sounds

Music is still a vital part of the total sensory experience. While using a CD player or satellite music used to be the norm, the new generation is looking for a high quality sound system that is out of sight and adds to the magic of a great spa experience, rather than just becoming superfluous background noise. The spa music that's available today has more diverse options and measurable benefits. The spa goer can now select a CD of music, tones and sounds to achieve a personalized effect. Clients can either make their musical selections in the treatment room or prior to the service in a designated music library

### The Comfort Factor

Temperature is also very important consideration. When planning or retrofitting a spa, include individual temperature controls for each treatment rooms or controls for a quadrant of rooms. While the overall facility temperature is set, the therapist has the ability to adjust the warmer and cooler. This is a great solution for optimal comfort.

## Members experience in Latitudes

Accessibility in terms of location, the ambience, quality and availability of equipment, the responsiveness of staff and the competence of personal trainers are all equally important in making a truly world class integrated health facility. In all these respects I find working out at Latitudes a truly 'stand-out' and wholesome experience. A large part of my motivation to train consistently comes from the facilities Latitudes has on offer and the constant support of my trainer Dominic. I find Dominic not only an excellent trainer who understands my requirements but also very accommodating with my schedule.

A special note of mention for Anita, Mervin at the front desk and all the other support staff and trainers. You guys are just awesome and in choosing Latitudes to help me with my health goals I couldn't have chose a better place!

**Chandrasekhar Goda**

## WE VALUE YOUR FEEDBACK!

Your feedback enables us to focus on the right set of improvements that help keep Latitudes a vibrant community.

Let us know what you appreciate & what you would like to see improved. Pick up a form from reception & drop in the Feedback box.

Thanks for your support!



# Elbow Tendinopathy (Tennis and Golf Elbow)

## INTRODUCTION!

Tendons are tough bands of tissue that connect muscles to bones. There are several types of Tendon problems (called Tendinopathies):

- Repetitive activities and sudden trauma can injure Tendons and lead to inflammation, pain, and difficulty using the joint. This is called Tendinitis.
- As people age, Tendons can break down (degenerate) or even tear; this is called Tendinosis. Symptoms of Tendinosis usually last more than a few weeks.
- Less commonly, Tendon problems can be caused by other conditions, including rheumatic diseases.

Tendinopathies are common problems. The risk of having a Tendinopathy increases with age and is greater in people who routinely perform activities that require repetitive movement that increases stress on susceptible tendons.

## WHAT IS ELBOW TENDINOPATHY?

Tendinopathy (tendinitis or tendinosis) is the most common condition affecting the elbow.



It is called "golfer's elbow" or medial epicondylitis when there is an injury to the inner elbow tendon.



It is called "tennis elbow" or lateral epicondylitis when there is an injury to the outer elbow tendon.

## ELBOW TENDINOPATHY SYMPTOMS!

Elbow Tendinopathy most often affects the dominant arm (ie, the right arm in people who are right-handed, etc.). Symptoms include: Pain in the elbow that spreads into the upper arm or down to the forearm.

- Weakness of the forearm.
- Pain can begin suddenly or can develop gradually over time.
- You might have a harder time with activities that require arm strength, including sports that require you to hit backhand or throw a ball.

## ELBOW TENDINOPATHY TREATMENT!

**Pain relief:** If needed, you can take a pain medicine, such as acetaminophen (sold as Tylenol® and other brands), ibuprofen (sold as Advil®, Motrin®), or naproxen (sold as Aleve®). You should not take more than 4000 mg of acetaminophen per day. If you have liver disease or drink alcohol regularly, you should speak with your doctor or nurse before taking acetaminophen.

**Arm brace:** A tennis elbow brace or strap applies pressure to the muscles of the forearm, reducing pressure on the injured tendon in the elbow. You can use the brace or strap while working or playing sports. Apply the brace so that the cushion is resting on your forearm muscles, about 3 to 4 inches (10 cm) from the tip of the elbow bone. You may need to wear the brace for up to six weeks. Avoid wearing a wrist splint (which prevents your forearm from moving).

**Flexibility exercises:** Flexibility exercises can help to improve your arm's strength and ability to move.

**Tennis elbow:** While standing or sitting upright, hold your injured arm straight out in front of you and point your fingers down toward the ground. With the hand of the uninjured arm, grasp the hand of the injured arm, thumb pressing on the palm, and try to bend the wrist further hold for 30 seconds; repeat three times. Perform this stretch daily.

**Golfer's elbow:** Stand at arm's length away from a wall, with the affected arm closest to the wall. Place the palm against the wall with the fingers pointing down. Apply gentle pressure to the hand. Hold for 30 seconds; repeat three times. Perform this stretch daily.

**Strengthening exercises:** A special type of strengthening exercise is used to treat elbow Tendinopathy. You can start these exercises

once your flexibility has improved and you have little or no pain with the strengthening exercises.

**Tennis elbow:** People with tennis elbow should perform eccentric extension exercises i.e put your hand on the table your palm facing down free on the table and hold some weight in your hand and try to lift the weight. You should expect to feel some mild discomfort with these exercises. If the pain becomes sharp or is more than moderate, stop the exercise and rest for two to three days. Restart with fewer repetitions.

**Golfer's elbow:** Golfer's elbow is treated with eccentric flexion exercises. You should expect to feel some mild discomfort with these exercises. If the pain becomes sharp or is more than moderate, stop the exercise and rest for two to three days. Restart with a lighter weight or fewer repetitions.

**When will you feel better?:** Most people respond well to treatment. You might have some pain during work or sports for up to 6 to 12 weeks. Some people will need formal rehabilitation with a physical therapist.

## ELBOW TENDINOPATHY PREVENTION

A healthy elbow requires a healthy shoulder and wrist joint and strong muscles around the scapula (shoulder blades) and arms to decrease the load on the smaller forearm muscles.

To prevent overuse and strain in the elbow and forearm:

- Take frequent breaks from activities that require extensive hand/wrist motions.
- Reduce or avoid lifting objects with the arm extended.
- Reduce repetitive gripping and grasping with the hand and wrist. Decrease the overall tension of gripping.
- Avoid the extremes of bending and full extension.

## Members experience in Latitudes from Vizag

The training given by Mr.Kanaka Raju was really good. He took personal interest and gave special attention which yielded a result of 7kgs weight loss and shapely body. The nutritionist sudha also gave very good diet which gave this result. Overall I am personally happy with this one month training here. All the best to Mr. Kanaka raju and Mrs.Sudha for doing a fantastic job.

With best regards  
Mr.Vivek Vardhan

# Revolutionize Your Lifestyle

---> *One Dish At A Time* <---



April Special

NEW

## GRILLED FISH SANDWICH

Grilled fish sandwich is a healthy meal cum snack which includes fish, egg whites and brown bread with herbs.

**Benefits :** Grilled fish sandwich provides complex carbohydrates , high protein and less fat. Omega – 3 fatty acids, vitamins (A&D) and minerals (Iodine,phosphorus and Calcium).

### Nutritive composition

Calories	Carbohydrates	Protein	Fiber	Fat
300 cal	20 g	40 g	0 g	5 g

# DARK CHOCOLATE & ITS HEALTH BENEFITS!!!!



Dark chocolate have a wonderful deep smell and a good taste with health benefits. Dark chocolate is chocolate without milk solids added. It has more pronounced chocolate taste than milk chocolate.

**It is also Known As:** Bittersweet chocolate, semi-sweet chocolate, sweet dark chocolate

## Health Benefits Of Dark Chocolate

Chocolate is made from plants, which means it contains many of the health benefits of dark vegetables. These benefits are from flavonoids, which act as antioxidants.

Antioxidants protect the body from aging caused by free radicals, which can cause damage that leads to heart disease. Dark chocolate contains a large number of antioxidants. Flavonoids also help relax blood pressure through the production of nitric oxide, and balance certain hormones in the body.

Dark chocolate is good for your heart. A small bar of it every day can help keep your heart and cardiovascular system running well. Two heart health benefits of dark chocolate are it lowers Blood Pressure and Reduce Cholesterol.

## Other Benefits of Dark Chocolate:

Chocolate also holds benefits apart from protecting your heart:

- It tastes good
- It stimulates endorphin production, which gives a feeling of pleasure
- It contains serotonin, which acts as an anti-depressant
- It contains theobromine, caffeine and other substances which are stimulants
- Chocolate is a complex food with over 300 compounds and chemicals in each bite.

## Doesn't chocolate have lot of fat????

Yes chocolate contains fat but some of the fat in chocolate does not impact on your cholesterol. The fats in chocolate are:

- **Oleic Acid** is a healthy monounsaturated fat that is also found in olive oil.
- **Stearic Acid** is a saturated fat but research shows it has a neutral effect on cholesterol.

- **Palmitic Acid** is also a saturated fat, one which raises cholesterol and heart disease risk.

That means only 1/3 of the fat in dark chocolate is bad for you.

## How often dark chocolates should be taken:

It doesn't mean that you should eat a pound of chocolate a day. Chocolate is still a high-calorie, high-fat food. You should have about 100 grams, or about 3.5 ounces, of dark chocolate a day to get the benefits.

To really enjoy and appreciate chocolate, take the time to taste it. Professional chocolate tasters have developed a system for tasting chocolate that include assessing the appearance, smell, feel and taste of each piece.

You should look for pure dark chocolate or dark chocolate with nuts, orange peel or other flavorings. Avoid anything with caramel, nougat or other fillings. These fillings are just adding sugar and fat which erase many of the benefits you get from eating the chocolate.



## Privilege Partner Network

 <p>20% off on hotel booking Plot No 79, Kavuri Hills, Madhapur Hyderabad - 500034 India Mobile: +91-40-44353535</p>	 <p>15% off non sale merchandise 20% off all spectacles sunglasses and contact lenses Up to 50% off select products Kukatpally, Secunderabad, Himayath Nagar Nallakunta, Habsiguda, Vizag</p>	 <p>12% off on all Medicine in all the stores free home delivery Applicable at all outlets of hetero pharmacy call center: 4545 4545 7-2-A2, Industrial Estates, Sanath nagar, Hyderabad-18, A.P. , INDIAPh: 040-4545 4530</p>
 <p>15% off all food and beverage Plot No: 70, B-3-293/82/A70, 4th Floor, Road No 1, Jubilee Hills, Hyderabad</p>	 <p>15% off all food and beverage Plot No: 70, B-3-293/82/A70, 4th Floor, Road No 1, Jubilee Hills, Hyderabad</p>	 <p>Sizzlers, Steaks, Kababs &amp; more 15% off all food and beverage 1st Avenue, Road No 1, Jubilee Hills, Hyderabad</p>
 <p>15% off all food and beverage at The Square, La Cantina, Excess The Brand , The Sunset Lounge</p>	 <p>One month free with a one Year Membership Plot No: 1254/A, Rd 63, Lane adjacent to ICICI Bank on Rd 36, Jubilee Hills, Hyderabad</p>	 <p>15% off all food and beverage Plot No: 70, B-3-293/82/A70, 4th Floor, Road No 1, Jubilee Hills, Hyderabad</p>
 <p>15% off all food and beverage 1st Avenue, Road No 1, Jubilee Hills, Hyderabad</p>	 <p>10% off all designer apparel *does not apply to sale apparel Road No 2, Above Tommy Hil figer, Banjara Hills Tel: +91 9177357799. 040 23544148</p>	 <p>12% off Yamaha and Deno products Babukhan Mall, Somajiguda, Opp Kalanikethan Tel: +91 9396559976, 9396556197</p>
 <p>15% discount on Food. Not valid for sunday Brunch and events. Above Little Italy Aryans, Road. No 92 (Near Apollo Hospital) Jubilee Hills, Hyderabad Tel: 040 - 2355 8001 / 02 / 04</p>	 <p>10% discount on food. Not valid on Sunday Brunch &amp; weekday lunch buffet &amp; events. F550, Aryon, Apollo Rd no 92, Jubilee Hill, Hyderabad Tel: 040 23558001-02</p>	 <p>10% off all food and beverage Siripuram Junction, Visakhapatnam, Andhrapradesh Tel: 8008095599</p>

