

The Ardell Wellness REPORT

Wellness is too important to be presented grimly.

Why a Wellness REPORT

Welcome to the premier edition of my little REPORT. First question to address is, naturally, why a personal REPORT. Let me count the reasons.

*I want to try yet another approach to reach the legions of "unnecessarily unwell" who unfortunately for them and for me have not read my books or heard my speeches, gone to wellness conventions and seminars, or otherwise encountered either yours truly or the wellness message.

*I want to win friends and influence people by regularly telling a part of the world my opinions on a variety of wellness-related matters. No, I am not going to ask who cares. Well, at least not right away.

*I want to distribute bits of wellness gossip and advice, thereby becoming the "Dear Abby" of wellness. You have wellness problems? Write to me!

*I want to invite and receive feedback on a variety of issues in this field.

*I want to help members of the growing wellness network better track and stay in touch with each other. The REPORT will tell of the selected adventures (and misadventures) of my buddies, as well as those of yours truly.

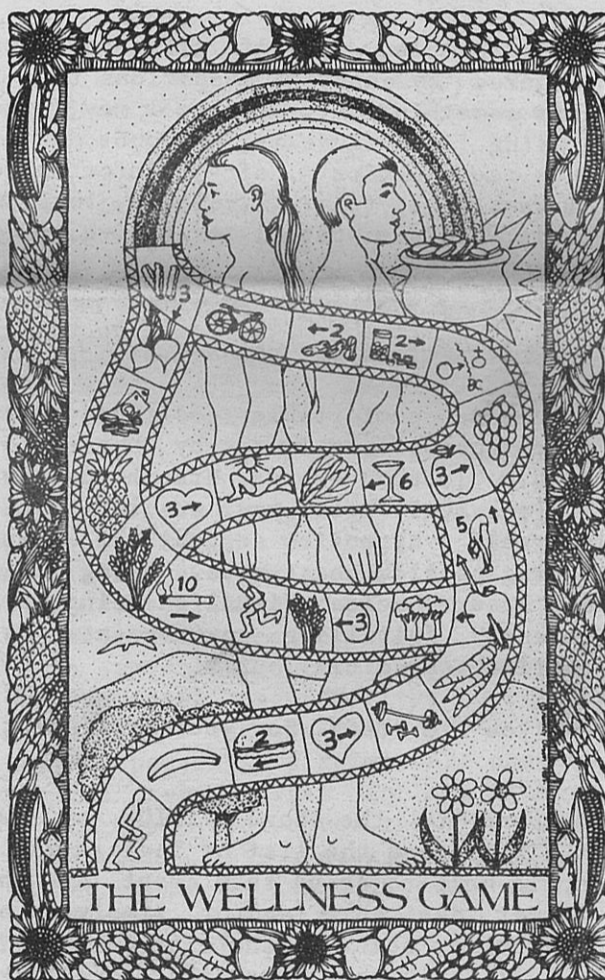
*I want to continue to have fun in making a career out of the promotion of wellness.

*I want to get the most possible use out of my new toy: a KayPro personal computer. No, this is not a paid commercial endorsement. (But I'll entertain offers.)

*There are a lot of people out there I would like to keep posted on personal changes and events, the latest wellness gossip, and other matters, some of which seem consequential, and others which are of no importance whatsoever but are fun to write about. A newsletter is the best way to keep everybody informed. If you have lots of friends and are also egotistical enough to assume that they care to read about your opinions and activities, then you

might want to produce a newsletter, too. However, if you want to save time and money and avoid the risk of embarrassment and misspent creativity, send them my REPORT and say: "My thoughts are the same as Ardell's." You can even note exceptions, if any, in the margins.

When I reflect on all these purposes served by the REPORT, I have to wonder why did I wait so long to get on with it?



The more important question from your perspective is: Why should you subscribe to the REPORT? Envelope please.

The Answer is: Because it is fun to read, loaded with current information, filled with insightful commentaries and pleasantly outrageous points-of-view, attractive to look at, a great conversation piece to have on display at the office or on your coffee table at home and because it is an indispensable vehicle for staying up-to-date on the very latest and most chic discoveries, products and strange forces affecting the wellness movement.

By reading it, you will be a more effective promoter of wellness and a wiser buyer of health promotion goods and services. You will, of course, learn more about how to be healthier. Furthermore, you will derive continuing educational benefits of inestimable proportion and you will be led to re-examine hoary old shibboleths and wives tales concerning behavior change. These will be replaced with crashing insights and thunderous truths.

If all that were not sufficient, it can moderately be assumed that, as a consequence of reading the REPORT, you will become stronger and better looking, enjoy higher morale and develop vast quantities of antibodies to resist disease. As a special bonus, it is only mildly excessive to expect to become wildly popular, find yourself being elected to something, sing better in the shower, receive lower insurance premiums, become tax exempt and get improved gas mileage. If I have forgotten something, please let me know.

The nature and style of the REPORT

How will all these purposes be served? What can friends, clients, and total strangers expect from this quarterly WELLNESS REPORT?

The answer to these questions will be decided in good time. Suffice to note that the present intent is to write editorials, present quotes, identify important or weird events, review books, print letters and write some more editorials.

Look for variety, irreverance, gut-splitting humor, and occasional descents into poor taste. Nobody's perfect.

Every newsletter, journal and magazine needs a masthead quote or slogan. Are you ready for the watchword of the WELLNESS REPORT? I hope so, because here it is, ready or not: WELLNESS IS TOO SERIOUS TO BE PRESENTED GRIMLY.