

Yoga is Wellness

Yoga is One-Stop Shopping for Better Health

“I can tell you that yoga is quite simply the most powerful system of overall health and well-being I have ever seen. This single comprehensive system can reduce stress, increase flexibility, improve balance, promote strength, heighten cardiovascular conditioning, lower blood pressure, reduce weight, strengthen bones, prevent injuries, lift mood, improve immune function, increase oxygen, heighten sexual functioning, foster psychological equanimity and promote spiritual well-being . . . and that’s only a partial list”

*-Timothy McCall MD
Author of “Yoga as Medicine”*



Yoga's Success in Treating Addictions, Chronic Pain and Disease

Medical Condition	# of People Reporting	% Helped by Yoga
Alcoholism	26	100%
Anxiety	838	94%
Arthritis and Rheumatic disorders	589	90%
Asthma or Bronchitis	226	88%
Back disorders	1,142	98%
Cancer	29	90%
Diabetes	10	80%
Ulcers	40	90%
Heart Disease	50	94%
High Blood Pressure	150	84%
Insomnia	542	82%
Neurological & Neuromuscular Disorders	112	96%
Smoking	219	74%
Migraine	464	80%



Source: *The Yoga Biomedical Trust, London*

Initial Motivation To Practice Yoga For Medical Reasons

Managing and minimizing symptoms of various health issues is a motivation to practice yoga

	Interested but do not practice	Practice yoga currently
Back pain	51%	56%
Anxiety	22%	31%
Weight loss	18%	27%
High blood pressure	13%	25%
Heart health problems	7%	21%
Headaches	3%	19%
Arthritis	31%	18%
Depression	24%	15%
Insomnia	9%	13%
Carpal tunnel syndrome	4%	11%
Diabetes	2%	10%
Alcoholism and/or other drug abuse	1%	3%
Other medical conditions	36%	44%



Note: percentages are based on multiple choice and do not add to 100%.

Initial Motivation for Practicing Yoga

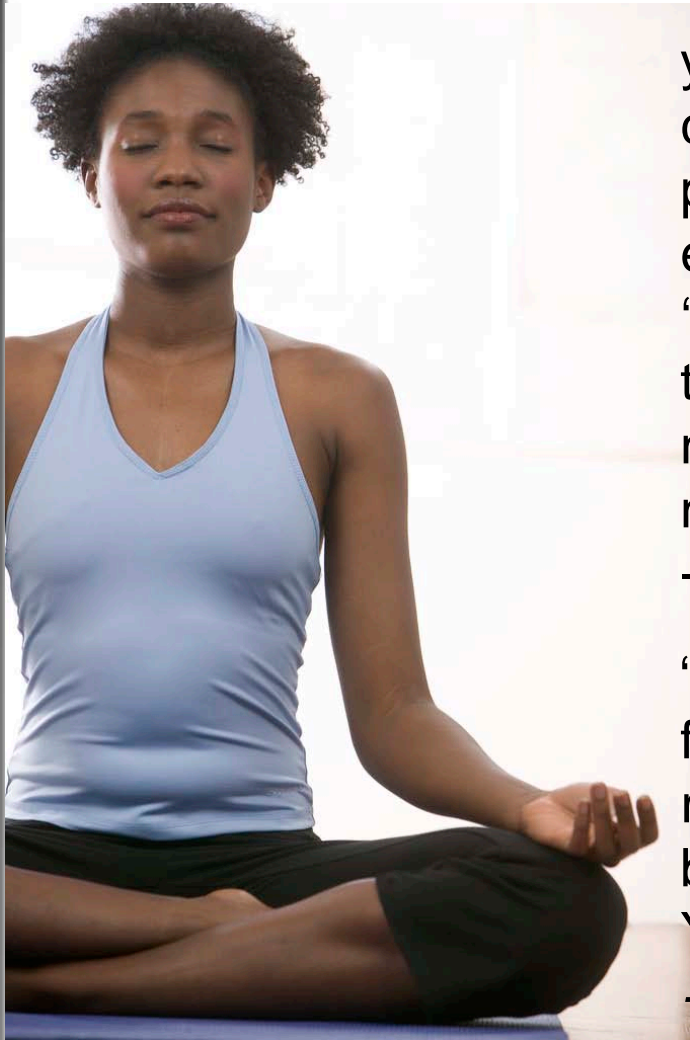
Practitioners and interested participants were asked about their initial motivation to practice yoga. Improving health and reducing stress ranked high with both groups

	<u>Interested but do not practice</u>	<u>Practice yoga currently</u>
Flexibility	61%	74%
Stress reduction	55%	69%
General fitness/conditioning	54%	60%
Physical fitness/better shape/better looking body	48%	56%
Improve your overall health	40%	49%
Strength	28%	40%
Mental health	23%	37%
Weight loss	23%	24%
Spiritual development	17%	27%
Yoga as therapy	13%	21%
Medical condition	7%	12%
Prenatal health	2%	2%
Other	9%	2%



Note: percentages are based on multiple choice and do not add to 100%.

People Are Not Giving Up Their Yoga In This Tough Economy



“On Wall Street, when the going gets tough, will the tough get yoga mats? Adding classes in yoga, meditation and other so-called mind-body regimens is just one way fitness professionals in the financial district are responding to recent economic uncertainties roiling their corporate clientele . . .

‘We’re a little experienced with stress because we went through 9/11 down here,’ Said Grace DeSimone, Plus One’s national director of group fitness. When disaster strikes, she noted, demand *for yoga goes up.*”

-The New York Times, October 2008

“On Long Island, counselors and therapists say the financial troubles are causing anxiety, and people are reaching out for ways to cope. ‘We actually had one of our busiest weeks,’ said Jacquie DeFlorio-Reid of Om Tara Yoga”

-Newsday.com, September 2008