Jack LaLanne tells how
Paul C. Bragg started
him on the royal road to
health over 81 years ago!

In California, years ago, Jack LaLanne’s
mother dragged her 15 year-old son to a
lecture by health crusading nutritionist
Paul C. Bragg. They arrived late and had
to sit on the stage close to Bragg in front
of some 3,000 people. This night changed
Jack’s life forever, for the better!

“My mother forced me to go,” LaLanne
recalls. “I had dropped out of school
for almost a year. I was a sick shut-in! I
wouldn’t go out and see people. I had
pimples and boils and I was wearing
glasses. I was thin, wore a back brace
and was so weak I couldn’t participate in
sports. I didn’t want anyone to see me.”

“Here my mother and I sat in front
of 3,000 people. It just had to be the most
embarrassing, exasperating and humiliating
time of my life. I didn’t want anyone to see
me and I thought they were all looking at
sickly me. Little did I know most of the
audience had health problems too!”

Bragg told his audience they could
reverse their physical problems by eating
right and living a healthy lifestyle. These
words struck a needed chord in young,
unhealthy Jack LaLanne.

“I was weak and sick. I used to have
blinding headaches every day. I couldn’t
stand the pain. I wanted to get out of
this body I had. Life seemed hopeless.
Dr. Bragg told us we could be born
again.” After the lecture, LaLanne went
to Bragg’s dressing room and talked for
an hour with him. This was the start of a
strong, wonderful, lifelong friendship.

“He asked me, ‘What do you eat for
breakfast, lunch and dinner?’ and I told
him, ‘Cakes, pies, candy and ice cream!’
He said, ‘Jack, you are a walking garbage can.’
That night I got down on my knees, by the
side of my bed and I prayed. I didn’t say,
‘God, make me a Mr. America.’ I said, ‘Please
give me the will-power and intestinal
fortitude to refrain from eating wrong,
lifeless, dead foods when the urge comes
over me. God, please give me the strength
to exercise when I don’t feel like it.’”

There hasn’t been a jelly donut in
LaLanne’s life since Bragg told him,
“The best part of a donut is the hole.”

LaLanne is gratified that physical
fitness and nutrition has become #1
in growth, with sales in the billions.
He believes the emphasis on exercise
and a healthy, natural diet will create a
stronger, better America. With healthier
citizens, we will unburden society from
sickness and reduce the medical bills
that are draining people’s savings and
causing great hardships and grief.

“I talked about the dangers of white
flour and sugar over 60 years ago and
people thought I was some kind of
fool. Now it’s every doctor – ‘salt, white
flour, sugar - killers, killers, killers!’ he
said, punching his couch for emphasis.
“It’s exciting what’s happening. This is
going to be the salvation of America, you
watch and see. The incidences of drugs,
alcoholism and crime on our streets will
decrease in the next few years. Young
people turn to drugs from eating too
much sugar and refined, dead foods, and
the lack of exercise and deep breathing.”

“How do you think kids get started
on this deadly drug habit? It all starts
with excessive consumption of white
sugar, candy, cola drinks, etc. When
you use too much sugar it destroys the
B-complex vitamins, you can’t make
wise decisions, your energy’s down and
you’re apprehensive and doubtful about
your life. These are the hard facts. If you
stop eating white sugar products and get
on live, organic, natural foods, you will
start to feel better immediately! Look at
me, if Dr. Bragg hadn’t changed my life
at 15, I would have been dead at 17.”

LaLanne’s personal health regimen
includes healthy foods, plus vitamin and
mineral supplements and a big 2½ hour
workout each day. He starts exercising
at 5 a.m. because it’s a real challenge
and it’s tougher that way.

You know everyone thinks that Jack
LaLanne’s a superman because he loves
to work out. “Getting out of a warm
bed at 5 a.m. to go down to my gym
in the morning, . . . I could be lazy and
sleep late! But when I’m through, I think
Jack, congratulations – you did it again!
And if I’ve got the will-power to do that,
everything else is easy by comparison.”

LaLanne, father of two children and
happily married to Elaine, says he still
has “enthusiasm and super energy for
helping the world to be healthy, happy
and at peace!” www.jacklalanne.com
For Almost a Century, Living Proof that his “Health and Fitness Way of Life” Works Wonders!

Paul C. Bragg, whose teachings are loved and followed by millions, is the father of the Health Movement in America! This dynamic Health Crusader for Worldwide Health and Fitness is responsible for more firsts in the history of the Health Movement than any other individual.

Here are Bragg’s amazing pioneering achievements the world now enjoys:

- Bragg originated, named and opened the first “Health Food Store” in America. Now they are found around the world.
- Bragg Crusades pioneered the first health lectures throughout America and the world, inspiring followers to open health food stores in cities around the world. Giants such as General Nutrition Centers (GNC), Nature Food Centers and hundreds of other stores give their thanks to Paul Bragg’s early inspiration to their founders.
- Dr. Bragg and Bernarr Macfadden opened the first Health Spa in America, which soon became the new Miami Beach. Their spa, “The Deauville” became the “in” spot for the famous and Royalty from around the world. Health Spas are everywhere now.
- He opened the first health restaurants. During the depression years in New York City they served millions of healthy meals for a penny each. Bragg Books and Crusades inspired health followers to open health restaurants – The Good Earth and others.
- He was the first to pioneer for pure water and made millions aware of its importance. Through his efforts with the Bragg Health Crusades and the Bragg Water book – Water - The Shocking Truth That Can Save Your Life – now bottled pure water is available worldwide. Your body is 70% water and water (8 glasses of purified water daily) is a needed key to operate all body functions!
- He introduced juice therapy in America by bringing the first hand operated vegetable-fruit juicer from Germany. Now juices are accepted around the world as ideal health beverages. Before that, women used cheese cloth and pressed out juices by hand.
- Bragg introduced his new idea, pineapple juice, then later tomato juice to the American public. These were erroneously thought to be too acidic, but Bragg proved them wrong! These health beverages are now favorites of millions worldwide.
- He was the first to introduce and distribute honey nationwide. Before that, it was available only at farmers’ roadside stands. Bragg inspired millions to give up white sugar for honey and replace white flour products with healthy whole grain flours.
- Paul and daughter Patricia pioneered a health TV show from Hollywood to spread “Health & Happiness,” the name of the show. It featured exercises, recipes, demonstrations and guest appearances of celebrities, athletes and others who live the Bragg Lifestyle.
- He worked with Luther Burbank in California to develop new varieties of healthful, organically-grown fruits and vegetables.
- He inspired millions to “go organic” in their gardening and was the inspiration to Rodale, who started Organic Gardening magazine.
- He pioneered and made available nationwide the first health foods: herbal teas, vitamin & mineral supplements, calcium, enzymes, amino acids, wheat germ, health beverages, seven-grain health cereals and crackers, herbal and kelp seasonings, health cosmetics, health candies. He inspired others to follow suit … Schiff, Twin Labs, Shaklee, Herbal Life, Trader Joe’s, Gardenburger and hundreds of others. Now there are thousands of health items available through hundreds of companies and thousands of stores. The health food industry found strength in joining together what Bragg founded, the National Nutritional Foods Association.
- Dr. Bragg and his daughter Patricia have changed the lives of millions worldwide through the Bragg Health Books, Bragg Crusades, Seminars, Radio and TV appearances throughout the world! Patricia is available for Conventions & Special Speaking Engagements. Also see and hear her on the web. For information call (805) 968-1020.

Paul C. Bragg’s Pledge . . . was Fulfilled during a Lifetime of Faithful Dedication

Ravaged by deadly TB as a teenager, Bragg developed his own eating, breathing and exercising program to rebuild his body into an ageless, tireless, painfree citadel of glowing, radiant health. Bragg became an outstandingly strong athlete, excelling in running, swimming, biking, tennis, progressive weight training and mountain climbing. He was the original triathlete of sports and Bragg’s enthusiastic athletic abilities and endurance were admired and respected by champion athletes worldwide!

Dr. Bragg made an early pledge to God, when near death, that if he recovered he would become a Health Crusader and share the health message with the world . . . Dr. Bragg made good his pledge! He has inspired millions to follow The Bragg Healthy Lifestyle.

A health legend and beloved counselor to millions, Bragg was the inspiration and personal advisor on diet and fitness to top Olympic Stars, from 4-time swimming Gold Medalist, Murray Rose to 3-time Gold Medalist, Betty Cuthbert of Australia, his relative, Don Bragg (pole vaulting Gold Medalist) and countless others. T.V. Hulk – Lou Ferrigno, went from puny to super shape. Ageless Jack LaLanne “King of Fitness” says, “Bragg saved my life at age 15 when I attended The Bragg Crusade in Oakland, California.” From that day on Jack has lived The Bragg Healthy Lifestyle! From the earliest days, Bragg advised some of the greatest Hollywood Stars – from Gloria Swanson, Bob Cummings, Clint Eastwood, Cloris Leachman, The Beach Boys, etc. – to the giants of American business: J.C. Penney, Del E. Webb, foot Dr. Scholl and hotel developer Conrad Hilton. Those are just a few that he inspired to long, active, happy productive lives!

Dr. Bragg and his daughter Patricia have changed the lives of millions worldwide through the Bragg Health Books, Bragg Crusades, Seminars, Radio and TV appearances throughout the world! Patricia is available for Conventions & Special Speaking Engagements. Also see and hear her on the web. For information call (805) 968-1020.

Bragg Health Books are at most Health Stores & Book Stores or if unavailable order direct from: HEALTH SCIENCE, Box 7, Santa Barbara, CA 93102 or VISA/MC Orders call wkdays 8-4 p.m. (800) 446-1990 See & hear Patricia & Paul on Web: www.bragg.com, also send Free Bragg Health E-cards from our web to friends.
SUN STAFF REPORTS

Most modern day Americans are living in the fast lane and are practically committing self-suicide with their unhealthy diets, lack of exercise and shallow breathing, according to Dr. Patricia Bragg, a prominent nutritionist and author of 14 health and fitness books.

“Americans are killing themselves by the millions with their knives, forks and spoons,” Dr. Bragg said. “With their two hands, homemakers can prepare either health or sickness for their families!” Eating a healthy diet and having a strong healthy heart are not difficult goals, she said, and living a healthy lifestyle with healthy foods can dramatically extend life and vitality. “It’s so simple anybody can do it.” Many recent medical reports agree!

Refined, processed, unhealthy foods should be avoided. Meats should be avoided or limited to no more than two times a week. Bragg leans towards a healthy vegetarian diet. She believes more Americans should follow the low-fat diet common in Asian countries where obesity is nearly unknown. Also cancer, heart and other diseases occur far less than in the U.S. The traditional Asian diet consists of rice, wheat, potatoes, soybeans, corn and starchy vegetables, fresh greens and fresh sprouts. They eat very little or no meat and no milk products.

Daily exercise is a health essential! Brisk walking is the king of exercise and 30 to 40 minutes a day does miracles for your body.

Bragg was in Las Vegas this weekend to promote The Bragg Healthy Lifestyle, a series of health theories first proposed by her father, Paul C. Bragg, who pioneered the vitamin and nutritional foods movement and originated Health Food Stores over 80 years ago.

Bragg signed copies of her health books at the National Nutritional Foods Association Convention at the Las Vegas Convention Center. Her father was the founder of this Association of Health Food Stores.

In addition to food, Bragg said she is concerned about everything from proper posture and the use of toxic fluoride and chemicals in drinking water, to the violence on TV, web, videos and movies. These are schools of crime and immorality and causing problems in schools, homes and on streets!

“I don’t just work with nutrition, I work with the total body for total health,” she said.

Dr. Bragg is also against the use of pesticides and tries to eat only organically grown fruits and vegetables. She encourages everyone to go organic, grow their own food and get their local markets to stock safe, organic produce!

She says, “Cancer, heart and lung disease are killing millions! The World Health Organization reports that 50% of yearly deaths – 28.6 million people worldwide – are victims of just these 3 chronic conditions that are caused by an unhealthy lifestyle!”

The National Cancer Institute says that 1 in 3 Americans will be diagnosed with cancer. The risks from pesticides, dioxins and fluorides which add new dimensions to the prevalence of cancer, did not exist in past generations. For example, Americans born in the 1940’s have 50% to 100% higher cancer risks than their grandparents, according to a report in the Journal of the American Medical Association.

The United States Surgeon General warned Americans in a landmark 1988 report on Nutrition and Health that “Diet-related diseases account for 68% of U.S. deaths.”
LIKE A GOOD many career women, Patricia Bragg will not tell you her age. A good guess in Patricia’s case would be somewhere between 21 and 70. Her birth certificate might argue closer to the latter but Patricia refuses to concede the point, she feels and acts youthful and has an ageless sparkle for sure!

“I feel like I’m 18, I really do,” Bragg says, her rosy cheeks and sky-blue eyes substantiating the declaration. “I don’t believe in calendar age.”

What she believes in is a fountain of youth of sorts: health foods and enjoying exercise and super health.

Patricia Bragg, basically, is Jack LaLanne in a skirt with freshly-cut flowers in her hair. Not coincidentally, LaLanne himself has said he owes his “waist” she proudly points out.

LaLanne started following the “Bragg Crusade” at age 15, as LaLanne tells it, he was so sickly he dropped out of school and became bed-ridden. It was then that Jack’s mother took him to a Bragg Crusade Health Lecture given by Dr. Bragg in Oakland, California.

LaLanne started following the “Bragg Healthy Lifestyle” and quickly became a picture of health, an amazing ageless superhero with his 35-year TV show.

Patricia Bragg is a something-enarian as well, a 4-foot 11 inch, 98-pound dynamo —“with a 24-inch waist” she proudly points out.

Patricia Bragg, N.D., Ph.D. has been around the world over 30 times giving lectures on health, nutrition, exercise and longevity. She is also the author of 14 health books and the crusader spreading The Bragg Healthy Lifestyle Age Defying Principles.

One of the many books she wrote includes “The Complete Triathlon Endurance Training Manual” – This 600 pager, considered by the 6 time Ironman champion, Dave Scott to be the first “Tri” Bible. You can rest assured a number of the competitors in this Sunday’s Mike & Rob’s Most Excellent Triathlon in Ventura have read it.

Bragg believes in fasting one day a week and first three days of each month. This gives the body a rest and helps it cleanse and heal itself for a healthier immune system. The Father of Body Chemistry Paracelsus said, “Fasting is the greatest remedy, the physician within.” Patricia agrees.

“Bragg’s All Natural Liquid Aminos” she says, “is a great addition to salads and dishes. It’s a great source of amino acids.”

Patricia is the one who introduced sports photos editor Woody Woodburn to a woman he would call his “crush” — Clint Eastwood. “I wish I had, but I’ve been too busy health crusading to settle down,” she says.

Patricia claims that Clint and his wife, who is 39) called her late at night seeking advice on having a baby — nutritional advice, that is.

Bragg never had children herself—“I wish I had, but I’ve been too busy health crusading to settle down,” but feels she is mother to millions.

Mother Fitness rises at 5 a.m. each morning and does a half hour of deep breathing and stretching exercises. By day’s end she will also have either gone jogging, cycling or swimming – or perhaps all three.

She says she spends half the year in Santa Barbara, the rest in Hawaii and some other globe-trotting to Australia, Europe and around the world to preach The Bragg Healthy Lifestyle gospel. Actually, she probably does squeeze 547 days of activity into her full exciting, health crusading year she loves doing!

Many college athletic teams follow her teachings; Bragg says she would like to work with even more professional teams when time allows.

“It’s sad and shocking to see these professional athletes killing themselves with unhealthy lifestyles and such bad nutrition,” Patricia Bragg says. “I know I could really make a difference!”

Visit Patricia on web: www.bragg.com
Bragg Videos on YouTube: patriciabragg

(Woody Woodburn, former basketball champion and columnist for California’s Ventura County Newspapers.)