



# Go green: organic goes mainstream

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ness in July, carrying a wide range of earth-friendly, environmentally safe products for home, baby and bath.

There are soy and beeswax candles, picture frames made from recycled metals, organic cotton pillows and a specialty line of mattresses and bedding products made by Vivetique, who have been in business for 80 years and have begun carrying organic specialty products.

Sean Burns said Green Island has a full range of mattresses, from general spring to those with individually coiled suspension systems and some for infants and cribs. Their specialty is using non-toxic, organic cottons and pure grown wools processed to their specifications with no chemicals and all-natural cleaning processes.

"It's the way they're made and the minimum impact they have on environmental issues that appeal to people," said Burns. "You spend close to one-third of your life in bed, and a baby spends about half of their first years in a crib, so it's important to take this into consideration when you're choosing mattresses and bedding. These beds are all hand made and built like a spring mattress, but with no synthetic materials."

He added, "Anyone who is chemically sensitive would be interested in them, as well as anyone interested in one's internal sleeping environment or how products are made."

Burns calls the prices of the products, which are on sale at Green Island throughout February, "competitive with higher end mattresses, given that they're handmade and not mass produced."

The interest in them, he believes, is reflective of a growing demographic group known as "cultural creatives," designated as primarily baby boomers and younger people who take seriously such issues as global warming, reliance on foreign oils and energy consumption, and favor supporting lifestyle products that work in conjunction with their political and social beliefs.

"There's a strong movement for this in this area, the U.S. and the world," said Burns, "and it shows that people are concerned with how products are made and the impact it has on the world."

He concluded, "In our neck of the woods, you really see people who choose to live here because of the environmental beauty we have and they're concerned not just about their backyards, but the world overall. The trend only seems to be growing."

For more information, contact Green Island at 933-8465.

**Nancy Sundstrom is a local freelance writer.**



Record-Eagle/Jim Bovin

One of the many "green" products at Traverse City's Green Island is a line of bedding that is made of organic cotton and pure grown wools processed naturally.



# Enemy of exercise is lack of commitment, not time

By IRA DREYFUSS

The Associated Press

WASHINGTON — The fitness instructor has heard the exercise excuses, and she doesn't buy them.

As director of training for the Bally Total Fitness health club chain, Seven Boggs' job is to keep people who took up exercise with the new year from giving up.

Every year, 100 million Americans resolve to get fit, and 40 percent break their resolutions by February, the company said.

"The number one excuse I get is time. The person doesn't have the time to work out," said Boggs. "The second is a lot of folks don't see the results as quickly as they want. The average person wants quick everything."

For Boggs, time is an excuse. She believes the real problem is commitment "to make each person understand that the only way they will have time is if they make time."

The Centers for Disease Control and Prevention found 20.9 percent of adults were obese in 2001, up from 19.8 percent in 2000.

People who want fast results have to be reeducated.

"They have to understand that their body works on a monthly basis. Every 4 or 5 weeks, they see results," she said.

Clubs realize that members join largely because they notice a weight gain, especially after the holidays. They hope to retain members by combining diet with the exercise and having trainers monitor both.

The programs start with an assessment of fitness and body fat, so the client has a bench-

mark against which to measure progress.

An exercise buddy might stand in for a trainer in keeping the new exerciser from backsliding, said researcher Jessie Jones of California State University, Fullerton.

The commitment to work out with someone can help to turn exercise into a habit, she said: "As long as they have a buddy system, they can get around the laziness."

The activity must be fun, because people don't get lazy at what they like to do, said Colin Milner, chief executive officer of the International Council on Active Aging, an advocacy group for seniors.

And new exercisers ought to build in extra motivation, such as an occasional dessert, even if they have to burn off the calories later, Milner said.

His rationale: "I've been good all week long, there's no reason why I should not reward myself."

A club's baseline assessment and the attention of a personal trainer can help a beginner adjust to exercise, but other experts say simpler and cheaper methods also can work.

A pedometer, a device that counts footsteps, shows how much physical activity a person gets just by walking around.

Simply walking more can be an easy way to get healthful activity in your life, said Steven Blair, president and chief executive officer of the Cooper Institute. A sedentary person might start with 2,500 steps a day.

"We say that's your baseline, and now set a goal," Blair said.

A typical goal would be to increase the walking, in 500-step increments, until the person reaches a typical target of 10,000 steps a day.

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