

## Did you know that...

...more injuries occur at home than in any other place? About 39% of all men and 28% of all women are hurt at home each year.

National Center for Health Statistics.

...one working wife in four earns more money than her husband?

US Census Bureau, quoted in *New Woman*, Box 5252, Boulder, CO 80321. Monthly. \$15/yr.

...only 10% of the MBAs about to graduate from New York University have a job lined up? Last year at this time the figure was 80%.

*Forbes*, 60 Fifth Ave., New York 10011. 26 issues. \$42/yr.

...fear of gaining weight is a major factor in one-third of smokers' decision not to quit? Although 65% of those who quit do put on weight, for many the gain is insignificant.

Dr. Robert C. Klesges, psychologist, Memphis State University, quoted in *Medical Tribune*, 257 Park Ave. South, New York 10010. 36 issues. \$65/yr.

...52.7% of Americans drink coffee, compared with 74.7% in 1962?

...young people lose things just as often as older people do? *The difference*: The young search more efficiently and find the lost object faster.

A Veterans Administration study reported in *Harvard Magazine*, 7 Ware St., Cambridge, MA 02138. Six issues. \$17.95/yr.

...Tuesday is the day people do the most work? Wednesday is the next most productive workday. *Friday*: The least amount of work gets done.

Survey of 100 US personnel managers, cited in *Research Recommendations*, 1328 Broadway, New York 10001. Weekly. \$48/yr.

...deaths on US airlines have declined to fewer than one per billion passenger miles? This compares favorably with one per 100 million passenger miles in 1956.

Robert Machol, Federal Aviation Administration.

...26% of Americans still smoke cigarettes? *Gender breakdown*: 29% of men smoke and 23.5% of women. *Highest rate*: Black males, 32.5%.

*Behavior Today*, 2315 Broadway, New York 10024. Weekly. \$74/yr.

...men with a vasectomy develop kidney stones more than twice as often as men who have not had a vasectomy? The reason is unknown.

Research on 11,205 men by Dr. Richard Kronmal, University of Washington, reported in *The Lancet*, 34 Beacon St., Boston 02108. Weekly. \$68/yr.

...condoms are classed according to their size? *Class I*: 2 inches wide and 7.1 inches long. *Class II*: 1.93 inches wide and 6.3 inches long.

*The Condom Book* by Jane Everett, New American Library, 1633 Broadway, New York 10019. \$3.95.

## PERSONAL ADVANTAGE

Dr. Gerald Epstein & Ingo Swann

# How to Do What You Want to Do

# How to Be What You Want to Be



Most systems of psychology promote personal liberation by telling you to examine your experience so you can change your behavior accordingly. If you're not happy with something, the standard advice is for you to change what you do about it.

*Better*: Instead of focusing on the story or details of the conflict, look at the *beliefs* that engendered the conflict in the first place. That's a very simple—and at the same time very complicated—concept.

### HOW PROBLEMS ARISE

When we were very small children, we developed a world view or a set of beliefs. This picture of ourselves became the way in which we experience the world.

As we grew up, experiences that didn't fit the world view were shunted aside and experiences that corroborated it were accepted. As we got older, our views might have changed as a result of a change in our beliefs, but basically we established personal limits that we're stuck with permanently.

*Example*: Joe gets a promotion. When he begins working at the higher level, he finds himself in tremendous doubt, uncertain that he can do the job. He attributes his incompetence to the job's being too tough for his limited ability, and he fails at it. What he doesn't factor in is his *belief* that the job is too tough, which is what has made him experience it that way. If he looks within himself, he'll find a parent, teacher or other authority figure who said *You're going to be*

*Bottom Line/Personal* interviewed psychiatrist Gerald Epstein, MD, and Mr. Ingo Swann. They each deliver AVATAR, an educational course originated by Harry Palmer, an educational psychologist in Elmira, NY, that provides the skills to change beliefs. Dr. Epstein, a member of the Mount Sinai Medical Center faculty, is an expert in guided imagery and the author of many books and articles on the subject. Mr. Swann is involved in a parapsychology research program at SRI in Palo Alto, CA, and is the author of several books, most recently *Natural ESP*, Bantam New Age, 666 Fifth Ave., New York 10103. \$8.95.

a failure in the business world. They actually reinforced his previous belief by reflecting it back to him.

What we believe about ourselves can have extraordinarily profound consequences extending to death itself. People in tribal cultures have been known to die when a hex is put on them—they die because they believe they will.

If you are ill and you change your beliefs, your body will follow suit. It won't necessarily heal, but your life will change when you see illness not as an adversary that must be conquered but as a teacher. The occurrence of disease in your life can show you how you create your experience.

### AVOIDING CONFLICT

It's commonly believed that conflict is a necessary evil in life. But that isn't absolute. Relationships at all levels can shift if the people involved change their beliefs about each other.

*Example*: John is having a conflict with his boss. When his boss yells at him, he sees

### Controlling cancer

Because many doctors are not well informed about the latest medical advances, many cancer patients don't receive state-of-the-art treatments that could prolong their lives. *To get the best cancer care*:

Ask your doctor to check the National Cancer Institute's data bank to determine the best current treatment for the cancer in question.

Keep up with results of ongoing clinical trials by calling the National Cancer Institute's hotline: 1-800-4-CANCER.

Consider volunteering for clinical trials that test the best known therapy against a new therapy considered extremely promising.

Dr. Bruce Chabner, director of cancer treatment at the National Cancer Institute, quoted in *The New York Times*.

## Bottom Line

PERSONAL

it as something that's happening to him. John doesn't realize that he created the situation out of his belief in his own limited capacity or because of anger at or uncertainty about his boss. He experiences only the negative upset of the boss shouting, and he blames it all on the boss.

Beliefs reinforce each other, and relationships often get stuck in these belief patterns. Since people have negative beliefs about each other, that's the way they treat each other—and the conflict escalates continuously.

*Example:* If John sees his boss as a bad guy and the boss sees John as a fool, each is likely to treat the other that way. Then they start acting out the role each has been assigned by the other. John, who may be bright, becomes a bumbling idiot around the boss. The boss, who may have a soft side, covers it up and gets furious the minute John goofs.

We project our beliefs onto others and almost magically create them to be what we believe them to be.

#### WAYS OF CHANGING BELIEFS

- *Explore seeing things differently.*

*Example:* If you get drenched in a storm, your automatic reaction might be to feel wet and miserable. An alternative reaction might be to enjoy the feeling of being out in the cool rain. In the first example, you see yourself as the victim of the storm. In the second, you're the creator of how you experience it.

- *Think about your beliefs.* When you find yourself in an impossible situation, reflect on what you believed that brought it about.

*Example:* John could examine his belief that his boss is a bad guy. Then he has to recognize that he must be projecting this belief and that his boss is experiencing it. He may realize that his boss really is a bad guy, but that needn't be the belief that he acts on. It doesn't have to be where he's putting his efforts. Once John recognizes that his belief is unimportant in a business framework, that it's more important to get along with his boss, he'll start having a different experience.

Once you shift your focus from the experience to the belief, you'll feel more in charge of your life—especially if you've been feeling that circumstances have conspired against you.

- *Use imagery.* If you're having trouble in a relationship, for instance, imagine that person treating you in a way you would like. If you go to work envisioning the boss being friendly rather than angry, you may see a shift in his relationship to you.

- *Recognize the ways in which you set limits on yourself.* We do it even in our speech patterns, by using expressions like *I can't do that*. If you're constantly telling yourself you can't handle a new situation, it's no wonder that you prove yourself right.

- *When experiencing self-doubt, recognize that it comes from a belief in your own inability.* Doubt makes us so uneasy that it can

even drive us to addictive or aggressive behavior. The root of self-doubt is the belief that we can't cope with whatever is confronting us. Once you believe you *can* cope, you'll automatically make the right decision. ■

**the way**

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**Leslie Cerier & Bonnie Wodin  
Hair Care, Naturally**

**Y**our hair is like a plant . . . if you treat it well, it will flourish. Natural hair care is your ticket to a healthy crowning glory.

- **Brush and comb.** Use a natural boar bristle brush and a wooden comb. If your hair is thick, use a brush made of half nylon and half boar bristle. For *very* thick or curly hair, a wooden pick will suffice. Proper brushing removes built-up dirt and pollutants, circulates the natural oils and stimulates the scalp. *Brushing technique:*

- Wake up in the morning and reach for your brush.

- Stand and bend from the waist.
- With your head down, brush from the nape of the neck to the ends . . . 100 times or more.

- If your hair is unruly or fly-away, apply a drop of pure rosemary oil.

- **Shampoo.** The best shampoos remove the dirt but leave the natural oils. Don't be fooled by clever packaging or attractive aromas. Read the full ingredients list, and avoid hair-care products that contain ammonia, colors, creosol, detergent, EDTA, ethanol, formaldehyde, glycols, nitrates, nitrosamines, plastic (PVP) and sulfur compounds, mineral oil and aerosol propellants. *Warning:* Antidandruff shampoos contain toxic ingredients—coal-tar solutions, recircinol (which can be absorbed through the skin) and selenium sulfide (which can cause internal lesions if swallowed). *Shampooing technique:*

- Wet your hair thoroughly *before* applying shampoo.

- Massage in the shampoo with your fingertips, moving in small circles all around your head. Massage promotes circulation, triggering the production of natural oils and encouraging the hair to grow. *Warning:* Many shampoo makers recommend two washings. This is unnecessary and costly. Lustrous hair needs only one washing with a mild cleansing shampoo and an herbal conditioning rinse.

- Rinse your hair well. Shampoos can leave a sticky film that dulls the sheen. The squeak of

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clean hair tells you it is thoroughly washed and rinsed.

- Wrap your wet head turban-style in a towel for at least five minutes. Never brush or comb wet hair—it is brittle and breaks easily.

- Remove the towel and let your hair dry naturally, running your fingers through it to remove tangles. As it dries, you will notice the elasticity returning. Once it's dry, brush and comb to your heart's delight.

Don't over-shampoo. Three times a week is more than enough. Once a week is ideal. Shampooing aggravates oiliness . . . and is expensive.

*To fight unmanageable hair:* Avoid chemical dyes . . . permanents . . . hair sprays . . . hair dryers . . . electrical curlers . . . shampoos that contain detergents. Rubber bands or plastic-covered rubber bands cause hair to break. Teasing makes hair brittle and causes split ends.

*To condition dry, brittle hair:* Give it a hot-oil treatment twice a year. *How:* Heat one-quarter to one-half cup of pure olive oil slowly until it is warm. Rub the oil into your scalp and comb it carefully through your hair. Then wrap a warmed towel around your hair turban-style and relax for an hour or so. When you remove the towel, wash your hair with a good shampoo. The results are well worth the minor mess.

#### HERBAL HAIR CARE\*

- Normal hair.** Shampoos that contain black cherry bark, burdock, cloves or rosemary promote manageability and gloss.

- Oily hair.** Use shampoos that contain orris root, quassia chips, lemon grass, orange leaf, peppermint, willow bark or hazelnut bark.

- Dry hair.** Use shampoos that contain comfrey root or leaf, acacia flowers, red clover, melilot, orange flowers and peel, or elderberry flowers.

- Dandruff.** Use shampoos that contain white willow bark, birch bark, peppermint, nettle, comfrey leaf or root, or quassia chips.

- For a refreshing fragrance.** Use a shampoo containing sage, juniper, pine, lavender or arnica. ■

\*Available in natural-food stores.

#### The top 10 calorie burners

Activity	Calories*	Activity	Calories*
<input type="checkbox"/> Running at 10 mph . . .	1,035	<input type="checkbox"/> Jogging at 5.5 mph . . .	748
<input type="checkbox"/> Rowing (racing crew) . . .	943	<input type="checkbox"/> Playing handball . . .	690
<input type="checkbox"/> Bicycling at 13 mph . . .	840	<input type="checkbox"/> Playing racquet ball . . . . .	690
<input type="checkbox"/> Jumping rope . . . . .	805	<input type="checkbox"/> Skiing downhill . . .	690
<input type="checkbox"/> Swimming at 50 yd./min. . .	768	<input type="checkbox"/> Playing squash . . . .	690

\*Calories burned by a 180-pound man in one hour of exercise.

*Hippocrates*, 475 Gate Five Rd., Sausalito, CA 94965. Six issues. \$18/yr.