



Marj Thornton and her daughter Dale have set up their Willow Lane Natural Foods on Guelph Street in Georgetown. Many people eat health foods because they have allergies, says Ms. Thornton. (Herald photo)

People with food allergies are turning to health foods

By ALLISON MACKENZIE
Herald Special

The old saying "You are what you eat," is right in sync with the health conscious, fitness oriented 1990s. Complete fitness includes choosing foods that are healthy and natural, as well as maintaining a regular exercise program.

Willow Lane Natural Foods stores, located in both Acton and Georgetown, carries a complete range of natural and organic products. Proprietor Marj Thornton, herself a health food advocate, has been in the health food business for 10 years.

She knows the benefits of natural foods and is committed to serving the needs of her customers. "We try our hardest to get anything people ask for," says Ms. Thornton.

"A lot of our customers are on special diets, like milk free or allergy free. We are just starting to realize how many people suffer from food related allergies, and need special diets," says Ms. Thornton.

Customer demand for tofu and soyfood products has increased significantly in the past few years, she explains. Soyfoods are high in protein and other nutrients, and contain no cholesterol, so people with dairy allergies find them invaluable.

Willow Lane Natural Foods carried a complete range of soya foods including tofu, pizsoy, tofu cheese slices, tofu hot dogs, and soya ice cream bars. Ms. Thornton who can't eat dairy products herself because of allergies, says these products are really delicious.

Free range eggs are in high demand from the store's customers. "Local free range eggs taste much better. The yolk is a brilliant yellow," she says. "We find once people try them, they won't buy regular eggs."

The demand for natural, free

range beef and poultry is also on the upswing. "The meat we sell is not fed any low grade antibiotics. The animals are fed regular food - food grown without preservatives and insecticides. I think the meat has better flavor and many of our customers agree with me," Ms. Thornton continues.

There has been a gradual change in the people coming into health food stores over the past few years. A lot of her customers are baby boomers who are concerned about taking care of themselves, and mothers who want to feed their families and children the healthiest foods possible.

Willow Lane Natural Foods can provide some healthy alternatives to the sugar laden junk that children crave. Ms. Thornton suggests parents grind some protein packed, additive free, preservative free, peanut butter for 95 cents per pound, and take it home with a bottle of sugar free jam, or a container of fresh local honey.

The many varieties of cookies in the store are fruit sweetened and tasty, as are the nectar granola bars, says Ms. Thornton. She also stocks gluten free cookies and arrowroot cookies for babies, both sweetened without sugar.

In addition to natural foods, Willow Lane Natural Foods carried various lines of health, beauty and household products including Swiss natural source vitamins. Both Paul Bender natural cosmetics and Racheal Perry skin care products are available. Phosphate free cleansers and detergents are on the shelves.

Ms. Thornton and her daughter, Dale, have a keen awareness of what is available to the consumer of natural foods and products. If a customer requests a product not on the shelves, they'll try to get it within a week.

Organic fruits and vegetables are available by special order.

Start now for beautiful-looking youthful skin for the rest of your life

For centuries, we have known the importance of maintaining the skin. But skincare products today do more than just clean and moisturize the skin; they can protect the skin against the environment and reduce the signs of aging. Now, such high performance products have become available in drugstores nationwide.

Research has shown up to a 15-year difference between texture of the skin behind the ear lobe—which has not been exposed to environmental factors—and that of facial skin which is constantly exposed to the elements. These environmental elements include extremes of heat, cold, wind, ultraviolet rays, stress and pollution.

"While there is nothing that can 'stop the clock,' there are ways you can reduce the signs of aging," explains Dr. Paul Fehn, vice president/research and development, L'Oreal Plenitude Skincare.

To combat these factors and reduce the signs of aging, the company has recently introduced Plenitude, France's #1 skincare line, to the U.S. The line of 11 moisturizing, special care and cleansing products is a culmination of more than 15 years of intensive research on the aging of skin and is the latest development in skincare technology.

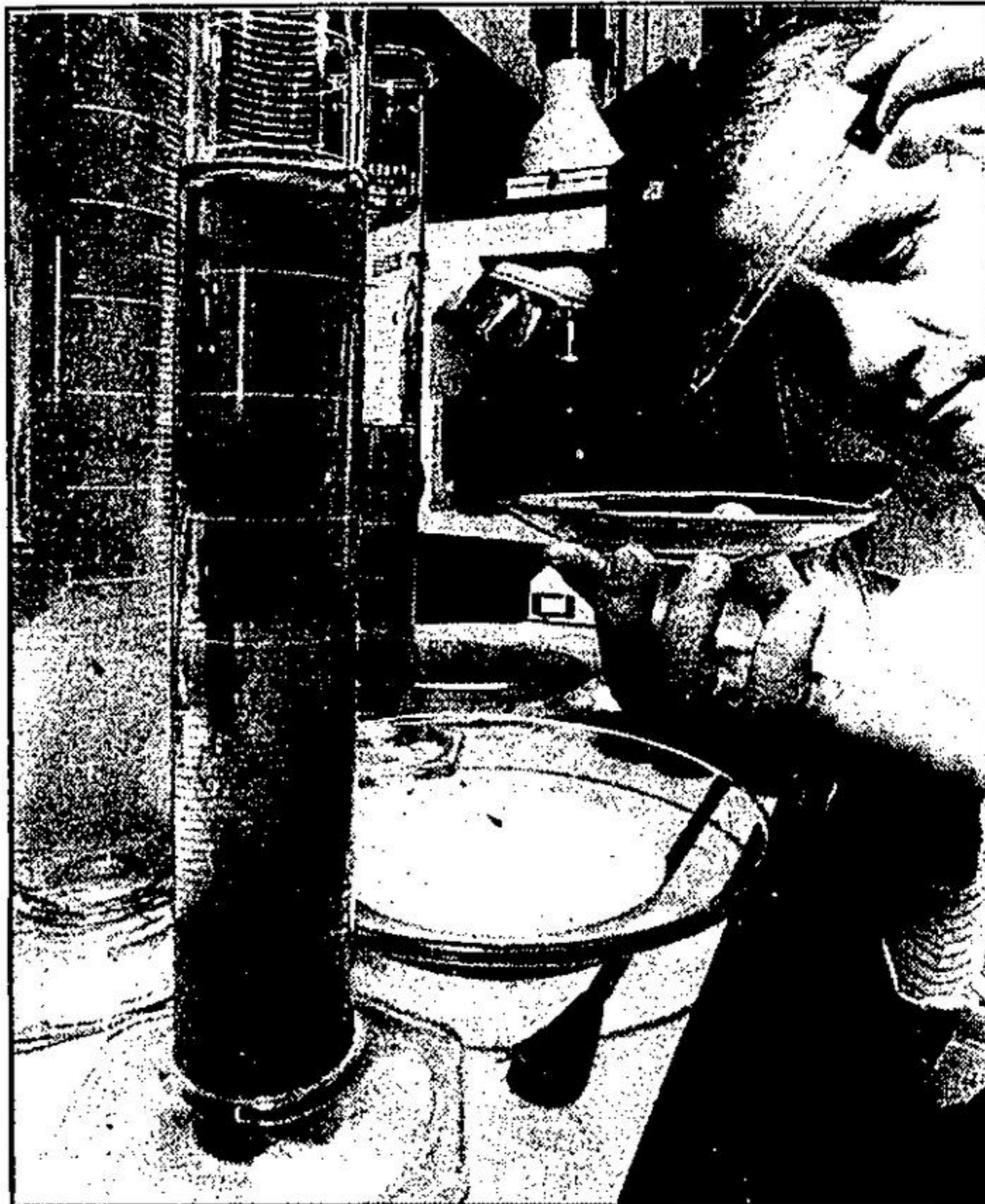
Each product has been dermatologically and clinically tested for performance and gentleness at the world-renowned L'Oreal skincare laboratories in France. What's most important, the line is easy to use and understand, allowing every woman to have supple, radiant-looking skin.

Dr. Fehn recommends this easy-to-follow, daily beauty regimen. When you wake up in the morning, clean the skin thoroughly with a gentle, but effective cleanser, to remove any dirt particles that have accumulated during the night. Bar soaps, he says, can be harsh and strip the skin of its natural oils, leaving the skin very dry.

Then, apply a good daytime moisturizer under your foundation. This will set a base for your makeup and avoid clogging of pores.

Many women should use a heavier, more emollient moisturizer in the winter to combat dryness, and may switch to a lighter or oil-free moisturizer in the spring and summer months.

At night, remove all of your makeup with a good cleanser, paying special attention to the sensitive eye area by using a mild eye makeup remover. If you have



RESEARCH & DEVELOPMENT—Dr. Paul Fehn, at one of L'Oreal's high-tech U.S. Research Laboratories, continues to conduct research to perfect new formulas that will reduce the signs of aging. Photo: Wagner International Photos, Inc.

dry skin, you'll want to use a cleansing cream; for oily skin, and for deeper cleansing, try using a cleansing gel.

Once or twice a week, exfoliate your skin to lift away surface impurities, to reveal a fresher, more youthful-looking complexion.

After cleansing, apply a nighttime moisture cream to rejuvenate and replenish the skin when it is most receptive to treatment—when you are at rest. There are also specially formulated products for problem areas, such as firming serum, which is used to tighten skin that has lost some of its youthful resilience.

Of course, an effective beauty regimen is essential to healthier-looking skin, but is only one part of the equation. The following additional elements are needed: Get approximately seven to eight hours of sleep each night so you will look and feel well-rested; maintain a proper and well-balanced diet; and, exercise three to four times a week, for 20-30 minutes each day.

The most important thing to remember is that younger-looking skin doesn't happen overnight. So start planning now for beautiful skin that lasts for the rest of your life.

Fitness means 3 workouts a week

There's no doubt about it. Every year, more and more Americans participate in sports and fitness activities. They have many goals: Improved fitness, weight loss, more energy, better health or to improve in their favorite sport.

Yet, when surveys report on the number of people who exercise regularly at levels vigorous enough to achieve these goals, the number of true participants drops. You see, it takes a little more than just a weekly game of tennis or an occasional swim to become fit.

First, to improve the fitness of your heart and lungs, it is necessary to do some form of cardiorespiratory endurance exercise at least three times each week for a minimum of 20 minutes each workout. This form of exercise, known as aerobic exercise, uses large muscle groups and requires a lot of oxygen. As your heart pumps hard to bring oxygen and nutrients to your muscles, it gets stronger and healthier. Some popular aerobic exercises are walking, jogging,

swimming, aerobic dancing, cycling and cross-country skiing.

Muscular strengthening exercises are also important. Strong muscles are less likely to be injured and they make it eas-

ier to do endurance exercises for extended periods of time. Also, strong abdominal muscles help prevent lower back pain, which is a common problem today.

CALORIES BURNED WALKING 15 MINUTES PER MILE

Average Body Weight	Minutes Walked	Average Calories Burned
100	45	158
105	45	169
110	45	180
115	45	188
120	45	196
125	45	204
130	45	212
135	45	221
140	45	229
145	45	236
150	45	243
155	45	252
160	45	261
165	45	270
170	45	279
175	45	286
180	45	294
185	45	302
190	45	311
195	45	319
200	45	327
205	45	334
210	45	342
215	45	349
220	45	357
225	45	365
230	45	374
235	45	378
240	45	385
245	45	392
250	45	401

AFTER THE WORK-OUT!

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Delrex Blvd. & Guelph St.
GEORGETOWN

853-3051

15 Willow St.
ACTON

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ACTON/GEORGETOWN/MILTON

Bringing Quality To Life.

MORNING FITNESS CLASS

NEW!

In Georgetown (NEW)
Start 1st Week in April

DAY & TIME: Tues. & Thurs.
9:30 a.m. - 10:30 a.m.

LOCATION: Georgetown Oddfellows Hall
Wesleyan Street

In Acton (ongoing)

DAY & TIME: Tues. & Fri.
9:00 a.m. - 10:00 a.m.

LOCATION: Acton YMCA

FEE: \$30/once a week - 10 wks
\$50/twice a week

BABYSITTING AVAILABLE IF REQUESTED

YOUTH BASKETBALL CLUB

Boys and Girls Ages 7-12

In Georgetown

DAY & TIME: Tues. 7:30 p.m. - 8:30 p.m.
Practice
Thurs. 6:30 p.m. or 7:30 p.m.
Games

LOCATION: Joseph Gibbons School

In Acton

DAY & TIME: Sat. mornings 9-11 a.m.
Practice 1st hour
Scrimmage 2nd hour

LOCATION: Acton YMCA

FEE: \$60 (13 weeks)

Acton 853-1070
Georgetown 877-6163
Milton 878-0548