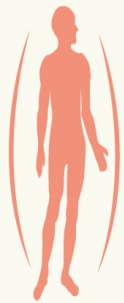


CHRONIC INFLAMMATION

The Common Denominator of all Disease?

Presented by Earthing Canada



What is Chronic Inflammation (CI)?

- **Inflammation** is the body's natural healing response to trauma, infection and allergens.
- **Acute inflammation** works by releasing pro-inflammatory compounds to fight infection, then releasing anti-inflammatory compounds after the threat has been addressed.
- **Chronic inflammation** occurs when the inflammatory response goes awry, and the immune system continues to release pro-inflammatory cells in your body.
- **CI** can cause serious damage to healthy tissues and cells, and it can weaken your body over time to due to repeated or prolonged stress.
- Hallmark symptoms of **CI** include redness, soreness, swelling and warmth.



According to leading health experts, **CI** is being labeled as the 21st century's "Silent Killer."

What Conditions are Linked to Chronic Inflammation?

Chronic inflammation is affecting the health of Canadians in the following ways:



Diabetes

More than **9 million** Canadians are living with diabetes or prediabetes in 2013.



Obesity

As of 2013, **52%** of Canadians are obese or overweight.



Heart Disease

Every **7 minutes** in Canada, someone dies from heart disease or stroke.



Allergies

1 in 13 Canadians is food allergic.



Arthritis

It is estimated that **1 million** Canadians live with inflammatory types of arthritis.



Inflammatory Bowel Disease

Over **200,000** Canadians suffer from IBD.



Cancer

2 in 5 Canadians will develop cancer in their lifetime.



Asthma

2.5M Canadians were suffering from asthma in 2012.



Alzheimer's Disease

Women make up almost **3/4** of Canadians with Alzheimer's.



What are the Causes of Chronic Inflammation?

- Diet
- Lack of exercise
- Pollution
- Stress
- Lack of sleep
- Smoking



How Can I Defend Myself Against Chronic Inflammation?



Earthing

Take in the ground's healing energy by walking barefoot or using Earthing products.



Anti-inflammatory Diet

Eat anti-oxidant-rich foods like dark, leafy greens, blueberries, avocado and probiotic salads.



Exercise More

Walking as little as **10 minutes** per day can help reduce your inflammation levels.



Eat Less

Moderation is key.



Get More Shut-eye

Anything less than **7 or 8 hours** of sleep/night can make you more prone to chronic inflammation.



Consider taking anti-inflammatory supplements

Like quercetin, ginkgo biloba and ginseng. Consult your doctor first.



What Is Earthing?

Earthing is the practice of connecting with the ground's nurturing energy. When your body is affected by inflammation, Earthing helps by infusing your body with the negatively charged free electrons it's been missing. These powerful antioxidants help to neutralize the build up of free radicals which can cause chronic inflammation within your body.

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