



**ALASKA CENTER
FOR ACUPUNCTURE**

Monthly Featured Column in the Mat-Su Valley Frontiersman Newspaper

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the Alaska Center for Acupuncture in downtown Palmer, AK.**

“Wellness in a Pill” a Pharmaceutical Parody

Fantastic news! The latest, greatest and most expensive pharmaceutical innovation of all time has been approved by the trusty FDA. Very soon the much anticipated over the counter drug, “WellnessProxim” will be making its way to store shelves everywhere. Start each day with one pill and you will experience all the health benefits of a wellness lifestyle without going through the trouble of making positive changes in your life.

Forget about exercising and eating wholesome food. Feel free to stay up all night and drink coffee all day. Drink to excess, smoke cigarettes and eat French fries for breakfast, lunch and dinner. In fact, no need to change any destructive, impulsive habits at all. Just keep “WellnessProxim” tablets on hand and you’re sure to feel good in no time. Well...at least for a few hours or so. But hey, that’s better than feeling terrible all the time and it sure beats self control and exercising. Right?

“WellnessProxim” even comes with a convenient chart to determine how many pills you should take for your unique lifestyle. For example, coffee and doughnuts for breakfast? Take 3 pills. Too busy to exercise? Two pills will do the trick. Are you planning on putting in a 100 hour work week to finish a big project? Five pills washed down with Red Bull will have you at your best.

And don’t let those pesky side effects get you down. Who doesn’t experience a little anal leakage from time to time? You can feel confident knowing that serious side effects of blindness, seizures, and impotence only occurred in a statistically insignificant percentage of test subjects.

And the cost for this modern miracle product? A mere three-hundred dollars per pill. But don’t worry about the cost. The manufacturers of this product have already negotiated deals with all the major health insurers. You’ll only pay a fraction of the price of each pill. What’s more, the inconvenience of a costly insurance rate hike will be totally absorbed by your employer!

Don't have insurance? Then use your credit cards and get with the program. What could be more important than feeling good right now? And what good is money if you don't have your health? And now that Wellness comes in a bottle, no one has to be without it ever again.

Stockholders are betting billions of dollars on your total commitment to instant gratification so don't let them down by thinking you can feel good on your own.

Stay tuned for the next great technological breakthrough, targeted at arguably the most narcissistic and materialistic generation in human history. "BeautyProxim" - beauty in a bottle: You will be able to look good AND feel good -without having to change one bit.

Note: The inspiration for this pharmaceutical parody came after reading "*Selling Sickness: How the World's Biggest Pharmaceutical Companies Are Turning Us All into Patients*" By, Ray Moynihan, Alan Cassels

Samantha Berg and Kevin Meddleton are licensed acupuncturists who own Alaska Center for Acupuncture in downtown Palmer. Call 745-8688 for more information or visit us on the web at www.AlaskaAcupuncture.com