

Lecture Two

SUCCESSFUL AGING: THE CHALLENGE OF PROMOTING HEALTH IN A U-SHAPED WORLD

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Objectives: To understand that the deep-rooted metaphor “more is better” is a significant obstacle to finding and to communicating those interventions that really can promote successful aging

Summary: The perception that is pervasive among the public is that, when it comes to using “good things” like dietary supplements, more is better. However, a growing body of scientific evidence suggests that this is just not how biology works — the world is U-shaped. This lecture will expose the deep-rooted metaphor “more is better” as a significant obstacle to communicating the interventions that really can promote health. If our goal is successful aging, then we must learn to think U-shaped.

References

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