

THE SCIENTIFIC WAY TO WELLNESS

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Martin Kipping, General Manager, Viceroy Zihuatanejo

At Viceroy Zihuatanejo, in 2015, I began forming a new vision for our resort spa to help guests achieve true wellness. I knew we needed to offer much more than just providing traditional spa treatments and services because achieving true wellness would require a resilient attitude and rejuvenating lifestyle to help balance our guests' physical, mental and spiritual energy. In other words, true wellness encompasses an on-going vibrant, stress-reducing way of living that leads to happiness and contentment.

Guests seeking wellness would need to feel inspired and empowered as well as educated. Consequently, I turned to Edward A. Taub, M.D., a wellness pioneer and authority to infuse scientific Integrative Medicine into our effort. Dr. Taub founded this new medical discipline in an address to the Institute of Medicine (1978) titled:

“Integrative Medicine: A Biosocial And Psychospiritual Approach To Health and Wellness.” (Now Integrative Medicine—a scientific yet holistic blend of the healing wisdom of many cultures—is taught in virtually all U.S. Medical Schools.)

Our three-year collaboration with Dr. Taub led to our “Way To Well-

ness” program which demonstrates that an effective way to bridge the gap between spa culture and mainstream medicine is by featuring dedicated physicians who are able to educate as well as inspire and empower guests to help determine their own health destiny.

Guests participating in our “Way To Wellness” commonly experience a deep sense of awe that’s best described as a feeling of radical amazement. It’s a reflection of developing personal responsibility, self-value, and reverence for life.

To perpetuate the opportunity for guests to achieve true wellness, The Wellness Medical Institute,—Dr. Taub’s highly acclaimed advisory medical practice— has established its international presence at Viceroy Zihuatanejo to certify our on-site Wellness Practitioners—including our executive chef, yoga and meditation instructors, spa therapists, and watersports instructors..

The components of a “Way To Wellness,” in addition to Dr. Taub’s empowering talks, are mindful meditation, healing spa treatments, hatha and aqua yoga, and exercise, including tennis, swimming, paddle boarding, kayaking and sailing, and cooking demonstrations with locally sourced fresh produce and fish caught the same day—which is served later on at the beach after spectacular sunsets and among candlelit tables and strolling musicians.

Delicious healthy cuisine is a cornerstone of our Way to Wellness program and as part of our program we introduced the option of the destination’s only full vegetarian and vegan menus. Our Executive Chef also takes guests shopping for fresh ingredients in the town’s central market before returning to teach his class on the beach.

The “Way To Wellness” lifestyle program encourages fun and enjoyment along with an ideal opportunity to utilize proven stress-reduction techniques. Swaying palms and coconut trees along our ocean front set the stage by immersing participants in the delights of nature, nestled on calm and beautiful Zihuatanejo Bay with its white sand beach for long walks or jogs, and swimming in calm, warm water.

Staying active is critical to achieving a healthy lifestyle so our guests can spend time in their favorite water sports or work out in the fitness center. And equally important, they can also spend time resting and relaxing, even napping under the palapas casting shade on the beautiful beach. And, yes, with Margaritas by their side as well.

Dr. Taub is in residence at Viceroy Zihuatanejo periodically during the year to follow-up with staff and present his Wellness seminars for guests. His casual talks may be held under a palapa on the beach or in our ocean front restaurant patio. The goal is to offer guests a unique opportunity to explore lifestyle improvements and stress-reduction techniques they can continue to use at home. Guests welcome the chance to speak with an authority on wellness. It’s a value-added amenity they didn’t anticipate, but greatly



appreciate. Many express interest in returning to the resort again when Dr. Taub is in residence.

As our “Way To Wellness” program evolves, we might invite acclaimed experts from other fields to help guests reduce stress and improve health. The Wellness Medical Institute also plans to establish a Scientific Advisory Board to provide a distinguished core of noted health professionals to help attract professional and corporate conferences and businesses for health, wellness and stress management.

It’s evident that our Way to Wellness program encompasses diverse personal and human components and activities that engage and involve guest participants on many levels. The fundamental concept, however, reflects a little-known scientific phenomenon involving a molecule found everywhere in the human body that constantly signals every one of our cells to stay healthy and well. The molecule is Nitric Oxide and the phenomenon it leads to is Molecular Wellness.

Dr. Taub co-authored a best-selling book, “The Wellness Solution,” with Dr. Ferid Murad and David Oliphant. Dr. Murad won the Nobel Prize in Medicine for discovering that the trillions of cells lining all our blood vessels that science calls the endothelium, produce Nitric Oxide, which is our body’s “signaling” molecule that

determines whether we stay healthy – or not.

Their collaboration, published by the World Almanac Company, led them to identify Nitric Oxide as our actual Spark of Life—our powerful natural Healing Force, which is also called Prana or Chi. Their discovery truly gives resort spas real medical authority to utilize ancient wisdom and healing techniques from many cultures in pursuit of Molecular Wellness.

Dr. Taub will explain more about the science of Molecular Wellness, however, its therapeutic focus is stress relief. He identifies stress as the major “virus” of our times that is ruining health, happiness and lives. He teaches guests to prevent and treat stress by recognizing that it is not caused by other people or by events. Instead, stress is caused by our own responses and reactions to life’s ever-present stressors. In a nutshell, people with a high perception of their ability to cope with what life sends their way tend to have low levels of stress. Conversely, people with a low perception of their ability to cope with what life sends their way tend to have high levels of stress.

Thus, the goal of a “Way To Wellness” at Viceroy Zihuatanejo is to promote personal responsibility, enhance self-value and stimulate reverence for life—the ultimate pathway to help guests manage stress and help determine their health destiny.



Edward A. Taub, M.D., Director, Wellness Medical Institute

Molecular Wellness is a reflection of the unfolding dance of life in which the energies of our body, mind and spirit are in balance with each other. Once this occurs, the power of our natural Healing Force flows freely to nurture and nourish our whole being. The Way To Wellness at Viceroy Zihuatanejo is designed to support the health of the endothelial cells

lining our blood vessels, which produce Nitric Oxide--our signaling molecule for health and wellness.

How incredible is this? Well, in [The Wellness Solution](#) book (World Almanac Publishers, 2009), co-authored with Dr. Ferid Murad, a Nobel Laureate in Medicine, and David Oliphant, we identify our trillions of endothelial cells as comprising the human Wellness Organ and we also identify our Nitric Oxide molecules as equivalent to our own natural Healing Force.

We write:

“If you believe God first breathed life into your atoms, we suspect the divine breath, in molecular form, would be Nitric Oxide.

If you believe in evolution, we suspect that Nitric Oxide is the molecule that infused life into the primordial mass of atoms that evolved into living organisms, and eventually into human beings.

In any event, your personal atomic voyage through life is something of extraordinary beauty, and the power of Nitric Oxide helps you understand what the poet William Blake meant about ‘Seeing the entire world in a grain of sand and heaven in a wild flower.’”

Reliable scientific measurements reported in hundreds of published studies have determined that virtually everything we do that is good for us (exercise, healthy food, meditation, prayer, massage, yoga, singing, dancing, music, having fun, being happy, etc.) supports the health of our endothelial cells—hence the production of Nitric Oxide, which leads to Molecular Wellness.

Conversely, it is also scientifically proven that virtually everything we do that is bad for us (smoking, alcohol abuse, junk foods, obesity, sedentary lifestyle, stress, being unhappy, etc.) depletes the health of our endothelial cells and the production of Nitric Oxide, which leads to all types of illness and disease in the human body. (Scientists call this syndrome “Endothelial Dysfunction.”)

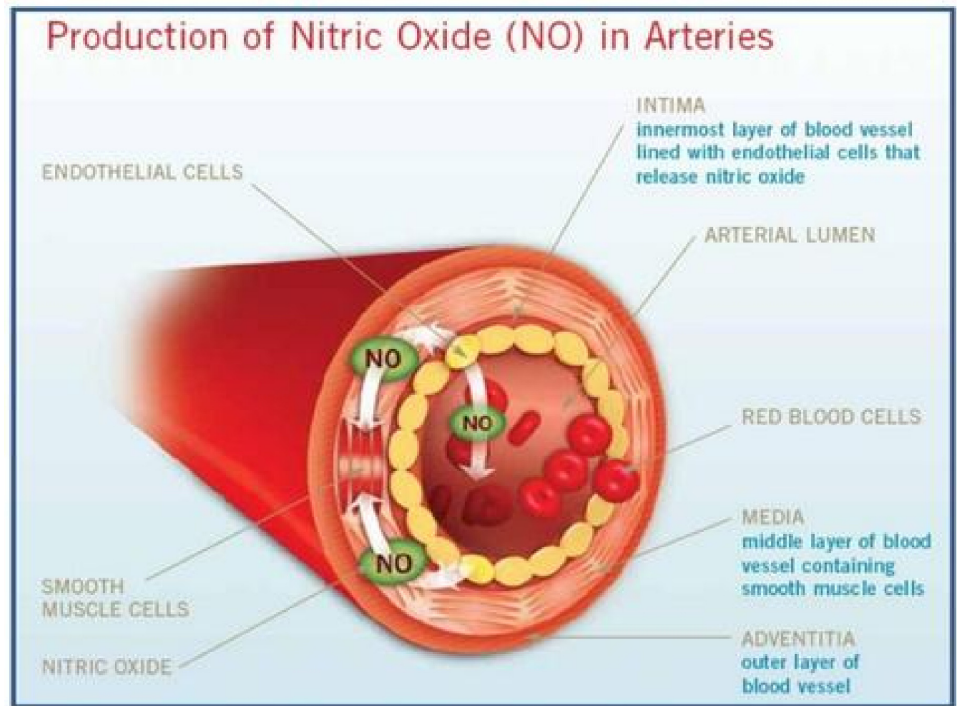
Thus, Molecular Wellness, which is a reflection of our body, mind and spirit in tune with each other—depends on the health and resilience of our endothelial cells and their ability to produce Nitric Oxide. This concept is so easy to understand that it inspires and empowers participants in the “Way To Wellness” at Viceroy Zihuatanejo to become activated and take the necessary steps that will lead to healthier,

happier, more content lives. After all, health is their most precious asset.

Achieving Molecular Wellness is obviously not just some radical idea; wise physicians know the natural healing resources of patients are a crucial part of any total treatment plan. What is radical, however, is the deep feeling of “radical amazement” that our “Way To Wellness” generates—which places participating resort guests on the threshold of wisdom and a dawning of reverence for life. Then, healing that begins from within can expand in the light of self-care and love. Hippocrates, who taught his patients that, “Nature is the best physician,” would approve.

The problem, however, is that achieving Molecular Wellness requires effort and commitment—which is often easier said than done, as the strongest of healthy resolutions may not survive the stress of just living life. When people become stressed, they tend to eat mindlessly, smoke, abuse alcohol, take recreational drugs, overdo caffeine, and stop exercising. They become entranced with the stressful moment rather than looking for the open gate right in front of them that will allow them leave that moment and head towards a better life.

As Martin Kipping mentioned, stress is becoming equivalent to the major virus of our times; it’s the precursor of most chronic degenerative diseases afflicting people in the modern world—including diabetes, high blood pressure, heart attacks, strokes, arthritis, Alzheimer’s disease, even



cancer. Stress undermines our health by destroying our self-confidence and choking off our ability to love. Indeed, in these stressful times, “I-L-L” is becoming equivalent to “I-Lack-Love”: Love for ourselves...love for others... and love for God.

Therefore, the best way to manage stress is to be aware it begins in our minds. Stress is not the heavy traffic outside or people that tend to drive us crazy. It’s not the bad bosses or the unstable economy. Stress is our own personal response and reaction to the events and situations that life throws at each of us. In other words, stress

starts between our ears! It’s born in our minds. It’s our own invention and therefore our own choice as to how we choose to react and respond to the ongoing events of life.

Again, as previously mentioned, people who have a higher perception of their ability to cope with what life throws at them tend to have lower levels of stress. Conversely, people with a lower perception of their personal ability to cope tend to experience very high levels of stress.

Thus, the most effective way to manage stress is to increase our self-esteem and self-respect so that we keep our own commitments to make positive lifestyle changes because we feel worthy of health, wellness, happiness and contentment. Then we feel prepared and ready for any challenges that life sends us.

The ingredients of the following Wellness Prescription, based on Nobel Prize-winning science, form the core of the “Way To Wellness” program at Viceroy Zihuatanejo. This type of prescription stimulates personal responsibility, self-value, and reverence for life—wherein the energies of our body, mind and spirit come into balance so that Nitric Oxide, which is our natural Healing Force, is flowing freely to nurture, nourish, and protect our entire being. This then, is Molecular Wellness.



Dr. Taub's Painless Wellness Immunization Against Stress

BE A GOOD PERSON

Ethical living is a powerful antidote for stress; it makes you feel good about yourself. Don't do anything you even think might be wrong. Integrity and honesty are always best.

BE FORGIVING

Anger and hurt block Wellness, while Forgiveness heals sorrows and wounds. So adopt the philosophy that it's much more important for you to be happy than for your ego to be right.

MEDITATE DAILY

Take time out for quiet reflection, close your eyes and repeat these words silently to yourself: I Have Strength... I Have Strength... I Have Strength... I Have Strength... I Have Strength...

EAT HEALTHFULLY

Eat Mediterranean-style, which means lots of fresh fruit, veggies, whole grains and healthy oils. Consume less red meat, dairy, junk food and sweets. Drink 4-8 glasses of water a day.

WEIGHT MANAGEMENT

Portion control and regular aerobic exercise are paramount. Eat mindfully, only when you're hungry, and not while watching TV or sitting at your computer.

NUTRITIONAL SUPPLEMENTS

Take a daily well-balanced multivitamin plus a fish oil supplement.

GET REGULAR EXERCISE

A brisk 20-minute walk, or other aerobic exercise, most days of the week, along with strength-training 2 or 3

days a week is ideal. The best exercise makes you breathe faster and smile.

STOP SMOKING & ALCOHOL ABUSE

Name a Quit Day to stop smoking. Skip alcohol if you abuse it.

HAVE FAITH

Believe in a Higher Power or God who is Love. Believe that if you take one genuine step towards God, then God will take a thousand steps towards you. Believe that it's all about Love.

HAVE FUN, BE HAPPY, SEEK CONTENTMENT

Laugh, dance & enjoy music. Go on vacation, get massages and spa treatments, swim in the ocean, walk on the beach and gaze at the stars. Make a gratitude list. Do yoga.



ABOUT THE AUTHORS

Martin Kipping is the General Manager of Viceroy Zihuatanejo. He came to Zihuatanejo from Viceroy Anguilla, in Anguilla, BWI, where he was Resort Manager. At the resort he launched new programs and projects designed to enhance the guest experience, including new culinary offerings, innovative amenities and services, and renovations of guest rooms and facilities. The 'Way to Wellness' program, established Viceroy Zihuatanejo as the leader in the health and wellness field. Mr. Kipping has more than 20 years of luxury hospitality management experience. He began his hotel career in Washington DC and has held positions at various Four Seasons properties. Mr. Kipping can be contacted at 52-755-555-5500 or vz.info@viceroyhotelsandresorts.com Please visit www.viceroyhotelsandresorts.com for more information.

Edward A. Taub, M.D. is the Wellness Medical Advisor for Insider's Guide To Spas. He currently directs the "Way to Wellness" initiative at Viceroy Zihuatanejo. During his distinguished career he founded Integrative Medicine, and the first Wellness Medical Departments in U.S. hospitals. He also conducted the first ocean-going wellness programs (Cunard, Windstar). Dr. Taub has written eight books including one made into a national PBS Special. He also co-authored "The Wellness Solution," published by the World Almanac, with Dr. Ferid Murad and David Oliphant. Dr. Murad was awarded the Nobel Prize in Medicine for identifying the Nitric Oxide molecule as our body's "signaling" molecule, which determines whether we are healthy and well, or not. Please visit www.edwardtaubmd.com for more information.