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NY Times Investigates Baby Boomer Vigor Quest & Cenegenics

*Journalist Tom Dunkel examines the age-management global leader,
male menopause controversy, anti-aging protocols*

Las Vegas, NV (PRWEB) January 18, 2010 – Cenegenics® Medical Institute, global age management medicine leader, was the focus of the January 17 NY Times article “Vigor Quest” by journalist Tom Dunkel. Investigating answers to the question—is it cutting-edge science or pushing the envelope?—Dunkel examined the baby boomer thrust for youthful aging and Cenegenics’ age-management approach, countered by some in mainstream medicine and hailed by others as “next generation” medicine.

The crux of the matter lies with the Cenegenics medical protocols. Their approach takes a 180-degree shift from mainstream medicine’s disease-focused, diagnose-and-treat philosophy and uses a synergy of science-based protocols to combat biological causes of middle-age malaise. Dunkel zeroed in on a protocol used to address male menopause—the hotly debated hormone optimization therapy, prescribed at Cenegenics only for patients with a clinically proven deficiency.

“As a former cardiac surgeon who has practiced preventive medicine for 28 years, I’ve witnessed how it takes present-day medicine years to embrace new approaches to health. None was more evident of that delay than when the first coronary bypass was performed. Now, they are widespread,” Robert D. Willix Jr MD, CEO/CMO of Cenegenics Boca Raton and CMO of Cenegenics Las Vegas, said.

Similarly, he says, age management medicine is standing in that same time gap.

“Shaping the way medicine will be practiced in the 21st century, age management medicine with its preventive approach and renewed doctor-patient partnership is the formula for patients to achieve optimal health,” Willix said.

Cenegenics physicians—many with noted backgrounds such as Dr. Florence Comite, a Manhattan endocrinologist and Associate Clinical Professor at Yale University School of Medicine featured in Dunkel’s NY Times article—see present-day medicine’s approach as counterintuitive.

According to Michale J. Barber, MD, the CEO/CMO of Cenegenics Carolinas, our 2010 hormonal chemistry has been dictated by a millennium of evolution and is now outdated for today’s demands.

“Medical advances have us living until 70 or even 90, rather than the old 40-year benchmark. With that, we’re expected to perform at a 20-year younger level with this outdated endocrine chemistry. The medical profession is missing a key factor . . . why do we think our hormones should be suboptimal as we age? Years ago, the medical profession thought 70 year olds should tolerate a higher blood pressure and higher LDL level than their 30-something counterparts. Now, of course, we treat those older persons to have blood pressure and LDL levels equivalent to the 30 year old,” Barber said.

Supporting the Cenegenics medical approach, Abraham Morgentaler, MD—leading expert on testosterone therapy, Director of Men’s Health Boston and Associate Clinical Professor of Urology at Harvard Medical School—said people are aging and not feeling right . . . yet “mainstream medicine has no answers for them.”

That is where Cenegenics says their program steps in: Helping patients control the aging process, reduce age-related disease risk and optimize health.

“Cenegenics continues to stand at the forefront of leading medicine, offering Americans a dynamic, unparalleled shift in medical care and their future health outlook. We are pleased with Tom Dunkel’s fair-and-balanced ‘Vigor Quest’ article and are grateful the NY Times opened the discussion about this extremely important field of medicine,” John E. Adams, president/CEO of Cenegenics Medical Institute.

For more information about Cenegenics, please visit www.cenegenics.com. Register for quick access to the informative Guide to Healthy Aging, Executive Summary and GQ article excerpt. To schedule an interview, please contact Ann Castro, Cenegenics Director of Public Relations: 702.953.1588 or acastro@cenegenics.com.

About Cenegenics

Cenegenics® Medical Institute, recognized leading authority in age management medicine, has centers in Las Vegas, Nevada; Charleston, South Carolina; Boca Raton, Florida; Dallas/Fort Worth, Texas; Atlanta, Georgia; Chicago, Illinois; Los Angeles, California; Philadelphia, Pennsylvania; Washington, DC. Additional centers are scheduled to open in other major metropolitan areas in the near future. With an established presence in the medical community, Cenegenics uses a proactive approach based on solid science and comprehensive evaluation. Their established protocols have been recognized as the next generation of medical science, capturing global attention. Cenegenics offers CME-accredited physician training and certification opportunities in age management medicine via the nonprofit Cenegenics Education and Research Foundation (CERF).

Headquartered in Las Vegas, Cenegenics serves more than 20,000 patients worldwide—2,000 are physicians and their families.

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