

BLUE CROSS NEWS

Vol. 41 No. 4 • February 2022

February 2022 – Strong Progress Continues ...



On the back of a record sales performance in January, we again had **Good Sales of the Domestic Group (BC+EXL Divisions) in February 2022 with a strong growth!**

Hearty Congratulations to entire 'Team Blue Cross' on this continued progress! In the field let us keep our focus on increasing **Doctor conversions, significant improvement of new product sales and increasing result-oriented activities as per the Winner's Guide!**

Let us continue this strong all-Company round progress with our **World Class Quality Products, Significant Affordability, Wide Availability and above all - Excellent People** and end 2021-22 financial year on a strong note!

IS (OMICRON) OMIGONE?

Today, India is reporting a significantly declining trend in the 3rd wave since its beginning in December 2021.

The Government of India initiated administering 3rd booster dose as precautionary dose to the health care workers and elderly above 60 years. The primary immunization with covaxin (two doses) have been administered to more than one crore of children between 15 to 18 years age group.

In the later stages from now, the key thing to reduce the emergence of new variants is to ensure that we continue optimising vaccination programmes and ensure all eligible population are vaccinated.

The threat looming over us has surely ebbed and we have all the reasons to relax. However it is prudent that

at this stage we show no laxity in our approach and continue with all the required preventive measures (Covid appropriate behaviour) and remain watchful.

Viruses have tendency to mutate constantly and therefore newer variants could emerge in future as well. However, the virulence of these mutated ones will decide the future course of this pandemic.

There is a hope however that between vaccination and mass exposure to omicron, enough immunity in the population has been developed and the number of people susceptible to falling ill from the virus is rapidly diminishing.

We have to learn to stay with the virus and not worry too much about its existence or non-existence.

New Patient Detection Camps

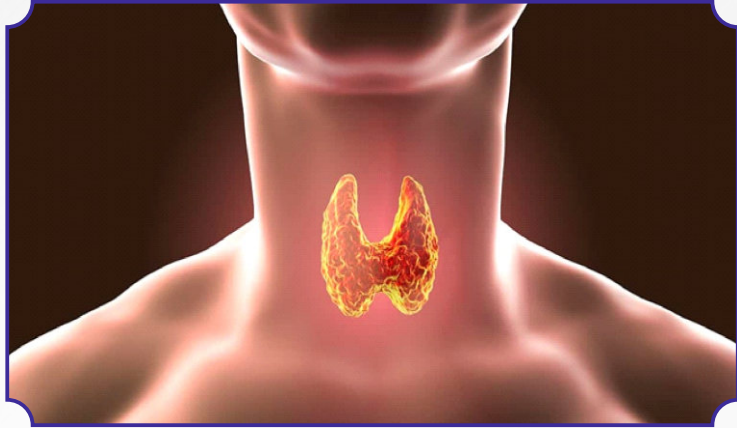
Every 14th of the month is observed as Blue Cross Diabetes Days where NPDCs (New Patient Detection Camp) are conducted all over India to detect New Diabetic patients. If Diabetic patients are detected early, Doctors can advise changes in the patient's lifestyle &

treatment can be initiated. Timely management of Diabetes can lead to better quality of life. These patients also benefit from Affordable Diabetic Medicines by Blue Cross prescribed during these camps.



NUTRITION IN HYPOTHYROIDISM

Hypothyroidism is a common problem and results from low levels of the thyroid hormones caused due to inadequate functioning of the thyroid gland.



It causes symptoms like fatigue, muscle cramps, cold intolerance, puffiness, decreased sweating, dry skin, hair loss, constipation, sleep disturbances and mainly weight gain.

The thyroid hormone helps in increasing metabolism and weight management. People with hypothyroidism have low levels of this hormone, leading to burning fewer calories and weight gain.

Moderate to high intensity cardio exercises like fast paced walking, jogging, running, cycling, etc. may help to maintain weight, but in addition appropriate nutrition is also of utmost importance.

What nutrients are beneficial to the thyroid health?

There are some nutrients that are particularly important for maintaining thyroid health.

Iodine

Iodine helps to make the thyroid hormone. There are foods like fish, dairy and eggs that are rich in iodine, but the best way to add iodine to the diet is by using iodized salt.

Selenium

Selenium helps to activate the thyroid hormone and is available in eggs, chicken, legumes, cottage cheese and fish like tuna.

Zinc

Zinc also helps in activation of the thyroid hormone and foods like beef, chicken, shellfish, legumes, whole grains, pumpkin and sesame seeds, cheese, milk, eggs and surprisingly dark chocolate are good sources of zinc.

Vitamin D

It has been seen that people with low levels of vitamin D may also have thyroid disorders.

What foods are harmful to thyroid health?

In addition to the beneficial nutrients, there are certain foods that can cause harm and interfere with the normal functioning of the thyroid gland and people with hypothyroidism should avoid these.

Soy foods

Soya granules or chunks, soya milk and tofu.

Vegetables

Broccoli, cabbage, cauliflower, spinach and sweet potato.

Fruits

Peaches, pears and strawberries.

Nuts

Peanuts

Apart from this, avoid all varieties of millets, highly processed foods, beverages like coffee, green tea and alcohol as these may irritate the thyroid gland.

Instead add whole grains, legumes, eggs, all meats, fish, vegetables except the ones mentioned above, all other fruits, dairy products, and healthy beverages to the daily diet.

People with hypothyroidism should aim to eat a diet based on vegetables, fruits, and lean meats. These are low in calories and very filling, which may help prevent



10 TIPS TO CONTROL HIGH BP



1. Give 30 minutes to your body.
Engage in aerobic physical activity for at least 30 mins daily. Walking, jogging, cycling, swimming and dancing are the best exercises for lowering BP.



2. Be nicotine-free.
Quit smoking. Smoking causes an immediate but temporary increase in your blood pressure and heart rate.



3. Limit your alcohol.
Drinking more than moderate amounts of alcohol can actually raise blood pressure by several points. It can also reduce the effectiveness of blood pressure medications. It is important to drink in moderation (1 hard drink a day for women & not more than 2 for men). A standard drink contains 14 grams of alcohol.



4. Knock off the salt.
Reduce dietary sodium intake. Sometimes, when you eat too much sodium, your body starts to retain fluid. This results in a sharp rise in blood pressure.

5. Track what you eat.
Go for a diet that is rich in fruits, vegetables & low-fat dairy products.



6. Go slow on tea & coffee.
Cut back on caffeine intake. Caffeine raises your blood pressure, but the effect is temporary. It lasts 45 to 60 minutes and the reaction varies from individual to individual.



7. Cut back on sugar & refined carbohydrates.
Many studies show that restricting sugar and refined carbohydrates can help you lose weight and lower your blood pressure. Sugar, especially fructose, may increase your blood pressure more than salt.

A 2020 study that compared various popular diets found that for people with more weight or obesity, low carb and low fat diets lowered their diastolic blood pressure by an average of about 5 mm Hg and their systolic blood pressure 3 mm Hg after 6 months.



8. Say no to packed food.
Avoid canned, processed & fast foods.



9. Learn to sleep better
Sleep well for at least 6-8 hours at night. Try setting a regular sleep schedule, spend time relaxing at night, exercise during the day, and avoid daytime nap.

10. Beat back stress.
Take out time to relax, join hobby classes, listen to music, practice yoga & meditation .

Events @ BLUECROSS



ISO 9001:2015 Surveillance Audit at Nashik plant conducted by Tuv Suv South Asia Pvt. Ltd. for recertification.



Inauguration of high speed 61 station, Double Rotary Acura Tablet Press at Goa Plant. New Machine introduced to increase the output of Meftal Spas Tablets.

Long Servers Felicitated

25 years

Prakash Mhamal



Francisco Gama

15 years

Girish Shankar Harage

Jayprakash Rai

Rajesh Bhargav

Tukaram Shivaji Davane

10 years

Ather Jabeen



G. Anjaneyulu



Chandrabhas Yadav



Ananda Kumar Mishra

Krishna P Mahato

Raj Singh Gandhi

Diwas Pradhan

Nagendra Bachhar

Abhijeet Anand

Shaikh Naveed Ismail

Indal Patel

Sachin Kumar Kanu

Shyam Kumar Mukhiya

Pushkaraj A Kognole

Chandu H N

5 years

Pradeep Kumar Saini

Pravesh Kumar Wasnik

Harikrishna Vemula

Hemant Kaushik

Gaurav S Mandavagade

Shanti Swaroop Shakya

Taljinder Singh

Sharad Mishra

Nizamuddin F

Chandrashekhara P

Saurabh Sharma

Sudhir Babasaheb Madane

Kiran Shankar Killedar

Sanjay Singh

Shiva Prasad Sarang

Prasad Wagh



Shiva Prasad Sarangi



Dipak Dhote



🌸 Congrats on Your Promotion 🌸

Regional Manager

Amit Anand

Sadanand Singh

Sr.Area Business Manager

Mohammad Iftekhar Alam

Santosh Mishra

N R Amaranath

Area Business Manager

Nagesh P Kendre

Shankar Rajguru

Rakhtani Madhukar

Chandaluru Praveen

Territory Manager

Sagar Devlal Kharat

T Vinod Kumar

Anand Kumar Soni

Sri Prasath S

Vikash Saini

Sainath Ramdas Lokhande

Sudip Panja

Zala Kripalsinh P

Mohammad Raheem

B Ganesh Kumar

Nilesh Nandkumar Kandle

Executive QA

Abhijeet Patil

Maintenance Officer

Antonio Gonsalves

Did You Know?

5-Health Tips

A. One thing to always remember

1. Stay Hydrated

B. Two things to check often

1. Blood Pressure

2. Blood sugar

C. Three things reduced to minimum

1. Salt

2. Sugar

3. Starch (carbohydrates)

D. Four things to increase

1. Greens

2. Veggies

3. Fruits

4. Nuts

E. Five acts to stay healthy

1. Exercise Regularly

2. Don't Stress

3. Adequate Sleep

4. Quit Smoking & Alcohol Consumption.

5. Stay Positive