商业周刊封面选读:SellingThePromiseOfYouth PDF转换可能丢 失图片或格式,建议阅读原文

https://www.100test.com/kao_ti2020/273/2021_2022__E5_95_86_E 4_B8_9A_E5_91_A8_E5_c85_273145.htm 封面文章:出售年轻 的允诺 文章导读:随着美国婴儿潮时期出生的人,逐渐的步 入老龄期,嗅到商机的生物医药公司生产出种类繁多的荷尔 蒙类和补充类的生产抗衰老药物。这其中的一些药品是有使 用风险的,它们的效果也尚未得到证明。文章记述了那些正 在体验抗衰老药物的人们的实际的生活,也希望读者能够通 过阅读了解到目前关于抗衰老药物实际效果的情况。 Story: Selling The Promise Of Youth As Dr. Ron Rothenberg bursts through the door of his anti-aging institute in Southern California, a cell phone pressed to his ear, his nurse warns him of the busy day ahead. There will be four-hour consultations with each of three prospective patients, she says. Theyre all coming to hear the 60-year-old Rothenbergs pitch about how his tailored regimens of diet, exercise, and hormones will make them feel younger and live longer. In between the meet-and-greets, Rothenberg catches up with patient Dr. Howard Benedict, a retired dentist. The two men met in 1999 and became friends while surfing at Cabo San Lucas, Mexico. Rothenberg put Benedict on a \$10,000-a-year regimen of 30 vitamins and supplements, plus testosterone gel and injections of human growth hormone. Benedict says his arthritis pain has eased so much that he rides his bike and surfs for hours at a stretch, after sucking down a huge protein smoothie he learned to make from Rothenbergs in-house nutritionist. "Those other guys my age, theyre

only out there surfing for a half-hour," says Benedict, 61. As a sly smile creeps across his face, he adds: "I feel like Im 20 years old with my wife. Its just amazing." 100Test 下载频道开通,各类考试题目直接下载。详细请访问 www.100test.com