

Become a Space Solutions PIONEER

It will be an unusually visionary kind of business who chooses to work with us. But then this is not a conventional business decision. It's not about being 4.7% faster, or 3.8% cheaper.

It's about being
100% DIFFERENT.

IF YOU THINK YOU HAVE WHAT IT TAKES TO WORK WITH ESA SPACE SOLUTIONS,
CONTACT US AT



ESA HEALTH CARE NETWORK
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!!place for business card!!

PARTNER WITH EUROPE'S SPACE AGENCY
FOR AN OUT-OF-THIS WORLD BOOST
TO YOUR **WELLNESS** BRAND.



Learn from the BEST



ANY SUFFICIENTLY ADVANCED TECHNOLOGY IS INDISTINGUISHABLE FROM MAGIC – *Arthur C. Clarke*



CAN YOU GET YOUNGER AS YOU AGE ?

There is an astonishing similarity between the impact of zero gravity on the bones, muscles and cardiovascular system of astronauts and the consequences of ageing and sedentary lifestyles on Earth.

Spaceflight seems to age astronauts prematurely. Their bones lose calcium and become brittle. Their muscles get weaker and atrophy. Their heart weakens. They suffer the indignities of old age while still young.

But all these effects can be mitigated – or even reversed, thanks to the insights of space medicine. We have learned how to keep astronauts from becoming seriously weakened. And we know how to get them back to their old form once they're back on Earth, even if they have spent months in space. Much of that knowledge is unavailable outside of space medicine. And some of it is completely counter-intuitive.

It is this knowledge which the ESA Health Care Network makes available to its customers.

Astronauts face a tough job. They live and work beyond all boundaries, in a place totally unlike any here on Earth.

There is no gravity. No up and down. Days and nights are each 45 minutes short. There are high levels of radiation. Astronauts breathe nothing but canned air, and can't go for a walk when the pressure mounts. They are outstanding individuals, trained to resist the hardships of space travel.

Yet astronauts are not born, but made. Much of the difference between them and the rest of us is due to the specialised medical support they get to train for their missions and recover from their effects.

Thanks to our astronauts, we in Europe have become world leaders in space medicine and wellness. We've learned a lot: how to help keep brittle old bones strong. How to make exercising fun as well as useful. How to create balanced, nutritious, yet precisely calibrated meals that have to taste and look good even after months of storage. Even how to help people manage stressful situation without blowing up – and without loss of function.

After all, one mistake could mean death out there.



PLUG INTO Europe's space Know-how

THE MOST EXCITING PHRASE
TO HEAR IN SCIENCE, THE ONE THAT HERALDS
NEW DISCOVERIES IS NOT "EUREKA"
BUT "THAT'S FUNNY" – Isaac Asimov



Unlike traditional healthcare, space medicine is not focussed on treating diseases after they appear. Space medicine works with a fit patient to ensure debilitating conditions do not arise – or at least manage them to avoid long-term, adverse health consequences.

We who live on Earth may not be exposed to the extremes that astronauts face. But we all want to live long and healthy lives.

"Many of the effects of space flight, which include bone loss, muscle loss, a weakened immune system, and sensory disorientation, closely mimic the way our body degrades as it ages or is kept inactive. I learned how to fight these effect while I was living in the space station. And as a doctor, I want to use these lessons to help all Europeans." Dr. André Kuipers M.D., Dutch Astronaut, Chairman, ESA Health Care Network

To help the rest of us benefit from the teachings of space medicine, ESA has launched the Health Care Network. Its purpose is to give qualified partners the opportunity to work with scientists, doctors and astronauts to bring the lessons of space science to market.

Through the ESA Health Care Network, customers can access space know-how, innovative technologies, and unique facilities such as the International Space Station, bed rest laboratories and metabolic wards.

Why not let the learnings of space medicine help your company increase the quality of its offerings?

HEALTHCARE: IT'S ABOUT WELLNESS FIRST.

Back here on earth, it seems ever clearer that traditional healthcare, with its emphasis on treatment, will be unable to cope with the changes flowing our increasingly prosperous and sedentary lifestyle.

Healthcare systems risk collapsing under the strains of coping with our extended life spans, and the rapid increases in pathologies like obesity, cardiovascular diseases, strokes, diabetes, hypertension, osteoporosis and cancer.

This constellation of diseases makes up by far the biggest epidemic the world has ever seen. And its is rapidly turning into a key political issue across the world. Yet, strangely enough, this epidemic is largely preventable.

Exercising more, eating a more balanced diet, and other lifestyle choices are by far the most effective steps to take to reduce the risk of falling prey to these debilitating diseases. But for many people, changing their habits is far too difficult. It's too hard, and not fun enough.

But space medicine can help. Space psychologists have developed motivational tools to help astronauts stick to tough exercising schedules. Space doctors have developed exercises that are easier to carry out. And everything space medicine recommends has been checked for effectiveness, safety and impact.

That's why space medicine can contribute so much to our wellness here on earth.

Boost the reach of your **BRAND**

ESA's Health Care Network offers suitably qualified partners working in the health and wellness sector the ultimate co-branding opportunity.

The ESA Space Solutions brand is the world's only available endorser brand managed by an agency that has actually flown astronauts into space. It is reserved for the exclusive use of partners that have demonstrated the seriousness of their commitment to health and fitness. It will never be used by any product or service lacking solid scientific evidence of its effectiveness.

The ESA Space Solutions brand can be rented for many different uses:

- On your product or packaging
- In your brochures and promotional materials
- At events and trade fairs
- In advertising materials
- In corporate videos
- For a truly exceptional partner, on a product or package flown to, and filmed on, the International Space Station



Can you think of any other endorsement that gives such reach and instant credibility? Of any other endorser that stands out so much from the competition?

Unlike an individual endorser, the ESA Space Solutions brand is never at risk from a scandal exposed in the tabloid press.

Unlike a sporting discipline, the ESA Space Solutions brand appeals to all comers, young and old, sports-mad or not.

The ESA Space Solutions brand will exert a powerful hold on those ageing baby boomers who witnessed the moon landings at first hand and remember the excitement of the space age's beginning. This is the wealthiest, biggest demographic group Europe has ever seen. And its many millions members have no intention of growing weak as they age.

They have the knowledge, incentive and purchasing power to buy proven products to increase their well-being. And they are open to new technologies. ESA's Space Solutions allows them to increase their quality of life.

Ultimately, they will act as examples to other generations: they will seek to support their elderly parents through the solutions that worked for them, and they will inspire younger generations to also take care of themselves

They are natural customers for the learnings of space medicine. And an ideal fit for the ESA Space Solutions brand.

ESA: EUROPE'S SPACE POWERHOUSE

ESA, the European Space Agency, provides a vision for Europe's future in space.

In its 28 years of existence, ESA has transformed Europe into one of the world's three major space powers.

From a standing start in the early 1960s, Europe's drive to explore space has turned it into a space powerhouse, boasting the world's most successful launcher family (Ariane) and some of its most innovative deep space exploration robots.

Europe's industry, agriculture and environment are benefiting from the insights gained through ESA's innovative earth observation satellites. ESA's deep-space probes have been to Mars, the moon, the asteroid belt, and were the first to fly by a comet. An ESA robot will be the first to land on Titan, Saturn's mysterious, smog-shrouded moon, in January 2005. ESA's scientific satellites have revolutionised our understanding of the universe - and of our origins.

ESA's astronauts fly in that proud tradition. They are helping to build the International Space Station, mankind's only permanently inhabited outpost in space. And over the decades, their experiments have changed our understanding of our world - and of ourselves.

Europe's history of excellence in space is perhaps the most visible achievement of European co-operation in science and technology.

ESA is an inter-governmental organisation of 17 member states: Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland and the United Kingdom. ESA also works with Canada on some projects and has close collaborative links with other space organisations outside Europe

**THE BEST WAY
TO PREDICT
THE FUTURE IS
TO INVENT IT**
Alan Kay