

MILLENNIAL HEADACHES

Are they **NORMAL** or **NOT?**

ACCORDING TO EXPERTS

In 2018, Deloitte reported that 4.9 million Australians suffered from migraines - 71% of migraine sufferers are women and 86% are of working age. Even though there is high incidence of occurrence, headaches are **NOT** a normal way of living and it's just a matter of finding out what this pain is trying to tell us about what is wrong with our body that needs to be addressed.

COST IMPLICATIONS

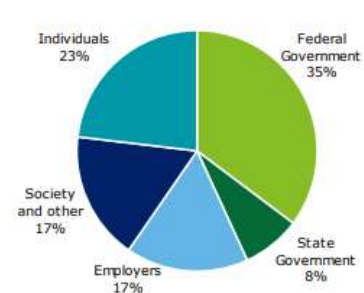
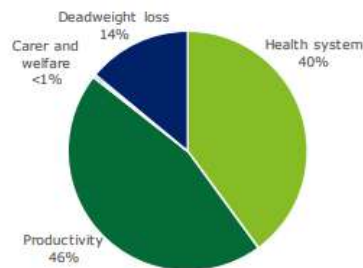
The cost to society for the headaches is at \$35.7 billion annually and this is made up of: health system costs, productivity costs and other costs.

Total costs by chronic and episodic migraine, total (\$ million)

Cost component	Chronic migraine	Episodic migraine	Total
Health system	2,773	11,500	14,273
Productivity	4,129	12,188	16,317
Carer	84	-	84
Deadweight loss	1,065	3,949	5,014
Total economic costs	8,051	27,637	35,688

Source: Deloitte Access Economics

Percentage share of total costs by cost component (LHS) and payer (RHS)



Source: Deloitte Access Economics

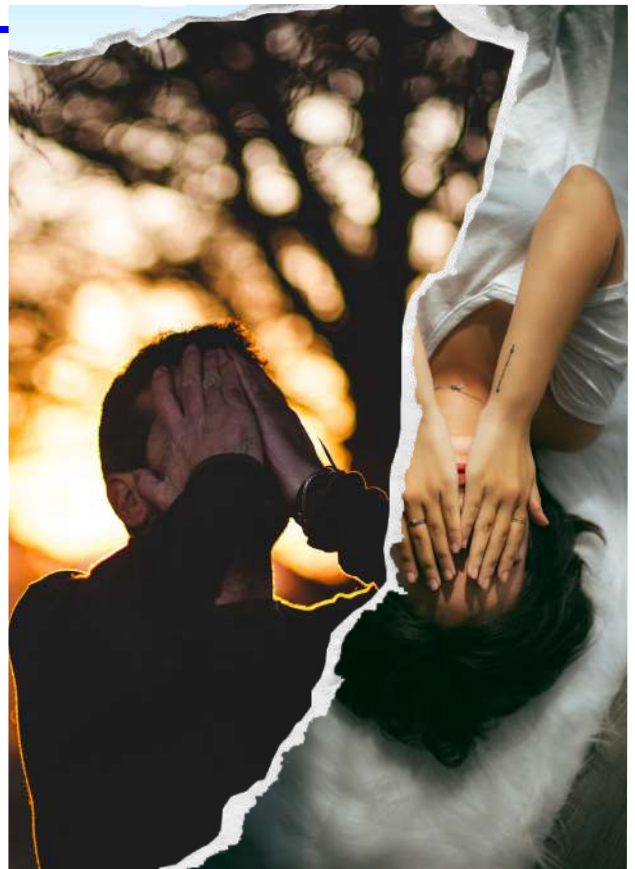
WHAT CAUSES THEM?

- Stress
- Trauma
- Computers
- Drinking too much coffee and energy drinks
- Lack of getting outside
- Sitting down
- Running on adrenaline
- Text neck
- Drinking booze and impact of chronic dehydration
- Major city living: car fumes, concrete jungles, WIFI, chemical laden water
- Poor blood flow
- High blood pressure
- Inflammation from old whiplash injuries gone untreated
- Hormone imbalances
- Inflamed nerves from dental work



LONG-TERM EFFECTS

- Anxiety and depression
- Sleep deprivation
- Increase in stress
- Job loss or impact to work and not being present or doing your best
- Personality changes (not the good ones)
- Poor quality of life
- In worst case scenarios, it has been shown to increase your risk of brain lesions



- ✓ Blue blocker glasses - like Baxter Blues or flux on computers
- ✓ One minute timer on watch every hour to get up and move about
- ✓ Getting into some effective sleep routines - early to bed, early to rise
- ✓ No coffee or energy drinks after midday
- ✓ Stay hydrated
- ✓ Don't wear sunnies in the morning
- ✓ Reduce toxic load in the body
- ✓ Seek help for past traumas
- ✓ **ANF Therapy:** neck pain, mental focus discs, blood flow, hormones, lymphatics

**BUT THERE'S
ALWAYS
SOMETHING THAT
WE CAN DO**



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