

HEALTH

ELYSE GLICKMAN | JE FEATURE

RELIVING A SIBLING'S SUICIDE, Imparting Its Important Messages

CARL E. DAVID is the third-generation owner of the David David Gallery in Center City, taking on the mantle decades ago at the young age of 24 in the wake of his father's death.

Today, his sons are taking the gallery into the new century as its fourth generation, boosting its national profile and expanding its representation of artists.

Even with the gallery's star rising, he has simultaneously taken on the responsibility of preserving the multifaceted legacies of his grandfather and father beyond the successful way they transformed a once-fledgling gallery into a thriving financial success.

"My father always told me, 'If you take care of the business, it will take care of you,'" recalls David. "He was a master of his trade and could read people flawlessly, anticipating their

every move before they even knew it."

Although David has raised his family and kept the gallery a successful presence in Philadelphia, he remains profoundly affected to this day by his older brother's suicide in 1965 and the impact it had on his father, who only lived eight years beyond the suicide.

"My brother was outwardly one of the happiest, most compassionate and gregarious people you could ever hope to meet," David recalls. "There were no clues as his demeanor told otherwise. No note, nothing other than sometime after the fact we had heard through the grapevine that he had queried his professor about suicide in his night class at Temple University. The time frame is indistinct; that could have been days prior to or the evening of and at that we don't know if the source was even reliable."

David goes on to explain that back in 1965, suicide was not something that was spoken about readily as it was often looked upon with shame and disdain. While the entire family lived in a social shadow cast by the suicide, his father bore the brunt of it, internalizing his pain in an effort to spare his family by being strong for them.

"Even while regaining his smile and laughter," his cover "wasn't enough to outweigh his demons," he says.

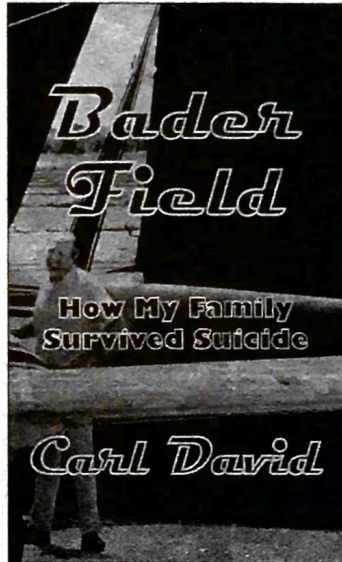
David reflects upon the family tragedy with *Bader Field—How My Family Survived Suicide*, a book 25 years in the making.

Though the book has been in



There are more deaths every year by suicide than by homicide and war combined."

CARL E. DAVID



print since 2008, David recently broadened its availability via immediate download in the Apple iBookstore, Kindle, Nook, Kobo and in about 60 other digital markets worldwide. He has also introduced the book to new audiences through numerous radio interviews, both terrestrial and Internet with the continued hopes of saving the life of a listener who is contemplating ending their life.

Though his hopes for the book's reach are many, he says two priorities are to promote it as mandatory reading in every high school in America and abroad, and have it made into a film (either feature or documentary), as he feels a visual treatment will enable the message to reach a larger audience.

"Suicide is at epidemic levels, and like any other disease, education and shared experiences must be communicated so that it can be confronted head on. The veil of shame that keeps it fueled must be lifted."

One thing that continues to drive David's suicide prevention efforts are the staggering statistics that he uncovered in his research for the book, and later, for preparation for public speaking engagements.

"There are more deaths every year by suicide than by

homicide and war combined, and it is the 10th leading cause of death in the U.S. with an estimated 40,000 people a year," David says, citing such sources as the American Foundation for Suicide Prevention, the American Association of Suicidology and Emory University's Emory Cares for You program.

"As staggering as those numbers are, consider that the number of attempts are even 10 to 20 times greater. Suicide is the third-leading cause of death among 15 to 24 year olds, and the second-leading cause of death among those 25 to 34 years of age."

David then cites one statistic that hits close to home: There are "more than 1,000 suicides on college campuses every year."

David initially began the project in homage to his father, whom he wanted to memorialize as his hero and mentor. As the book evolved over the years,

he realized he would need to divulge the terribly painful experience of his brother's suicide to convey the full story.

Though he approached early drafts in an "intellectual manner," his wife, Arlyn, suggested that this clinical approach would not work. He realized he needed to go through a painful process to tell the story correctly.

While the book evolved into a family saga that documents his grandfather's initiative, the complexities of the art world and even aviation, it ultimately ended up being a key player in David's quest to save lives and prevent other families from having to endure the kind of tragedy that nearly splintered his family and the gallery.

"Unable to change my history, I was duty bound to revive it for the realism" that would result in "helping others who had gone through a similar horror, as well as show people contemplating death the permanent scars they would leave on their surviving family and friends," he continues.

David notes that the frank account of his brother's suicide and the impact on his family has garnered a variety of responses.

The consensus among readers, he says, is that they were glad that he shared his experience and felt the book could help a good deal of people.

With his continued efforts to maintain steady exposure for the book, David feels he has been able to successfully find new audiences for it by just "being myself and walking that edge of emotion with balance so I am credible but not so overwhelmed that I lose it."

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Prize in Disability Seeks Entries

Applications are being accepted for the Ruderman Prize in Disability, which features \$50,000 awards for five organizations espousing inclusion in their efforts.

The prize, funded and awarded by the Ruderman Family Foundation, honors organizations involved in the Jewish community that take the lead in including the disabled.

Deadline for the prize is March 18.

For information, go to: rudermanfoundation.org.

RIDE ON!

HEALTH

ELYSE GLICKMAN | JE FEATURE

THROUGHOUT THE United States, the Multiple Sclerosis Society's work has inspired countless people to put their pedals to their mettle with vigorous bike ride benefits.

The Philadelphia-area Bike MS: City to Shore Ride is no exception, with an approximate 7,000 riders giving it their all to show their support for friends and families affected by the disease.

Andrea Rosenthal is among those wholly committed to the spirit and physical effort of the race, which takes place this year on Sept. 28-29 (www.ms-cycling.org; 800-445-BIKE). And she's taken that commitment to new heights by bringing together a team of 100 riders — an extended family of like-minded souls.

"My father, Jersey Brownstein, was diagnosed with progressive MS at the age of 50 21 years ago," recalls Rosenthal. "Shortly after that, a family friend, our 'Uncle' Elliot Menkowitz, started riding for Bike MS.

"After two years of staying on the sidelines, my husband

Area MS bikeathon
a way to exercise
concern for the
degenerative disease

and I decided to join Elliot for the bikeathon. As soon as we voiced our intention, Elliot appointed me 'captain.' Each year, the team grew, with friends and family joining us at first, and their friends joining in."

It grew and grew: "Jersey's Team catapulted from three riders a few years ago to 75 to 100."

In addition to raising an army of riders since its inception 14 years ago, Jersey's Team has raised over \$1 million, with this year's goal to raise \$100,000.

Fundraising is not new to Rosenthal. A recent past president of Temple Sinai in Dresher, she is still active in their fundraising efforts. She credits her parents for raising her with the fundamental Jewish values of philanthropy and giving back to the community.

"I am very much hands-on, and treat this as my full-time job from May until the ride," Rosenthal explains of the benefit ride. "I work with each rider individually to make sure that they have all of their gear and other needs addressed. I contact peo-



▲ Dad and daughter: Jersey Brownstein and Andrea Rosenthal are in biking mode for the upcoming MS benefit, conceived by broadcaster Larry Kane 33 years ago.

ple by email and phone to ensure they have their waivers completed, have enough money in their accounts to meet their commitments and get the incentives such as T-shirts based on what monies they raise."

It is indeed a communal event, "an amazing community builder," says Rosenthal.

Her father, the team namesake, beams with pride as he speaks of the event. "The responsibilities of philanthropy I passed on to my children were lessons I learned beginning in early childhood," says Brownstein. "I always had a few coins available for 'Keran Ami' — a program in many Jewish schools stressing the need for tzedakah by having students contribute to a cause of their choice on a regular basis.

Bat Mitzvah project.

"By raising awareness in their peer group, an inspiration that comes from my father, we have done our job," says Rosenthal.

Prior to every ride, the team stages a pep rally dinner held at Jersey's house, and every team member has the opportunity to meet Rosenthal's father and talk about why he or she has committed to the race.

Elana Rivel got involved because of what she observed when her roommate was diagnosed with MS when they were juniors in college. Within 10 years, the friend was in a nursing facility. "Learning about the ride gave me an opportunity to feel like I was *doing* something to help her," says Rivel, associate director of Jewish Learning Venture.

"Over the last six years, various members of my family have participated, with my son raising funds and choosing to ride last year in honor of his Bar Mitzvah."

Like Rosenthal and Jersey Brownstein, executive recruiter and Temple Sinai treasurer Cindy Warkow tries to teach her children the importance of philanthropy. "My family participates yearly for many reasons," she says. "Above all else, the ride is actually a family outing with my father and brothers. It's also a great way to stay in shape while being part of something important."

Concurs family friend Alan Casnoff, "The community reason is my strong belief that everyone of us has a duty to give back to our community in many ways as possible. We are all fortunate to live our lives as we do." ●

He recalls a pushka at home, "a small blue JNF can sitting on our kitchen window sill."

"Flash forward more than six decades, and now I have been honored through the team's support, having raised over \$1 million for MS in my name. It's so exciting and, at the same time, very humbling."

And they are so good at it: Last year Jersey's Team won the Larry Kane Chairman Cup, named after the eminent broadcaster and MS bikeathon founder 33 years ago.

Rosenthal is proud of her father's resilience and strength, as he still works full time as a steel broker.

Rosenthal's daughters, meanwhile, are just as inspired, as they have committed themselves to several editions of the race physically (150 miles, crossing Ocean City and Cherry Hill) and emotionally.

In the 2012 race, older daughter Mindy, 16, convinced eight of her friends to join Jersey's Team while younger daughter Rachael, 14, did it as part of her



▲ Big wheels keep on turning — all the way down the shore — for Scott Rosenthal and daughters Rachael (left) and Mindy.

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HEALTH

ELYSE GLICKMAN | JE FEATURE

Red, White and Blue: FRUIT AT THE HEART of a Healthy Diet

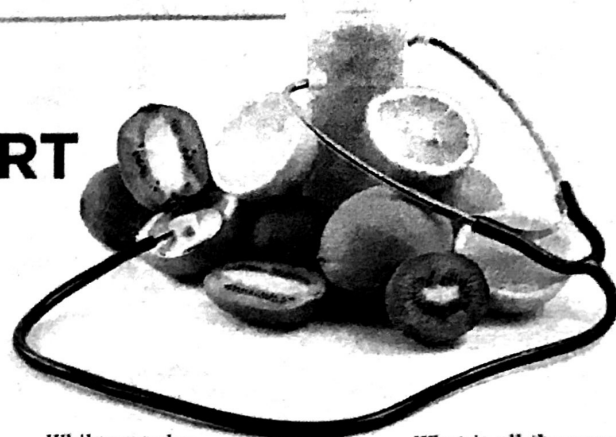
AS TEMPERATURES rise, we crave foods that are lighter, cleaner on the palate and impart energy needed for our outdoor pursuits.

With supermarket produce departments and farmers markets at their most colorful and alluring right now, there is no better time to honor the needs of our taste buds and the rest of our bodies with in-season fruits that reconcile our desire for flavor with our bodies' needs for

vitamins, minerals, anti-oxidants and fiber.

Chef, certified dietician and nutritionist Gina Keatley (whose attractive menus and ideas have been showcased on the Food Network, ABC, *Fox Good Day New York* and Bravo's *Top Chef*) offers a quick primer for in-season fruits known for healthy, tasty choices.

Her choices: Cantaloupe is packed with folate, potassium, beta-carotene and lutein. Kiwis are loaded with vitamins E, A and C, and also contain a large amount of fiber. Strawberries serve up abundant vitamin C, iron, folic acid and antioxidants while tomatoes offer hearty doses of lycopene, lutein, vitamin C, potassium, folate and fiber.



While avocados should be eaten in moderation because of their fat content, Keatley notes that they are rich in fiber, folic acid and potassium as well as polyunsaturated and monounsaturated fats that protect the heart and reduce blood cholesterol.

Nutritionist and author Janet Brill of Valley Forge, Pa., is a big berry fan, which is especially fitting given her involvement in the "Go Red" campaign that raises awareness and funds to combat heart disease in women.

The nutritionist and fitness expert refers to several studies that show how going red in terms of fruit intake can improve one's ability to take charge of heart health.

Brill details that "the presence of phytochemicals found in edible plants" — phytochemicals often impart flavor and color to fruits and plants — "plays a major role in preventing, halting and reversing the process of atherosclerosis," the build-up of fatty deposits in arteries.

She elaborates: "Polyphenols are the largest and most biologically active group of phytochemicals," and they "carry extraordinarily salutary effects, especially for the heart. Plants produce polyphenols to protect themselves against the elements such as UV light damage and invasion by bacteria, fungi and viruses."

Flavonoids, a major class of polyphenols, in turn, have a positive effect on one's arteries. Brill also points to the results of Nurses' Health Study II (published earlier this year in the medical journal *Circulation*), which found that eating three or more servings of blueberries and strawberries each week may help reduce a woman's risk of heart attack by an astounding 32 percent.

What is all the more remarkable, given the popularity of strawberries in this country, is that most Americans don't get nearly enough of these beneficial chemicals in their diets.

"Fruit offers a powerhouse of vitamins and minerals, and in addition to berries, my recommendation is to include a variety of fruits throughout the day," continues Brill.

"We often say to eat from the rainbow of colors, including white fruits, too."

It's all there in the research: "Studies have shown health benefits from white-flesh fruits such as apples, pears and bananas. Other health benefits include growth and repair of body tissue, speeding up of wound healing, healthier teeth and gums, and helping the body form red blood cells and reduce risk of birth defects."

There will always be people in the crowd who resist the allure of fresh seasonal fruits and vegetables, even when they know what's truly good for them. Chicago-area registered dietician Toby Smithson (who is also a certified diabetes educator and spokeswoman for the Academy of Nutrition and Dietetics) peels off some common-sense rules in elevating one's intake of fruits and vegetables.

"Purchase fruits that are in season so you will get the best flavor and the best price," Smithson suggests. "However, be aware that fresh fruits are not always the richest in nutrients because of the lag time from farm to your table through transportation."

"This is a big reason why farmers markets are becoming the produce source of choice for many consumers, offering fresher products brought to the market stand straight from being picked from the field." ■

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HEALTH

ELYSE GLICKMAN | JE FEATURE

THIS MONTH marks the fourth year numerous hardy cyclists will pedal 175 miles in solidarity and the heat of an East Coast summer to support Camp Simcha and its parent organization, Chai Lifeline.

This year's ride, which originates in Asbury Park, N.J., on July 31 and finishes a week later in Glen Spey, N.Y., at Camp Simcha, involves more than 300 cyclists pedaling for a cause that so far has generated \$1.8 million.

This camp, which since 1986 has given children diagnosed with cancer and other serious illnesses a fresh lease on life, delivers a summer with activities that run the gamut from dream-come-true helicopter and motorcycle rides, concerts and interactive shows to activity-filled days with sports, crafts and other simple pleasures that give them the sense of normalcy missing in their everyday lives.

Camp Simcha is the flagship program of Chai Lifeline, overseen by Rabbi Sruli Fried, director of programs and services. His schedule keeps him busy year round, with responsibilities that include directing a staff of 10 plus 500 volunteers and providing daily services that include food delivery, rides, respite services and an apartment for families two blocks from Children's Hospital of Philadelphia that he affectionately refers to as the "Kosher Ronald McDonald House."

According to Fried, the genesis for the ride came from Chai Lifeline volunteer and Camp Simcha counselor Davie Egert, who wanted to bring his bike to the camp. He came up with the idea of a sponsored bike ride when the bus traveling from his Lakewood, N.J., home to Glen Spey did not allow passengers to bring their bikes on board.

While Fried had his doubts about the enterprise, the next thing he realized, Egert raised about \$15,000 and received coverage from the *Asbury Park Press*.

In 2010, 40 riders joined him, and together, they raised over \$200,000.

Fried realized the extent of the impact this endeavor was



Road Warriors

Cyclists pedal beliefs in Camp Simcha's mission

making when one of the wheelchair-bound campers turned to him and said, "Rabbi, you know what's so incredible about the event? Here we are dealing with illness, alone in the world, and nobody understands what it's like. When I saw these 40 people biking 175 miles just for me, to tell me how much they cared about me, and were raising money for me to go to camp," he was overjoyed.

"It was the most overwhelming and heartwarming moment in the world," Fried affirmed. "When I heard what that boy had to say, I knew this event was a winner in that it can be both a fundraiser and provider of so much inspiration and motivation."

Fried adds that the campers' parents are amazed that so many people from all over the East Coast and even Canada are willing to take two days out of the middle of a workweek, and train for months to raise this extraordinary amount of money just for them and their children.

"To put things into perspective, a few months ago, I participated in the MS Ride in New York City, where 10,000 riders had raised \$2 million," he continues.

"Bike4Chai's 300 riders, meanwhile, have raised \$1.8 million. This is a testament to the incredible philanthropic nature of our Jewish community. When we see what those children, those warriors, are going through, it gives riders the incentive to train and raise funds."

Camp Simcha veteran JJ Eizik, a 22-year-old Fairleigh Dickinson University business major, has kept close ties with

the camp. Although he lost his left leg to cancer at 17, he ultimately gained the will and strength through his experience at the camp to cycle extensively, recreationally and in support of other charities.

"As part of my recovery, I wanted to prove to myself that even though I was an amputee, I could still ride, so I have done it with a hand cycle powered by my arms," he explains.

"It was my third summer at the camp when they staged the first Bike4Chai, and when I heard about it, I always had it in the back of my mind that staying involved was something I wanted to do."

Eizik's other objective with his participation in this year's race is to send the kids at Camp Simcha a message that they should never give up. He insists there is "nothing in the world that will stop you from getting what you want except yourself."

This year, Samara Sheller, 7, will also deliver that message. She will have the dream job of serving as the honorary captain of Ride4Chai. Although she is currently adjusting to life with a prosthetic, from her surgery forward, she and her family have received continual support from Chai Lifeline counselors, who paid them frequent visits during her treatment and recovery. ●

For more information, visit: www.chailifeline.org/events/Bike4Chai and: www.campsimcha.org.



Breakthrough in INSULIN in Keeping With Israeli Innovations

tune, however, to be in a family whose outlook was progressive and encouraging in her drive to immerse herself in the mysteries of science.

"I had an aunt who also had a Ph.D. in biochemistry, and another who was a microbiologist," Kidron recalls. "While my father and grandfather were rabbis, they knew of my intentions to pursue a career in science and not literature or other traditionally female college majors."

She wanted something different. "Though I went through a phase growing up where I read one book per day, I knew that the field I chose was my passion, especially as I saw my aunts' work in the laboratory" and knew about "another female relative who was a surgeon. Though other women of my generation pursued careers as teachers and secretaries — and there were only two Orthodox Jewish women in my class — it is so gratifying to see how times have changed."

Kidron points out that in today's Israel, 70 percent of the students enrolled in medical schools are women, many Orthodox.

In the beginning, she had managed to earn her master's degree in pharmacology, at Hadassah Medical School, Hebrew University, and a Ph.D. in biochemistry from Hebrew University — all of it while supporting a growing family on only her small income.

"As a mother of four, with my husband spending two months of every year doing his duty for the Israeli army, and working as a self-employed engineer," she continues, "life was hard, and I had to struggle between all those things."

Once established in the world of medical research, Kidron faced challenges tied to industry politics as well as scarcity and demand for materials that would enable her to lay down the groundwork for an effective, accessible oral insulin.

"When I was one of a group of scientists working at the Hadassah Medical Center in Jerusalem, I realized that one reason why it took 30 years for us to develop a new kind of insulin medication" was that they were required to work on other innovations in medications as well, she recalls.

Kidron explains why something that is seemingly as common sense and easy as an oral insulin eluded so many in the science community. When somebody administers medicine orally instead of through injection, a greater quantity of the medication is required. Early on, one possible solution originated with pig insulin. However, the basic problem (besides the kosher issue) was that experts believed there were not enough pigs in the world to meet the demand for oral insulin.

Kidron and her team eventually started to work with human

recombinant insulin, but issues of scarcity and difficulty conducting trials dogged them.

It was that inconvenience that prompted her and her son, Nadav Kidron, to open Oramed.

Every time they administered the test insulin to the dogs in the lab, "we got the same successful result," she says. Those results and further successful trials was the proof they sought. "I told my son that it was now time to make this breakthrough available to humans," she says.

"However, we could not do the trials at the hospital because the hospital did not have enough of a budget to conduct such trials. Nadav said he wanted to take it and establish a company to allow us full control of product development."

Kidron notes that their success so far has resonated among other pharmaceutical companies, who she says approached them to buy insulin through the technology her firm has developed.

Though Israel is a leader in biotech industries and medicine, another thing that makes Oramed's achievements and Dr. Kidron's so remarkable is the way Israel's survival as a country dovetails into that success.

"In Israel, have to use our minds in order to survive, and we have to solve problems by being innovative and creative," Kidron reflects. Her company, she says, provides "an example of the many innovations coming out of Israel." •

HEALTH

ELYSE GLICKMAN | JE FEATURE

ISRAELI MEDICAL pioneer Dr. Miriam Kidron was a welcome presence in Philadelphia last year at the 72nd Scientific Sessions of the American Diabetes Association Conference.

She was invited to present her groundbreaking oral insulin medication, which holds the potential to lead to new diabetes-related breakthroughs this year.

Beyond the extraordinary technology she and her team required to make the oral insulin a reality, her discovery was found to slow the progression of diabetes and help control rising costs of treatments worldwide.

A member of the American, European and Israeli Diabetes Associations, Kidron made the breakthrough during her tenure as the chief medical and technology officer and director at Oramed Pharmaceuticals Inc., where she has served as its chief scientist since its founding in 2006.

In the 20 years prior, she served as a senior researcher in the Diabetes Unit at Hadassah-Hebrew University Medical Cen-

ter in Jerusalem, earning the coveted Bern Schlanger Award.

Indeed, while Kidron took a long road to get to that conference in Philadelphia, she hopes that her discovery will shorten the path for diabetes patients to a healthier, more active life.

She has high hopes that the medical breakthrough — manifested in the oral insulin medications ORMD-0801 and ORMD-0901 — she introduced to the U.S. medical establishment while in Philadelphia will have a major impact among diabetics in the United States and the world. Now back in Israel, Kidron explains that 30 years of research and trials led to the medication, which was found to improve blood glucose regulation, especially when compared with administering each drug separately.

During the time it took Kidron to piece together a puzzle that has stumped the world's greatest scientists, she also blazed a trail for other women physicians in Israel.

Kidron came of age in a traditional Orthodox Jewish family of limited financial means, along with a certain cultural mindset about defined gender roles. She did have the good for-

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ELYSE GLICKMAN
Jewish Exponent Feature

For decades, women have been the primary clients of plastic surgeons — as well as examples of a double standard that pictured older men as looking distinguished while older women just looked, well, old.

Even just a decade or so ago, the idea of a man receiving a Botox injection could have been dismissed as embracing a metrosexual trend or perhaps just a desperate act of vanity.

For better and for worse, the body image landscape has changed. Men from all walks of life are fully embracing “grooming” products and better health practices to stay young and vital.

It is perhaps inevitable that elective cosmetic procedures for both face and body followed. According to Dr. Oren Friedman, physician and associate professor of clinical otorhinolaryngology/head and neck surgery at the Hospital of the University of Pennsylvania, men are doing it to literally put their best face forward in an increasingly competitive world while women often hope to improve their overall outlook on life.

“When it comes to procedures, women are willing to take the time to do what they need to do to feel better about themselves in the long haul, while men have specific goals and objectives in mind, and fixed time periods in which they want to achieve them,” Friedman says.

“Men want to get and keep jobs and attract partners” — and do it quickly with treatments using Botox, Juvederm and Restylane, which “are widely accepted and available; they can get it done, and get back to work.”

“For male patients, there is an increased pressure in an in-

One Word: PLASTICS!



It's the changing face
of the American male

creasingly youth-focused society to look their best,” concurs New York City-based Dr. Robert Grant, plastic surgeon-in-chief for the combined Divisions of Plastic Surgery at New York-Presbyterian Hospital/Columbia University Medical Center and New York-Presbyterian Hospital/Weill Cornell Medical Center, the University Hospitals of Columbia and Cornell.

“Many boomers do not wish to look the same way their parents did at that age. Men who are watching their diet and maintaining their physical fitness level know they can’t fight gravity in the same way they used to as they age.”

Younger guys with professional incomes, meanwhile, are deciding to improve their appearance because they have the means.

Grant notes two distinct groups of men who visit him for consultations. One is a “static group” of men looking to correct common flaws such as a large nose (rhinoplasty) and love handles or the flank area (gynecomastia procedures; liposuction). The other group includes men over 40 seeking out a more youthful appearance.

Though facial plastic surgery had historically been problematic for men, especially because of the natural male facial hair and beard patterns being altered and not healing in a visually

pleasing way, “injectables,” such as Botox, have changed the playing field, even for the kind of men who never would have considered a procedure a few decades back.

Geography also plays a role. “You will find a greater proportion of interest in plastic and cosmetic surgery in places like South Florida, California and Texas, where the climate is warmer and people show a lot more of themselves,” says Grant. “There are also increases in major metropolitan areas on the East Coast, where the job market and life itself is competitive. Numbers are smaller in the middle of the country.”

Friedman, who relocated relatively recently to the Philadelphia area from the Midwest (the Mayo Clinic), has made similar observations in and around his practice. He also believes that the economy has played a role in generating a spike in new clients over the past 18 months.

“In order for older men to feel they can compete and be as relevant as their younger rivals, they have to feel young and look it,” states Friedman.

“Technology has shifted so much that more mature men will have a chip on their shoulder. The job market is tough, and compounding that fear is the fact that technologically savvy younger men are taking jobs at lower salaries, and older guys need to do everything they can to hold on to their jobs.”

Even though good procedures can produce satisfying and permanent, if not quick, fixes, Friedman, Grant and noted New York plastic surgeon Dr. Mauro Romita all note that one’s chances for a youthful appearance will improve and endure with good, common sense health practices that start early in life — using sunscreen; not smoking; drinking in moderation, if at all; and healthy exercise and diet.

While they all note that healing times are generally influenced more by individual body chemistry, genetics and lifestyle than by gender differences, Romita does note a few gender-based variations.

Men may “heal faster with some procedures because a man’s skin is thicker, retracts more quickly and is more resistant to bruising,” says Romita. ♦

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SCIENCE

ELYSE GLICKMAN | JE FEATURE

IN THE REAL *Mad Men* universe of advertising, Marcella Rosen was a beacon of reason and leadership as the director of media worldwide and executive vice president of the legendary agency NW Ayer Inc., which was founded in Philadelphia by Francis Wayland Ayer in 1859. The *New Yorker* also founded her own agency.

However, as an avid supporter of Israel, she wanted to use her media clout and her skills of persuasion, as well as a team of astute writers and researchers, to draw attention to a side of Israel unknown to many Americans — that of a technological and scientific powerhouse.

Like all great innovators, she started small to test the waters, with the March 2010 launch of **UntoldNews.org**. This ambitious and user-friendly site reports on all things Israel beyond the ongoing Middle East peace process and political strife.

"Most of the media about Israel is negative, and what the average American knows about Israel comes from the coverage of the military activity and the religious issues," says Rosen.

"I thought it was a shame that the general public had little idea about Israeli scientific ventures that have improved their lives, or their humanitarian acts such as sending aid to 55 countries when needed."

She continues: "It is vital that if we want to maintain public support for Israel's future and its relationship with the United States that we tell the public about some of Israel's positives which are there — and phenomenal at that." How to counter a bad image? "While our enemies do a superb job of maligning us and Israel," she notes, "there needed to be something that effectively

and proactively gives positive coverage."

Beyond **UntoldNews.org**, the savvy Rosen has also initiated an aggressive Facebook campaign that posts Monday to Friday, 52 weeks a year, on inventions and scientific breakthroughs coming out of Israel.

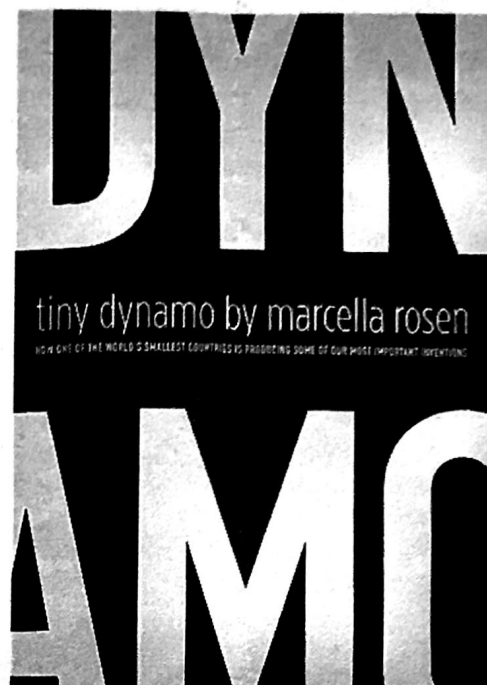
However, given that many of these inventions touch people on a monumental, worldwide basis — from the humble computer flash drive to the removal of breast tumors through freezing to the desalination of ocean water — she needed a way to propel word of mouth without saying too much of a mouthful for those who may be less scientifically inclined.

The solution: *Tiny Dynamo: How One of the World's Smallest Countries Is Producing Some of Our Most Important Inventions* is a nifty invention in itself. The slender, eye-catching volume is packed with 21 breezy stories about different inventions and the behind-the-scenes stories of some of the inventors.

However, when putting the book together, Rosen was savvy enough to know that she didn't want Jewish and non-Jewish readers to judge the book by its cover.

"You'll notice the front cover very deliberately does not mention 'Israel' though the back cover does," Rosen points out.

"As 'Israel' is a hot-button word for some, I wanted to be sure anybody interested in the scientific elements of the book would look at it for the science. Also, we deliberately composed the text to be an easy read. The in-



tent is not to show how scientific we are but to get the information out there by translating complicated scientific scenarios into clear statements about the inventions' impact."

One thing that deeply concerns Rosen is keeping younger generations of Jews interested and vested in Israel's future. On one level, she thinks of the book as an opportunity to provide Jewish Americans with a set of tools that will enable them to win any debate set forth by an Israeli detractor by calling attention to all of the inventions that have or could benefit mankind as a whole.

"I have a grandson who had a Bar Mitzvah this year, and he read the book, of course, because I am his Grandma," she muses.

"While he agreed it was a wonderful Bar Mitzvah gift," he saw its potential elsewhere as well.

Grandma agreed: "We could see this easily being used in classrooms. It can also be a useful tool for those who are pro-Israel who may find themselves in a debate with somebody not pro-Israeli."

As new scientific developments in Israel surface every day, Rosen also foresees subsequent books and reprints in other languages.

"My target right now is the U.S., which is a big test market," she says. "We have many more inventions coming out of Israel that would fill many more books."

Rosen stresses that although many Western countries have scientific breakthroughs and inventions they can be proud of, in recent years Israel has had as many inventions as all of Europe combined.

The timeline in the back of the book lists a whopping 68 important inventions since 1948.

The author notes she has a fondness for the airport security invention detailed in the book that uses psychology and body function to weed out potential terrorists. ●

ELYSE GLICKMAN
Jewish Exponent Feature

When You're HOT, You're Hot

Or are the effects of
menopause, after all
these years, treatable?

Given how great 40-something and older celebrities look these days, and how youth crazy the culture generally is, it is no wonder that menopause can feel like an oncoming truck with compromised brakes.

Yes, what happened to the notion of "aging gracefully," at least outside the doors of our favorite yoga studio?

Dr. Moshe Lewis, an integrative medicine expert whose multi-faceted approach to treating menopause has gained national

media attention, advocates merging Western medicine with carefully chosen holistic approaches to menopause treatment.

Therapies from Lewis' "toolbox," tailored to suit an individual patient, include osteopathy, acupuncture, physical therapy, Tai Chi, pool therapy, chiropractic and psychotherapy.

Nutritionist Dr. Carolyn Dean (nutritionalmagnesium.org), whose publishing repertoire includes *The Complete Natural Guide to Women's Health, Hormone Balance, Menopause Naturally* and *The Magnesium Miracle*, notes that while today's celebrities over 40 and 50 look more youthful and vibrant than their counterparts in past generations, you may want to look beyond Hollywood for real inspiration.

"People in our society tend to view growing old as a bad thing, where other societies embrace older women and call upon them for their wisdom," Dean says.

"It is unfortunate that women in our culture" respond to "the message that they have to keep looking like they're still 30, which drives the surgeries, Botox and other industries. That said, there will always be a percentage of women who want to do things the natural way."

In *Menopause Naturally*, Dean presents the argument that aging gracefully begins with common sense practices like good diet, exercise, getting your beauty sleep and some form of detoxification. She also points out that women are generally healthier than men up through menopause because their monthly periods detox the body naturally.

However, after menopause, a woman has to do a few things to help the process. She recommends Epsom salt baths or oral

magnesium citrate that provide detoxifying magnesium, as well as clay baths and saunas that draw impurities out of the body.

"Some herbs have been used in China and India for generations, and are effective, natural ways to deal with menopause," Dean continues.

Deborah Wagner, a clinical psychologist based in Bergen County, N.J., has incorporated the emotional impact of menopause into the way she guides clients through a woman's second coming of age.

Her forthcoming book, *The Fifth Decade: Is It Just My Life or Is It Perimenopause? Sorting Through the Emotional Upheaval of Women In Their 40s and 50s*, covers a wide gamut of emotional issues women face, such as anxiety, stress, fatigue, loss of libido, and trouble in parental and work-place relationships.

"When the physical and psychological come together, it can be explosive."

To defuse this potential ticking time bomb, Wagner has championed the use of bioidentical hormones, derived naturally from food and plant sources, such as yams and soy, yet are identical to what the human bodies produce.

This is welcome news, especially with the controversy surrounding synthetic hormone treatments, which have been discontinued on a global basis since 2002, when the Women's Health Initiative, a government-sponsored 15-year study, found that synthetic hormones were causing cancer and other illnesses in women.

While consulting a trusted physician or gynecologist is a given, Wagner mentions that some prescribed psychotropic medications, such as Paxil or Lunesta, offer a good alternative for those who want to opt out of hormone therapy.

South African-born, Cleveland-based Dr. Wulf Utian, whose new book is *Change Your Menopause: Why One Size Does Not Fit All*, says, "The message that I always try to deliver is that women are similar in some ways, but the ways they are different will impact not only how each woman experiences something, but what actions she needs to take to cope with symptoms and changes in her body." ♦

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ELYSE GLICKMAN
Jewish Exponent Feature

Halloween unofficially kicks off America's two-month long holiday season, and what symbolizes the season more roundly than the pumpkin?

After jack-o'-lanterns rear their pretty heads for trick-or-treaters, the pumpkin turns up in desserts, side dishes and Starbucks' lattes for the remainder of the year. It is also a season when many of us are guilty of "feeding our faces" a little too much.

However, health experts, dermatologists and beauty specialists know that the hearty, humble pumpkin — when used both topically and internally (that is, ingested) — turns the concept of "feeding your face" on its head, so to speak. You can also think of pumpkin as a great all-purpose, naturally occurring beauty product straight from the heartland.

Michelle Noonan, born and raised in Iselin, N.J., swears by pumpkin. The TV host and science correspondent, now building her career in Los Angeles, battles acne and stresses through the zinc in pumpkin seeds. She insists pumpkin facial masks help her control acne flare ups the natural way, without the need for traditional treatment with harsh chemicals like benzoyl peroxide or prescription medications.

Noonan is not alone. Colorado-based dermatologist Dr. Richard Asarch and Nebraska dermatologist Dr. Joel Schlessinger (creator of the Lovely Skin line; www.lovelyskin.com) freely handed out generous handfuls of sweet facts about the pumpkin during our search for tricks and treatments: Pumpkin contains vitamins A and C, Omega-3, antioxidants and minerals to nourish the body and help build tissue.

Applied topically, enzymes from the pumpkin gently exfoliate dead skin cells without scrub-

Need a Facial? IT REALLY Is the Great PUMPKIN!

bing, which both doctors note can break capillaries and can be too harsh for sensitive skin.

Asarch adds that pumpkin seeds and oils have been used over many generations to make medicines, which, in turn, have been used for treating bladder irritation, kidney infections and intestinal worms.

"The use of pumpkin seeds as a remedy for parasites and kidney problems is well documented in Native American history," Asarch details. "In the late 1800s, herbal doctors used pumpkin seeds regularly to treat urinary and gastric illness, and for parasite removal. 'The pumpkin plant, along with its seeds, has been used in the traditional medicine of many countries, including India and Mexico.'"

At the Asarch Center for Dermatology and Laser and DermaSpa (which attract visitors from throughout the United States), Asarch's team offers a modern therapeutic pumpkin facial treatment. The special treatment package incorporates a skin purification with Pumpkin Cleanser, a facial massage with Pumpkin E Oil and a Pumpkin Enzyme Peel.

Schlessinger, meanwhile, is particularly sweet on his line's LovelySkin Pumpkin Clarifying Mask not only because of the appealing and naturally occurring fragrance but also the antioxidant content, which he says improves the skin and protects

against free radicals at the same time.

"The antioxidant makeup is the main reason for its success as a skin treatment externally, but the same can be said for ingesting it as well," he says. "The level of antioxidants directly correlates with the benefits that will accrue for the skin."

Dr. Ruthie Harper, a Texas-based physician focused on nutritional medicine, non-surgical aesthetic transformation and genetically based skin care, stresses that the enzymes and alpha-hydroxy acids in pumpkins draw out impurities and toxins lodged deep in the skin's pores.

Those things are replaced with more beneficial vitamins, anti-aging enzymes and nutrients. Adding to this is the fact that pumpkin has naturally occurring UVA/UVB sunscreens thanks to the natural zinc content.

"We find that many people respond better to pumpkin peels than to glycolic peels, with immediate improvement in the clarity and smoothness of their skin," says Harper. "People with sensitive skin and acne benefit because it is less aggressive than a glycolic peel. Pumpkin, like other plants that have a close relationship with the soil, are often great sources of mineral nutrients. In addition to zinc, they are also sources of phosphorus, magnesium, iron and copper" which support "every aspect of a healthy body."

"Pumpkin also contains phenolic antioxidants and lingans, providing protection against cancer."

Two-time Emmy Award-winning makeup artist and organic cosmetics expert Marianne Skiba aptly notes that pumpkins suffer from type casting thanks to their enduring association with jack-o'-lanterns and autumn foliage displays. However, she says she believes it is a superfood for all seasons, as she recommends a pumpkin scrub to clients to re-

move dead skin cells damaged by too much summer sun, followed by a pumpkin masque and a pumpkin moisturizer.

While New York-based natural skincare expert Suki Kramer's products (www.sukiskincare.com) have famous fans including Alicia Silverstone, Courteney Cox and Julianne Moore, Kramer says she truly values the opinions and feedback of customers undergoing cancer treatment or recovery who have discovered that ingredients like pumpkin have helped alleviate the after-effects of radiation and/or chemotherapy that leave skin parched and irritated ♦

Kehillah of Old York Road, Simon's Fund, PJDS Set Screenings

The Kehillah of Old York Road is offering free heart screenings for students ages 8 to 19 on Sunday, Nov. 4, from 11 a.m. to 4 p.m., at the Perelman Jewish Day School Gym in Melrose Park.

The screenings are sponsored by Simon's Fund and PJDS.

For information, email jill@simonsfund.org; for an appointment, go to: www.simonsfund.org.

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HEALTH

ELYSE GLICKMAN | JE FEATURE

MARCY MILLER IS A SURVIVOR on many levels.

You could think of the University of Pennsylvania grad's memoir, *Rebooting in Beverly Hills: A Wise and Wild Path for Navigating the Dating World*, as a sort of boot camp with a mix of laughs and anguished moments, based on her own experiences.

Some of Miller's stories will strike a nerve, but you will feel much better and stronger when you've completed her "workouts" of life experiences.

Through the book, Miller says she hopes to teach other women facing unpleasant midlife surprises not only how to fight back, but also how to think strategically in their personal lives in order to come out on top.

Miller's third husband remained by her side during her unexpected bout with breast cancer, but a couple of years later, she discovered he was cheating on her when she found a letter from Bergdorf Goodman in New York asking him how she liked the sable he bought her.

It was, to say the least, news to her.

The elegant, willowy attorney who also designs jewelry effortlessly blends in with other fashionable Beverly Hills professionals at Café Med, one of her favorite hangouts, where we met to talk. Her optimistic presence belies a wave of unfortunate luck in relationships and health that could send less secure women into a tailspin.

However, it is her tough spirit and resourcefulness that prompts her to share instead of despair.

Throughout her life, Miller was a go-getter who excelled at Penn and George-

CIRCLE THAT DATE

Or better yet run away from him: A memoir on surviving the 'HAVEN'T WE MET BEFORE?' world

town University before establishing herself as a successful D.C. attorney.

However, this was not the case for her first marriage. Though she had it in the back of her mind that she would eventually move to California, she stayed in Baltimore so her son could retain a sense of stability until he left for college.

Feeling secure in her marriage to her third husband, and having survived breast cancer, she was ready to begin again in Beverly Hills, even without practical knowledge of how to navigate the freeways and supermarkets.

After her son left for college, Miller recalls, "my husband was fine with the decision to move to California, as I faced mortality and he respected my desire to live the rest of my life a certain way."

"When we first moved out here in 2002, I found this place to be the Garden of Eden," says Miller. "At a time where cancer could have torn us apart, it seemed to bring" her and her husband together. "However, by 2005, there was a growing disconnect between us.

"He was approaching 50, which for me gave weight to the common belief that men really do go through a midlife crisis. There was another woman out to get him, and she got him."

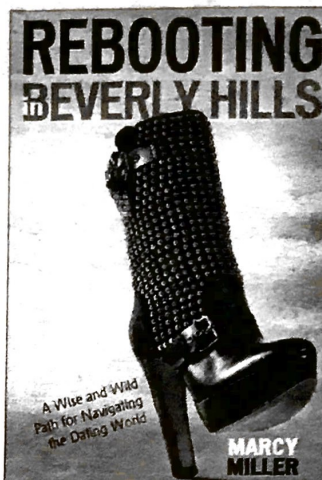
After 11 years of marriage to a man she believed made her happy, re-entering the dating scene was a culture shock.

"I wasn't a suspicious person, so I never would have thought he would have cheated, until the information I found by accident revealed the truth," Miller says.

"When you become suspicious, the relationship is over. I do not want to look over my shoulder the rest of my life. If there is anything I have learned through trial and error, there are several people out there who can be the right person for you."

Miller put her courtroom smarts to work not only to uncover the mystery mistress, but also to get herself out of the lie she was living. This, in turn, propelled her into a journey through Los Angeles' infamously challenging singles scene.

She not only found herself ambushed by gossip from assumed friends, but also crossing the minefields of failed dates and online dating websites. "The stories of these experiences were so outlandish that we had to pull over because we were



laughing so hard," she recalls of a drive during which she and a friend discussed tales. "When my friend suggested putting these down on paper because it would be 'good therapy,' I jumped right into the process, especially as I am a lawyer, and I love to write.

"As I did more and more writing, and the short stories evolved into more of a memoir about dating, I felt this would be something valuable to share with other women, between

being a breast cancer survivor as well as a survivor of the dating scene."

"Everybody has some kind of disability or baggage," she continues. "The problem is in our heads and not in the heads of other people. Once you get past your insecurities, you will be in better shape and more open to meeting the right person.

"You have to be totally upfront about what you are looking for, because you do not want to attract somebody who ultimately won't be attracted to you in the long run, or somebody you are not attracted to.

"Don't give up on what you may find online, as I am hearing that relationships formed from online dating sites are becoming increasingly successful, and it has become more socially acceptable to date online.

"We're seeing fewer of those married guys looking for younger single women." ●

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