

QUINTESSENTIAL STYLE

SUMMER ISSUE  
2010 \$5.00

Q

WOMEN AT THE EDEN ROCK  
HOTEL IN CANNES, 1969.  
PHOTOGRAPH BY SIM AARONS.



SUMMER  
CLASSICS





# Beauty And The Brain

"Everyone in America needs a brain print," says Dr. Eric Braverman, founder of New York's PATH Medical Center and its Executive Health Program, a process that begins with a sweeping head-to-toe physical examination and results in an individualized wellness program. The traditional doctor's exam is misleading, he says. "You can tap on a human body, but that's like kicking a car. Who would buy a car by kicking it?" After a day at PATH, patients receive full-body ultrasounds, personality tests, extensive blood work, bone-density testing, and more—all in the privacy of a personal suite.

The brain is the hallmark of Braverman's research. Poor brain health contributes to weight gain and aging—not to mention serious diseases. Alzheimer's, for instance, can be detected in someone as young as 25, Braverman says. "It takes thirty years for Alzheimer's to occur, so we find it all the time. The way it's picked up is by testing brain speed. Then you come up with an entire strategy for preventing dementia."

Even for those in good health, understanding the brain may be the key to keeping in shape and staying youthful. The nervous system, after all, burns up to 25% of the body's calories, "more than the thyroid," according to Braverman. His take on the aging process is blunt—"We burn out, we dry up, we swell up or become inflamed, we calcify, then we rust a little, choke on our blood supply, and then we go nuts"—but luckily, most stages can be treated with simple at-home remedies.

"Burn-out is corrected by antioxidants—blueberries, pomegranate juice, green tea. Dryness, unfortunately, is hormonal. Inflammation can be helped with aspirin and fish oil, which is basically the best anti-inflammatory. Calcification has to do with not getting enough Vitamin D and calcium—that's fish oil again. Rust is living in New York. You accumulate lead and mercury, so that can be treated with zinc, Vitamin C, and selenium, which gets rid of mercury. Fifty percent of our last six hundred patients had elevated levels of mercury—that's rust. Then you get to choking to death, which is loss of muscle mass. The heart and muscles produce the body's blood supply together and they're responsible for growing new blood vessels in the brain. For that, you've just got to exercise."

Someday, Braverman predicts, extensive brain examination will be a routine part of pediatric medicine. Until then, we'll have to learn to mind our own minds. ♦

For more information, call 212.213.6155 or see [pathmed.com](http://pathmed.com).



*This page: The PATH Medical Center at 300 Park Avenue South in New York. | Opposite: PATH founder Dr. Eric Stawemski.*