

# eva cwynar m.d.

Endocrinology and Anti-Aging Metabolic Specialist



Media Kit for Dr. Eva Cwynar

### Meet Dr. Eva Cwynar

Physician, researcher, educator, wife, mother and friend. With a sub-specialty in Endocrinology and Metabolism as well as a specialty in Internal Medicine, Dr. Cwynar is a woman of many philosophies and countless wisdoms which she generously shares with her patients and with audiences the world-over.

Born in Poland, her family immigrated to the United States when she was a child. Her exposure to both European cultures and American ideals helped to form her early outlook of healing from various angles. Having a mother who is a pediatrician also had a profound effect on her future career choice, as well as her overall approach to life.

Cwynar grew up in New York City. She attended Lehigh University in Pennsylvania where she graduated Magna Cum Laude in 1981 with a bachelor's degree in Natural Sciences and Biochemistry. She then went on to medical school at St. George University School of Medicine, and also attended North Middlesex Medical Center in England.

While completing her residency at Suny Downstate Medical Center in New York, Cwynar embraced her love of human chemistry and began her focus of treating patients with conditions affecting and aggravated by hormonal and nutritional issues. Her specialty in endocrinology was born, and she subsequently received her Fellowship in Endocrinology and Metabolism at New York University Medical Center. In 1993, she set up her home and her medical practice in Southern California.

Renowned for her expertise in hormone replacement, fatigue, energy, insulin resistance, menopause, PMS, hair loss and even weight gain, Cwynar has established a simple philosophy: Pay attention. As such, she will go through any and all necessary steps in order to develop the ideal treatment or program for each individual patient. By addressing a person's specific life details, she is able to truly get to know her clients. It is this personal approach that results in an intimate quality of care.

Impeccable credentials. A dedicated world-view of both life and medicine. A commitment to better health for all. This is Eva Cwynar, MD, a forward-thinking woman with advanced skills, knowledge and wisdom, practicing in Beverly Hills; a faculty member at Cedars Sinai Medical Center and an Assistant Clinical Professor at the University of Los Angeles. She regularly serves on panels and as a medical expert for several pharmaceutical companies, has written for numerous publications, delivered speeches and often appears as an expert on television.

Respected by colleagues and patients alike, Cwynar has received several honors and distinctions, including California's Doctor of the Year, Top Thyroid Doctor of Beverly Hills and one of the Top 100 Doctors in the World.

For more information, visit [DrEva.com](http://DrEva.com).

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# New Diet Tricks

The latest fat blockers, appetite suppressants, and metabolism boosters: Wendy Schmid explores their CLAIMS—and DANGERS

## ALLI: FAT BLOCKER

It's hard not to be familiar with the new fat blocker Alli (orlistat). It's at your local Target and in TV commercials, thanks to a \$150 million marketing campaign. Alli is the over-the-counter version of the prescription fat blocker Xenical. At its lower dosage (60 mg versus 120 mg), it doesn't require physician supervision. Manufactured by GlaxoSmithKline, this cleverly named little blue pill is meant to be your ally in the war against weight gain. The claim sounds promising: Take it with each meal containing fat and Alli will block the absorption of about 25 percent of that fat, helping you lose 50 percent more weight than if you dieted alone. "Even though Alli is an OTC product, I recommend checking in with your doctor, especially if you plan to be on it for three to six months," says Eva Cwynar, a Beverly Hills endocrinologist and metabolic specialist.

To educate consumers and prevent misuse, the comprehensive myalli.com Web site offers a lot of hand-holding. Users can

get meal plans, recipes, tips, and customized interactive support, including advice from pharmacists and registered dietitians, as well as chat with a growing community of Alli-ites who sing the pill's praises. "I want to shout from the rooftops about how great Alli is!" Alissa Brandemuhl, a 35-year-old who lives in Texas, tells *Bazaar*. She credits the pill with helping her shed 52 pounds over seven months. "When I dieted on my own, I gained weight, but with Alli I got educated about fat grams. I've been off it for two months, but I still read labels and I'm maintaining."

But Alli is no get-out-of-jail-free card. Each starter kit comes with a companion guide that includes strict guidelines to limit the fat in each meal to 15 grams or fewer. If you think, as one blogger did, that it's okay to pop a pill and then go out for Mexican, think again. As anyone who remembers eating potato chips made with the fat-replacing ingredient olestra can tell you, undigested fats and oils can be an unpleasant thing to deal with. "Unabsorbed fat softens the stool so much that it can liter-

ally slide right out of you," says Manhattan nutritionist Oz Garcia. "Treatment effects" is the polite way the company refers to this possible anal leakage. Message boards, meanwhile, feature chats about worried users wearing panty liners. "Dieting is hard enough. Most people aren't going to stick with something that might require Depends," remarks Los Angeles nutritionist Philip L. Goglia.

Garcia, meanwhile, wonders about long-term effects, feeling that anything affecting bowel function is problematic. But according to Vidhu Bansal-Dev, director of medical affairs for GlaxoSmithKline Consumer Healthcare, there are no significant safety risks even with prolonged use because orlistat is not absorbed in the blood. James O. Hill, director of the Center for Human Nutrition at the University of Colorado Denver, tends to agree. "Potential side effects like loose stools are lifestyle issues, not health concerns," he states. With well over two million starter packs sold thus far, consumers are willing to give it a shot. ➤

## HOODIA: APPETITE SUPPRESSANT

Controlling our appetites could come in handy now that new research suggests that our food-saturated environment—and the automatic overeating it triggers—can be blamed for much of our weight gain. It's been presumed that hoodia might do the job. The much-talked-about South African plant has landed on nearly every news outlet, from CNN to *60 Minutes*. Celebrities like Eva Longoria Parker and Teri Hatcher reportedly use it; Carmen Electra hawks it (as a "weight-loss beauty pill" called NV). Meanwhile, the Internet is awash in ads for it, some with animated pop-up Betty Boop-type icons that lead you to the latest hoodia products on the market. It's hard not to fall for the hype, but that may be all it is. Experts note that these capsules, liquids, and patches are a far cry from the cactus-like succulent plant tribesmen chew to stunt hunger when food is scarce.

"Hoodia may work in the bush, but it's expensive to manufacture, and many of these products claiming to contain hoodia aren't the real thing," says Goglia. The danger is that some actually contain ephedralike ingredients that could cause heart palpitations, so good recommendations or careful label reading is strongly encouraged. When Garcia's office was bombarded by brands looking for an endorsement, clients offered to be guinea pigs, yet none saw significant weight loss. A far more effective version of hoodia may be available in the future, though; Unilever has secured the rights to market the hoodia plant's key molecule (called P57 when previously controlled by Pfizer) and plans to launch food and drink products containing it, possibly in the next year or two. The company says it is considering launching these products under its Slim-Fast brand but that it still faces a number of hurdles before going to market.

There's also CM3 Alginate, a clinically tested, natural seaweed product thought to offer a similar fix. Taking it 30 minutes before eating reportedly triggers appetite-

regulator cells in the stomach to produce the satiety hormone CCK, which then sends signals of fullness to the brain. "Studies have shown that it can reduce intake by up to 25 percent," says Garcia.

## GREEN TEA: METABOLISM BOOSTER

Ever since studies concluded that drinking green tea could help you lose weight, it's become the go-to diet bev. Carrie Underwood counts it among the things that helped her slim down, fitness trainers rec-

"Shortcuts are fine on occasion, as long as there's an end point," warns Cwynar

ommend it over coffee, and now Mark Ukra, owner of the West Hollywood celebrity haunt Dr. Tea's Tea Garden, has authored *The Ultimate Tea Diet*.

"Green tea increases energy expenditure in the body through thermogenesis," explains Goglia, author of *Turn Up the Heat: Unlock the Fat-Burning Power of Your Metabolism*. "It's like throwing another log on the fire in terms of your body's ability to burn calories and fat." The metabolism boost appears to come from a combination of antioxidant ingredients called catechins, caffeine, and L-theanine, which may also lower cortisol, the stress hormone that can cause weight gain.

Though the best rev may come from drinking the caffeinated version, a study in *The American Journal of Clinical Nutrition* indicated that the fat-oxidizing effects of green tea go beyond its caffeine content. Cwynar swears patients get results with her decaffeinated supplement with pure EGCG, the most active catechin. The ultimate multitasker, green tea is also said to suppress appetite, but the potential health benefits alone—lowering your risk of cancer and heart disease—make it worth a try.

## HOLLYWOOD: QUICK-FIX MECCA

Stars often need to be camera ready in a hurry, making pre-event shortcuts an institution in Hollywood. "Shortcuts are fine on occasion, as long as there's an end point. But stringent, frequent dieting can lead to intracellular vitamin deficiencies that actually cause the body to hold weight," warns Cwynar, who is known for an alternative approach to weight loss that includes comprehensive metabolic testing. Fat-burning supplements like carnitine, coenzyme Q10, EGCG, and B vitamins—plus exercise—can push the scale in the right direction.

In the end, consistent exercise may be the key to getting—and keeping—the scale where you want it. *The Black Book of Hollywood Diet Secrets* is full of tips from top Los Angeles fitness trainers like Jenna Phillips, whose motivational workouts offer an intense calorie burn. "Losing weight and keeping it off in the long term is about exercising more and eating smaller portions. You have to approach it as a lifestyle," she says. Otherwise, a shortcut may just bring you full circle. ■

## BAZAAR LIKES...

**HOODIA** One option to try that does not contain potentially dangerous ephedra or ephedralike ingredients: David Kirsch's Hoodia Supreme (\$69.95, davidkirschwellness.com).

**GREEN TEA** Pure Inventions Green Tea extract (\$30.75, pureinventions.com) and Dr. Brandt Anti-Oxidant Water Booster, with green and white tea and grape-seed extracts (\$35, sephora.com).

**FRS** A new health drink developed at Harvard that combines green-tea extract with the immune-boosting antioxidant quercetin. It contains B vitamins and some caffeine (\$12.95 for five cans, frs.com).

**CAFFEINE-FREE EGCG** Supplement from Dr. Cwynar (\$34, dreva.com).





## “ONE OF MY PATIENTS, A TV ACTRESS, CAME INTO MY OFFICE THE OTHER DAY PRETTY UPSET,”

recalls Ava Shamban, M.D., a dermatologist in Santa Monica, California. “She is in her early thirties and has noticed that people have suddenly started casting her as a killer. Her face has changed—the corners of her mouth have started turning down just slightly, and it has given her a much harder look.”

It’s one of life’s crueler jokes. Your thirties are supposed to be your best years: You finally have a handle on your relationships, you’re on track at work, you’ve built a respectable shoe collection. In other words, you’ve gotten your act together. But it’s at this exact moment that life throws you for a beauty loop. “Thirty is often the age when you start to see your looks changing...and not for the better,” Shamban says.

Those first deep wrinkles begin to emerge, turning once-charming crinkles into full-on crow’s-feet. High school–style acne may decide to make a comeback, or crop up for the very first time. Damage from decades-old summer-camp sunburns can begin to emerge as brown spots and saggy skin. A formerly plush ponytail may become a scrawny shadow of its former self. You get the not-so-pretty picture.

Hormones are one of the main culprits for all these maladies. “The majority of hormone changes start around age 30,” explains Beverly Hills endocrinologist Eva Cwynar, M.D. Because we’re engineered to have babies in our teens and twenties, our reproductive hormone levels begin to taper off in our thirties, which can result in hair loss and funky skin conditions. Human growth hormone, or HGH, begins to peter out too, which means cells don’t turn over as quickly. This puts the brakes on collagen production, giving way to dull, slack skin. “When we’re 18, our growth hormone levels may be around 800. By 30, they’ve dropped to 150. It’s normal. It’s just how we age,” assures Cwynar.

And if you spent your twenties on a beach chair with a glass of chardonnay in one hand and a cigarette in the other, those vices will begin to show, quite literally, on your face. “You start to see the cumulative effects of hard living on your skin in your thirties,” says dermatologist Rebecca Giles, M.D., owner of FIX skin clinic in Malibu, California. Everyone is going to see some changes in her thirties due to hormonal shifts, “but for those who have been tanning, drinking, smoking, and eating poorly, the problems are going to be worse.”

To keep you looking gorgeous throughout your thirties and way beyond, we asked dermatologists to identify the major skin and hair issues you’re bound to encounter during this decade and offer ways to keep problems at bay. If you’ve already detected some beauty erosion, don’t fret. There’s still time to undo the damage.





## HOT NEW FITNESS PAD

» Fitness pro Gunnar Peterson has brand new digs in Beverly Hills. "It was the perfect spot to set up shop," says the man getting Jennifer Lopez back in top form after twins. The gym boasts luxury amenities, a basketball-court-length track, and myriad high-tech gizmos to get you fit. Try the Quadmill for intense squat work or ride the Expresso bike into space thanks to killer motion graphics. Best of all: Peterson's no-nonsense approach is intact.

**Gunnar Peterson**  
9975 Santa Monica Boulevard  
Gunnarpeterson.com

## CAUSE AND EFFECT

### » THE DIET DOC

When the scale starts creeping in the wrong direction, those in the know call Dr. Eva Cwynar. "Everyone can lose weight, and if you're not losing, there's always a reason," says Cwynar, a metabolic specialist who sets out to find it. Her in-depth testing methods can uncover nutritional deficiencies, digestive abnormalities, food sensitivities, and thyroid issues. With the holidays upon us, you may just want her on speed dial.

**Dr. Eva Cwynar**  
465 North Roxbury Drive, Suite 733  
(310) 271-5438 | Dreva.com



## SAVING FACE

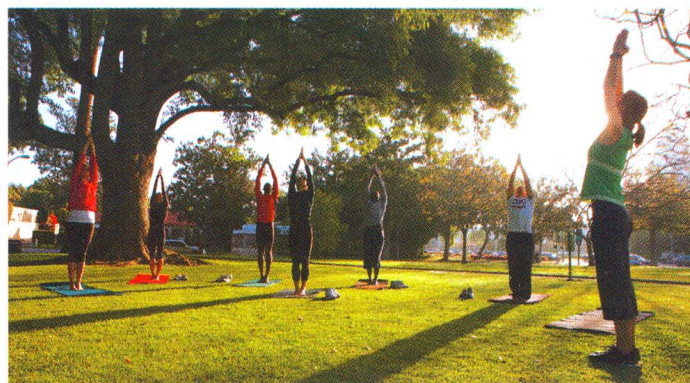
### SKINCARE TO SHARE

» If the salesgirls in Neiman's cosmetics department look particularly radiant, chalk it up to a little insider trading with the boys behind the new men's grooming line, Alford & Hoff. Get your pretty little hands on the Microdermabrasion for skin as smooth as silk.

**\$85**  
**Neiman Marcus**  
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(310) 550-5900 | Neimanmarcus.com

# What the Pros Know

Tips from the experts to keep you glowing from the inside out.



### » YOGA TREND

When Angie Stewart, a Beverly Hills trainer and die-hard runner, injured herself, she never imagined yoga would be the answer. From her competitive viewpoint (her athletic background includes swimming, volleyball, and basketball), Ohm-ing sessions seemed a waste of time. That is, until consistent classes cured her injuries. She has now created Runner's Yoga 90210, a class that meets in Roxbury Park for a one- to three-mile run followed by power yoga. The blend is meant to lengthen, strengthen, and balance the body.

Angiestewartfitness.com





## CELLULITE

Roughly 85 percent of women have some cellulite, and those first thigh dimples often show up around age 30. A less active lifestyle can lead to a cottage cheese-like appearance. "By their thirties, a lot of people have desk jobs and don't have as much time to work out," Shamban says. Adding to the problem: Collagen production starts to taper off at this age, making the skin thinner and cellulite more noticeable.

### Preemptive Strike

> Add simple weight-training exercises like squats and lunges to your cardio routine three or four times a week to tone up and blast fat, says Wayne Westcott, Ph.D., coauthor of *No More Cellulite*.

> Stop yo-yo dieting. Repetitive gaining and losing weight stretches the tissue that connects skin to muscle. When that tissue is stretched, it can have a tough time holding in fat pockets effectively.

### Turn Back Time

> There's no magic cure for cellulite. That said, to increase the effectiveness of cellulite creams, Shamban suggests using them in conjunction with over-the-counter retinoid creams like Elizabeth Arden Ceramide Plump Perfect Ultra Lift and Firm Moisture Cream SPF 30 (\$68, elizabetharden.com). "Retinoids have been shown to stimulate collagen," Shamban says.

> Some experts say that in-office or in-spa treatments for cellulite may offer temporary relief. "New devices like the Smooth Shapes cellulite

machine—a laser-plus-light treatment with suction action—can be moderately effective," Shamban says (\$300 per treatment; a series of eight is recommended).

## WRINKLES

Thanks to sluggish cell turnover, everyone sees a little wrinkling in their thirties, but for sun worshippers and smokers, "the bell starts tolling earlier and louder," Giles says.

### Preemptive Strike

> "Wearing broad-spectrum sunscreen with at least SPF 30 is the best thing you can do for your skin," says Giles, who recommends using a physical sunblock like titanium dioxide, which doesn't wear off as quickly as chemical sunscreens. And you need to slather it on every day. "If you can see outside without a flashlight, you need to wear sunscreen. Period," says Ranella Hirsch, M.D., a dermatologist in Boston.

> Layer an antioxidant serum under your sunblock. "Research shows that vitamin C in particular can help make sunscreen more effective," Giles says. Try Neutrogena Ageless Restoratives Antioxidant Booster Serum (\$19, ulta.com).

> Cut down on processed foods, don't drink excessively, and good grief, quit smoking already! "These habits all contribute to the premature signs of aging," Hirsch says.

### Turn Back Time

> Thirty isn't too young to start using heavy-duty prescription retinoids, especially the superhero of the bunch, tretinoin. It exfoliates cells to reveal smoother skin and also prevents sagging. Apply a pea-size amount to clean skin a couple of nights a week at first (more than that can cause redness and irritation).

> If you've been a maximum sun offender, a small dose of Botox—yes, even at 30—may be in order. When used in conservative amounts, it may keep "dynamic" wrinkles (lines that show up only when you frown or smile) from turning into "static" wrinkles (which hang around no matter what your expression). "I'll see some 30-year-old patients for Botox two or three times a year," Giles says. "It doesn't take much to make a big difference."

## Nutrients Your Body Needs to Make Hair

You probably associate folic acid with prego women, who have to down the stuff. But this baby-making ingredient also "helps your body build keratin, the protein hair is made of," says Eva Cwynar, an endocrinologist in Los Angeles. So hit up the health-food store for a hair-growth supplement that contains it as well as a cocktail of pro-growth nutrients, like zinc, biotin, and iron. (Check the label: Each should meet 100 percent of your daily values, says NYC nutritionist Keri Glassman.) Now reassess your diet. "The number one change you can make is to increase your protein intake," says Kingsley.

He suggests two servings a day of eggs, cottage cheese, fish, chicken, or turkey.

While you're at it, ditch that breakfast-skipping habit. Morning is when your body's energy is lowest—important since hair follicles need energy to grow hair. Munch every four hours (nuts, beans, green veggies, and salmon are like Miracle-Gro for strands) to keep them fired up.

Last thing: Try to Zen out. Stress slows your digestive system (not good for getting the nutrients your hair needs) plus whacks out your hormones, slowing the amount of nutrient-rich blood headed for the follicle, says Dr. Cwynar. Do all of this and you'll see a noticeable difference in four to six months—that means you'll have amazingly longer hair by summer!

## Little Tweaks That Trigger Growth

If your hair grows achingly slowly or gets to a certain length then suddenly stalls, you'll want to start scrubbing your scalp daily and babying the hair you have. Here's why.

**1 RUB AND SCRUB.** You wouldn't just stick your face under a spout to clean it, would you? Similarly, your scalp needs to be touched. "New hair has trouble sprouting through a layer of dirt, oil, and old skin cells," says Kingsley, who suggests massaging your scalp vigorously with a scalp brush or the pads of your fingers for two minutes pre-shower.

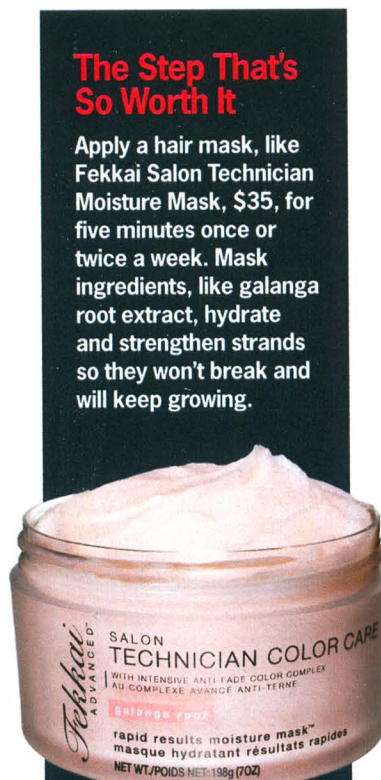


BabyLiss Scalp Massage Brush, \$1.99

**2 PAMPER HAIR.** Look for shampoos and conditioners that contain moisturizing shea butter or avocado oil. They keep strands saturated—key for growth since brittle, splitting strands break off before they can get long, says San Francisco dermatologist Mirmirani.

**3 RETHINK YOUR STYLING ROUTINE.**

Heat (from appliances) and friction (from brushes) can damage hair's protective covering, or cuticle, making strands susceptible to snapping off. Detangle with only a wide-tooth comb, use heat-shielding sprays prestyling, and declare Sunday a lazy-do day. "Laying off the blow-dryer or iron once a week can help," Serratore says. For easy waves, braid wet hair; unravel when it's dry.



### The Step That's So Worth It

Apply a hair mask, like Fekkai Salon Technician Moisture Mask, \$35, for five minutes once or twice a week. Mask ingredients, like galanga root extract, hydrate and strengthen strands so they won't break and will keep growing.

## INSTA-SATISFACTION

The newest clip-in hair extensions are safe, affordable, and totally real-looking (our favorite: Hairdo 25-inch Clip-In Layered Straight Extensions, \$89). Follow these steps for the most natural fit.



● Style your extensions to match the final look you want (straight, curly), then set them aside. Next, clip up hair from your temples back to the crown.



● Tease the roots of hanging hair to ensure clips (most extensions have three at the top) won't slip. Secure the center clip at the middle back of your part.



● Now pull the hair-piece taut, and attach each of the side clips. You can trim the hair a bit if it's too long or wide.



● Release pinned-up hair, style top layers so they match the look of the extensions, then blend with your fingers.

COLLAGEN PRODUCTION STARTS TO TAPER OFF AT 30, WHICH MAKES CELLULITE MORE NOTICEABLE.

Senior fashion editor: Heather Pfaff. Hair: Miok for Cutler/Redken at Judy Casey Inc. Makeup: Susan Giordano for Dior Beauty. Manicure: Elisa Ferri. See page 214 for shopping information.



## ULTIMATE HEALTH KIT

# SLEEP EASIER

Get your zzz's with these slumber-inducing tricks

produced by AMY RAE GERBER



### Soak it up

Make your evening bath extra soothing by adding **Bath & Body Works Aromatherapy Lavender Chamomile Sleep Dream Bath** (\$16.50; BathAndBodyWorks.com). The chamomile scent is incredibly calming.

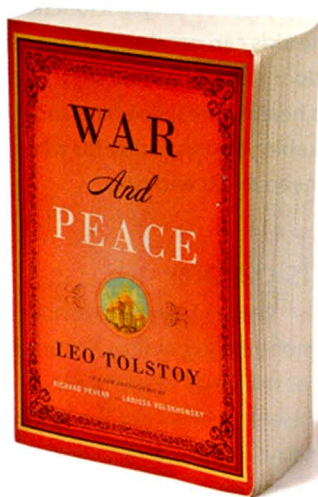
**Health Deals**  
See p.26



### Rest your eyes

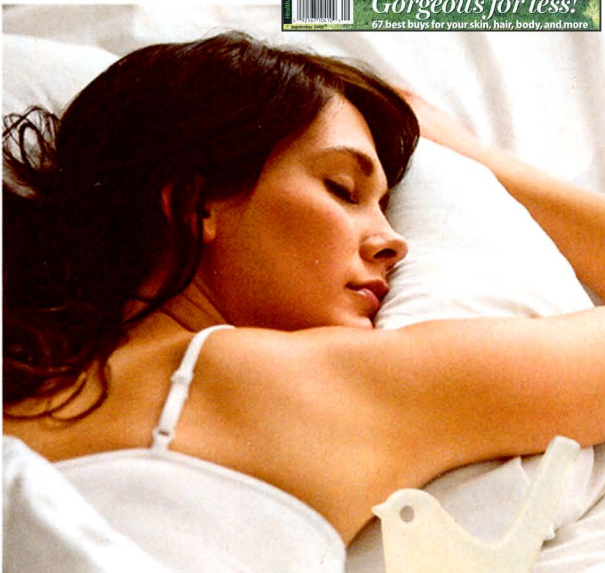
Place the **Janet Bond Organic Lavender Sleep Pillow** (\$24; JanetBond.com) over your eyes at bedtime ... *ahhh!* Use it to help you fall asleep on the plane or in a strange hotel room, too.

**Health Deals**  
See p.26



### Try a classic

Keep a big book with small type by your bed—you'll be catching zzz's in no time. We like **War and Peace** by **Leo Tolstoy** (\$29.60; BarnesAndNoble.com).



### Don't be alarmed!

Sleep soundly knowing you'll be gently awakened in the morning by the sweet sounds of chirping birds coming from this **Early Bird Alarm Clock** (\$24; WishingFish.com).



### Go natural

Skip the pills, and go for a **glass of warm milk and honey**. Researchers believe that the comforting drink has a placebo effect that induces sleep. Plus, sipping it forces you to slow down and relax.



### Snuggle up

Tired of tossing and turning in bed? Grab your big book, and snuggle up in a chair with the **West Elm Organic Cotton Knit Throw** (\$49; WestElm.com). It's supersoft and pesticide-free.



## SNOOZE DEEPLY TONIGHT

Don't suffer through another evening of staring at the ceiling wide awake. Here are three simple things you can do to help you sleep through the night, from Eva Cwynar, MD, a Beverly Hills, California, endocrinologist and hormone-and-metabolism specialist.

**SET A GYM CURFEW.** Try to work out before 4 p.m. Any later, and you'll be revving up your body with adrenaline, which stimulates you.

**BAN DRINKS AFTER 7 P.M.** Drinking any liquid will make you want to pee only a few hours into your sleep. And definitely avoid alcohol after dinner. Though it can help you unwind, booze actually interrupts your natural sleep pattern, causing you to wake up repeatedly throughout the night.

**GET SOME A.** People who can't get a solid night of sleep are also usually vitamin A deficient, Dr. Cwynar says. Have your doctor check your vitamin A level. If yours is low, pump up your A intake with foods like carrots, mangoes, and enriched milk and breakfast cereals. —KIMBERLY HOLLAND





## Hair Today, Gone Tomorrow?

One woman's quest to find a fix for her thinning tresses.

Photograph by RICHARD PIERCE

I have long envied glamorous women like Maria Callas or Eva Perón who could effortlessly pull their hair back into glossy chignons the size of a softball. When wrestled into a chignon, my hair—if we're keeping to sports analogies—bears closer resemblance to a golf ball.

This wasn't always the case. Not too long ago, I could swear I had thicker, healthier tresses. My brunette curls fell to my collarbone in a mass of shiny, feisty tendrils. But then one morning, I looked in the mirror to the terrifying realization that I had someone else's hair. My tresses had become fine and wispy, the curls shrunk into feeble ringlets. No lustrous mane to flick around casually in conversation or sweep into a sophisticated updo. I now had hair that refused to grow much past my shoulders. It felt brittle, almost strawlike. Not to mention the clump of listless strands left in my palm—like some poor, dead animal—after shampooing.

Changes in hair texture and volume in women are typically attributed to a range of influences: age, genetics, hormonal imbalances, poor nutrition, anemia and stress. I didn't think that my age could be the culprit, as I'm in my mid-30s, and for most women any significant hair loss occurs around menopause. And because my mother and four older sisters don't have any of my hair troubles, it didn't seem to be genetic. Fearing my scalp would become so visible I'd have to resort to a complicated comb-over à la Donald Trump, I set out on a quest to visit some of New York's top specialists and figure out how to reclaim those bouncy ringlets.

My first stop was Phyto Universe, the French hair-care company's new flagship in midtown Manhattan specializing in hair treatment and analysis. With its wall of lush plants (emphasizing Phyto's natural, plant-based approach), the center has the feel of a tropical jungle. After analyzing my hair and scalp with a high-tech, magnifying diagnostic scope, a technician named Antonio pronounced that my hair was "okay." The follicles were "nice, round and cylindrical with no indentations," in other words, without weak or damaged sections. Although my hair was dry, fine and thin and my scalp dehydrated, the condition of the ends, he said, was actually good.

I was relieved. Maybe I wasn't on a one-way road to Rogaine

I looked in the mirror to the terrifying realization that I had someone else's hair.

W Beauty Flash

## Hair Today, Gone Tomorrow?

after all. Antonio gave me Phyto's Thirst Quencher—a lengthy treatment involving a shampoo, scalp manipulation, conditioning steam and a slew of essential oils—and sent me on my way with Phyto's nectar shampoo, essential oils, hydrating cream and styling gel with myrrh.

I loved the scent of the products, even the essential oils that left me smelling like a Christmas tree. After a couple of weeks, however, portions of my hair still felt dry and thin. It was better, but not my hair of yore.

I next paid a visit to Butterfly Studio, a salon in the Flatiron district that features a special Kérastase center—a small hub within the salon that provides treatments and products to promote healthy hair. A technician named Jessica explained that she would perform a simple elasticity test in which a solitary strand is pulled to see how it bounces back.

"It's very weak," she announced when my hair promptly snapped in two. Jessica also noticed breakage around my face, which she said could be attributed to my habit of keeping my hair in a perpetual ponytail. After the requisite shampoo, condition, massage and mist, I went over to meet Dana, a hairstylist, for what was supposed to be just a blowout.

"Your hair is so dry, it can't even absorb any moisture," Dana said in a concerned, somewhat motherly fashion. "Your ends are so thin that they shrink up because there is no weight to them," she added, trimming off about an inch in a fit of disgust. Then Dana told me something I found surprising. She said that my abstinence from blow-drying, which I always thought was a good thing, might be part of the problem. As she explained, hair is at its weakest when it's wet, so running around with sopping curls exposes them to the elements when they're at their most frail. I left the salon with a silky blow-dried coif and an armful of Kérastase Age Recharge products.

I quickly fell in love with Kérastase everything. The conditioner left my hair soft and strokable, and the styling products, Elasto-Curl and Nutri-Sculpt Lait, made my curls feel thicker and more defined. I was making some progress. But the amount of hair in the drain was still alarming.

That's when I went to see Philip Kingsley, the famed hair expert who has treated movie stars and socials from Kate Winslet to Ivana Trump. The 76-year-old Kingsley—perhaps the only individual who could rightly be called a "celebrity trichologist"—still possesses a thatch of blond hair and employs some rather old-school techniques. Upon meeting me, he took his whole hand and pulled on my poor little head. We then both watched dumbly as a spray of hair fell to the floor. "Your hair is coming out far too much," he proclaimed in his withering British accent.

Whereas the Phyto and Kérastase technicians recommended mostly topical treatments, Kingsley focused on my general health. He queried me on my diet, hair regimen and family history. After learning my age, he said, "Well, you don't look anywhere near 35, but your hair certainly does." Great. Breakfast, he informed me, is "the most important meal of the day for hair," and he explained women should have at least two and a half ounces of protein before noon. He suggested eggs, bacon, sausages, smoked salmon, kippers or sardines. What, no bangers and mash? Do I have to grow hips to grow hair? He also recommended supplements (which he has his own line of), including gelatin protein capsules, a multivitamin and another pill containing iron, vitamin B<sub>12</sub> and the amino acid lysine.

Kingsley scoffs at other hair gurus' advice of shampooing twice a week and recommends an everyday policy because, as he puts it, "people's hair gets just as dirty as the rest of their bodies." Ahem. And what about the age-old trick of 100 strokes a day? "Brushing hair is a no-no, except to style it," he said. Brushing, he told me, can break strands.

Kingsley requested I get some blood work done, including red blood cell count, iron, zinc, thyroid and hormone level tests. "I don't want to make a mountain out of a molehill," he told me, "but for your age, and with your family background, you shouldn't be having this much reduction in volume." I scuttled out with a stockpile of Kingsley's own hair potions (shampoo, conditioner, scalp tonic, smoother) and supplements—and a growing sense of panic about my looming baldness. But his message about the connection between one's hair health and overall well-being spoke to me.

A friend in Los Angeles suggested I talk to Eva Cwynar, a physician in Beverly Hills who specializes in endocrinology and last fall introduced her own line of hair-loss products. According to Cwynar, time is of the essence when it comes to hair loss: "You have a two-year window of opportunity, because the actual hair cell dies after two years of not getting nourishment."

Cwynar cited a laundry list of potential causes of hair loss. For instance, a poor diet and unhealthy lifestyle lead to poor liver function, which leads to poor hair. A zinc deficiency can also cause hair loss, because the body can't utilize protein without zinc. Stress is another culprit because it can decrease the release of stomach acids, thereby hindering nutrient absorption. Stress also can affect the body's hormonal production, and hormonal imbalances (also caused by things like menopause, birth control pills and a sluggish thyroid) can hinder hair growth. In a common scenario, she explained, DHT (dihydrotestosterone) will bind itself to scalp follicles and shrink them to the point at which they can't survive any longer.

When I brought up the results of my blood tests, my slightly underactive thyroid profile gave Cwynar pause. She said she would recommend several more tests to make sure it was a legitimate problem, and if necessary, would generally treat such a condition with thyroid medication. She also agreed with Kingsley's advice of daily shampoos, which she said would help remove excess sebum, which can block hair follicles.

My last consultation was with my dermatologist, Sherwin Parikh. "Hair tends to get thinner as one ages," said Parikh in his reassuring manner. "My own hair used to be a lot thicker too." Parikh said he wasn't particularly alarmed by the state of my hair or my blood tests. But he agreed with Kingsley and Cwynar about the benefits of taking supplements. "A good prenatal vitamin will have a lot of what women need," he said. He also recommended a diet rich in leafy greens, dairy and protein, and warned me against ingesting too much tap water (which contains chlorine). Weekly scalp massages, he said, would stimulate circulation, and general stress relievers, like yoga, might help as well. "When you are stressed, you breathe in a more shallow fashion," he said. "Yoga is about deep breathing, which helps the blood flow to your scalp, which reduces stress, which reduces hair loss."

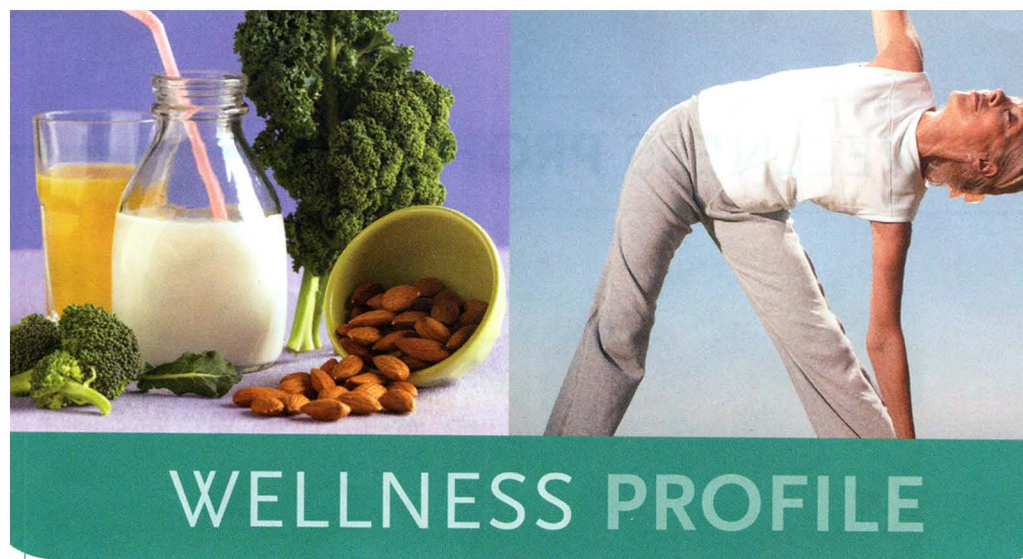
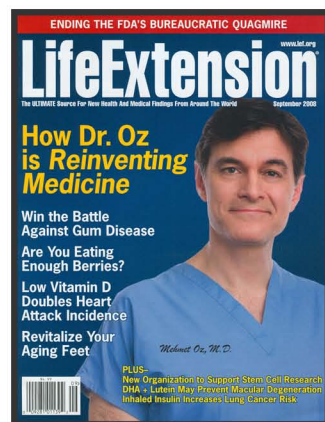
While I don't know that I'll be taking up Ashtanga classes or egg-and-bacon sandwiches, and I'm going to hold off on any thyroid medication for the time being, I've embraced most of the experts' advice. (I even threw away my hairbrush; I now do just a careful comb-through with my fingers.) As Kingsley put it, "The point about hair loss is that one has got to be a bit of a Sherlock Holmes. There's always a reason for it, and once you find it, you can certainly do something about it."

And so now after two and a half months, with my array of conditioning products from Kérastase, my ridiculous plastic bag of vitamins that I carry around like a geriatric, my scalp massages and my daily shampoos, I feel better about my locks. They seem healthier, and though I can't quite manage a softball-size chignon, I'm at least working toward one as big as a baseball.

—ANAMARIA WILSON

"You have a two-year window of opportunity, because the actual hair cell dies after two years of not getting nourishment."





## WELLNESS PROFILE

### Dr. Eva Cwynar

A Beverly Hills Physician Reveals Anti-Aging Secrets That Keep Her Patients Super Healthy and Super Sexy

BY KYLE RODERICK

"Anti-aging and life enhancement are twin passions that power the heart of my medical practice," says Eva Cwynar, MD, of Beverly Hills, CA. According to the petite brunette, "We are fortunate to be living in a time when evidence-based medical research is telling us exactly what foods, supplements, and lifestyle choices we can take to feel and look our best while retaining our youthful energies." Taking a sip of antioxidant-rich pomegranate tea, she continues, "Starting today, we can take easy and actionable steps to improve quality of life and slow the onset of aging." All it takes is a little awareness, effort, and follow-through. "Health is everyone's birthright at every age," she asserts.

Dr. Cwynar (pronounced "Queen-R") works at the forefront of holistic hormone medicine. As one of the few US endocrinologists who is also a metabolic medicine specialist, she notes, "It's vital for patients and doctors to address how environmental endocrinology, or the effect of daily stressors such as food, chemicals, and negative lifestyle habits, may affect multiple endocrine systems and thus influence an individual's rate of aging and quality of life." She continues, "It concerns me that so many people grow up not well versed in nutrition and the dangers of processed foods. They have no idea how they are hurting their internal environment—their brains and bodies—by eating the average fatty and sugar-laden American diet."



Dr. Eva Cwynar

"We have the power to create optimal aging. My patients and I work with science, nature, food, supplements, and exercise to create youth and vitality through natural means."

one of the region's earliest domesticated food plants, along with the potato. "Cultivated and used for 8,000 years, maca has long been prized for its power to promote superior stamina, sexual vitality and positive moods," Dr. Cwynar says. "It's a great health supplement for many 21st century people, as well."

The original animal tests that were done on maca "...showed a significant enhancement in ovarian and testicular function after only 72 hours in female and male rats," Dr. Cwynar says. "Peruvian research studies suggest that the alkaloids in the maca root stimulate the hypothalamus and pituitary to produce more precursor hormones, which then help enhance endocrine gland functions, specifically the pineal, adrenals, ovaries, testes, pancreas, and the thyroid gland."

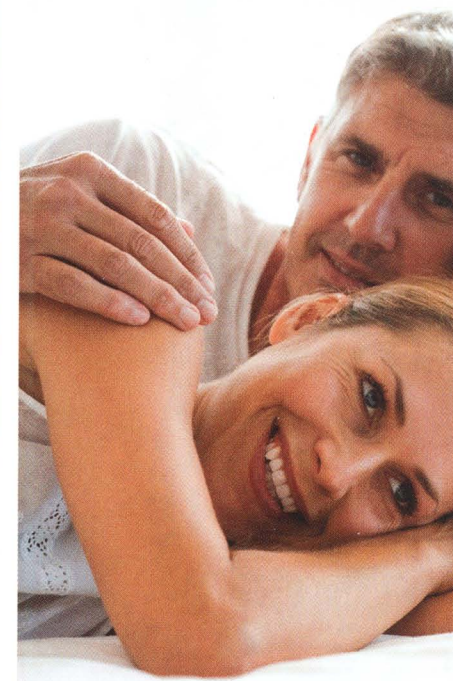
Dr. Cwynar often finds maca effective for helping reduce

patients' debilitating symptoms of menstruation, menopause, and post-menopause.

#### Boosting the Body's Life Force

"Female and male patients report that maca helps engender a feeling of core strength and vitality," she says. "I have patients aged 30 to 90 taking it, and they all love the way it energizes them in a slow and steady way, plus there is never a crash from it as with caffeine." Women specifically, report that it helps reduce hot flashes, mood swings, and cravings. Some Peruvian research studies indicate that maca may be a viable supplement, if not an alternative, to hormone-replacement therapy.

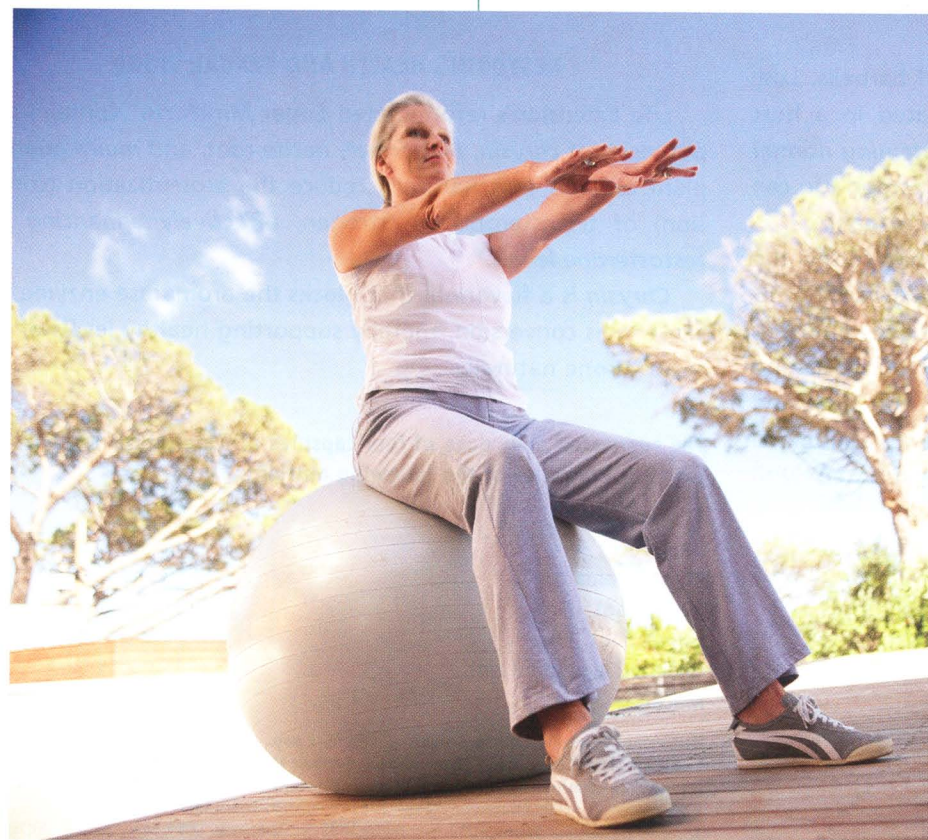
"Once there is more evidence-based medical research documenting how maca affects the endocrine system," says Dr. Cwynar, "I imagine



that it will be more widely prescribed by doctors and processed into nutraceutical foods. "I've got patients who say that maca helps them feel more sexual energy," says Dr. Cwynar.

"Romance and sex are major quality-of-life issues for people of all ages," she adds. "I have patients in their 30s who take maca for sexual enhancement. I'm all for this, because a healthy sex life is just as important to overall well-being as eating a nutritious diet and taking the right supplements. The purpose of life is living," says the vivacious Dr. Cwynar. "Anything you do to safely create more life force inside your body is going to make you feel and look more alive. Go for it." And that's doctor's orders.

Dr. Eva Cwynar can be contacted at [www.dreva.com](http://www.dreva.com)







**BEAUTY BUYS THAT REALLY WORK**  
look great in less time—here's how  
find your decorating style in 5 easy steps  
21 no-hassle meals, less shopping, chopping, and cleanup  
10 secrets to work-life balance

**T**here's a lot to appreciate about hormones. They play a huge role in everything from getting pregnant to feeling happy to sleeping soundly. Unless, that is, your levels fluctuate—which, for better or worse, is a natural part of growing older. To shed a little light on these changes, it's first important to understand how your primary hormones work. Progesterone, which is produced by the ovaries and the adrenal glands after ovulation, maintains healthy cell growth in the uterus. Estrogen is created by the ovaries, the adrenal glands, and fat cells and prepares the uterus to accept a fertilized egg each month. Testosterone is made by the ovaries and the adrenal glands and regulates sex drive. And thyroid hormones (that's right, produced by the thyroid) control metabolism. Read on to learn how all of them impact you at different stages of your life—and what you can do to manage hormonal changes and feel good every step of the way.

## IN YOUR 20s AND 30s

### WHAT'S HAPPENING

These are your peak fertility years, and your menstrual cycle is probably pretty regular. "Hormone levels go through dramatic changes during your menstrual cycle," says Mary Jane Minkin, a clinical professor of obstetrics and gynecology at the Yale University School of Medicine. A surge in estradiol (a form of estrogen) about 10 days after the onset of your period, right around ovulation, induces a happy mood, while a boost in progesterone in the second half of your cycle can make you irritable.

### YOU MIGHT NOTICE

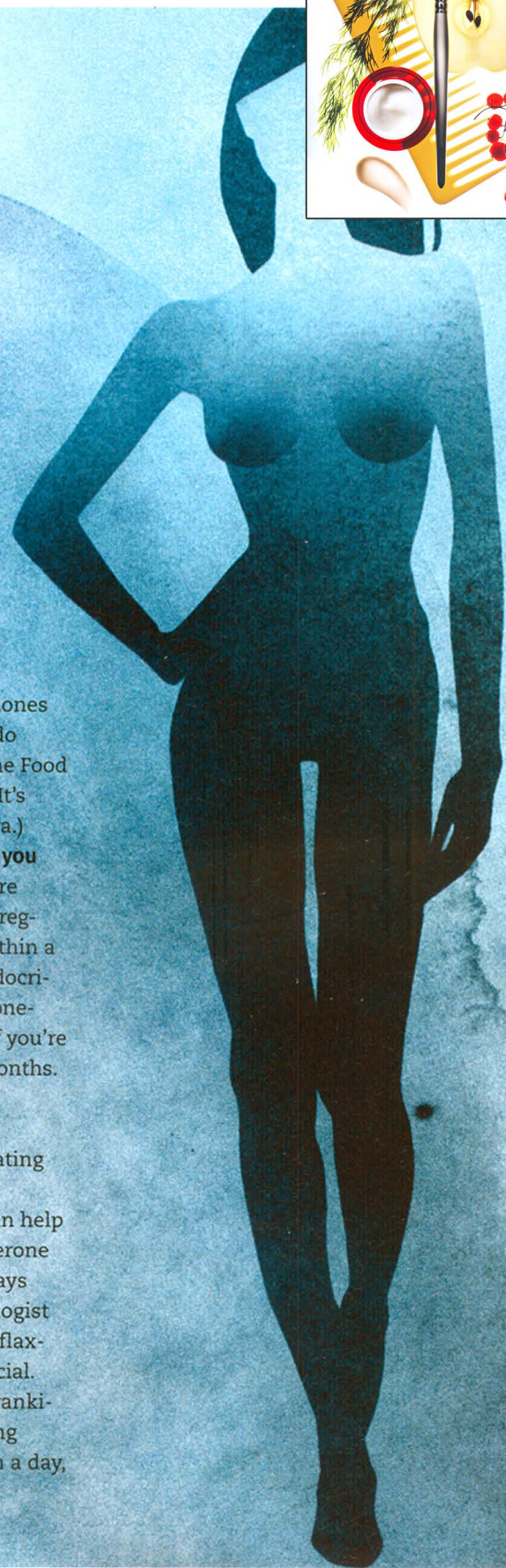
► **A dip in your sex drive** if you use a hormonal contraceptive, like the Pill or a vaginal ring. "These contain synthetic estrogen, which blocks testosterone," says Bat Sheva Marcus, the clinical director of the Medical Center for Female Sexuality, in New York City. The good news? A new contraceptive pill

that contains natural hormones (and so may keep your libido intact) is under review by the Food and Drug Administration. (It's available in Europe as Qlaira.)

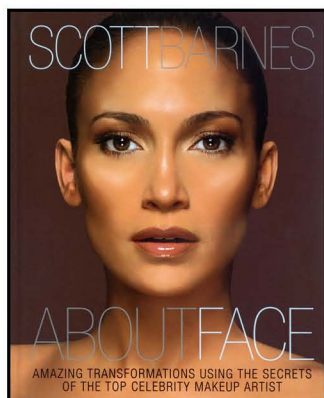
► **A drop in your fertility as you enter your late 30s.** If you are under 35 and trying to get pregnant and don't conceive within a year, see a reproductive endocrinologist to check for hormone-related fertility problems. If you're over 35, give yourself six months.

### HOW TO FEEL BETTER

Studies have shown that eating cruciferous vegetables, like broccoli and cauliflower, can help keep estrogen and progesterone levels at the proper ratio, says Eva Cwynar, an endocrinologist in Beverly Hills. Yams and flaxseed oil may also be beneficial. To help curb severe PMS crankiness, Minkin suggests taking 1,200 milligrams of calcium a day, divided into three doses.







Another thing you can  
do for your skin is  
**GET PLENTY OF PROTEIN.**  
—Dr. Eva

Antioxidants exist as vitamins (namely A, C and E), enzymes, and other compounds in foods.

**Scott:** It's a pretty simple equation: what you put in your body gets reflected on how you look on the outside.

**Dr. Eva:** That's a great way to put it. Another thing you can do for your skin is get plenty of protein. Protein is the natural building block for healthy collagen, and as we all know, collagen keeps your skin firm and toned...kind of like a yoga class for your skin!

**Scott:** Firm and tone with protein, ladies!

**Dr. Eva:** One last, very important thing I would like to mention: Provide some TLC with EFAs. Essential fatty acids (EFAs) are as essential to your diet as vitamins. They provide tender, loving care for your skin as well as your arteries and heart. They're even great for relieving PMS and monthly breast pain. EFAs cannot be produced in from within our body, so we must include them in our diet. There are two important families of EFAs: Omega 6s found in plant oils, nuts, seeds, and soybeans and Omega 3s found in cold water fish, cod liver oil, and flax seed.

Omega 6s can also be taken in the form of supplements. Just be sure to look for Omega 6 supplements that have been purified and are mercury-free. There are many cheap non-purified Omega 6 supplements out there which can lead to mercury toxicity.

So whether you enjoy a handful of nuts, a nice fish dinner, or take your Omega 6s in the form of supplements, just make sure you regularly lubricate your skin with EFAs.

**Scott:** We all know a little lubrication can go a very long way...Thank you, Dr. Eva!

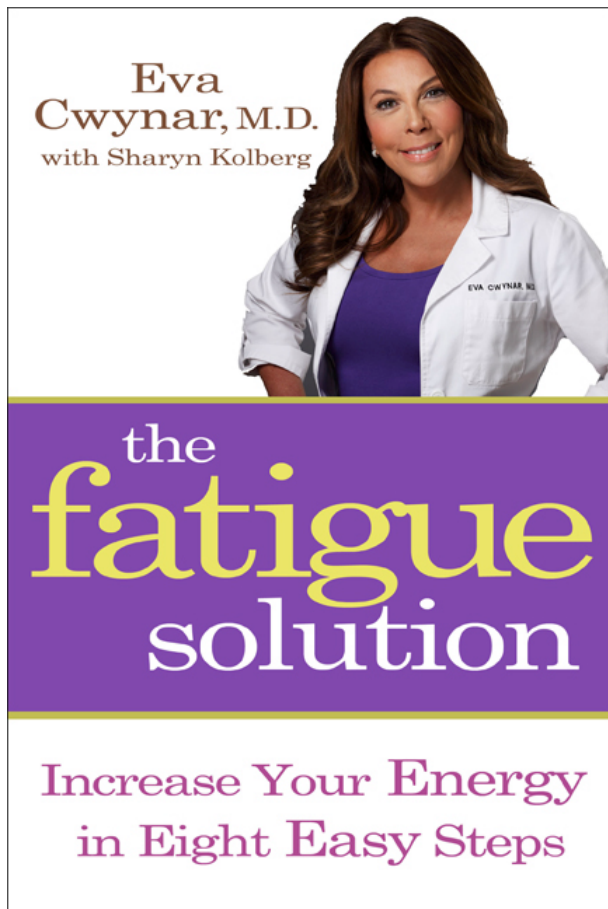
Eva  
Cwynar, M.D.  
with Sharyn Kolberg



the  
fatigue  
solution

Increase Your Energy  
in Eight Easy Steps





## From Fatigued to Fabulous by Dr. Eva Cwynar

*I once treated a working mother who was suffering from severe fatigue, an almost total lack of energy, a low sex drive and chronic infections after the birth of her second child. She was a busy professional and was worried that her constant tiredness would affect her ability to do her job and to care for her family. Her concentration and memory were unreliable at best. Sleep, what little she got, never refreshed her. She had no interest in having sex with her husband. Typically she crawled into bed around 7:00 p.m., leaving her children to be cared for by others. Internists, ob-gyns, infectious disease specialists, gastroenterologists, ear nose and throat doctors were all mystified by her run-down condition. I had her blood and saliva tested for vitamin, mineral and hormone levels and the results showed severe as*

*well as some minor, more subtle nutrient deficiencies and hormone imbalances. With the help of the nutritionist in my office, I started her on an energy-specific diet to support her body's systems and help them absorb more nutrients while giving her the vitamin and mineral supplements her body lacked. Within two weeks, she felt more focused and could now stay awake in the evenings after work. Most encouraging, her immune system was strong enough to resist the flu bug running through her office. After five weeks, I was thrilled to learn that her overall energy level had increased dramatically and her sex drive had revived. Why was this case so special? Because this patient I'd healed was me, Dr. Eva Cwynar.*

Every day, all over the world, millions of women just like me are grappling with many of these same mind and body issues, and more: Low sex drive, weight gain, sexual dissatisfaction, chronic stress, anxiety, hormone imbalances, infertility, poor sleep, lack of concentration, PMS, perimenopause and menopause complications, and most especially, an overriding feeling of unexplainable fatigue. Well, it's time to take the "F Word" out of our lives! This book takes a metabolically- and science-based approach toward increased energy production and, with seven

simple steps, gives you the practical know-how you need to immediately start revitalizing, rejuvenating, and re-energizing all aspects of your life.

The biggest complaint I hear over and over again from women who come to see me in these times of overscheduled, overstressed, and over-stimulated lives, is that they are more than just tired. They're fatigued to the point of burnout. They've lost the energy they used to have and they want it back again. **From Fatigued to Fabulous** is the seven-step solution to waking up energized, staying active throughout the day, and enjoying a peaceful night's rest.

Too many women are willing to accept that the older they get, the less energy they will have. The myth that has been perpetuated by doctors and patients alike is that there's nothing you can do about most of the problems associated with getting older. You have aches and pains? That's to be expected. You're putting on weight? That's to be expected. You're losing your hair? That comes with the territory. You're losing interest in sex? Of course; you're getting older.

**From Fatigued to Fabulous** is here to say that there is no reason to accept any of these things as inevitable consequences of aging. It will not only show you how to boost your energy levels, but it will help you get back the enthusiasm for life you had when you were younger. Grateful patients around the world have expressed these sentiments over and over again. When a friend told one patient who had successfully followed the Fatigued to Fabulous program that she must be thrilled by "the new you," the patient replied, "No, this is the old me. I got the old me back, and that's what I really wanted."

**From Fatigued to Fabulous** is scheduled to be published first quarter 2012 by Hay House Publishing. If you would like to be on the list to receive updates on the book, special offers or early notice of the on sale date, [please join Dr Cwynar's Email List](#).

## **WHAT PEOPLE ARE SAYING ABOUT THIS BOOK**

"I was feeling fatigued almost every day and now I can actually feel my vitality getting stronger every day. Many thanks, Dr. Cwynar!"

**Riki Lake**

Talk Show Host, Actress, Author

"Usually, someone comes to Dr. Eva when they are at their wit's end. I know I did! I was tired, sluggish, losing energy and gaining weight! Most of my girlfriends felt out of sync in the same way. Our story is HER story, and Dr. Eva turns it all around so you can look good and feel better. This book is all about super charging your life and reclaiming the way you used to feel through a 360 approach that is offered with Dr. Eva's big sister approach backed by her unique experience. Read on....an energetic, vital new you is waiting!"

**Leeza Gibbons**

TV Personality and Philanthropist

"I wish everyone could have access to Dr. Eva's personal care and attention. The Fatigue Solution is the next best thing—it's one book that should be on every woman's bedside table."

**EVE**

Singer and Actress

"I have been going to Dr. Eva for years. In that time there is not a question she can't answer, or a problem she can't fix. Now every woman can receive expert advice from Dr. Eva. Women if you care about your vitality, your health and your future you'll buy this book."

**Dayna Devon**

TV Personality

"Over the years, I've been asked 'How do I get more energy?' more times than I can count. And now, thanks to Dr. Cwynar, we finally have the answer. Packed with helpful tips for increasing vitality, The Fatigue Solution is an invaluable guide to living life to its fullest."

**Kathy Smith**

Fitness Expert, Author and CEO

"Dr. Eva Cwynar takes a woman's complaint of fatigue seriously. Drawing on her work as an endocrinologist, she outlines an 8 step solution for women that is prescriptive, practical and empowering."

**Marie Savard M.D.**

Women's Health Expert and Author (ABC News Medical Contributor)

"I have nothing but respect and admiration for Dr. Cwynar and her Fatigue Solution program. I recommend this book to everyone I know."

**Ellen K**

Radio Host & Television Correspondent

"The Fatigue Solution has the medical recipe for all the demands my position holds. Bravo Dr. Cwynar!"

**Sylvia Bongo**

First Lady of Gabon, Africa

I have spent the last 40 years taking complex information and delivering it in a very simple manner allowing people to achieve success in every area of their life. Dr. Cwynar has done the same with her new book, The Fatigue Solution. You can stop searching for the answers on how to gain back that spunk and energy you once had, as she has done that for you. Along with millions of other women learn how to go from Fatigued to fabulous in just 8 easy steps - Enjoy your road to success!

**Jack Canfield**

Co-Creator, #1 Best Selling Book Series, Chicken Soup for the Soul &

The Success Principles, How to Get from Where You are to Where You Want to Be

"Creating a schedule is one thing; keeping up with it is another. The Fatigue Solution is the key to maintaining the energy necessary to accomplish it all. My compliments to Dr. Cwynar."

**Lyn Davis Lear, Ph.D**

Philanthropist, Political Activist and Wife of Norman Lear

"The entertainment business is extremely draining on all levels. We work long hours under difficult circumstances. The Fatigue Solution offers an easy program for excellent results. Everyone can benefit from the simple lifestyle changes Dr. Cwynar suggests."

**Morgan Fairchild**

Actress and Activist

" As an Olympic-level athlete, I have to be at my best at all times. Reading the Fatigue Solution has helped me to achieve that goal. Dr. Cwynar's advice, from how to maintain maximum energy levels to how to deal with the stress of intense competition, has proved invaluable. She's a champion in my book!"

**Leslie Morse**

International Equestrian Champion

"Hormone imbalance can wreak havoc on your body. Dr. Cwynar has been able to help me, and this book will be able to help you too. She helped me to understand the problem as well as the solution. I highly recommend The Fatigue Solution. "

**Dr. Andrea Rich**

"Dr. Cwynar is a very conscientious and efficient physician."

**Slash**















