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**MEIRAV
COHEN,**

Minister of
Social Equality
& Elderly Citizens:

**Advocating
for seniors**



**DR.
DAVID
CHAYEN:**

**Innovative diagnostic
tools and treatments for
vascular diseases**

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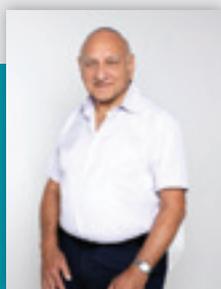
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(Cover photo courtesy Dr. David Chayen)

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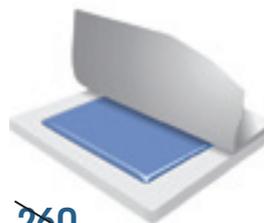
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Meirav Cohen:

Championing the rights of seniors

By Neria Barr

Meirav Cohen, MK for Blue and White (the Israel Resilience faction) and Minister of Social Equality & Elderly Citizens, is the youngest minister in the government. Cohen, 37, was born and raised in Jerusalem, to parents who emigrated from Morocco. Before becoming involved in politics, Cohen was the director-general of the consumer organization Emun Hatzibur (Public Trust), was a member of the Jerusalem City Council, and one of the founders of the Hitorerut movement in Jerusalem.

In addition, Cohen established a center that is dedicated to combatting the exploitation of the elderly by unscrupulous telemarketing companies that obtain credit card information from thousands of people and then dispossess them of their assets. Most of her struggle has focused on retrieving the money from those companies and returning it directly to the victims.

In 2004, Cohen was appointed socioeconomic spokeswoman for the Prime Minister's Office during Ariel Sharon's tenure.

In 2011, she joined the Jerusalem City Council as a council member and became a board member. Over the years, she has led many social struggles as a representative of the Hitorerut movement in Jerusalem.

In 2019, Cohen joined Israel Resilience and was placed 17th on the Blue and White list. The list received 35 seats, and Cohen was elected as a member of the 21st Knesset. In 2019 she served in the 22nd Knesset, and in 2020 in the 23rd Knesset. On May 17, 2020, within the framework of the 35th Government of Israel, she was appointed social equality minister, thus becoming the youngest minister in the Israeli government.

Cohen, a resident of Jerusalem, is married to Yuval Admon and is the mother of three. Her first child was born on the morning of the 19th Knesset Election Day in which she was a Hatnua candidate. Her third child was born four days after the start of her tenure as a minister.

Cohen says that since the outbreak of the COVID-19 pandemic, she and her family have been in quarantine twice. "The coronavirus is disrupting our lives," she says. "The first time we went into isolation, it was because of a kindergarten teacher who was sick. The second time was because of the doctor at Tipat Halav who became ill," she sighs.

Cohen may be a young woman and mother of three, but the issue that most preoccupies her and keeps her awake at night is the situation of the elderly in Israel.

How did you become interested in the subject?

I was first exposed to the problems of seniors in Israel at the Emun Hatzibur organization, of which I was the manager. At Emun Hatzibur, a wide variety of public complaints are handled. The complaints from seniors were relatively few but were very serious. We knew that if we did not intervene and help, no one would fight for them. The most extreme examples were financial. We discovered that there are companies that exploit the elderly. We received complaints such as "They took money from me"; "They blackmailed me"; "They threatened me." And the amounts of money in question were very large - sometimes even sums as high as NIS 100,000, and even up to NIS 300,000. This is really a seniors-exploitation industry.

However, even though we reported it to the authorities - the police, the government ministries - time passed and

nothing happened. On the one hand, I saw severe injustices. On the other, we realized that no one cared. The seniors are a large group without a strong lobby. The relevant authorities were aware of the injustices, but there was no lobby to press for the sake of the seniors, and nothing was done. I felt that I could do something meaningful and really help. I came from a place of individual cases. Even after I finished my job at Emun Hatzibur, I continued to contact anyone who registered a complaint and made every effort to return their money to them. I did that on my own until we finally set up a volunteer center that addresses issues of financial exploitation of the elderly.

In regard to seniors, loneliness and employment are two other issues that are of great concern to you.

Working at Emun Hatzibur, I began to understand that the main source of these problems is the profound loneliness of the elderly. Many of them sit alone at home, and that makes them vulnerable to anyone who calls them on the phone, even people they don't know. It provides an opening for unscrupulous people, who proceed to

pressure them and blackmail them. The elderly people may not know how to say no. I was exposed to the basic problems in that sphere such as loneliness, boredom, and ageism.

Over time, I began to understand the process. There are many elderly people who suffer from severe loneliness, which in these days of the coronavirus is much worse. If someone calls them and asks how they are, they can be pressured and forced into buying things they don't need and be committed to paying a lot of money.

I believe that problems such as loneliness and exposure to exploitation could be solved if seniors were kept in the labor force. Employment can provide a solution for many hardships, both economic and psychological. If seniors were kept in the job market, according to their ability, of course, they would be much less lonely, have more money, and be less vulnerable to being taken advantage of.

As minister of social equality and Elderly Citizens, what are you planning for the future?

I will divide my answer into the coronavirus scenario and regular times.



| Minister Meirav Cohen talking to residents of a sheltered housing project in Haifa (Courtesy)

The current period is very difficult. The elderly population suffers the most during this time. Most of them live at home within the general population. We are developing a plan that is being brought for the approval of the government. In essence, we are looking for ways to deliver to the seniors' homes everything they need, especially during lockdown. Many people are afraid to go out, so we want to ensure that groceries reach their homes, that their medicines and doctors are available online or by phone, etc. We also want to ensure that cultural and other enrichment services can reach their houses and in general improve their quality of life. By the same token, we want to encourage seniors to go out safely to public spaces, according to the health guidelines.

What about people who live in sheltered housing and nursing homes?

In Israel, there are about 50,000 seniors in nursing homes and sheltered housing. Relatively speaking, that is not a large number, but they suffered the most in the first wave. Over 50% of those who died were among this population. This was true for the whole world. We realized that we could lower the mortality rate among the seniors in retirement homes, which became hotbeds of the coronavirus, if we focused on finding solutions.

In that regard, we made a very significant move. The main lesson we learned was to do a lot more testing among the employees going in and out of the institutions. They were the main source of infection. Now we conduct about 7,000 tests every day at these institutions and have significantly reduced the number of those infected. Recently there has been an increase in positive tests among employees, but we catch these cases in time.

Of course, we can't rest on our laurels. We must continue to do our work so that the situation doesn't recur. But the tests allow us to control the situation. Today, the rate of deaths among the nursing home population has dropped to 25%. But we have to keep our finger on the pulse, especially since we are coming up to winter - flu season - which is very worrying, and we need to prepare for it. I have just sent a letter to the Corona Cabinet in which I requested a discussion of winter preparations in the institutions.

What is your position on banning families from visiting their relatives in retirement homes?

I am very much in favor of family visits. I'm working hard to keep that going. Social isolation exhausts seniors mentally, especially those who are mentally debilitated. I oppose preventing contact with family members. Emotional damage can sometimes be even more severe than physical injury. I examined the problem in depth. I understand the directors of the institutions. They are in a complicated situation, and we're trying to



Minister Meirav Cohen together with members of the Israel Resilience faction at a meeting in the Knesset (Photo by Elad Malka)

help them as much as possible. To that end, our tests show that the infections in the institutions stemmed from workers and not from family members. Therefore, to stop family members from visiting their elderly relatives is an unnecessarily severe injury. Obviously it should be done under certain restrictions: preferably outdoors, wearing masks, keeping a safe distance, insulating the area with plastic barriers - whatever is needed. Care must be taken, but the visits should not be prevented. I understand the concern of the directors of the centers. There are institutions that have been hermetically closed, and that is their right. But for me, it is very important to encourage family visits. Overall, it is important to maintain a healthy balance.

What is the ministry doing to prepare for winter and the flu season?

We are conducting discussions now before winter so we can find appropriate solutions. For example, we have a hotline, which operates from 8 a.m. to 8 p.m. every day. Seniors can call regarding any subject. If there is a general lockdown, they can get help related to issues such as delivery of medication, food or other difficulties; exercising their rights with government ministries; or even just having a conversation with the person on the line to alleviate their loneliness. Sometimes we hear about problems we were not aware of, and that is very important for us. The hotline, at *8840, is available to all senior citizens.

In addition, we're cooperating with voluntary organizations and civic

organizations in various fields and are happy to get any response on any issue related to seniors. There are many other problems as well, such as foreign workers who live with the elderly, for example.

Besides this, I am involved a lot with employment for seniors. In this context, we deal with encouraging employment, such as seeking to make a change in the benefits they receive. Today, those who receive an old-age pension and work and whose salary is more than NIS 6,000 have their old-age pension cut. That causes many people to stop working. This is a change we're trying to make. I know it's a budgetary matter, but I think it's an important change.

In addition, we have centers that we are upgrading that prepare people for retirement. We help them think about finding another job or part-time volunteer work or other frameworks that will keep the senior busy and involved in the society, be it for livelihood or social needs. And we are working on employment centers that will encourage employers to hire seniors. We are also creating a campaign to deter age discrimination. Ageism is very pervasive in Israel, which makes it difficult for people over a certain age to be hired. There are many other issues related to the employment and quality of life of the elderly.

We have developed a work plan on loneliness, and we have a public council of experts in the field of aging whom we work with. Regarding everything related to financial exploitation, we are promoting a package of 10 legislative amendments

that aim to increase the punishment for those who exploit the elderly, and the sanctions will be much more severe. In regard to health, we address the issue of rights and much more.

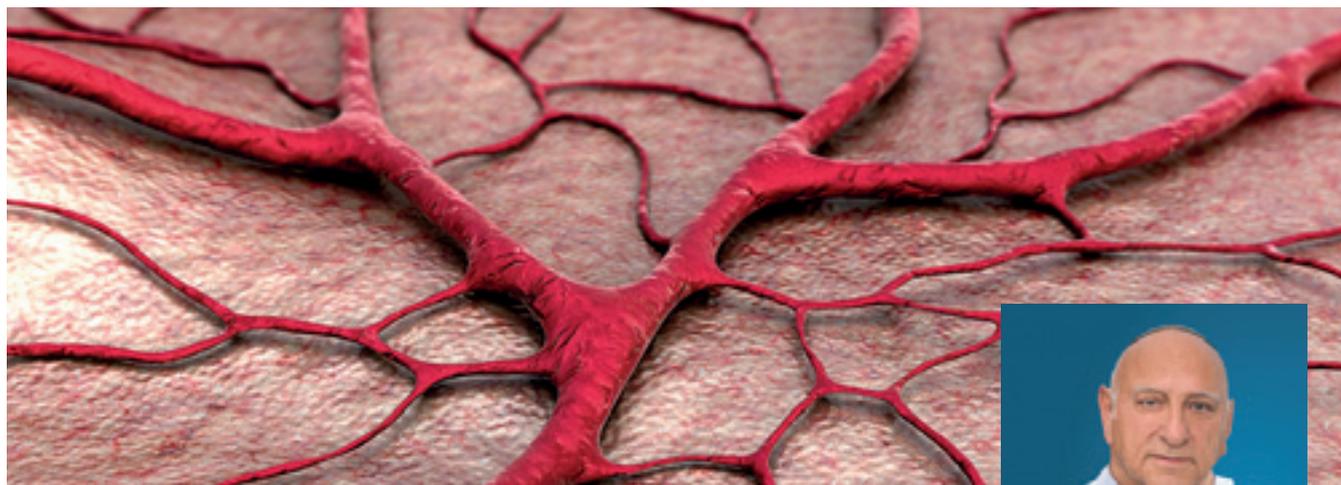
What other issues are on the agenda?

An important issue is Holocaust survivors, for whom we have a lot of work to do. It is vital to take care of those who are suffering from extreme poverty. Survivors who immigrated after 1953 are entitled to only an annual pension, compared to those who receive a monthly pension. Thus it is important to help the ones who are living below the poverty line.

These are very big challenges. Sometimes I go to bed at night with a heavy feeling of distress because there are so many things that must be addressed, especially during this coronavirus period. But the positive side is that perhaps the solutions that are found during the corona period will remain with us for years to come. Maybe if we can find solutions to issues such as employment and loneliness during this period, they will stay with us for the future. This is an opportunity to place the senior public at the center of the social focus and find a better infrastructure for them. Perhaps from all this hardship, some good will come out of it as well.

I would love for seniors to regard me as their personal lobbyist in government - both me personally and the ministry. And I hope they use the hotline. We are here to listen, find answers to any question and try to resolve any problem. Shana Tova! ■

*The Social Equality Ministry hotline is available to senior citizens at *8840. The hotline is active between 8 a.m. and 8 p.m.*



|(Courtesy)

Innovative diagnostic tools and novel treatment for vascular diseases

By Shosh Rothenberg

Dr. David Chayen is a vascular specialist. He is the deputy head of department at Assaf Harofeh. Chayen graduated from the Sackler Medical School at Tel Aviv University. He specialized in general surgery at Ichilov Hospital, Tel Aviv, as well as vascular surgery at Charing Cross hospital in London. Chayen had a clinic at the Herzliya Medical Center up until last year and is now receiving patients at the nearby Experts Clinic in Herzliya. All diagnoses and treatments at the clinic are covered by public and private medical insurance.

Within the framework of Chayen's clinic and the Blood Center, patients can obtain diagnoses of many different vascular diseases such as carotid problems, vascular peripheral neuropathy (diabetes, arteriosclerosis and Buerger), as well as vascular insufficiency, deep vascular thrombosis (DVT) and vasospastic disorders such as Raynaud's syndrome.

Varicose veins

The goal: treatment of leg varicose veins without surgery

The method: ultrasound-guided sclerotherapy (UGS)

Leg varicose veins are very common. Varicose veins occur more frequently in women. They may be brought on by pregnancy and may worsen with occupations that require prolonged standing. It is important to know that the need for treatment of this affliction is not only a cosmetic concern. Following the visible stage, sores may develop and grow, especially in the ankles, causing pain and danger of infection.

How does it work?

Ultrasound-guided sclerotherapy was first used about 10 years ago. The

procedure is a safe and effective treatment. There are several advantages: surgery is not required; there are no scars; and no healing time is needed. The treatment takes place at the clinic. It involves injecting a polidocanol solution into the abnormal veins for 15 minutes. The solution causes a chemical inflammation of the intima (the inside wall of the vein), causing the vein wall to collapse, dissolve, and disappear gradually over a few weeks. After the treatment, the area must be dressed with elastic bandage for two days. Most cases require two to three additional 30-minute treatments to complete the process.

Side effects and possible complications

More than 10 years of treatments using UGS have shown it to be very safe, with less than 1% serious complications. Some common side effects may include skin rash, local stinging, sensitivity of the vein, and occasionally pigmentation along the vein, which usually disappears after a few months.

How effective is the treatment? Will the varicose veins return?

The vein blockage range in this treatment is 87%. With women whose occupations require standing for long hours or after another pregnancy, the problem may reappear in 5% to 8% of patients. In such cases, patients are covered by insurance for five years after treatment.

What happens after the treatment?

Treatment allows for immediate return to work, with very few side effects and very low risk. Sometimes mild pain-relief medication is needed or medications such as Voltaren for a few days.

Carotid arteries

The goal: prevention of cerebral stroke

The method: a 10-minute examination and, when necessary, preventive treatment of the carotid arteries

While awareness of signs of heart failure is very high, awareness of early signs of a cerebral stroke is much lower, despite the fact that they are no less characteristic. They include numbness of the hand and paresthesia in the lips or feet. Even if the symptoms disappear, they must be taken seriously.

Anyone who experiences one or more of these symptoms must be examined by professional medical personnel. A simple 10-minute check-up may save patients from a serious stroke. About 70% of strokes occur as a result of carotid artery sclerosis, which prevents the normal flow of blood to the brain. A whirlpool is created at the split point of the artery – to the brain and to the face – which may cause a clot to tear and move into the brain. The larger the clot, the more severe the damage. A light cerebral stroke (up to 24 hours) is characterized by a sense of paralysis, and cold or numbness of half the body. If the stroke strikes the left side of the brain, it will also affect speech. These early signs usually occur in people with excess blood fat, blood vessels and heart problems, high blood pressure, and diabetes. These are the bases for cerebral stroke.

The check-up that can prevent a stroke

The carotid duplex exam may prevent cerebral stroke in people with the above-mentioned risk factors. This procedure combines Doppler and ultrasound that measures the blood flow. If a blockage of more than 70% is found in the artery in a patient who had already experienced a mild stroke, the chance of another, more severe stroke that will cause paralysis is 22%.

Suggested treatment

Treatment of carotid arteries usually involves anti-clotting medications or blood thinning medications. If the narrowing of the artery is 70% or more, the problem must be addressed immediately.

The treatments

Surgery under local anesthesia during which the artery is cleaned and then patched

Insertion of a stent that opens the artery and keeps it open

Risks

There is a 2.5% risk of a cerebral stroke occurring during or after the above procedures. But compared with a 22% risk if they are not done, the benefits are clear.

Dr. Chayen developed a surgical procedure for the treatment of blood vessels that are completely clogged. He introduces oxygenated blood through the superficial blood veins. In rare cases, this method may prevent the need to amputate a leg.

Call Dr. Chayen to find out if this procedure is right for you.

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Dr. David Chayen, vascular surgeon

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Nofei Hasharon:

Maintaining healthy mind and body

By Nadia Barzilay

Ora Kariv, director of the Nofei Hasharon retirement residence in Netanya, knows a thing or two about crisis management. As a former IDF officer, she now utilizes this ability to navigate the retirement home and its residents to safe shores. “In the first months, when nothing was clear and there was a great amount of fear, it was very difficult,” she recalls of the first days of the coronavirus pandemic. “From the first day of the outbreak, we closed our doors. We did not celebrate Purim or Passover with the families. It was very difficult. We have elderly residents here, some of them Holocaust survivors, several of whom told me that loneliness is more difficult for them. Loneliness is very difficult for most seniors. Our residents were used to going and coming, meeting with family members, and suddenly all of that was taken away from them,” she says. At the beginning of the pandemic, there were many cases of coronavirus outbreaks in nursing homes in Israel, as well as other countries. The concern was very great, and many families feared for the health of their loved ones. “Our situation is very different,” Kariv explains. “This is not a nursing home but a sheltered housing residence. In other words, in Nofei Hasharon, each resident has a private apartment, in which he/she manages his/her life independently and can maintain his/her isolation and health. When workers enter the apartments, they wear masks and gloves,” she explains.

All the staff at Nofei Hasharon are regularly tested for the virus, as are the tenants. To this day, Kariv reports with pride, no one at Nofei Hasharon has been infected – not a resident nor a staff member. “The first months were very challenging. It was a time



|(Courtesy)

with a lot of anxiety and stress for all of us. I feel a great mission in my work. I have a solid commitment to the residents and their family members,” Kariv asserts. Today, the situation is quite different.

“We’ve gone through a lot of changes to make sure that everyone stays healthy. But at the same time, we allow our residents to go out safely and live as normally as possible,” she remarks. Among other things, Kariv says that the residents can go to the nearby mall during busy hours, accompanied by staff or family members. Family members can also arrange to come for visits and meet with the residents outside.

“We arranged a comfortable corner for them

for meetings, naturally while maintaining a safe distance and wearing masks. It is still not possible to hug the young grandchildren, but they can be together, and that is very important,” Kariv affirms. At first, the residence was closed. Family members were not allowed to enter, and the residents were not allowed to leave. Now the situation is different. “After almost half a year of dealing with the coronavirus, we continue to obey all the rules, but we’re trying to ease up. We know how important it is for our residents to feel that life goes on, to be in touch with people outside the residence, to feel a little independence. Getting fresh air is important for body and mind. Visits with family are only possible when it comes to people over the age of 30, but that’s good too,” Kariv says. “We have reinstated almost all the activities. There are classes in capsules. We allow residents to go out for Shabbat dinner with their families, provided there are no young children at the meal. One day, we arranged a fun day at the beach in Mikhmoret for those who wanted to go. True, unlike in previous years, each bus had only 25 passengers instead of 50, and we didn’t go out for humous later in the afternoon, but we did have icepops at the beach. But just going to the beach and being out in the open air was very important for the residents’ mood and resilience. We all had a great time,” she recounts.

“The management of the residence has adapted to these times,” Kariv explains. “We have a team that fills all the roles. There is a clinic onsite, there are regular housekeepers, and there is a kitchen staff that provides nutritious meals for anyone who wants. Our conduct has proven itself to be very effective in keeping our residents happy and healthy.”

Kariv adds that creative ideas help the residents at Nofei Hasharon feel less isolated.

“We print greetings for them that their grandchildren send; and we have a WhatsApp group of families. There are different and varied ways to convey the feeling that they are not alone. And, most importantly, we have opened an exhibition of works by the residents that is simply awe-inspiring,” Kariv concludes. ■



|(Courtesy)

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Israeli women wear face masks more often than men

INTRODUCING THE SWISS LIVINGUARD FACE MASK – SCIENTIFICALLY PROVEN TO DESTROY MORE THAN 99.9% OF CORONAVIRUSES

Face masks recently became an everyday article of clothing. Not so long ago, one would not see people walking in the streets wearing face masks outside Eastern Asia, but all that came to an end when the global coronavirus pandemic gave rise to new regulations, affecting our everyday lives.

Masks come in different shapes and sizes, are made of different materials, some with sophisticated particle filters and some with clips for fastening.

A recent public survey conducted by the Geocartography Knowledge Group and sponsored by Amos Gazit Ltd., the official Israeli distributor of the Swiss Livinguard face masks, reveals some interesting facts about our face mask-wearing habits.

While almost 70% of Israelis claim to wear a mask whenever they leave the house, more than 29% admit they only do so in public areas. More than 1% of the population admit to not wearing a mask at all.

Who do you think would be more likely to adhere to the regulations – men or women? If your answer was men, you were wrong. In fact, almost 74% of Israeli women report wearing face masks at all times outside the house, while 65% of men report they do so.

Another finding of the survey reveals that religious Jewish people follow the mask-related regulations by 18% more than secular

Israeli Jews, which contradicts the way the religious sector has been shown in the press.

Now hold on to your seats for this bizarre finding of the survey. As we all recently discovered, the common surgical masks only protect the wearer's immediate surroundings from infection and provide little to no protection for the wearer him/herself. Why bizarre, you ask? The odd finding is that almost 60% of the population say that the main reason they wear a mask is to protect themselves from COVID-19. How can we protect ourselves when the common mask only protects others? When looking deeper into the information published by the Ministry of Health, we find that wearing surgical masks is only effective when *everyone* is wearing them. The direct consequence is that our safety is in the hands of other people. Unless, of course, a Livinguard face mask is worn. The mask that takes your personal health to the next level and kills the virus, along with any other bacteria or fungi, if they ever reach your face.

Let's start from... well, the beginning. To date, there are three main types of face masks being sold in Israel: the disposable surgical masks, cloth masks, and N95/KN95 filter masks. The first and the latter should be replaced every two hours and eight hours, respectively. After that period of time, they lose their efficiency.

"The main problem with all these masks," says Oded Gazit, CEO of Amos Gazit Ltd., "is that the coronavirus was proven to survive on surfaces for days, and standard masks are no exception in that matter." This means that even if a standard surgical/N95 mask has managed to block aerosol particles containing the virus, the virus can stay active on the mask's surface, thus making the wearer prone to infection upon touching the mask (while removing it, picking it up, or adjusting it over the nose).

This is where Livinguard technology comes into play, rendering viruses that the wearer is exposed to into inactive viral waste. The harmless waste can later be washed off the mask, once a week, according to supplier instructions.

In other words, whereas the best regular mask can only filter the virus (with it

remaining active on its surface), the Livinguard face mask is proven to practically destroy coronaviruses and remove any risk of infection. How long does this effect last? More than six months.

So how does it work?

The Livinguard mask is treated with a Swiss, patent protected technology which turns the fabric of the mask into a polycationic surface. That means that the mask is charged with microscopic positive charges that capture and destroy viruses, bacteria, fungi and other microorganisms (which all have a general negative charge). The antiviral and antibacterial abilities were proven to work against SARS-CoV-2 (the virus that causes COVID-19) with an efficiency of more than 99.9%. The research results are found on the Israeli website at www.thelivinguard.com or on the international one at www.livinguard.com.

All right, so we have the technology to destroy coronavirus. Why don't we make a vaccine out of it? Good question, although the answer is rather simple. We have the technology to destroy it outside the body, such as using alcohol gels and liquids. However, destroying it inside the body is a different matter. It has a lot to do with the immune system and less to do with alcohol gels. The Livinguard technology kills viruses and other microorganisms outside the body, so until a vaccine is available worldwide, we recommend wearing a mask that kills the virus before it has the chance to reach our faces.

The Livinguard mask arrived on the Israeli market a few weeks ago and is being sold in two models: Street and Ultra, the latter boasting a filter that comply with the N95+KN95 standards. Both last 210 days of use, keeping their antimicrobial capabilities, and can be washed once a week under warm water (with no detergent).

Aren't there other antimicrobial technologies out there? Indeed, antiviral and antibacterial technologies do exist in fabrics; however, they all utilize harmful metals such as copper or zinc. Livinguard-treated fabrics, on the other hand, contain no harmful metals and are scientifically proven to be hypoallergenic, safe to wear, and safe to breathe in.

Scientifically proven to destroy more than 99.9% of coronaviruses, the Livinguard face masks come in two sizes, three colors (as per the Ultra model) and can be purchased online at www.gazit.co.il or by phone at (03) 925-0080. The Street model (no filter) is being sold for NIS 95. The Ultra (KN95 filter) costs NIS 130. ■

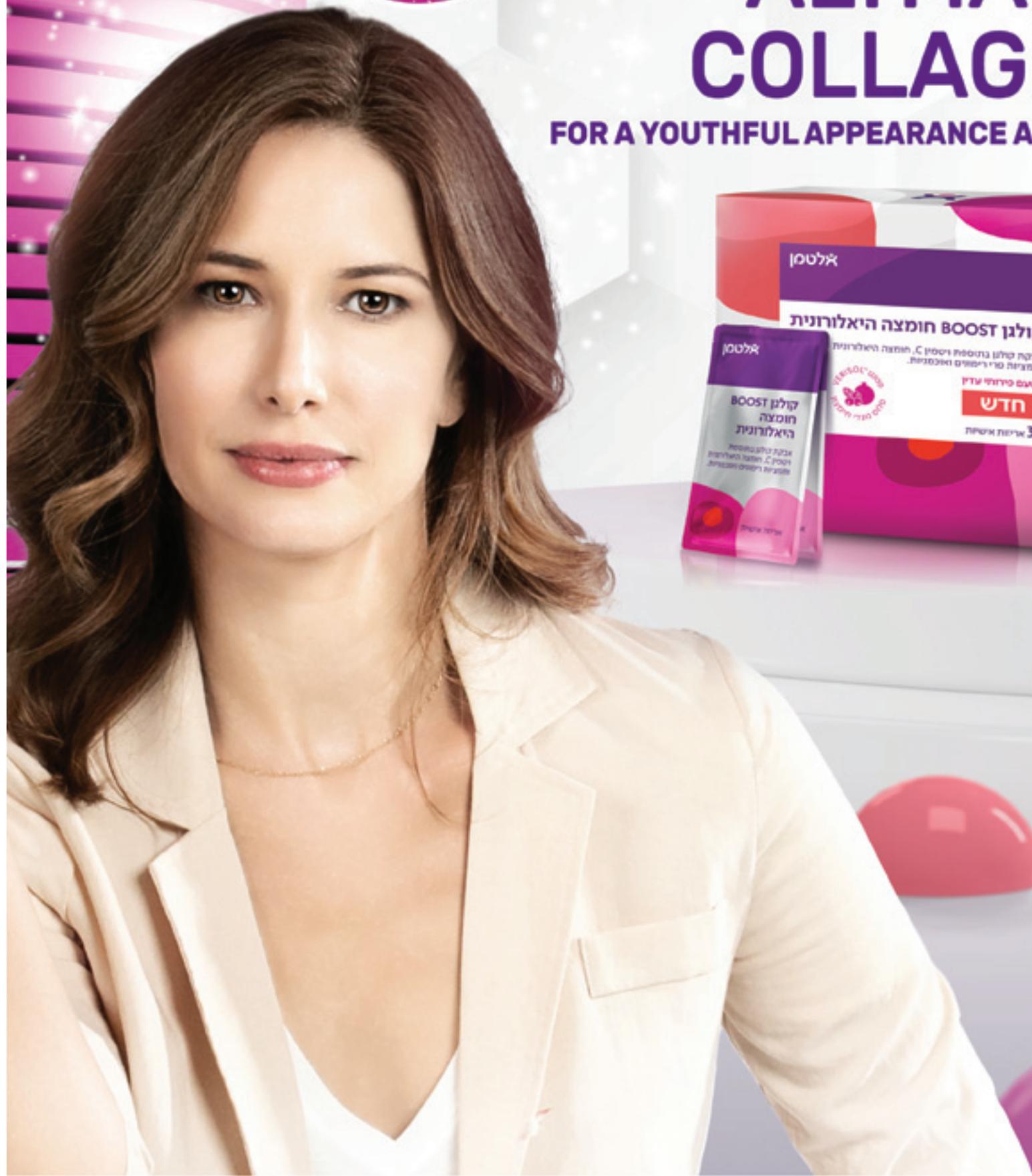
| A Livinguard face mask.
Scientifically proven to destroy more than 99.9% of coronaviruses.
(Courtesy)





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This is the fastest dishwasher in the world – cleans and disinfects in seconds

The new Freshcup counter-top dishwasher cleans and disinfects cups, plates and bottles in 30 seconds. With the new Freshcup dishes are 100% disinfected and bacteria free. Your office will be eco-friendly and your employees will be able to use their personal cups and bottles. This is the time to join this Israeli company's revolution, already successful all around the world.

Washing dishes in the office is one of the most unsanitary, frustrating and unnecessary tasks. This is true also at home. The good news is that there is now an instant, eco-friendly and comfortable solution, that will clean cups and dishes perfectly. The new and advanced Freshcup model - the countertop dishwasher for cups, plates, personal bottles and children's bottles - guarantees of disinfecting with patented technology that is also cost-effective and eco-friendly, all in a new and innovative device that is easy to operate.

Ground-breaking and exclusive technology for disinfecting cups and dishes

One of the key innovations in the new Freshcup model is the ground-breaking and patented technology that combines cleaning and disinfecting.

The unique combination of the new model includes a direct spray of two inverted PH level detergents onto the dishes, followed by a 100-degree water splash, as well as steam, ensuring the destruction of all existing bacteria. In these days of the Covid-19 global pandemic, it is important to understand that viruses are killed in temperatures over 60 degrees Celsius, meaning that Freshcup guarantees cups and dishes that are free of bacteria and viruses.

If you compare Freshcup to an ordinary dishwasher, you find that there is really no comparison. A regular dishwasher cycle can take over an hour from start to finish, as the water heats up slowly, and will only reach 50-60 degrees with a low detergent levels. Also, you must wait for the dishwasher to fill up before switching it on. In the office you must also find an employee willing to empty and fill the dishwasher. On the other hand, using a sponge, if one is unaware, could present health hazards. Many studies show that the dish cleaning sponges are contaminated and infested with bacteria, including fecal bacteria. Some studies show that it is better not to wash the dishes, than to use contaminated sponges.

When it comes to infection and bacteria, during a time when Covid-19 is still raging, hygiene is a top priority more than ever. Many choose to use disposable cups, but unfortunately that is not the best solution either - when an employee reaches for one cup and unwillingly

contaminates the whole stack of cups. Freshcup allows you to rely on yourself cleaning and disinfecting your own cup.

The eco-friendly solution – time to stop using disposable cups in the office

Organizations and individuals are becoming more and more conscious of the environment. Many workers prefer to bring their own cups and bottles to the office and avoid using disposables. Freshcup eliminates the need to use disposable cups and offers an eco-friendly cleaning solution, using biodegradable and environmentally friendly detergents, without compromising the level of cleanliness and disinfection.

Disposable cups take 500 years to decompose, they fill up the trash cans in the office, are a burden on maintenance expenses, and in general considered something that will soon disappear from the world. Today even cafes allow customers to bring their own cups and bottles, thus avoiding polluting the environment. In fact, Freshcup manufacturers have received inquiries from global giants like Starbucks, who are looking for solutions to disinfect their customers' cups and allow them to get their coffee-to-go in clean disinfected cups.

Huge savings on purchase and maintenance cost

There will be huge savings on purchasing and maintenance cost of Freshcup countertop dishwashers.

Freshcup lucrative monthly deal includes almost an unlimited use of the device, detergents, warranties and an extremely reliable customer service.

Bottom line – the cost of one Freshcup wash is significantly cheaper than using disposable cups, before even taking into account the fact that most employees will use more than one cup – for insulation, to use as ashtrays and more.

The perfect solution for home as well – for singles, families with babies, as well as for adults who find it difficult to bend down to the dishwasher

The Freshcup dishwasher is an unprecedented solution for the office, but Freshcup can also be used at home - if you are single and have to wait many days for the regular dishwasher to fill up, or if you have a baby in the family and are constantly racing to disinfect the bottles between feedings. Freshcup provides an excellent solution at an affordable cost and with low maintenance.

For the elderly, Freshcup is a life-changing device. As the years go by, bending down to fill and to empty the dishwasher, becomes harder and harder. Moreover, as the nest empties, the amount of dishes that need washing becomes significantly smaller, making the use of a full-size dishwasher wasteful and unnecessary. In these cases, Freshcup is an innovative, cost effective solution that also holds many benefits for one's health.

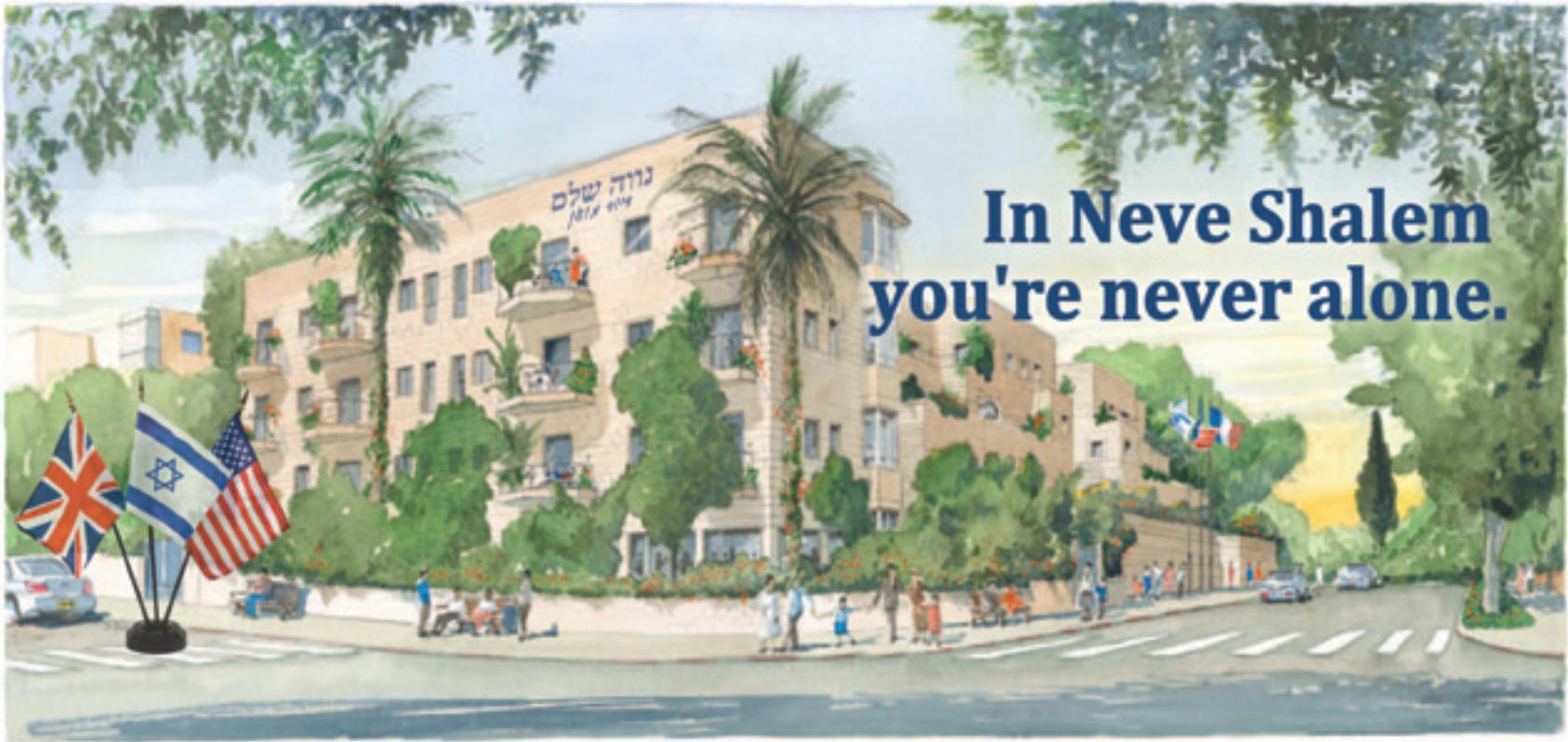
Changing the way people wash dishes

Avi Kafzan, the inventor of Freshcup counter-top dishwasher, and co-owner of Ambin, the company that developed Freshcup, says "At the end of the day, our vision is to change the way people wash dishes, and to reduce the usage of disposable cups. Instead of filling up the sink with dirty dishes, or constantly filling and emptying the dishwasher (an annoying task no one likes to do), or washing the dishes by hand in an unsanitary way, we offer an eco-friendly solution; an advanced technology that is also easy and fun to use. We wish Freshcup to become the microwave oven of dishwashing. Instead of using a standard dishwasher, that takes an hour or more to finish a cleaning cycle, you can have Freshcup - it is nothing less than a revolution."

COULD THIS BE THE END OF DISPOSABLE CUPS AND DIRTY DISH SPONGES IN THE OFFICE?

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|(Courtesy)

NuGo bars: Great taste and good nutrition

By Jonathan Gilad

Breakfast is the most important meal of the day, yet many of us often skip it. Some people may be in a hurry to get to work or school, while others simply are not used to eating in the morning and prefer to have just coffee. NuGo nutrition bars may solve this problem by providing a lot of the body's nutritional needs in one small tasty bar.

NuGo Nutrition started with a simple belief: Great taste and good nutrition don't have to be mutually exclusive. Twenty years ago, this inspired the company to create nutrition bars with rich flavor, wholesome nutrition, and high-quality ingredients. Since those early days, the core values have not wavered, but the ambition has grown.

What began as a vision to create delicious and nutritious snacks has evolved into a mission to pioneer unique, delectable nutrition bars and cookies for many types of lifestyle. NuGo experts transformed what it means to be convenient and delicious, and they are eager to keep bringing more flavors to their customers.

Imported to Israel by 973 – Briut Be'taam Tov and available online at nugobar.co.il, the product line offers dozens of options to suit personal favorites, as well as specific dietary needs.

NuGo declares that its goal is to be better - for the customers, for the community, for its employees and for the environment.

"We never put our bottom line above the best interest

of our customers," says a NuGo representative, adding how proud NuGo is to be the only major protein bar company that coats its bars in real dark chocolate.

"Other companies cut costs by mixing their cocoa solids with vegetable fats like palm kernel oil to make imitation chocolate without the taste, texture, or health benefits of real chocolate. Health and nutrition are our top priorities. We will never replace real dark chocolate with less tasty, less healthy palm oil coating," he asserts.

The products

NuGo Nutrition believes that the freshest, healthiest ingredients are also the best tasting. NuGo nutrition bars are made with wholesome, naturally delicious, non-GMO ingredients, with no trans fats, artificial sweeteners, stomach-upsetting maltitol, or high-fructose corn syrup.

"We use only real ingredients for healthy, active lifestyles. Whether you give your child a NuGo bar or take one for yourself, you can be confident that you're getting good nutrition and great taste in every bite," says the company rep.

Here are a few examples from the numerous options:

NuGo Dark: Dipped in decadent, real dark chocolate, these bars have the nutrition you need with the flavor you love. All NuGo Dark bars are gluten-free, vegan,

OU kosher pareve, and contain 10 to 13 grams of quality protein.

NuGo Slim: Say hello to guilt-free, low sugar protein bars covered with real dark chocolate. The low glycemic NuGo Slim bars contain 16 to 17 grams of protein; 6 to 7 grams of fiber; 6 to 7 net carbs; and only 3 grams of sugar. NuGo Slim bars are gluten-free and have no artificial sweeteners or maltitol. The NuGo Slim line features four vegan, pareve flavors.

NuGo: The signature line, with the original flavors, is where the NuGo story began. Every NuGo bar is made with natural, non-GMO ingredients, loaded with vitamins, and certified gluten-free to help keep you and your family fit and happy. Perfect for packing into kids' lunches or your own.

NuGo Vanilla Yogurt: We did it! We took the delicious taste and texture of a rice krispie treat and gave it the benefits of 11g protein and added vitamins and minerals. Coated with smooth, creamy yogurt, NuGo Vanilla Yogurt will be the go-to favorite for your whole family. Happy Snacking!

NuGo Smarte Carb: Peanut Butter Crunch. With 20 grams of protein and only 2 net carbs, Peanut Butter Crunch is a delicious choice for a low carb snack. Made with chocolate and creamy peanut butter, this bar delivers a huge crunch! Smarte Carb® bars contain 0g sugar. ■

For many more options, information, and online purchasing, go to <https://nugobar.co.il/> or call 052-266-1244. Address: 40 Bareket Street, Zichron Ya'akov



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Children saved through EFRAT and its donors

Facts to know!

- Yearly, tens of thousands, of women in Israel feel compelled to abort due to financial difficulties.
- Unfortunately, the Israeli government does not grant any financial support to help women prevent abortion.
- **EFRAT** has refused to accept that lives should be lost due to financial constraints.
- **EFRAT** took upon itself a mission to offer financial support to women throughout the country.
- **EFRAT** does not receive any support at an institutional level and its entire budget is supported by private donors within Israel and around the world.
- **EFRAT** provides immediate support after birth in the form of a crib, stroller, baby bath and a package of all essential items for the baby.
- **EFRAT** sends monthly packages of food for the baby and family, diapers, clothes, wipes, and toys, for up to 12 months directly to the mother's home.
- **EFRAT**'s volunteers accompany the women during their pregnancy and after birth, for as long as they are needed.
- **EFRAT** welcomes anyone to **EFRAT**'s Visitor's Center to see the services from a first-hand perspective.
- **EFRAT** gives you the opportunity to become a partner in their live-saving work, saving the lives of a baby, thereby bringing happiness to their parents, strengthening the Jewish State, and the future of the Jewish people.

EFRAT's offices have seen many beautiful families pass through its doors. It is amazing to see how **EFRAT**'s assistance can really save a child. A few years ago, Binyamin and his wife brought their five year old son to the **EFRAT** headquarters in Jerusalem to visit. They told us the following story:

Binyamin explained that he and his wife had never received help from **EFRAT**. They had not been supported by a volunteer nor had they received any practical support. However, Binyamin and his wife are convinced that their son's life was saved by **EFRAT**. Why is this? One day Binyamin went to the Bris Mila of a colleague's son. At the simcha, the father got up to say that he wished to thank the **EFRAT** Organization for their help in making this baby possible. This statement piqued Binyamin's curiosity. He did not know anything about **EFRAT** and decided at that moment that it was worth his while to find out more about this organization.

One day when he was in Jerusalem on business, Binyamin took the time to go to the **EFRAT** offices. He was received warmly and he took the opportunity to wander around the office, taking in the hundreds of pictures of smiling babies and children and thank you notes plastered on the walls. Following his visit, Binyamin was taken down to Efrat's Visitor's Center, a short walk away. He saw the large, orderly piles of strollers, cribs, diapers, baby clothing that was waiting to be sent to the women in **EFRAT**'s care. Binyamin was extremely moved and impressed. There and then he decided to make a donation to save a Jewish child through **EFRAT**'s assistance. Before the ink was dry on the check, his cell phone rang. Binyamin's wife was on the line, half hysterical. He must come immediately to the hospital. The couples' five year old son had taken a bad fall and was in the ambulance on the way to the hospital. Binyamin ran to his car and made his way as fast as possible to the hospital. The highway felt never-ending. When he arrived to the hospital, his son was in intensive care but stable. The hospital staff told the parents that they believed that there had been a miracle. Binyamin and his wife are convinced about the reason for this miracle, for at the very moment of the accident, Binyamin was making a donation to save a child through **EFRAT**. And they believe that this is what saved his son's life.

40,000 unborn babies undergo what is described in this diary

According to the Israeli Central Bureau of Statistics in 2018 - **19,543** women turned to the Abortion Committees
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Fight the illness

HOW TO STRENGTHEN YOUR IMMUNE SYSTEM DURING THE CORONAVIRUS PANDEMIC



|(Gary Markstein /Milwaukee Journal-Sentinel/TNS)

By Catherine Marfin

Although there is still no cure or specific treatment for COVID-19, there are some things you can do to strengthen your immune system against the coronavirus.

Here are some scientifically supported ways to help fight off illness.

Get enough sleep

The amount of sleep you get every night can make a big difference in your body's ability to fight infection, health experts say. One 2015 study revealed that people who sleep less than six hours every night were more likely to catch a cold than those who slept seven hours or more.

The US Center for Disease Control and Prevention recommends that adults sleep at least seven hours every night. Going to bed and waking up at the same time each day, sleeping in a room without electronics or screens, and avoiding large meals, caffeine and alcohol before bed are ways to improve your sleep.

Exercise regularly

Research shows that regular, moderate exercise can reduce inflammation and support the immune system's cells. Health experts recommend moderate exercise at least 150 minutes every week, or about 20 minutes a day. You can also do 75 minutes of more intense exercise a week or do a combination of both. Moderate exercise includes brisk walking, biking, swimming or jogging. More intense exercise includes running or other cardio activities.

Drink plenty of water

Staying hydrated isn't directly connected to preventing disease, but it can help with your overall health. The Healthline website says you should drink enough water every day to make your urine a pale yellow. Other health experts recommend drinking eight glasses of water a day.

Manage your stress levels

In this age of uncertainty, lowering your stress level is easier said than done. But health experts say that high stress levels have a negative impact on the body's ability to fight off illness. A series of studies in the 1990s led by Sheldon Cohen, a professor of psychology at Carnegie Mellon University, found that people who reported higher levels of stress were more susceptible to the common cold.

Cohen led another study published in 2012 which revealed that psychological stress can cause the body to lose its ability to regulate its inflammatory response, which may promote the onset and progression of some diseases.

Health experts recommend stress management techniques such as avoiding social media, meditating, practicing controlled breathing, and doing yoga or other activities that help you feel relaxed.

Eat plenty of healthful foods

No one food will prevent infection, but following basic dietary guidelines, such as eating plenty of fruit, vegetables and protein, is a good start. There are several specific items you can add to your diet to strengthen your immune system and improve overall health.

Experts recommend eating certain foods that are high in vitamin C, such as red bell peppers, broccoli, strawberries, spinach, and citrus fruits like oranges, lemons and grapefruit. Sunflower seeds and almonds are recommended because they are high in vitamin E. And foods such as yogurt, garlic, poultry and chickpeas have other health benefits. Ginger, turmeric, green tea, papayas, kiwis and mushrooms are also good items to add to your diet.

Drink alcohol in moderation

Health experts say you should be careful about how much you drink if you want your body to be able to fight off disease. Research shows that excess alcohol consumption can make your body more susceptible to respiratory illness such as pneumonia and other lung diseases. It can also decrease your body tissue's ability to heal wounds. The occasional glass of wine at dinner won't hurt you, but avoid overdoing it.

Be careful about taking supplements

Health experts have differing opinions on the use of vitamin and other supplements. They can be pricey, and they don't prevent anyone from catching a disease, no matter how much you take. Health experts say that other disease prevention methods, such as frequent hand-washing, will help you more than any supplement will. However, there is some evidence that taking certain supplements regularly can reduce the duration of certain illnesses.

A 2013 study found that taking vitamin C on a regular basis reduced the duration of colds in adults by 8% and in children by 14%. A similar 2017 study found that the duration of colds among people taking more than 75 mg. of zinc per day was 33% shorter than those who didn't take zinc.

An exception to the supplement rule that most health experts agree on is vitamin D, which helps the body fight off infection. You can get vitamin D naturally through certain foods like salmon or by exposing your body to sunlight. Some health experts recommend taking a vitamin D supplement during the winter months, when sunlight is harder to come by.

If you are going to take supplements, it's important not to take too many. Some health and wellness influencers have recommended taking extremely high doses of supplements in response to COVID-19. But health experts warn that it can be dangerous. Taking high doses can cause dizziness, nausea and headaches and damage your organs in more serious cases.

The Healthline website recommends taking supplements that have been tested by a third party, such as US Pharmacopeia, NSF International, and ConsumerLab, because supplements are not regulated by the US Food and Drug Administration.

Immune-strengthening habits are not a replacement for other disease prevention measures. Practicing habits to strengthen your health does not mean you should stop following other public health guidelines. You should still adhere to social distancing, avoid nonessential errands, wash your hands often, wear a face mask in public and follow stay-at-home orders, health experts agree. ■

| The Dallas Morning News (TNS)



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Keren Peles

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An online movement to embrace *gray hair* is inspiring women to ditch dye

By Erica Pearson

Every three weeks, Mo Perry would retreat to her bathroom, don thin plastic gloves and apply Clairol Nice'n Easy in shade 4G, turning her gray roots a Dark Golden Brown to match the rest of her hair. It was a ritual the actress and writer came to resent.

She didn't like the time and money she spent (or the chemical smell of the dye), but she hated how anxious she felt when her roots were showing, and she worried that the slowly widening stripe of gray would make it harder for her to land roles.

Still, two years ago in January, Perry made ditching the dye a New Year's resolution — one that she actually kept. And made public.

As she gradually went gray, she posted a series of selfies on social media. To her delight, she was inundated with messages of support from other women.

"I'm so glad I did it," says Perry, 38, who noticed her first gray hairs before she turned 30. "I still like to get pedicures. I wear makeup to varying degrees. And those



Models Trena Taylor Brown, left, Rachel Alexandra Greiner, center, and Meg Hauge show off their gray style. (Lloyd Fox/Baltimore Sun/TNS)



Many women choose to keep their gray hair instead of coloring it. (Mike Cardew/Akron Beacon Journal/MCT)

things feel like augmenting the truth or decorating the truth. That [dye] really felt like hiding the truth."

More women are embracing that "truth," in part because of a rapidly growing online community that supports and celebrates going gray.

There are handbooks about the transition to gray (*Silver Hair, a Handbook: Say Goodbye to the Dye and Let Your Natural Light Shine*), as well as memoirs (*Gray Is the New Black* and *True Roots: What Quitting Hair Dye Taught Me about Health and Beauty*) that chronicle women's personal experiences in making the change.

YouTube boasts how-to videos such as *Going Gray and Rocking It*, and T-shirts with the phrases "Openly gray" and "Gray hair don't care" are popping up in online shops.

But to Perry and plenty of others, going gray is about more than appearance.

"It feels like resistance and celebration and liberation — the modern-day version of throwing our bras into a bonfire," Perry wrote regarding going gray in the online literary magazine *Catapult*.

Perry credits the #metoo movement and the attendant exploration of gender norms for helping her to finally stop dyeing her hair.

"I was seeing women across the culture dig deep to examine the assumptions that we've all internalized, about gender roles and what's appropriate and what's not appropriate to expect of ourselves and each other," she says.

"The way beauty standards work, it's not something that we all go into a room by ourselves and come up with what we think is beautiful," she adds. "It's really a collectively decided upon set of standards. So when you see a shift

starting to happen, I think it's inherently a cumulative cultural collective process. And then it starts to ripple out."

According to a 2018 AARP survey, there's a notable change in how women think about naturally graying hair and their willingness to challenge a beauty standard that has held firm since Clairol's at-home hair color kits hit the market in the 1950s.

Linda Rodin, a stylist and skin care entrepreneur, has long worn her silvery white hair in ads for J.Crew and H&M. Now she's amassed more than 260,000 followers on Instagram, where she is peppered with questions about her hair (which she admits she cuts herself and keeps looking bright with Clairol's Shimmer Lights shampoo).

Gray hair got a cool boost several years ago when young women (including singers Ciara and Ariana Grande) first sported silver "ice queen" locks. Red carpet appearances, like the one by silver-haired artist Alexandra Grant and boyfriend Keanu Reeves, have also been garnering plenty of positive buzz.

Most women say they start coloring their gray hair because they equate the color with being old or unfashionable. But the reasons for going natural vary widely — from saving money to making a social statement to concerns about the risks of dyeing.

Grant posted on Instagram that she stopped dyeing her hair because she didn't want to expose herself to potentially dangerous chemicals.

While past studies on the safety of dye were conflicting or inconclusive, new research from the National Institutes of Health released recently found an increased chance of breast cancer among women who regularly used permanent dye to color their hair. The risks were especially high for black women. The NIH researchers called the risks both "small" and "meaningful," suggesting that avoiding hair dye chemicals is just one of many things women may want to consider to reduce the risk of getting cancer.

Zoë François, a Minneapolis baker, never covered her gray.

"I grew up with this wackadoodle crazy curly hair, so adding some gray to it really wasn't much of a stretch," she explains.

François says she was inspired by a silver-haired stranger she saw in her 20s in Paris, a woman she thought was the "most elegant, beautiful woman I'd ever seen."

But it wasn't until François was singled out for her striking silver curls that she began sharing social media posts celebrating gray hair.

"People started reaching out to me and saying, 'I'm letting my hair go gray. You know, you're an inspiration,'" she recounts.

Without intending to, François started her own silver tsunami.

"My mom ended up going gray. I didn't even know what color her hair was; she had always dyed her hair. She's now got gray hair, and she looks fantastic. And my best friend is going gray," adds François.

"I think that it's just being more comfortable in ourselves and who we are. I think it's fun," she asserts. ■

| *Star Tribune (Minneapolis) (TNS)*

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The SleepWeaver mask is the first choice for a growing number of doctors and technicians in sleep labs in the western world. The SleepWeaver soft cloth mask is a revolutionary invention in the field of sleep medicine and it helps patients suffering from apnea.



All health funds participating

A small, quiet, battery-operated CPAP device

Put an end to snoring and apnea even when you're out of the house, travelling or on flights

The automatic portable CPAP device only weighs 460 grams, is minuscule (the size of a soda can) and boasts amazing power for 8 hours with no need to charge it electrically! The portable CPAP device is approved for use on planes by the Federal Aviation Authority.



Members of Clalit Mushlam pay only about 75%

Oxygen without limits: Portable oxygen generator without limits - Made in the USA



The Focus model Airsep oxygen generator (USA) weighs only 800 grams. Starting today, you can return to your normal routine, conduct a regular agenda, travel, and be away from home for any length of time you desire. This portable oxygen generator is approved for use on airplanes by the Federal Aviation Authority. The device can be charged in a regular domestic electrical socket or in a vehicle's lighter socket.

A range of clinically proven medical products without medication and surgery to improve sleep and breathing

Medipedia | To schedule an appointment: 050-686-7777 | Medipedia.co.il

Verisol: A supplement for supple skin

A review article examining the effect of an oral hyaluronic acid supplement on dry skin found a significant increase in moisture in a study group after six weeks, and the results were maintained two weeks after ceasing to take the supplement. The amount of 2.5 grams as used in the study cannot be provided in a capsule.

In recent years, an innovative collagen called Verisol has been developed which can be absorbed effectively in the digestive system. The innovative collagen undergoes a unique patented breakdown process that results in small collagen fragments. The patent allows collagen to be absorbed from the gastrointestinal tract into the bloodstream and specifically reach the deep layers of the skin from the inside, compared to collagen that has not undergone the process or collagen that is found naturally in food.

Reaching deep into the skin, the Verisol collagen fragments stimulate the skin cells to produce new collagen at a faster rate, while inhibiting the destructive processes that take place in it. As a result, the balance is disturbed in favor of the collagen production, which is important to the skin's appearance.

Verisol is one of the leading



| (Courtesy)

collagen components, and its effectiveness is supported by clinical studies. In a study involving 114 women aged 45 to 65, a daily intake of 2.5 grams of the Verisol collagen improved skin collagen levels and significantly reduced the amount of wrinkles and creases in the eye area. At the end of eight weeks of use, there was an improvement of up to 50% in the depth of the wrinkles.

Another study involving women aged 35 and over reported a positive effect on other characteristics, such as skin elasticity.

The Canadian health ministry, Health Canada, which oversees nutritional supplements, has approved the safety and efficacy of the Verisol collagen for use in nutraceutical products. ■

Peace and quiet at Neve Shalem

The Neve Shalem retirement residence is located in the quiet, verdant neighborhood of Arnona in Jerusalem. Established 25 years ago, it is a high-quality boutique type residence that allows residents to live independent lives in a secure environment with surveillance and medical support.

All our residents are well, healthy and clear of the coronavirus. We are fully protected and offer full-time entertainment, as always. 24 hours a day, seven days a week. The apartments are well appointed units that enable residents to live in the privacy of their own homes while



| (Courtesy)

of the units are large three-room units with an extra bedroom. The complex has a restaurant, a cafeteria and a garden where residents can relax in rural surroundings.

As can be expected of such a quality establishment, the atmosphere is very homey. Because of the relatively small size of the residence, the staff is constantly attentive to the needs of the residents, especially their health needs. Neve Shalem has a team of paramedics and nurses on duty 24 hours a day. A doctor visits the premises twice a week and is always on hand if needed. In addition, there is a social worker who attends to the social needs of the residents and a coordinator who organizes cultural events. The residence is especially adapted to the needs of English speakers. The staff speaks English, and many cultural and sporting activities are held in both English and Hebrew, as approximately 60% of the residents are native English speakers. ■



| (Courtesy)

enjoying the public areas in the complex. The wide array of services includes laundry and cleaning of the apartments. The management of Neve Shalem is well aware that some residents want to have their own caregivers. With that in mind, some

Ozone is not just in the sky - now it's in your hands

Good news for anyone suffering from minor wounds or symptoms of nerve damage. Rafa, a leading Israeli pharmaceutical company, is launching a series of products containing ozone.

Ozone is considered a safe and effective antiseptic against various pathogens without damaging the body's cells or producing harmful by-products. In Rafa's new series, ozone will be uniquely formulated (OZOLIPOILE®) in combination with aloe acid (olive oil acid), alpha lipoic acid, and vitamin E acetate.

Thanks to the patented manufacturing method, stabilized ozone products contain high concentrations of ozonides (ozone-saturated fatty acid molecules, which make the ozone available and ready to use) and peroxides that aid in disinfection.

Rafa's new ozone-based product line includes two products:

VO3 Active Spray

VO3 is a spray that helps heal minor wounds, as well as disinfecting and restoring skin tissue. The delivery form of VO3 as a spray helps heal the wound without touching it. VO3 does not contain antibiotics, has been clinically tested, and is approved by the Health Ministry as a medical device that does not require a prescription.

NERVO3 Gel

NERVO3 is a gel that helps treat symptoms of neurological damage due to inflammation, which is infected or dysmetabolic, in cases of numbness, loss of feeling, itching, and pain in the limbs.

| (Courtesy)

In addition to the unique formulation of stabilized ozone, the product contains capsaicin extract and amino acids which are essential for the nervous system's functioning.

NERVO3 Gel is designed for those suffering from symptoms of nerve damage as a result of such causes as diabetes, shingles (herpes zoster), car accidents, infections, or infectious diseases. NERVO3 was clinically tested and is approved by the Health Ministry as a medication that does not require a prescription.

The new product series is patented and is sold in pharma chains and private pharmacies throughout the country. ■

VO3 Active Spray
Price: NIS 69.60
Content: 20 ml.

NERVO3 Gel
Price: NIS 69.60
Content: 50 gr.



Driving safely into the golden years



| (Dreamstime/TNS)

By Mayo Clinic

With more senior drivers on the road than in the past, the importance of assessing driver fitness has increased. In the latest issue of Mayo Clinic Proceedings, researchers look at this topic, along with tools that clinicians can use to determine if patients are able to safely operate a vehicle.

“Driving retirement is a normal part of aging

and should be carefully considered and discussed openly,” says Ericka Tung, a Mayo Clinic internist and geriatrician and lead study author. “Primary care providers are uniquely poised to counsel patients about driving safety because they understand their patients’ health conditions, capacities, challenges and goals.”

While there isn’t a single one-size-fits-all test that

can be performed, providers can look at several areas of functioning to assess driving fitness.

These areas include the following:

- * Cognition, which includes changes in memory, attention or language

- * Vision, which includes visual fields and depth perception

- * Mobility and physical function, which includes functional range of motion, and coordination of the neck, upper body and lower body

- * Health conditions, which include underlying conditions that could affect the ability to operate a vehicle safely

- * Medications. A medication list should be reviewed to verify that there is no drug interaction that could impair driving alertness.

Equally important in a patient’s work-up is the input of family members or care partners. The authors note that recorded observations of a loved one’s driving performance, his or her ability in completing basic tasks of life, or a history of falls can be useful in determining when it’s time to stop driving. Depending on clinical findings, driving rehabilitation or alternative transportation may be warranted.

Since driving provides a sense of independence and control for many seniors, it is important that any decision be communicated clearly and with compassion. When determining if it’s time to stop driving, it is critical that a conversation with a patient’s primary care provider take place so the patient can retire from driving at the appropriate time rather than waiting for an accident to happen.

“Open dialogue is encouraged among patients, families and primary care teams to ensure safety on the road,” says Tung. ■

| Mayo Clinic News Network (TNS)

Beth Protea: Flourishing in Herzliya

The corona crisis has brought out the best in Beth Protea’s management and staff, who have been effectively maintaining control of the situation, as well as the physical and mental well-being of all the residents of the retirement home.

Beth Protea’s dedicated and long-serving staff have added high quality to the lives that they have helped to extend. The residence has earned a worldwide reputation for the topnotch care and support it provides.

Beth Protea
5 Asher Barash Street, Herzliya. Tel: (09) 959-5222
bprotea@bethprotea.com www.bethprotea.org.il

The skills and expertise that Beth Protea has developed over the years also help solve the myriad of problems that elderly people face in their own homes. The Protea Home Care services, which include full-course meals provided, have greatly augmented Beth Protea’s ability to serve our senior community.

People cannot help getting old, but at Beth Protea we can make that phase of life a lot better. We try our best to ensure that we add the dimension of meaning, fulfillment, and joy to the lives of our clientele. ■

Protea Home Care
Tel: (09) 959-5228
amichay@bethprotea.com



| (Courtesy)



The magic touch

CORONA HAS FORCED US AWAY FROM HUGS AND HANDSHAKES, AND WE'RE WORSE OFF FOR IT

By Mike Anthony

Nothing really feels normal in this world of Not Anymore, even if some of the behaviors recommended or required are starting to get old in the way they inhibit interaction and how they go against the grain of the way we've lived.

Most of us know to wear a mask, know to avoid crowds, know to remain socially distant, know that hugs and handshakes have been replaced by elbow bumps and head nods - or, as a recent personal experience went, a few hollers and waves across a dusty softball diamond.

Yes, the Courant has a team, a portion of which gathered recently with quarts of hand sanitizer and a few bats and balls to take some cuts at a Manchester, Connecticut, field. Upon my late arrival, I saw people from the old newsroom scattered about, some folks I used to interact with every hour, others whom I used to pass in the hallway.

I saw my friends. And it was weird. Because after several months, of course I wanted to grab some shoulders, shake some hands, slap some backs. That doesn't fly anymore, though, for we're engaged in a joint effort of a most important, and impersonal, nature.

It's 2020. The world is upside down or inside out. Wouldn't you like to hug your buddy or grandparent or anyone who means a great deal to you but is no longer part of your everyday life?

"We've done a survey, internally, at Hartford HealthCare, and what we are seeing is what we expect - anxiety, PTSD - but (also) more depression," says Pat Rehmer, president of HHC's behavioral health network. "The hugging and handshaking is very interesting because we do know that touch is very important to people when it comes to mental health - and hugging in particular. I hope we don't have to [avoid] that forever. It's such an important part of our culture. But I don't see when that's going to end," she says.

Merriam-Webster defines a hug as "to press (someone)

tightly in one's arms, especially as a sign of affection."

Wikipedia tells us "A hug is a form of endearment, universal in human communities, in which two or more people put their arms around the neck, back, or waist of one another and hold each other closely. If more than two people are involved, it may be referred to as a group hug."

Group hugs, bear hugs, celebratory hugs, condolence hugs, bro hugs, encouragement hugs, pat-the-back-hugs, squeeze-awhile hugs, quick hugs - all of these platonic hugs are no longer an option. All of us just stare at each other through a computer screen or from a distance, hopefully finding ways to get the most out of personal interaction at a time when current conditions push the bounds of mental health. The lucky among us have access to a loving hug with a significant other or children, even pets.

Hugging has been shown to have positive mental and physical health benefits. Hugs feel good. They're reassuring, comforting, all that warm stuff. They used to be, anyway. Now in most scenarios they're dangerous or at least somewhat irresponsible.

The pandemic fallout is powerful, beyond the virus's obvious damage. The extrovert is scratching at the walls, craving interaction. The introvert may be just fine, content with a stay-put approach to work and play. Those prone to isolation might find themselves at further risk. People with any sort of mental health issues might see those issues exacerbated. Some might be of harm to themselves or those around them. Addicts don't have access to in-person counseling. Many of us are alone to contemplate problems we can't necessarily solve by ourselves.

"There are long-term repercussions that we are really trying to prepare for," Rehmer says. "I believe the next pandemic will be behavioral health."

The list of how we are all impacted by what we began living in March goes on and on.

"If you feel like you have to wash your hands all the time under normal circumstances, can you imagine what this is doing?" Rehmer says.

On a lighter note, how are "close talkers" adapting to two meters of distance? Certainly I don't miss those interactions.

But on a darker note, Rehmer says that the World Health Organization has estimated 75,000 eventual suicides, in addition to normal projections related to pandemic despair. That is staggering. Hopefully, it is inaccurate.



Senior citizens at the Belgian nursing home "Le Jardin de Picardie" enjoy hugs and cuddles, through a wall made with plastic sheets to protect against potential coronavirus disease (COVID-19) infection, Belgium July 1, 2020. (Yves Herman/ REUTERS)

What we know for sure is that this new reality that feels old already is impacting all of us, every day, in a variety of ways, from those needing a hug to those unable to properly grieve the loss of family members, to children in their formative years denied certain steps in social development that is part of the educational backbone. Sports canceled, weddings postponed, graduations altered.

We're all together in this fight. And we're all alone, at least more so than we're used to.

I have it easy. Pandemic protocols have been inconvenient, not debilitating. Still, I wouldn't mind the occasional hug from a friend or a stepfather I miss. The emojis or GIFs don't cut it. Nor does a phone call or a Zoom meeting. However, it is important to maintain, through persistence and creativity, one part of interaction that hasn't been eliminated - the conversation.

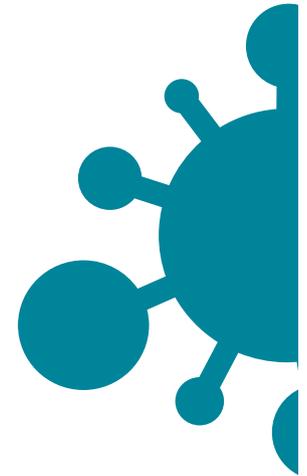
It would be awkward to hug now, right? It's also awkward not to. Even handshakes, a societal norm for so long, are a distant memory. Still, there are habits. This past weekend, during an introduction to a future family member that was a long time coming, I did what I was taught to do and what comes naturally. I stood up and shook his hand - and immediately thought, "Oops."

Rehmer recounts, "For Mother's Day, my daughter surprised me [with a visit], Of course I wanted to hug her, and she was like, 'Stop, you can't.'"

"It is a very strange time," she continues. "For people with no prior, preexisting psychiatric diagnosis, we're still going to see them struggling with the isolation they experience."

This is all difficult ... to wrap your arms around. ■

| *The Hartford Courant (TNS)*



What do your eyes say?

By Shosh Sharon

I believe in giving what I would like to receive," says artist and eyelash master Shiri Rotenberg-Agiv.

Rotenberg-Agiv, who attests that she works according to the motto "Love your neighbor as yourself," is a leading professional in the field of filling, thickening, and lengthening eyelashes and owner of the Pure Beauty clinic and college.

What led you to engage in this particular field?

Beauty and esthetics have always attracted me. From childhood, I loved painting, and I could draw eyes, eyebrows, and lips for hours on end. In 2004, I wanted to specialize, so I enrolled in Il Makiage College in Tel Aviv. I was first exposed to the field of eyelash weaving when I traveled to the United States. It was very popular there at the time, but in Israel it was not well known at all. When I returned to Israel, I began to distribute the most advanced methods of the Hollywood stars for thickening, filling, and lengthening eyelashes.

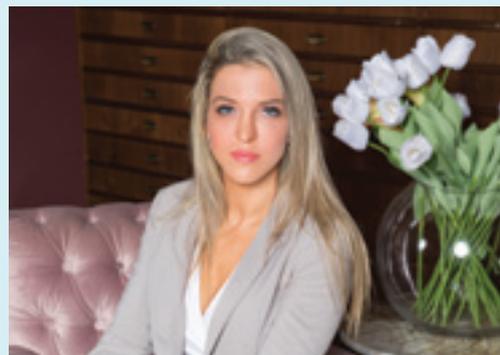
Who are your customers?

Women of all ages whose lashes are short and sparse or who want to correct defects such as drooping eyelids or sunken eyes. Or young women who don't feel like messing around with mascara, which is expensive and time-consuming.

What is the achievement you are especially proud of?

I own the leading and oldest eyelash clinic and college in Israel using the Pure Beauty method. I teach courses in how to thicken and lengthen eyelashes and share all the secrets of this amazing profession. I'm proud that I was able to introduce the field of eyelash weaving to Israel.

The emphasis is on the quality of the materials. I will never compromise on that! It is important for me to coordinate expectations with the client, who will always feel comfortable, and to ensure



| (Photo by Amir Tsuk)

that the result will look natural and match her wishes and needs. I always work for the benefit of the client and exercise professional judgment.

Today I am proud to lead the field in Israel, to make hundreds of my clients look more beautiful, to pass on the extensive knowledge I have, and to continue to train many women who want to develop in the field. I feel immense satisfaction when I see my graduates who have acquired a profession for life and make a decent living from it. There is no greater happiness than that.

What is the best business decision you have made?

After many years of working alone in a small place, when the demand increased I decided it was time to expand. I opened the College for Eyelashes, with the most advanced equipment and favorable conditions for learning and working. At the same time, I trained a professional team to increase the availability of the process.

Did your decision to be a career woman come at the expense of anything else?

In life, you have to learn to balance. Over the years I learned this, especially when I became a mother. I stopped working late hours, so I don't feel that I missed out. I enjoy my work, but I also know that there are other important things, like family, which for me is the number one thing. You can definitely combine a family with a career. ■

Tel: 050-399-9170; (03) 573-3700

Facebook: Shiri Rotenberg - Pure Beauty and the College for Eyelashes Instagram: shiri_rotenberg_eyelash

Your easy chair: Comfort and health benefits

It turns out that other than comfort, an easy chair also has health benefits. Studies published over the past few years have revealed that the healthiest posture in which the back is kept stable for a prolonged period of time is lying down with a 135-degree angle between the thighs and the upper body. It puts less stress on the lower back, which decreases the disc movement of the spinal cord. In addition, this position allows for proper blood flow, which alleviates inflammations and lower back pains.

As a general rule, when you are sitting or lying down for long periods of time, it is recommended that you keep your feet elevated just slightly above the height of your heart.

People who suffer from back pains can reduce pain with the help of adjustable easy chairs that can be adapted to a variety of lying and sitting positions and foot elevation settings. Such chairs are beneficial because they help relax all the muscles of the body and maintain a healthy back.

Idan easy chairs provide just that. Designed and manufactured in Israel, the chairs are tailor-made for each individual. They have a unique anatomical structure based on elastic strips combined with isolated insoles to provide maximal orthopedic support to all areas of the body and achieve total relaxation of the muscles.

Every Idan easy chair is integrated with a smart reclining mechanism with adjustable settings. This unique technology allows the user to find the position best suited for him/her. ■



| (Courtesy)

Urinary incontinence – there are solutions

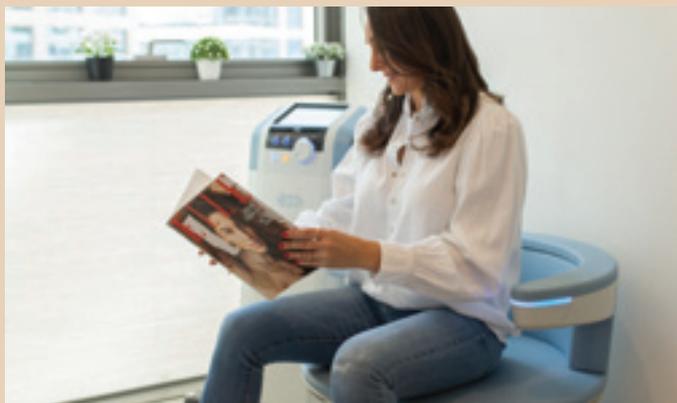
Urinary incontinence (the loss of bladder control), which is common in both men and women, is often an embarrassing problem. The severity of the condition ranges and is sometime related to other health problems. It can be manifested by leaking urine when one coughs or sneezes, as well as other symptoms, such as the urge to urinate often or an urge that's so sudden and strong that one can barely get to a toilet in time. Many people who suffer from the problem find it too embarrassing to even discuss with their physician. However, the condition can be treated quite easily and effectively.

The condition is usually diagnosed according to the patient's complaints. Most people can tell if they suffer from the problem. As it manifests itself differently in different people, it is very important to diagnose the signs correctly.

Urine traces on underpants: If this occurs often, it may suggest loss of bladder control. If it occurs chronically, it must be investigated.

Inability to control urination: People who suffer from occasional leakage of urine probably suffer from urinary incontinence.

Frequent visits to the bathroom: The urge to urinate very often is a sure sign of the condition. It is usually noticeable at night, when the person has to get up from bed several times to go to the bathroom.



The feeling of being unable to empty the bladder completely: People with this problem usually suffer from some degree of urine leakage as well, which could be manifested in later stages.

Good news. There is a new and advanced way to treat urinary incontinence and strengthening of the pelvic floor. The BTL EmSella Chair is a unique technology that provides those suffering from incontinence with a completely non-invasive option. The treatment has been clinically proven to be effective, especially for women over 40 after childbirth. It has also been found to be effective in treating men.

The chair helps strengthen the pelvic floor and treats all the symptoms that result in the weakening of the pelvic-floor muscles.

Using a breakthrough HIFEM electromagnetic technology, which deeply stimulates the muscles, the chair can eliminate the need for surgery. While the patient sits on the chair fully clothed, the BTL EMSella stimulates the pelvic-floor muscles (like when using the Kegel technique) with more than 11,200 contractions per session. The stimulations lead to regained control of the bladder and pelvic-floor muscles.

The treatment is available at Dr. *Tzchai Vider [Tzachi Wieder?]* VIV clinics. ■

New treatments for excessive sweating



Excessive sweating, or hyperhidrosis, is nothing like the normal sweating we experience on hot summer days. Hyperhidrosis is embarrassing, interferes with daily functioning, and impairs the quality of life for many people.

Studies show that 3% to 10% of the population suffer from hyperhidrosis, which usually occurs in a particular organ or in several areas of the body, such as the armpits, palms, soles of the feet, face or groin. There are a number of solutions to the problem, ranging from ointments to surgery.

It turns out that Israel is a superpower when it comes to treating excessive sweating. The VIV Clinic medical center, located in Herzliya, is the oldest, largest, and leading center in Israel and in the world for the treatment of hyperhidrosis.

1. MiraDry device

VIV Clinic was the first center to bring the MiraDry treatment to Israel. The clinic has five treatment devices that ensure a seamless treatment sequence. VIV has obtained the Diamond Provider Standard, winning first place in Israel for the number of MiraDry treatments administered. There are more than 10,000 satisfied and dry clients, who constitute about 95% of the patients treated for hyperhidrosis in Israel. MiraDry, which is FDA approved, is a non-invasive, long-term solution for the treatment of hyperhidrosis, focused on the armpits. The device works using electromagnetic energy (the same used in microwaves), causing the destruction of the sweat glands in the armpit, through selective heating at the interface between the skin and the fat layer where the sweat glands are located.

The heating causes the destruction of the glands, while the outer skin and inner layers are not damaged. The sweat glands destroyed in treatment will not grow back after treatment. According to predictions, the treatment with the new equipment will replace the only two treatments offered to those suffering from hyperhidrosis in the armpits: Botox injections and surgery. ■

2. PalmaDry

PalmaDry is a simple home appliance for the treatment of hyperhidrosis in the hands and feet. The device was developed by Dr. Tsahi Vider and is manufactured in Germany. It is the only iontophoresis device in Israel and can only be purchased from a doctor. The device has a Standards Mark and approval from the Health Ministry. Who is it for? For anyone who wants to be treated at home. However, the device is not suitable for use by pregnant women, those with epilepsy, or people with arrhythmias or metallic implants in their limbs. The device consists of two trays to which electrodes are generated that produce an electric current. When the patient places his hands or feet in the trays filled with tap water, the water conducts an electric current that disrupts the activity of the sweat glands and causes them to dry out. Treatment with the device is effective but requires perseverance. The effectiveness will be maintained as long as the treatment is continued.

3. Botox injection

Botox (**botulinum toxin**) is effective, completely safe, and has no side effects. It can be used to treat hyperhidrosis in almost every area of the body and achieve the result of complete and immediate dryness. Botox treatment is brief, available, and does not require a change in one's daily routine. Botulinum toxin causes temporary paralysis of the sweat glands. When injected into the muscle responsible for contracting the sweat glands, it stops perspiration on the spot for about six to 10 months. Its effect wears off gradually. One of the main treatments is for the armpit area. It is very easy to apply and does not require a long recovery time. The treatments are done with non-invasive technology and do not cause compensatory sweating.

Botox injections have become a popular treatment in the last decade. However, it is felt that the main disadvantage of the treatment is that it is only a temporary solution. ■

The challenges of managing the coronavirus



| (Courtesy)

By Jonathan Gilad

Alon Kalman is the CEO of the Gil-Ad Regional Geriatric Center at the Sheba Medical Center in Tel Hashomer. In this article, he speaks candidly about the rigors of coping with COVID-19.

Fighting the coronavirus is like fighting in the dark without night-vision goggles. The only active means we have is the test to detect the virus. But the problem is that the test is not reliable. We had a few isolated cases where an employee or a patient tested positive for the virus, but after re-testing, the result was negative. The implications of the mistakes are huge. A patient who is re-tested when he is staying with us - and the result of the test shows that he is not positive - returns to his daily routine; but with a person who has been referred for treatment outside our center, we do not have the ability to check the validity of the test, and his health is at risk. When we have a verified COVID-infected staff member or patient, we immediately do a survey of all house occupants and staff. The unclear part is will we get answers to the tests? Since the beginning of the crisis, we conducted about six rounds of tests for patients and employees - thousands of tests. Unfortunately, to this day we have not received the results of all the tests. That's the sad part of the story. In addition to the complex manner of fighting the virus, nursing homes face the stigma of "lepers." Of course, the stigma is wrong and it hurts the elderly first and foremost but also the

staff. Among the population, nursing homes have become the focus of the coronavirus outbreak, but it should be understood that although vulnerable people are in nursing homes, they are in a protected environment and do not see infected people. The virus can enter the nursing home from the outside by employees, visitors, and family members. So we had to avoid family visits for a while. This created (justifiably) pressure on the part of the families. We later found solutions for that, whether by limiting the number of family members at each visit and the visits taking place outside the ward area or by introducing technological means that allowed for online meetings.

Currently, our biggest challenge is to maintain the capsule method. That is, to live in small groups and minimize the interaction between the groups.

At the beginning of the pandemic, we had three residents and a caregiver who had tested positive for the coronavirus. After the initial shock, I heard a report on the radio about the case of a nursing home that sent patients to coronavirus hotels based on an incorrect test. That raised a red flag for me. I went directly to the staff in charge of the tests at Sheba Hospital and asked them to check on our four people again. It turned out that they all tested negative. **I feel like I saved them.** The coronavirus will not disappear. We are starting a new reality, and I believe we will emerge from this situation stronger and will learn how to deal with things more effectively. I am optimistic. ■

Short and sweet

By Neria Barr

Keeping their head clean

School year just opened and with it the need to get the kids ready in time every morning, including combing unruly hair. The hot sun, the sea and swimming pool's water and other environmental conditions, may all cause dryness to the scalp, and when it comes to sensitive skin – such as our children's, it is even more important to make sure we use the right shampoo and conditioner. Dr. Fischer's new Sarekal shampoo and conditioner duo, are best suited for use during the hot summer days. Both are tear-free and dermatologically tested to suite very sensitive skin. Based on peach leaf extract from Yamanashi, Japan, the secret formula also contains rosemary and helps keeping hair soft and manageable, with a lovely shine and wonderfully fresh scent. And if it is so good for the little ones – why not use it for grownups too?



| (Photo by Yael Haan)

Deep purple shampoo



L'Oréal Paris has launched a new purple shampoo that neutralizes unwanted yellow and orange pigments in blond hair, restoring its shine and glowing color. The new shampoo also complements gray hair which tends to become yellowish, as well as brown hair with copper highlights. Use one to three times a week. Brunettes should keep the shampoo on for five minutes to obtain the best results. NIS 21.90



| (Courtesy)

Alcogel that's kind to your hands

Alcogel is one of the most popular products these days, but many people find that the gel dries and burns their skin. The solution? Dr. Fischer has launched a new product called Alco-Cream. The cream-gel is enriched with essential hydrating oils with 60% alcohol that provides the necessary protection, killing 99.9% of bacteria but without drying the hands. It is even suitable for sensitive skin. There are two products in the new line – one unscented and with a fresh scent. NIS 24.90.

Also from Dr. Fischer Alco-Gel, there are numerous items that are ideal for kids, especially as they start the new school year. These include a 30 ml. alcogel bottle that can hang on their backpacks (NIS 17.90) and alcogel wipes with a kid-friendly formula for quick and easy cleaning. The wipes contain a disinfecting agent and glycerin to keep hands soft and hydrated, as well as aloe vera. The wipes are hypoallergenic, and each is packaged separately (NIS 15.90 for 20).

The Dr. Fischer line also includes alcogel wipes for surfaces (NIS 12.90 for 20) and much more.



| (Courtesy)



Stalked by the fear that **dementia** **is stalking you**



By Judith Graham

Do I know I'm at risk for developing dementia? You bet. My father died of Alzheimer's disease at age 72; my sister was felled by frontotemporal dementia at 58. And that's not all: Two maternal uncles had Alzheimer's, and my maternal grandfather may have had vascular dementia (in his generation, it was called senility).

So what happens when I misplace a pair of eyeglasses or can't remember the name of a movie I saw a week ago? "Now comes my turn with dementia," I think.

Then I talk myself down from that emotional cliff.

Am I alone in this? Hardly. Many people, like me, who've watched this cruel illness destroy a family member dread the prospect that they, too, might become demented.

The lack of a cure or effective treatments only adds to the anxiety. Just recently, news emerged that another study trying to curtail Alzheimer's in people at extremely high genetic risk had failed.

How do we cope as we face our fears and peer into our future?

Andrea Kline, 71, lives in Boynton Beach, Florida. Her mother, as well as her mother's sister and uncle, had Alzheimer's disease. Kline is a retired nurse who teaches yoga to seniors at community centers and assisted-living facilities.

"I worry about dementia incessantly. Every little thing that goes wrong, I'm convinced it's the beginning," she says.

Because Kline has had multiple family members with Alzheimer's, she's more likely to have a genetic vulnerability



| (Ocskay Mark/Dreamstime/TNS)

than someone with a single occurrence in their family. But that doesn't mean this condition lies in her future. A risk is just that: It's not a guarantee.

The age of onset is also important. People with close relatives struck by dementia before age 65 are more likely to be susceptible genetically.

Kline was the primary caregiver for her mother, who received an Alzheimer's diagnosis in 1999 and passed away in 2007 at age 80.

"I try to eat very healthy. I exercise. I have an advance directive, and I've discussed with my son what I want [in the way of care]," Kline says.

"Lately, I've been thinking that I should probably get a test for APOE4 [a gene variant that can increase the risk of developing Alzheimer's], although I'm not really sure if it would help," Kline adds. "Maybe it would add some intensity to my planning for the future."

I spoke to a half a dozen experts for this article. None was in favor of genetic testing, except in unusual circumstances.

"Having the APOE4 allele [gene variant] does not mean you'll get Alzheimer's disease. Plenty of people with Alzheimer's don't have the allele," says Mark Mapstone, a professor of neurology at the University of California, Irvine. "And conversely, many people with the allele never develop Alzheimer's."

Tamar Gefen, an assistant professor of psychiatry and behavioral sciences at Northwestern University's Feinberg School of Medicine, strongly suggests having

an in-depth discussion with a genetic counselor if you're considering taking a test.

"Before you say 'I have to know,' really understand what you're dealing with, how your life might be affected, and what these tests can and cannot tell you," she advises.

Karen Larsen, 55, is a social worker in the Boston area. Her father was diagnosed with vascular dementia and Alzheimer's at age 84 and died within a year in 2014.

Larsen is firm: She doesn't want to investigate her risk of having memory or thinking problems.

"I've already planned for the future. I have a health care proxy and a living will and long-term care insurance. I've assigned powers of attorney, and I've saved my money," she says. "Eating a healthy diet, getting exercise, remaining socially engaged - I already do all that, and I plan to continue as long as I can."

She adds, "What would I do if I learned something negative from a test - sit around and worry?"

Currently, the gold standard in cognitive testing consists of a comprehensive neuropsychological exam. Among the domains examined over three to four hours are memory, attention, language, intellectual functioning, problem-solving, visual-spatial orientation, and perception.

Brain scans are another diagnostic tool. CT and MRI scans can show whether parts of the brain have structural abnormalities or aren't functioning optimally. PET scans (not covered by Medicare) can demonstrate the buildup of amyloid proteins - a marker of Alzheimer's. Also, spinal taps can show whether amyloid and tau proteins are present in cerebrospinal fluid. A note of caution: While amyloid and tau proteins in the brain are a signature characteristic of Alzheimer's, not all people with these proteins develop cognitive impairment.

Several experts recommend that people concerned about their risk of Alzheimer's get a baseline set of neuropsychological tests, followed by repeat tests if and when they begin to experience worrisome symptoms.

"When it comes to thinking and memory, everyone is different," says Frederick Schmitt, a neurology professor at the University of Kentucky. Having baseline results is "very helpful" and "allows us to more carefully measure whether, in fact, significant changes have occurred" over time, he says.

Nora Super, senior director of the Milken Institute Center for the Future of Aging, watched her father and all three of her father's siblings succumb to Alzheimer's disease over the course of several years, "falling like a row of dominoes," she says.

One of her sisters was tested for the APOE4 genetic variant; the results were negative. This is no guarantee of a dementia-free future, however, since hundreds of genes are implicated in Alzheimer's, in Lewy body dementia, in frontotemporal dementia and vascular dementia.

Rather than get genetic or neuropsychological tests, Super has focused on learning as much as she can about how to protect her brain. At the top of the list is managing her depression, as well as her stress levels. Both have been linked to dementia.

Super exercises routinely and eats a MIND-style diet, rich in vegetables, berries, whole grains, nuts, fish and beans. She is learning French (a form of cognitive stimulation), meditates regularly and is socially and intellectually active.

According to a growing body of research, physical

inactivity, hearing loss, depression, obesity, hypertension, smoking, social isolation, diabetes and low education levels increase the risk of dementia. All these factors are modifiable.

What if Super starts to have memory problems?

"I fear I would get really depressed," she admits. "Alzheimer's is such a horrible disease. To see what people you love go through, especially in the early stages, when they're aware of what's happening but can't do anything about it, is excruciating. I'm not sure I want to go through that."

Gefen of Northwestern tells her patients, "If cognitive testing is something that's going to stress you out, then don't do it."

Nigel Smith, 49, had a change of heart after caring for his mother, 81, who is in hospice care in the Boston area with Alzheimer's. When he brought his mother in for a neuropsychological exam in early 2017 and she received a diagnosis of moderate Alzheimer's, she was furious. At that point, his mother was still living in the family's large home in Brookline, Massachusetts, which she refused to leave.

Eventually, after his mother ended up in the hospital, Smith was given legal authority over her affairs, and he moved her to a memory care unit.

"Now she's deteriorated to the point where she has about 5% of her previous verbal skills," Nigel says. "She smiles, but she doesn't recognize me."

Does he want to know if something like this might lie in his future?

A couple of years ago, Smith said he was too afraid of Alzheimer's to contemplate this question. Now he's determined to know as much as possible, "not so much because I'm curious but so I can help prepare myself and my family. I see the burden of what I'm doing for my mother, and I want to do everything I can to ease that burden for them."

Kim Hall, 54, of Plymouth, Minnesota, feels a similar need for a plan. Her mother, 89, a nurse for more than 50 years, was diagnosed with vascular dementia five years ago. Today, she resides in an assisted living facility and doesn't recognize most of her large family, including dozens of nieces and nephews who grew up with Hall.

Hall knows that her mother had medical issues that may have damaged her brain: a traumatic brain injury as a young adult, uncontrolled high blood pressure for many years, several operations with general anesthesia and an addiction to prescription painkillers.

"I don't share these, and that may work in my favor," Hall says.

Still, she is concerned.

"I guess I want to know if I'm at risk for dementia and if there is anything I can do to slow it down," she says. "I don't want what happened to my mother to happen to me."

Hall speculates that she will arrange to take a neuropsychological exam at some point.

Several years ago, when I was grieving my sister's death from frontotemporal dementia, my doctor suggested that a baseline exam of this sort might be a good idea. I knew then that I wouldn't take him up on the offer. If and when my time with dementia comes, I'll have to deal with it. Until then, I'd rather not know. ■

| Kaiser Health News (TNS)



Cool and refreshing summer soups

By Daniel Neman

With the sun blazing down on us, the key is to enjoy the wonderful summer produce and cool down at the same time. That's where chilled summer soups come into play. Refreshing and crisp and just a little unusual, cold soups make the best of what summer has to offer.

To get some relief from the heat, I made four summer soups. Each took full advantage of the harvest: avocados from the tree, carrots from the ground, tomatoes from the ...

Okay, to be honest, the tomatoes came from a can in the form of tomato juice. I got so caught up in the idea of chilled soups that I forgot I was supposed to be using fresh ingredients. But the can was newly purchased, so that's something. Besides, the soup has onions in it, and the onions were fresh. Although it was less straight-off-the-vine than it might have been, the Lightly Spiced Tomato Soup was delightful.

The tomato juice serves as the base, its flavor mellowed and deepened with sautéed onions and vegetable stock (or water). Still, it's the light spices that make the soup come alive. With a nod to the Indian subcontinent, the soup is embellished with cumin, turmeric, cardamom and cloves, plus a pinch of cayenne for extra heat. If that much heat is too hot for you, especially in the summer, you can cool it off with a spoonful or two of tangy yogurt.

As easy as the tomato soup was to make, I next made one that was even faster and easier. Curried Avocado Soup doesn't even need to be cooked at all, yet it boasts a big flavor. All it needs are avocados blended with vegetable stock, with curry

COLD CARROT- COCONUT SOUP

3 shallots, sliced
2 Tbsp. grapeseed oil or other neutral oil, divided
8 large carrots, peeled and sliced
A 5-cm. piece of ginger, peeled and sliced
Salt and pepper to taste
3 Tbsp. curry powder
1¼ cups unsweetened coconut milk

Fresh cilantro leaves, for garnish

1. In a large pot over medium-low heat, cook the shallots in 1 tablespoon of the oil until soft, but not browned, about 4 minutes. Add the carrots and ginger and cook for 5 minutes, stirring occasionally. Add enough cold water to cover the carrots by 1 inch. Season lightly with salt and pepper and cook until the carrots are soft.
2. In a medium saucepan, heat the remaining 1 tablespoon of oil with the curry powder. Stir well and cook for 1 minute. Stir in the coconut milk. Cook over low heat for 3 to 5 minutes until thickened. Stir into the carrots mixture.
3. In a blender or food processor, blend in batches until smooth. Pass the soup through a fine-mesh sieve and season.
4. Store the soup in a covered container in the refrigerator for several hours or overnight. Serve cold, garnished with cilantro.

| *St. Louis Post-Dispatch* (TNS)

LIGHTLY SPICED TOMATO SOUP

Yield: 4 to 6 servings

1 cup onions, finely chopped
1 to 2 Tbsp. vegetable oil
Pinch cayenne pepper (or 1 small chili, seeded and minced)
1 tsp. ground cumin
½ tsp. turmeric
¼ tsp. ground cardamom
1/8 tsp. ground cloves
6 cups tomato juice
1 cup water or vegetable stock
Plain yogurt, for garnish

1. In a small soup pot, sauté the onions in oil until translucent. Add the cayenne, cumin, turmeric, cardamom and cloves and sauté 1 minute, stirring constantly. Add the tomato juice and water and simmer for about 20 minutes to blend the flavors.
2. Serve hot or cold, topped with a spoonful of yogurt.



CHILLED BLUE CHEESE AND PEAR SOUP

1 Tbsp. vegetable oil
1 Tbsp. water
2 ribs celery, chopped
1 medium onion, chopped
1 medium leek, white part only, chopped
Salt and pepper
6 cups vegetable stock
6 Tbsp. unsalted butter
½ cup all-purpose flour
340 gr. blue cheese, finely grated
1 Tbsp. fresh lemon juice
2 small pears, unpeeled
½ cup light cream
150 gr. blue cheese, grated

1. Heat the vegetable oil and water in a 5-liter saucepan over medium heat. When hot, add the chopped celery, onion and leek. Season with salt and pepper and sauté until the onions are translucent, 5 to 7 minutes. Add the vegetable stock. Bring to a boil, lower the heat, and simmer for 15 minutes.
2. While the stock is simmering, melt the butter in a 2½-quart saucepan over low heat. Add the flour to make a roux. Cook until the roux bubbles, 6 to 8 minutes. Stir constantly to prevent browning and scorching. Strain 4 cups of the simmering stock into the roux. Whisk vigorously until smooth. Add to the 5-liter saucepan with the remaining stock and vegetables. Whisk until well combined. Simmer for 15 minutes.
3. Remove from heat and whisk in the grated blue cheese, 1 cup at a time. Let cool.
4. Stir 1 tablespoon of lemon juice into 4 cups of water. Core the unpeeled pears, dice them into medium-sized pieces, and place them immediately in the acidulated water. Pour the diced pears into a colander, rinse under cold running water, drain well, and add to the soup with the half-and-half and Stilton cheese.
5. Season to taste with salt and pepper. Refrigerate for 2 hours before serving.



CURRIED AVOCADO SOUP

Yield: 4 to 6 servings

2 medium-ripe dark-skinned avocados
2¼ cups vegetable stock, divided
1 to 1½ tsp. curry powder
¾ tsp. salt
1/8 to ¼ tsp. white pepper
½ cup cream
2 tsp. fresh lemon juice

1. Cut the avocados in half and remove the pits. Set one of the halves aside. With a spoon, scoop out the insides of the other three halves. Place in a blender, add 1 cup of the stock, and mix until smooth. Stir in the curry powder, salt, pepper, cream and the remaining 1¼ cups of stock. Chill.
2. When ready to serve, garnish the soup with thin avocado slices from the remaining avocado half, dipped in lemon juice.



powder, heavy cream, and salt and pepper mixed in. Chill it, and you have a surprisingly good dish. Surprising because who would have thought avocados and curry powder would go well together? It's like hot and cold, night and day, black and white. That's why you need the cream. It melds, it blends, it softens and tempers, and it makes everything better.

If the Curried Avocado Soup was the easiest to make, the Chilled Stilton and Pear Soup was the most involved. Of course, the results were also the creamiest, richest – and the most impressive.

Pears and Stilton cheese are one of those all-time classic combinations. The smooth and rich, yet pungent, blue cheese harmonizes brilliantly with the mild sweetness and the unique, softly granular texture of the pear.

But how do you transport that heavenly pairing to a soup? You cheat a little. You begin with a base of vegetable stock cooked with celery, onion and leeks in it, which you then thicken and enrich with a roux. Next, you dump in a whole lot of grated cheese, and then stir in some light cream. It tastes even better than it sounds, and we haven't even gotten to the pears and Stilton yet. That's because you use them almost as a garnish, diced into small pieces and floating on top.

Next up was a Cold Carrot-Coconut Soup. The coconut part comes from coconut milk. The other flavors come from ginger and curry powder – two flavors that enhance the taste of the carrots and the coconut milk.

The soup is rich and powerfully flavored, so I would recommend it as an appetizer. The only problem is that it is so delicious that it is likely to overshadow anything else that you would serve. ■



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