

WOMEN'S HEALTH

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WOMEN'S HEALTH

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Caryn Lerman



Cover photo courtesy Keren Lian Cohen
(Photo by Benjamin Adam)

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(All photos by Prisso)

HERBAL PLANTS WHICH IMPROVE BLADDER FUNCTION

By Anat Yaffe

Are you getting up more than twice at night? Are you prone to bladder infections? Do you have trouble with urine retention or dripping? If so, you are not alone. These are very common symptoms among seniors.

There is a solution to these symptoms. "Prisso" markets capsules made from concentrated herbal plants which provide a natural and effective way to solve urinary tract problems in both men and women. The products are sold both in Israel and around the world.

Prisso is run by Tamar Soffer, aged 82, who chose a new profession after retiring from a career in special education. "When I retired I met Yohanan Pery 7"1. Pery developed and perfected the unique technology of harvesting and production of the herbs which the company uses.

"I travelled to Sicily with Pery. There they have a legend which says that people who ingest certain herbal plants - "Piss far" We returned to Israel with these discoveries in hand and we turned to the Agricultural University in Beth Dagan. After numerous experiments, Mr. Pery found a way to concentrate the active parts. PRISSE Ltd. came out with our 4x more powerful capsule, which works quicker and stronger. **It significantly improves the ease of urination, helps to empty the bladder, to prevent recurring infections in women as well as preventing dripping**" Soffer states.

Prisso, which has been on the market for over 28 years with an 85% success rate, works by direct mail only-in order to give the best personal attention to everyone.

Prisso offers products for men and women: For women - Opuntima. For men - Opuntimal.

How do we cope with the approach of conventional doctors who are against natural alternative products?

"Good question. We are sorry that the conventional Doctors sometimes are against natural products.

Our capsules are produced in a lab which complies with the highest international qualifications like GMP,Iso9001-2008. They have the certifications of the Ministry of Health, HACCP-for food safety and, Kashrut. **Our capsules have no side effects and no reciprocal effects with any other medicine.**

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BEAUTIFUL INSIDE AND OUT

**KEREN LIAN
COHEN OFFERS
ADVANCED
MEDICAL
COSMETIC
TREATMENTS
ALONGSIDE
PRODUCTS SHE
MANUFACTURES
TOGETHER WITH
DOCTORS UNDER
HER NAME**

Keren Lian Cohen is a young and determined woman. She is a very busy mother of 7-year-old twins and she's a medical beautician and owner of a beauty center, an online shop and a line of cosmetics. Some 16 years ago, she opened the beauty center that bears her name in Petah Tikva, and today she also manufactures a large part of the products she uses, and plans to open additional branches.

Keren Lian Cohen's institute is located in the Holmes Place complex in the Grand Mall in Petah Tikva. "We provide our clients with treatments that include everything - from injections and medical treatments that a doctor does, including eyelid lifts without surgery, facial sculpting through injections, slimming and nutritional advice, to manicures and pedicures," says Keren.

"I feel I educated the market," she says. "When we opened 16 years ago there was no awareness here. Today I feel there is a lot more awareness and now it has increased the demand as well."

Today, her regular customer base is over 2,000, and she will soon open a clinic in Herzliya Pituach as well.

Keren also offers treatments in English. "We are used to giving treatments to customers who speak English because we are located just below the Prima Hotel and tourists come to us for treatments on a regular basis."

"We offer some unique treatments such as injecting collagen and hyaluronic acid under the skin. Collagen is a protein whose function is to keep the skin healthy and supple. The amount of collagen in the skin decreases over the years so the injection into the dermis achieves immediate results. The skin is strengthened, the elasticity returns and the look is great. We offer series of treatments for women of all ages depending on the skin condition. It can be 3 to 6 treatments once every two weeks."

"We offer a wide range of advanced facial treatments with state-of-the-art equipment - such as injections of various types, peeling treatments, lightening of pigmentation, 'pixel' treatments, a face and neck device that opens microscopic transitions in the skin that allow the active ingredients to be better penetrated."

Keren Lian started in cosmetics at a young age. "I worked at Assuta with dermatologists and plastic surgeons. There I fell in love with the field and decided to study it," she says. "I believe in the connection between body and mind. I believe that whoever feels good about herself, will also look better."

Five years ago, Keren turned to a pharmaceutical company and together with them developed a line of cosmetic products with extremely high percentages of active ingredients. Among such products are ones that treat the issue of anti-aging and acne problems, which are sold in the institute and on Keren's online store.

Among Keren Lian's products for women are: **UNDER EYE CREAM** - a non-greasy eye cream, which includes caffeine and red algae and hyaluronic nano acid, which nourishes the skin and reduces wrinkles and puffiness in the eye area, with a French vanilla scent.

SALVATION anti-aging face cream that is suitable for all skin types and contains a high concentration of hyaluronic nano-acid and peptides - causes a rapid improvement of facial wrinkles, nourishes and moisturizes it.

ALGA QUEEN SERUM - Alga serum antioxidants for day and night. We call it the "wonder serum" because it reduces facial wrinkles very quickly, the red alga contributes greatly to the restoration of skin cells and hyaluronic acid and peptides help in penetrating moisture deep into the skin. Using the serum smooths the skin and helps makeup stay longer evenly on the face. Our recommendation is to combine it with **Illuminating Primer** face cream.

ILLUMINATING PRIMER - A moisturizer that also forms the basis of



| Keren Lian Cohen

makeup. The cream contains pearl powder and gold that adds to the glowy look. This is a wonderful product that actually combines two products - a moisturizer that is easily absorbed and does not leave an oily layer on the skin, but at the same time manages to retain moisture over time and also protects the facial skin from dryness and various damage, including by makeup, but also serves as an excellent initial base before makeup, because it smooths the facial skin and creates a basis for applying makeup evenly and beautifully as well as helping the makeup stay fresh over time. The delicate glitter in the cream adds amazing radiance and shine to the skin.

GOLDEN GODDESS gold mask is a fast beauty mask. The mask contains a large amount of hyaluronic acid and silicones, which give an immediate effect of blurring facial wrinkles. It is recommended to use a mask when it is very important to look good. The effect is immediate. Apply on the face for 20 minutes and the magic takes place - after rinsing the face we will find fresh skin. After the face is clean, all that is left is to apply cream and make-up - and look 20 years younger. You can also put a very thin layer of the mask before makeup without rinsing and the effect will be amazing - it will give shine and hide wrinkles even more effectively.

ACTIVE NIGHT SERUM - Night acid serum, use in the evening on clean skin 3 times a week. Combines 3 acids - Lactic, glycolic and silicic - removes dead skin layers, cleans pores, prevents acne and accelerates skin renewal.

REJUVINATING SERUM overnight antioxidant rehabilitation serum - A night serum that is recommended to be combined with a night acid serum. Contains a high concentration of alpha lipoic acid - an antioxidant found in our skin cells which is responsible for keeping our cells from aging - and after a month you see the results of a more fresh and youthful skin.

In addition, she also offers the public unique and high-quality makeup products, and products for men - scents and textures that are more suitable for them.

"My makeup products are at the level of the highest quality products in the market but at much more sane prices. I strive to give customers the best and most reliable product in terms of quality and level of pigments. All products are hypo-allergenic and durable, but the prices are lower than the premium companies' products."

The products are sold online and at the institute. "I give advice to those who are interested in Zooming or on the phone, and instruct customers on how to use the products. In addition, at the institute we use my materials but also combine materials from other quality companies."

During the coronavirus period, the institute is closed but Keren continues to give clients online advice via Facebook or Zoom. ■



ONLY ONE TREATMENT



EATING DISORDERS? MAKE NEW EATING HABITS

The Institute for Eating Disorders at Reuth Rehabilitation Hospital in Tel Aviv offers a number of treatment frameworks designed to help the population suffering from eating disorders to adopt new eating habits and improve functioning in various aspects of life.

The institute employs experts and women professionals with many years of experience in treating these problems, including clinical and rehabilitative psychologists, clinical dietitians, group therapists, parent counselors, family counselors and a psychiatrist. The team takes an active part in training professionals, engaging in community projects as well as research and liaison with academia.

The institute's staff specializes in treating young women and men aged 18 and over, women and men, suffering from anorexia, bulimia and binge eating disorder. Care and guidance are also provided for people dealing with obesity.

What exactly is an eating disorder?

Amir Zendakovich, head of the **Rehabilitation Psychology Division and director of the Institute for Eating Disorders at Reuth Hospital**: "An eating disorder is characterized by eating habits getting out of control and endangering human health. Today, eating disorders are considered one of the most common diseases in the Western world and in Israel, more than 2,000 patients are diagnosed with it every year."

What is the uniqueness that rehabilitative treatment offers in dealing with this disease?

Amir Zendakovich: "The goals of rehabilitative treatment are to create new eating habits and help patients function as optimally as possible. The work concept, which has been proven to be successful, addresses all aspects of life and combines treatment that improves nutritional, emotional, cognitive and behavioral functioning."

The institute offers various treatment frameworks that include intensive day treatment, clinical care, family therapy designed for all family members dealing with a family member suffering from an eating disorder and a framework of parental guidance for dealing with a child suffering from an eating disorder.



Eating disorders, one of the most common diseases in the Western world (Photo by Gil Dor)

"A day treatment track is designed for people aged 18 and over and offers a multi-professional package of 5 days of treatment per week for 6 hours a day," Zendakovich expands. "Treatments include: nutritional therapy, close monitoring and accompaniment of a nurse throughout the treatment period, psychiatric, psychological therapy, group therapies including art, psychodrama, cognitive behavioral therapy and the mentoring by staff."

One of the things that sets the day treatment framework apart is the participation in meals each day, which include all the nutrients and are tailored to the process of changing eating habits. The meals are held together with the treating staff in order to create a positive eating experience, without judgment or criticism."

What is the difference between day treatment and clinic treatment?

Zendakovich: "A clinic setting is less intensive and includes 2-4 sessions a week given throughout the day. It is a flexible framework that allows a combination of treatment while maintaining one's routine - work, studies, family. Here too the treatments include an envelope of support and close supervision by many staff, including medical, psychiatric, and nutritional follow-ups, psychological treatment and group therapies such as art, psychodrama, movement and cognitive behavioral therapy."



Addressing all aspects of life for the purpose of improving function

In the family context, can you point out warning signs that are important for parents to pay attention to?

Zendakovich: "There are definitely behaviors that need to be noticed and they can be a sign of a problem that requires the intervention of a multidisciplinary team. For example: regular confinement in the room immediately after a family meal, storing food in the room and secret eating, weight loss accompanied by a mood swing, and another thing to note is that large amounts of food begin to 'disappear' from the refrigerator. There are also changes that are reflected in daily functioning: a decrease in studies, changes in the nature of social connections. Another sign is if the child suddenly starts wearing dark and wide clothes to hide the body, it is worth starting to gently find out what he is experiencing."

The tests and treatments are performed while adhering to the guidelines and rules during the coronavirus period. ■

THE INSTITUTE FOR THE TREATMENT OF EATING DISORDERS AT REUTH REHABILITATION HOSPITAL IN TEL AVIV, TREATS ANOREXIA, BULIMIA AND BINGE EATING DISORDER. THE INSTITUTE'S STAFF LEADS A REHABILITATIVE APPROACH THAT HAS BEEN PROVEN SUCCESSFUL IN IMPROVING FUNCTION

Amir Zendakovich, director of the Institute for Eating Disorders at Reuth Hospital (Photo by Gil Dor)



For more information about the treatments at the Institute for Eating Disorders at Reuth Hospital and to make an appointment: 03-5081000

ALWAYS BE PREPARED

INTERVIEW WITH ORIT KRAMER, DEPUTY CEO AND DIRECTOR OF
HEALTH INSURANCE AT MENORA MIVTACHIM

"The coronavirus has emphasized more than ever the enormous importance of having private health insurance," says Orit Kramer, Deputy CEO and Director of Health Insurance at Menora Mivtachim. "In today's reality, having private health insurance is not a right, but a real obligation." She adds.

Kramer says that "private medicine is now gaining momentum. I believe that even when the coronavirus ends, private health insurance will continue to be important, and a large part of the Israeli public will have it." Kramer notes: "The public in Israel is understanding during this period the enormous importance of having private health insurance."

"For many years I have been leading a managerial and service concept that stems from a love of the job and out of a belief that it is a n honor to work in a profession that is both a livelihood and a help to others."

There aren't many women in such high position in the Israeli insurance world. How did you start your career and how did you reach the position you are in today?

"I came to the insurance field quite by chance when I was looking for a job before school and after the army. I fell in love with it and continued working part time even during my Academic studies. At the end of my undergraduate degree, 'Dikla', the company I was working for, won a tender to manage the supplementary insurance of 'Clalit Health Services', and then I was chosen to manage the operations department. A year later I headed the claims department.

"In 2006, I moved to Greece on behalf of 'Harel' and established a health branch in a company that previously dealt with general insurance only. I lived there for three years and it was a challenging time for me, and where I learned a lot about insurance abroad.

When I returned to Israel, I was appointed deputy head of the health division in 'Harel'. At the end of 2011, I moved to 'Menora Mivtachim' for the position of director of the company's health insurance.

Basically, I started my first management role already at the age of 27 and slowly but surely over the years I have climbed up the management rungs.

Menora Mivtachim had recently won first place in the field of health in a satisfaction survey conducted by the Chamber of Insurance Agents. Please tell us about it.

"I have been leading a managerial and service concept for many years that stems from a love of the job and out of a belief that it is a privilege to work in a profession that is both a livelihood and a help to others.



| Orit Kramer, Deputy CEO and Director of Health Insurance at Menora Mivtachim
(Photo by Tal Shachar)

"Even though it is insurance, we have set ourselves the goal of assisting our clients in their difficult times, as they deal with both mild and difficult health events.

"In addition, we believe that our job is not only to give the client all of their rights under their insurance policy, but to help, direct and support to deal with the medical problem in the best way both physically and financially.

In an age where all health policies are similar, the only thing that sets us apart in the company is providing service for our customers. We maintain this through efficiency in providing reimbursement for financial expenses in a variety of insurances (receiving money from the claims directly to the digital wallet within 48 hours) along with providing a 24/7 service for filing claims via all media.

Already in 2011 when I arrived at Menora I decided that we would be leaders and first in service and indeed we proved that over the years, with us winning first place six times.

Are there any other products related to women's and family health?

"We believe in programs that are suitable for the whole family and when it comes to breast cancer we fully pay for surgeries performed by surgeons in the agreement (from biopsy to mastectomy and breast reconstruction) along with preventative surgeries due to carrying the BRCA gene.

In addition, we have medical coverage that provides additional consultations with specialist physicians, along with diagnostic tests, such as ultrasounds, mammograms, MRIs CTs and PET CTs. We also offer coverage for a quick diagnosis as part of the Herzliya Medical Center Hospital, which is significant when it comes to early detection. Apart from that, we also offer compensation for breast cancer under critical illness policies that we have.

We were the first company to offer partial compensation also for local cancer IN SITU after years all the companies rejected local cancer claims.

Is there a difference in receiving medical services from health insurance during this period?

"We at the company identify a growing need for agents to provide a comprehensive response to their clients in online medical services. It seems that in the pre-corona era people preferred to meet with doctors face to face. Today, however, they understand that even in online medicine, many medical problems can be solved, efficiently, professionally and with significant savings in time and costs.

"In view of this, we decided to expand the sale of the SMART DR online consulting service to all our clients, both existing and new. In addition, we made a variety of upgrades to suit the spirit of the period, such as, *coverage for online counseling in a wide range of specialties (28 types of specialties) given within only 48 hours from the referral date, *low deductibles for specialist medicine (which was recently reduced) and more.

"We are also currently working on additional online products that will suit the needs of the insured.

Do you think that as a woman you have an advantage in finding unique solutions for women's health?

"I believe that my many years of experience when it comes to health insurance helps us to understand and get to know the market and thus offer important coverages to our customers, coverages that are a real need that give peace of mind and serious illness controls."

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HEALTH IN THE WORKPLACE

THE HISTADRUT HAS CREATED AN APP THAT ENCOURAGES PHYSICAL ACTIVITY AND THE ADOPTION OF A HEALTHY LIFESTYLE, THROUGH BENEFITS

“Working Healthy” is a club founded by the Histadrut labor federation in Israel and founded by the Histadrut on the initiative of Histadrut Chairman Arnon Bar-David and the deputy to CEO Adv. Ofir Alkalay out of a desire to promote a healthy lifestyle for workers in Israel.

“Many studies show how significant and important a healthy lifestyle is for the body and mind,” says Miri Shetach, general manager of Working Healthy.

“It is known that people who maintain a healthy lifestyle are healthier, happier, more active, more efficient and more productive in all walks of life: family, community and, of course, in the workplace,” she says.

The club is based on a free app intended only for members of the Histadrut, which encourages them to engage in physical activity and improve their lifestyle, by raising personal



| Miri Shetach, general manager of Working Healthy

motivation through rewards.

The app tracks participants, according to the individual goals set for each one, and each exercise is translated into steps, which can be converted into “health coins” with which participants can purchase a variety of benefits at the app’s benefits store. Among the benefits offered to participants – a personal trainer at one’s house, vouchers for fashion and sports

chains, healthy breakfasts, sports equipment and more. As the trainees do more exercise and progress, the more points they gain the more benefits they can acquire. In addition, the app provides participants with a wide range of support in the field of fitness, nutrition and well-being to encourage users to progress, persevere and achieve.

The app knows how to communicate with each of the users based on the characterization of his / hers abilities, determined upon joining, so that each user receives a personal goal according to their abilities and receives feedback on meeting tasks, improving abilities or not meeting goals.

Users are invited to keep track of their BMI, read articles by the best experts, listen to lectures, participate in recorded training sessions on the app and even join club running groups taking place across the country.

The app also allows its members to keep

track of colleagues from the workplace, see who is leading in their organization, have competitions and organize teams by department and more.

Do you feel that right now, during the coronavirus period, the app has additional benefits?

“Definitely. Lately, in wake of the coronavirus, people are dealing with more anxiety, stress, are eating more and gaining weight, are also less busy and that’s another reason for obesity. Gyms are also closed, and people, more than ever, need help. In times like these, the app definitely gives a great answer to those who want to engage in individual sports.

“There are currently over 158,000 users who have the app,” says Miri Shetach. “The club was launched just six months ago and very quickly thousands of users joined it, and every day more and more are joining. We see that users are not only signing up, but actually logging into the app several times a day. The daily participation is very high. The app manages to encourage users to return to meeting their goals, improve their health and adopt a healthy lifestyle.”

The reactions of the users, says Miri Shetach, are excellent. “We see that there is a commitment from users - people are losing weight, improving their abilities, feeling that the activity helps them in this time of anxiety. In addition it is also an excellent social tool. We know that running groups have already been set up in many workplaces and communities around the country. Because each member can follow his friends, it encourages participation.”

Participants are invited to enjoy the activity, adjusting goals according to their abilities and aspirations, with recorded lessons they can join, lectures on Facebook and many other activities.





MEET THE ORIGINAL LICORICH!

Interview with Itzik Rand, CEO of Tzemach Ahaiim.

“The product is 100% natural, without chemicals and without additives! It is especially important for people with high cholesterol, high blood pressure, high blood fats, atherosclerosis and diabetes. Safe to use and without side effects”

In collaboration with: Tzemach Ahaiim

How did you get into this field?

“I was exposed to the product about 11 years ago. I was thrilled with the energy and alertness I felt after trying it. I was intrigued, and I examined it in depth and found that the original LicoRich improved the quality of life of many who had given up on medications. Most of them are people who have suffered from diabetes, high blood pressure, cholesterol, hyperlipidemia and atherosclerosis. I was amazed at the ability of a natural product to change the lives of so many people and even save diabetic people who were just about to have their limbs amputated! It was something that excited me and made me run and tell as many people about it as possible. Because there is nothing that excites me more than helping people and helping them recover.”

What is the Original LicoRich and what are its benefits?

“Many scientific studies have found that cholesterol sinks in the arteries because it is oxidized. The tendency of oxidized cholesterol to settle in the walls of the arteries is hundreds of percent greater than that of non-oxidized cholesterol. Studies conducted by Prof. Aviram of the Technion and then by Dr. Vogelmann have shown that a certain extraction of the licorice root reduces the oxidation of cholesterol by 50% -30% and even cleanses the arterial walls from the accumulation of plaque!

The Original LicoRich is the result of these studies and is in fact the only food supplement that has been shown to be effective in reducing the oxidation of cholesterol and its sedimentation in the arteries.”

Why is it important to pay attention when choosing a supplement?

Dr. Gil Joseph Shahr (M.D.), head of Rambam Medical Center, researched the issue of licorice in depth. He wrote to the large audience that follows him that he always preferred to use a supplement that showed efficacy in its clinical studies. He writes: “The studies carried out by Prof. Aviram and Dr. Vogelmann from the Technion, which showed the effectiveness of licorice in preventing the oxidation of cholesterol in the arteries, were about the extract produced by the Fitness plant in Kiryat Shmona.

Tzemach Ahaiim the exclusive reseller of this product. Extraction of another licorice plant from another factory in the world by a different extraction method, may or may not be effective. It is impossible to know.

If possible, it is always better to use an extract that has been studied, and here there is a dietary supplement whose extraction process has been studied in clinical trials and has been found to be very effective.

Unfortunately there are many imitators who take advantage of the innocence and lack of information that exists in the market and present their product as the original product and attribute to it virtues that they have no proof of their existence. The Original LicoRich has been shown to be effective in reducing the oxidation of cholesterol and its sedimentation in the arteries.”

What exactly is the uniqueness of the supplement and for whom is it suitable?

“The product is 100% natural, without chemicals and without additives! It is especially important for people with high cholesterol, high blood pressure, hyperlipidemia, atherosclerosis and diabetes. Safe to use and without side effects.”

When will we start seeing results?

“Studies have shown the maximum results occur after a year of regular daily use. We have customers who see results already after 3 months.”

So how can one get the most out of the Original LicoRich supplement?

“First of all, it is important to maintain a proper diet and exercise. The recommended use is to consume 2 capsules a day.”

How can the products be obtained?

“Only through the company website or by phone. We offer guidance and support to all our clients to ensure the results are achieved.”

<https://licorich.com> | 04-9014848

MYhealthyLICORICH

Product Success Stories



“Last week, I bought the LicoRich supplement from Fitness and already felt relief from the pain I had in my legs as a result of diabetic neuropathy.” Y.N.

“I kept taking it, I did not stop, and my blood pressure dropped to normal 140-120 with the LicoRich supplement.” Z.M.

“Since I’ve been drinking LicoRich, I hardly inject, my sexual function has improved and my general feeling is better. Highly recommend.

This supplement does wonders for me. Every time a wound was opened it would take a long time to close, and now suddenly the closure became quick.

In general I feel strong when I come across things, and my sugar level has dropped. Thank you.” A.D.

“Within a month I felt an increase in physical strength, clearly, without imagination, and an improvement in mood, even when I had no idea how it was related. As I mentioned I am a healthy person. I have been using it for 3 years and must note that my life has changed. Today I’m not giving up on the use of LicoRich, I highly recommend it to anyone who suffers from diabetes and high cholesterol.” S.C.

“What a miracle, after about two months my blood pressure dropped, and I was taken off a pill to lower my blood pressure. Now I’m on my way to reducing another pill, these are the things I was told at the beginning of the process and I was skeptical about them, today I can attest to myself: for me it helped. I decided. Highly recommend Tzemach HaChaim.” Z.R.

“Blood pressure and heart rate dropped. I’m not tired all the time, and I feel great!” D.T.

“I had a 80% blockage in my carotid artery, and I had surgery. After 6 weeks of taking LicoRich, the test showed a blockage of only 50%.” S.Z.



HEALTHY SEXUALITY - HEALTHY LIFE

Sexuality is a major part of healthy living. Several studies show that there is a direct link between a healthy sex-life and a healthy life. A healthy and fulfilling sex life helps in dealing with mental and physical stressful situations, contributes to improving self-esteem, prolongs life and reduces the likelihood of mental distress.

Rotem - The Israeli Center for Sexual Therapy, offers complete and comprehensive treatments, which include thorough evaluations that leads to therapeutic plans. The plans include treatments customized by leading experts from various fields of treatment - such as medicine, psychology, social work, physiotherapy and more.

The center was founded and is managed by three associates- Dr. Mijal Luria, Elisha Azar and Sharon Peleg-Nesher.

Elisha Azar, a founding partner, is a couples and families as well as a sex therapist with a master's degree in clinical social work (MSW), and the head of the Rotem's couple, family and sex therapy studies program. Azar says that the Rotem's integrative curricula is unique in Israel and exists in only a few places in the world.

"Unlike other sex therapy academies, the Rotem Center's program combines several types of theories and systems, incorporating couple, family and sexual studies, which is not very common. Most couple and families therapists and consultants do not include sex-therapy, while most sex therapists are not involved with family and couple therapy. Our method is based on excessive research on the subject. We believe that the areas belong together. Sex therapy stemmed from medicine. The pioneers in the field were mostly physicians, therefore couple and family therapists do not traditionally engaged in this issue. Our approach is unique in that it involves a holistic approach. We approach the subjects of intimacy and relationships as a whole, and part of it is healthy sexuality."

Dr. Mijal Luria was born in Argentina, "I was the first Mijal (Michal) in Argentina"... she says jokingly. Luria is a gynecologist and director of the Center for Sexual Health at Hadassah Jerusalem. She is also chair of the ILSSM - Israeli Society for Sexual Medicine and Rotem Center's clinical director.



|(Freepik.com)

"A woman's life continuum is an uninterrupted process of change - from childhood and adolescence, to an adult life with reproductive choices, possible pregnancies, childbirth and motherhood, to menopause and beyond. The different phases and challenges, all of which affect sexuality, require a lot of adjusting." She says. "Sexuality is an integral part of our lives, and it evolves at every stage. There are issues of identity and self-image, hormonal conditions, physical and mental states, all of which affect the sexuality and intimate relations". The outlook at the Rotem Institute is all-encompassing. "We look at the overall picture, taking into account the cultural, social, religious and spiritual aspects of our client's lives. Every step we do, is tailor-made." Says Luria.

Sharon Peleg-Nesher is the CEO of Rotem and one of the three partners. She is an oncology nurse, director of Mila, the sexuality clinic for oncology patients at the Tel

Aviv Sourasky Medical Center - Ichilov Hospital. She also works on a platform for young people with cancer, Halasartan (Stop Cancer).

"Sexual difficulties are never the problem of just one spouse but of both." Says Peleg-Nesher. "Many of our patients tend to take the blame on themselves. They say: 'it's because it hurts me ... it's because I can't function' and so on. Some patients will blame the partner. It is important to know that it is never only one person in the relationship who is responsible. The most effective treatments are those which involve both partners. Both must face up to the problems, be ready to be frank and truthful, and adapt in order to solve the difficulty."

Dr. Mijal Luria says cancer patients and their spouses need counseling as part of the medical treatment. "Women who have cancer - breast, ovarian or any other cancer, have to deal with a lot of things. First of all there is the hard news, internalization and the process of managing the treatment, and their lives in general. Many times sexuality gets pushed aside. Both doctors and patients emphasize staying alive and recovering and postpone the subject of sexuality. But this is something important for both spouses. The need for intimacy, for touch, is of great importance for recovery and the general well-being. It is important to convey to people the information that there is something to do, despite the overwhelming physical and emotional difficulties, there is something to be done and it should not be pushed aside or dealt with alone. It's important to reach out to those who can really help out."

Peleg-Nesher: "Many feel that if in order for them to recover and live, they have to give up their sexuality - that's



| Dr. Mijal Luria



| Elisha Azar



| Sharon Peleg-Nesher

Rotem Center, Jerusalem: 72 He'Halutz, Beit Hakerem | Petah Tikva: 1 Ha'Odem | Phone: 072-211-9500 | Fax: 072-240-9680.
Direct email: office@rotem.center, www.rotem.center

a price they should pay. But there is no need. Medical staff in most cancer wards do not raise the issue at all. It may become a kind of snowball that grows and causes suffering.

Sexuality is a jigsaw puzzle that consists of many pieces. Our goal as therapists is to empower what there is and not focus on what there isn't. There is a lot that has remained, despite the illness and the treatments and the suffering - the touch, the warmth, the intimacy and the physical and mental closeness - all of these remain with us. The disease should not take away these needs from us and the ability to enjoy and maintain the relationship."

Azar stresses that sex therapy is not exclusively for couples. "There are various situations in which it is a matter of sexual function even for those who are not in a relationship at the moment." He says.

"Sexuality is not only about satisfying needs and urges," continues Azar. "Sexuality is about all aspects of life, like self-worth, self-identity, sense of ability, intimacy and closeness. Sexuality exists in almost every relationship and is associated with many great things, but also with difficulties, disappointments, traumatic experiences. Sexuality can, and should, be the glue of the relationship but it can also be painful and disappointing. We would like to help sexuality become the glue that makes things stick together."

"WE HAVE PATIENTS FROM DIFFERENT PARTS OF SOCIETY - RELIGIOUS, SECULAR, YOUNG AND OLD. OUR APPROACH ADDRESSES COUPLE AND SEXUAL THERAPY IN ALL ITS ASPECTS - EMOTIONAL, SOCIAL AND PHYSICAL, WITH SENSITIVITY, ACCEPTANCE AND RESPECT"

Peleg-Nesher: "our patients come from all walks of life - from parents to adolescents, and thanks to the fact that we have experts in all relative subjects, we can find the right therapist for each patient and create for them a tailor-made plan. We treat people of all ages. Sexuality and relationships are important at any age - from young adults to couples in different stages of their relationships, to people who are in their 80's and more."

Azar adds "Almost everyone needs help in the field of sexuality, at one time or another. According to literature, about 40% of women and 30% of men suffer from some sexual difficulty. Fifteen percent of women deal with pain during intercourse. Many suffer for years. Many turn to unprofessional therapists who instead of helping, actually make things worse, mainly due to a lack of knowledge."

He tells of a woman who dealt with sexual pain, who said that during the last 20 years of her marriage she chose to sit on the armchair and not on the couch next to her husband, because she was afraid that the closeness would lead to sexual contact. She did not tell her husband about the pain and did not go for treatment but tried to avoid having sex. "With proper care she and her husband would have been able to enjoy intimacy for many years because there are solutions to these situations," concludes Azar.

"We have patients from different parts of society, religious, secular, young, old - all of them." Stresses Peleg-Nesher. "Our approach addresses couple and sexual therapy in all its aspects - emotional, social and physical, doing it with sensitivity, acceptance and respect".

It is important to emphasize sex therapy does not involve physical contact with or in front of a therapist.

Treatments at the Rotem Center are delivered in an individual or couple format. Difficulties treated at the center include difficulties and distress related to the world of sex and sexuality: coping with distress due to sexual preference, sexual trauma, sex addiction, compulsive behavior and difficulties in sexual function, such as decreased pleasure or sexual desire, difficulties in sexual arousal, orgasm or ejaculation, problems with erections, pain and a lack of satisfaction. ■

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.



| Shiri Rotenberg-Agiv (Photo by Amir Tsuk)

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 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

WOMAN TO WOMAN – *Heart to Heart*



| Rabbanit Chana Henkin,
Dean of Nishmat



| Atara Eis, Director of
Nishmat's Miriam Glaubach
Center and U.S. Yoatzot
Halacha Fellows Program



| Michal Roness, Coordinator of Nishmat's
Yoatzot Halacha Fertility Counselors project in
cooperation with GEFEN Fertility Organization



| Dr. Deena Zimmerman, senior public health
official in Israel's Ministry of Health and
Director of yoatzot.org

**THE NISHMAT CENTER FOR ADVANCED TORAH
STUDY FOR WOMEN PROVIDES ASSISTANCE
DURING THE CORONAVIRUS PANDEMIC
AND FOR 30 YEARS PRIOR**

Nishmat, the Jeanie Schottenstein Center for Advanced Torah Study for Women opened its doors in Sept. 1990. A group of English speakers in Israel approached Rabbanit Chana Henkin to open a school which would open the highest reaches of Torah learning to women—and give members of this group Torah on par with their advanced academic backgrounds.

Beside Rabbanit Henkin, Dan and Jocelyn Polisar, Evelyn Gordon, Yael Hazony and others were instrumental in establishing Nishmat.

“Nishmat began as a center of Torah learning for women. An ethic of communal responsibility permeated the school and was responsible for its growth trajectory” says Rabbanit Chana Henkin, Dean of Nishmat. “From six women in a Kiryat Moshe living room, Nishmat now operates out of a 7-story campus in Jerusalem’s Pat neighborhood, that houses 150 students in residence as well as several kollel families (the wives studying in Nishmat’s kollel). Nishmat is part of the Torani Zionist stream (like yeshivot hesder). It operates programs for women of all ages and backgrounds, including a life-changing 4-year advancement program for Ethiopian-Israelis, as well as an active community service division. Nishmat created the role of Yoetzet Halacha, and is the only institution in the world graduating Yoatzot Halacha. “We built a rabbinic consensus around our work, and today Yoatzot Halacha are backed by rabbis across the spectrum,” explains Rabbanit Chana Henkin.

“Nishmat’s Yoatzot Halacha (women advisors in Jewish law) serve women all over the world who seek support navigating questions that relate to women’s reproductive health and halacha. Women feel much more comfortable discussing these issues with another woman, and are more likely to arrive at a more thorough answer when they feel they can mention even incredibly personal information. Speaking with a woman enables them to be exceedingly vulnerable while maintaining their dignity.”

“Yoatzot Halacha have studied the halacha for endless hours, from the Talmudic foundation to today’s practical rulings. We have studied the medical and psychological topics which intersect and inform how these laws should

be applied, and how they impact the woman and the couple,” adds Yoetzet Halacha Atara Eis, Director of Nishmat’s Miriam Glaubach Center at American Friends of Nishmat.

“My personal responsibility is overseeing Nishmat’s Miriam Glaubach Center, our branch in the United States, which both educates and certifies Yoatzot Halacha all over the United States,” adds Atara Eis. “But very quickly, women from Canada, England and Australia wanted to participate as well, and the online nature of our program, even before the pandemic, enabled us to spread our network to qualified Torah students from these countries as well. We have over 25 communities- over 50 institutions- employing our 27 Yoatzot Halacha all over U.S., Canada and England. Sometimes women call a community-based Yoetzet with basic questions that they easily could have looked up on yoatzot.org, which has hundreds of articles, thousands of questions. Not every question requires a personalized answer, but women want to talk out their questions with their yoetzet. Sometimes relevant details come out in conversation, exposing different halachic, medical or emotional considerations that would otherwise not have come up.”

Yoatzot Halacha help women with stressful reproductive physical and mental health situations. Eis says: “When I guide a woman over a long period of time, I try to imagine what it would be like if she didn’t have her own Yoetzet... starting over each time she picked up the phone to get halachic guidance.

I’m thinking about a young woman diagnosed premenstrual dysphoric disorder- far more severe than premenstrual symptoms many women experience. Despite dreading separation from her spouse and feeling

very distressed about it, she also had a tendency to be strict on herself about halachic observance and needed to be talked down from declaring herself niddah when she really wasn’t. We worked on this for years, and she was supported by mental health professionals, and the situation has improved dramatically.”

Yoetzet Halacha Michal Roness, Coordinates Nishmat’s Yoatzot Halacha Fertility Counselors project in cooperation with GEFEN Fertility Organization.

“Upon completing my studies in the Keren Ariel Program at Nishmat, slowly the women of my community started to turn to me to ask me questions about Taharat Hamishpacha. When men would ask my husband, a rabbi of a small congregation in Ramat Beit Shemesh, if they could ask a question for their wives, he would answer them that he does not deal with these halachot and it is preferable if their wives contact me directly. Women of my community and the surrounding area now know they can call me with questions about women’s health and halacha. Topics range from questions about immersion, the 7 clean days, contraception, fertility and especially during the recent pandemic - mikveh hygiene and health. Often, I don’t know how women received my number or who they are but at that moment I make myself available to try to give them, the correct halachic information and

the needed emotional support for the particular challenge they are dealing with at that time. “

“A woman in my community struggling with breast cancer had to go to the mikveh and was sensitive to being exposed before the Mikveh attendant. In addition she had markings and small bandages on her body during her radiotherapy treatments which she was not allowed to remove. She asked if these markings would be considered a barrier to her immersion. After discussing the question with Rabbi Yaacov Warhaftig, the Rabbi of Nishmat's Yoatzot Halacha program, I guided her how to immerse in her situation. At the same time she had the stress and vulnerability of reuniting with her husband and accepting her body after a difficult operation. We decided together that if I called the Mikveh lady before her appointment, explaining the situation and the Rabbi's psak, it would ease her nervousness about the situation. I was glad that I was able to alleviate some of her stress during this very challenging period in her life,” said Roness.

“After 13 years of being an address for women of my community and assisting women at all stages of life on Nishmat's hotline, we identified a need for extra training in the complex challenges of the fertility journey. With Rabbanit Henkin's leadership and the professional guidance from the Gefen fertility organization headed by Dr. Karen Friedman, a special cadre of experienced Yoatzot Halacha trained as fertility counselors. We realized that the questions and issues that arise during fertility treatments needed more than a phone call or a hotline. They needed a personal address that women could turn to throughout the process not having to start their story from the beginning each time. The Yoatzot Halacha Fertility Counselors offer personal meetings with couples or the woman to discuss the halachic issues behind the medical and psychological issues that arise. During the pandemic, these consultations have taken place through Zoom allowing a personalized face to face meeting without compromising health regulations.

In these days of the pandemic, women are very edgy about going to mikveh. At the beginning of the pandemic, a rebbeztin from abroad phoned Rabbanit Henkin to ask if she had to use the mikveh. She was terrified of infection, but her husband—the rabbi of the community—felt she should be setting an example. Rabbanit Henkin told her she was not a “prisoner of the sword” who was obligated to risk her life (if she felt she was doing so) to use the mikveh. However, Rabbanit Henkin also explained exactly what the concerns truly are—not the water itself, which is chlorinated and does not carry viruses, but rather congregating of women, either inside or at the entrance. During the first few months of the pandemic, this information became available to the public, thanks to Nishmat's ongoing communication with Israel's Ministry of Health.”

Dr. Deena Zimmerman, a senior public health official in Israel's Ministry of Health and Director of www.yoatzot.org, says that the Nishmat received the first question concerning the coronavirus pandemic arrived on March 1. “Within a week we managed to collect the relevant medical and halachic information and created four landing pages for these special times. We had more than 40,000 entries to these pages, proving how vital the information was for the public.”

With rabbinic supervision, Nishmat runs the Golda Koschitzky Women's Halachic Hotline (02-6404343) nightly, a website, www.yoatzot.org, in 4 languages (Hebrew, English, French, Spanish), staffed by 25 Yoatzot Halacha, as well as a Research Institute where 8 Yoatzot Haalcha are working on the second volume of Halachic Responsa by Yoatzot, to be published in the near future.

The Yoatzot have fielded more than 350,000 questions in health and halacha.

“We believe women should study all areas of Torah and halacha. However, the truly crying need for a compassionate, expert female halachic address is in Taharat Hamishpacha and women's health including fertility; and that's where we're allocating the lion's share of our resources,” said Rabbanit Henkin. ■

WALKING NEAR WATER CAN BOOST YOUR MOOD

By Nancy Clanton

Short frequent walks along a beach, river, lake or even a fountain can boost your mood and well-being, a new study published in the Environmental Research suggests.

The study, led by the Barcelona Institute for Global Health, analyzed data on 59 people. Over the course of a week, participants spent 20 minutes each day walking in a blue space (i.e., near water). During a different week, they spent 20 minutes a day walking in an urban environment. During yet another week, they spent the same amount of time resting indoors.

The blue space route was along a beach in Barcelona, while the urban route was along city streets. Before, during and after each walk, researchers measured the participants' blood pressure and heart rate, and used questionnaires to assess their well-being and mood.

“We saw a significant improvement in the participants' well-being and mood immediately after they went for a walk in the blue space, compared with walking in an urban environment or resting,” commented Mark Nieuwenhuijsen, director of the Urban Planning, Environment and Health Initiative at ISGlobal and coordinator of the study.

These results are in line with a British study last year. Researchers from the University of Exeter analyzed survey data from nearly 26,000 respondents to see if coastal living helps individuals who suffer from mental health issues, such as anxiety and depression.

“Our research suggests, for the first time, that people in poorer households living close to the coast experience fewer symptoms of mental health disorders,” says Jo Garrett, who led the study. ■

† The Atlanta Journal-Constitution (TNS)

† A couple walks on the beach, Brighton, Britain, April 10, 2020. (Andrew Couldridge/REUTERS)

Embrace Wellness

By Pat Stoetzer

CANCER PATIENTS UNDERGOING TREATMENT SEE BENEFITS FROM EXERCISE, NUTRITION EDUCATION

Cheryl D’Amario spent part of last October, the month associated with breast cancer awareness, dealing with her own life-changing moments.

D’Amario underwent surgery after being diagnosed with breast cancer in February 2019. She completed her rounds of chemotherapy before surgery took place, and radiation treatments followed. D’Amario said she rarely felt defeated, however, and credits some of that to her passion for exercise.

“Working out kind of kept me grounded through the entire year,” said D’Amario. “Our bodies, for some of us, have been

participants enhance their health and well-being throughout survivorship, according to a Carroll Hospital news release. During the program, participants have access to a range of services including self-care activities, 12 weeks of nutrition education and wellness classes, a fitness assessment, and weekly exercise classes with NovaCare Rehabilitation, according to the release.

D’Amario, already an exercise veteran, said she sticks to a three-times-per week routine and fits in workouts when she’s not at her day job.

“I feel great. I can honestly say that I didn’t have a negative feeling throughout the entire process,” D’Amario said. “I went

compared with those who are inactive, according to a 2014 article on American Cancer Society’s website.

Exercise has been shown to improve cardiovascular fitness, muscle strength, body composition, fatigue, anxiety, depression, self-esteem, happiness, and several quality of life factors in cancer survivors, according to the site.

D’Amario said she sees an improvement in several of those traits when going through her workout routines.

“What can you do to alleviate stress in your life?” she said. “Sometimes it’s in the form of exercise. Yoga, meditation, things like that.”

Bridgette Bostic serves as community nutrition educator. “Eating more of a plant-based diet really, reducing red meat and cutting out processed meat ... those are the types of things that you don’t want to have,” Bostic said. “Fruits and vegetables, whole grains, making sure you’re having well balanced meals. More of a Mediterranean-style diet, [an] increase in fish as opposed to other animal proteins. It is kind of a switch in diet and that is really important.”

Bostic said it’s vital for patients to consult someone who is physical therapy-based when figuring out which exercises are right for them.

“Research certainly shows that along with nutrition, physical activity is absolutely important, not only for just the general public health, but for cancer survivors,” she said.

Flexibility, resistance training, and aerobic exercise are all ways to cancer patients to maximize their long-term health. Combining that with proper nutrition is the goal of the Embrace Wellness program, and Bostic said it has been successful this year despite COVID-19 creating challenges.

Bostic said keeping patients engaged virtually can be difficult, but their desire to recover and stay healthy are driving forces.

That’s what keeps D’Amario going, she said.

“It’s been quite a journey. But it’s one that you stay positive with, and you focus on the positive things in your life,” she said. “If you have that kind of a mindset you feel like, ‘OK, this will be a good day.’ And you take every day for what it’s worth.” ■

| Carroll County Times, Westminster, Md. (TNS)



through a lot. ... You just generally feel good about exercising, a positive feeling about yourself. It gives you the strength and the courage and the guidance you need to just keep moving in that same positive direction.”

D’Amario, 58, is also part of the Embrace Wellness program, a 12-week class designed for people who want to adopt healthier lifestyles while going through cancer treatment.

Designed for cancer survivors who have completed active treatment, the program supports continued healing and helps

in with a positive mind, and I came out with a positive mind. Maybe had one day that I may have [been], I would say, down physically. One day out of all the days that I had to go through this, is not bad.”

The American Cancer Society recommends cancer survivors strive to take part in regular physical activity, aim to exercise at least 150 minutes per week, and try to include strength training at least twice a week.

At least 20 studies of people with breast, colorectal, prostate, and ovarian cancer have suggested that physically active cancer survivors have a lower risk of cancer recurrence and improved survival

S.O.S Save us!

This is the silent cry of thousands of Israel's unborn children, imploring us to help their mothers before crippling financial constraints drive them to end their pregnancy.

Over the past eight months, we have experienced an unprecedented pandemic which has brought mortality, illness and financial loss to hundreds of thousands.

Social workers report a rise in the number of women seeking authorization from abortion committees on the grounds of their untenable financial situation. With no government support available in these circumstances, social workers have been referring women to **EFRAT** for assistance with practical help and emotional support, so that they feel able to keep their baby.

As a result of the current financial crisis in Israel, social worker referrals to **EFRAT** have risen by 55%. However, **EFRAT** itself receives no government support.

It is only the generosity of its partners that allows **EFRAT** to continue its life-saving work. These individuals have the foresight to realize that their contribution to **EFRAT** is the best possible investment. The bank notes that they donate to **EFRAT** are transformed into eternal life.

With this support, EFRAT has been privileged to save close to 78,000 children, some of whom are already raising children of their own.

At **EFRAT** we hear of many miracles that take place to our donors and their families: lives that have been saved miraculously, women who have had a child after many years, etc. To us this is no surprise.

My Dear Friends,

I joined the **EFRAT** Organization in 1977. The scope of **EFRAT**'s work relies fully on private funding. However, I do not ask for contributions to the organization. Instead, I am presenting you with the opportunity to become a partner with **EFRAT**. This is the chance to save the lives of children and make the best investment possible, granting life to children, giving joy to their parents, and strengthening Israel and the Jewish nation.

In the merit of saving precious lives of Jewish children, may every one of **EFRAT**'s donors experience good health and blessing in their lives.

Dr. Eli Schussheim
President



"I want to publicize my story. 10 years ago I was 18 and seeing a wonderful guy. Then I found out I was pregnant and we knew that we had no choice but terminate the pregnancy. Neither

of us had any money and we were too young. We didn't tell anyone at first but after a few days I couldn't hold it in and confided in my sister. She agreed that I'd have to end the pregnancy. It would be crazy for the two of us to try to establish a home together. What would we live on? Where would we live? Our families were both big and struggling to make ends meet. So many uncertainties meant that a termination was our only option."

"The night before my appointment, I couldn't sleep. My head told me that I was doing the right thing but my heart wept. The next morning, I spotted my mother in the kitchen and wished that she'd realize what was happening. With a mother's intuition, she asked me if I was ok. I burst into tears; I told her I was pregnant and that I was on my way to have a termination. She hugged me and whispered. "As your mother I won't let you do something that you'd regret for the rest of your life."

"A friend of my mother's put me in touch with **EFRAT** and it is only with their help that we were able to keep our baby. They supported me during the pregnancy and after I gave birth. The baby was given all the essentials - a bed, stroller, bath, diapers, clothes, bottles, pacifiers, and more."

"From the moment my little girl was born, I could not hold back my emotions. It was hard to believe that I had nearly ended her life. **EFRAT** supported me for the first 2 years after my baby was born; there was no way that I could have managed without them."

"My experience led me to become an **EFRAT** volunteer myself. For five years now, I have been offering support to women in financial distress who sadly feel they have no choice but to terminate their pregnancy. I want to show them that they do have options, just like I had."

40,000 children's lives are being ended in Israel every year

According to the Israeli Central Bureau of Statistics in 2018 - **19,543** women turned to the Abortion Committees
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All donations are welcome



|(TNS)

FIGHTING BREAST CANCER

ESTÉE LAUDER COMPANIES HAS DECLARED ITS GOAL OF A BREAST CANCER FREE WORLD, FOR BREAST CANCER AWARENESS MONTH 2020, WHICH TAKES PLACE DURING THE MONTH OF OCTOBER



In order to raise awareness, Estée Lauder Companies Inc. has launched limited editions of their star products. 30% of the proceeds from sales of these special editions will be donated for the fight against cancer.

Estée Lauder also announced a special social networks challenge, donating \$25 for breast-cancer research for every post tagged #TimeToEndBreast Cancer and #elcdonates during the month of October.

Among the special items are Estée Lauder Pink edition Advanced Night Repair serum, a special edition of Clinique's iconic Dramatically Different Moisturizing Lotion+. Sold with a pink ribbon key ring, and a package of two perfect pink Bobbi Brown lipsticks.



Advanced Night Repair

Inspired by Breast Cancer Awareness Month, Estée Lauder is launching a limited edition pink version of the iconic serum Advanced Night Repair. The product will be sold on Estée Lauder's website at www.esteelauder.co.il. 30% of the proceeds from the sale of the product will be donated to the Association for the War on Cancer.

The prestigious cosmetics brand Estée Lauder has been involved in the fight against breast cancer for years. This year the brand is launching a special and limited edition of the iconic serum Advanced Night Repair in a pink package, inspired by the pink color associated with Breast Cancer Awareness Month.

The product will be sold on the website only and 30% of the proceeds from its sales will be donated to the Association for the War on Cancer.

Available at Estée Lauder's online site: www.esteelauder.co.il



Dramatically Different Moisturizing Lotion+

Clinique's best-selling moisturizer in the world, Dramatically Different Moisturizing Lotion +, now in a festive version that includes a pink keychain, which also includes the pink ribbon associated with Breast Cancer Awareness Month!

30% of the sale amount of each product will be donated to the Association for the War on Cancer

Clinique's yellow moisturizer, from the three-stage series Dramatically Different Moisturizing Lotion + is being launched for Breast Cancer Awareness Month in a special and festive version, which includes a pink keychain, the color of awareness month, which also includes the pink ribbon associated with Breast Cancer Awareness Month.

The "yellow" Dramatically Different Moisturizing Lotion + is a moisturizer that is absorbed quickly and easily, leaving the skin smooth, soft and perfectly prepared for additional skin care products if needed. It allows for a 50% improvement in moisture throughout the day and a 54% improvement in the skin's moisture barrier, already within 8 weeks.

Tested for allergies and 100% perfume-free,

Dramatically Different Moisturizing Lotion is recommended for normal and mixed skin types. Use daily, morning and evening, after using facial soap and clarifying lotion from the three-stage series. Above all, it's recommended to use sunscreen or make-up with SPF.

Dramatically Different Moisturizing Lotion will be sold during October in the Clinique online store (www.clinique.co.il) only, and 30% of the sale amount of each product will be donated to the Association for the War on Cancer.



Bobbi Brown Perfect Pink Duo

Skincare and makeup brand Bobbi Brown is launching a package of 2 lipsticks in a perfect pink version.

30% of the proceeds from the sale of the set will be donated to the Association for the War on Cancer.

Especially ahead of Breast Cancer Awareness Month, Bobbi Brown is launching a dedicated product, which will only be sold during October, on the brand's online site: two Luxe Matte lipsticks in pink shades packaged in a unique pink package.

The product will only be sold during the month of October or while supplies last on the Bobbi Brown website at www.bobbibrown.co.il.

30% of the proceedings from each purchase of the package will go to a donation to the Association for the War on Cancer. ■

Dr. Fischer Recommends:

GENESIS - AGE CONTROL SERIES

An innovative series that combines advanced anti-aging technology that helps treat and combat the ten signs of aging along with high, broad and increased protection especially from the sun

Dr. Fischer's Genesis - Age Control, an innovative series developed by Dr. Fischer's research and development laboratories, which combines advanced anti-aging technology, high, broad and increased protection from UVB (SPF 30) and UVA rays together with an innovative and unique complex that helps in the treatment of the ten signs of aging that damage the skin.

In the Genesis - Age Control series, there are five products: a restorative and protective day cream, a restorative night cream, a concentrated restorative oil serum, an eye cream and an eye mask for a brighter look. The series was developed so that the combined use of the various products will lead to maximum results. The products in the series have a light and airy texture and are spread and absorbed easily and quickly.

The series combines dermo-cosmetic technology and scientific and medical knowledge, and offers the most advanced and innovative solutions for slowing down skin aging, using unique formulas and the most advanced and safe ingredients:

RENOVAGE: An innovative, patented component that prolongs cell life and improves the cellular metabolism. Focuses on the cell components that ensure a longer lifespan for a healthier and younger looking skin, creating an optimal environment in the dermis and epidermis, which produces visible effects on the skin surface. In doing so, it helps treat and fight the 10 signs of aging that damage the skin and are found in women aged 50+: wrinkles and creases, sagging skin, dry skin, roughness, inflexibility, blemishes, tired and lackluster appearance, enlarged pores, uneven hue and redness. The renovage component has been scientifically tested in research laboratories in France and found that after only a month of using the product there is a significant and visible improvement: the skin is firmer and more supple, there is a reduction in skin blemishes, the skin is smoother and more even and enriched with moisture.

Aquaxyl: An ingredient that provides ideal moisture and helps improve the skin's natural ability to absorb and store moisture and maintain the skin's natural moisture balance.

The Genesis - Age Control series day cream contains high and broad sun protection (UVA and UVB), with SPF30, and a powerful antioxidant complex for treating and slowing down skin aging.

The day cream and eye cream also contain light-reflecting powder that helps instantly blur wrinkles and fine lines and gives your skin a healthy and radiant look; and vitamin A and pro-vitamin B5 for nourishing and maintaining the elasticity and strength of the skin. The series contains a complex of antioxidants to neutralize free radicals and prevent environmental and climate damage.

The series includes five preparations:

Restorative day cream, which gives high and broad protection from UVB radiation (SPF30) and UVA radiation, for firming, blurring and preventing wrinkles. Capacity: 50 ml



Restorative night cream, which contains the Aquaxyl ingredient, which provides ideal moisture and helps improve the skin's natural ability to absorb and store moisture. A rich combination of 4 nourishing and moisturizing ingredients: shea butter, cotton oil, almond oil and olive oil to soften and nourish the skin. Capacity: 50 ml

Concentrated and powerful restorative oil serum for intensive nourishment, firming facial skin and blurring wrinkles. The serum contains a combination of 4 pure oils: rosehip oil, almond oil, cotton oil and olive oil to soften nourishment and maintain skin vitality; It also contains vitamin E and grapeseed oil to neutralize free radicals and help prevent environmental and climate damage, and vitamin A to nourish and maintain the elasticity and strength of the skin. Capacity: 25 ml

Eye cream for a brighter look, which helps blur dark circles, reduce puffiness (bags) around the eyes, reduce the appearance of wrinkles and firm the eye and eyelid area, to prevent future wrinkles and blemishes around the eyes, and for a bright and smooth looking eye. The eye cream contains an advanced ingredient designed for the sensitive eye area: Beautifeye™. This ingredient helps firm the skin in the eye area and eyelids, blurring wrinkles typical of this area and reducing dark circles around the eyes. Capacity: 15 ml

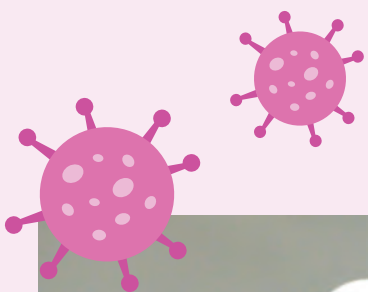
Eye mask, for mature skin - dry to very dry, and for a light look. The mask helps to firm and lift the upper eyelid, helps to blur and reduce the appearance of wrinkles on the sides of the eyes and provides intensive nourishment, and aids in blurring dark circles around the eyes.

The Genesis - Age Control series was developed from Dr. Fischer's anti-aging concept: adherence to a proper lifestyle, proper nutrition, taking appropriate supplements as needed, exercise, a relaxed lifestyle and daily use of sunscreen - all of which allow one to maintain a healthier and younger look over time.

The series meets the most stringent standards of European standards, has been dermatologically tested and has successfully passed the stringent Sensitiv test for sensitive skin.

The uniqueness of the Genesis series from Dr. Fischer is in the combination of treating the damage of time and at the same time preventing those damages. All day creams in the Genesis series include an advanced system of radiation filters for protection from UVA and UVB radiation (at least 30 SPF). This unique line is behind the entire Genesis series, and it is also the line that led the development of the new Genesis Age Control series, which includes multi-dimensional protection from solar radiation. ■

THE DANGER IN POSTPONING CANCER SCREENINGS DURING THE PANDEMIC



|(Heather Charles/Chicago Tribune/TNS)

By Caryn Lerman

During the COVID-19 pandemic, a distressing downturn has occurred - cancer screenings dramatically decreased across the world. Early detection of cancer can improve the chances of survival. By delaying screening, patients are also delaying treatment and putting their health at risk.

Not surprisingly, with the disruption in routine cancer screenings, new cancer diagnoses have also decreased. Research published in an American Medical Association online journal showed that the average weekly number of new diagnoses of six common cancers - breast, colorectal, lung, gastric, pancreatic and esophageal - fell by more than 45% from March to mid-April compared with the previous two months.

In mid-June, weekly screening volumes for breast, colon and cervical cancer were as much as 36% lower than their pre-COVID-19 levels, according to a July report by the Epic Health Research Network.

While research suggests that screening rates for some cancers may be on the rebound,

the hesitancy to undergo cancer screening is extremely concerning from a public health perspective. Many localized cancers are curable with surgery, radiation, chemotherapy, immunotherapy or a combination of these. But patients need to know they need treatment.

According to the director of the National Cancer Institute, we may see as many as 10,000 additional deaths from breast and colorectal cancer alone over the next decade because people failed to get screened and therefore treated for it during the pandemic. Cancer mortality rates have been falling in recent years. COVID-19 could reverse this trend.

When the pandemic first hit the U.S. early this year, patients were asked to stay home and postpone routine medical care. However, most hospitals have resumed routine business and have procedures in place to protect patient safety, including making face coverings mandatory and stationing health care personnel at entrances to screen for symptoms of COVID-19.

With such precautions in place, people should feel more comfortable adhering to their

recommended cancer-screening schedules. While it is completely understandable that some people may be worried about returning to a health care setting, postponing recommended preventive health measures may be far more dangerous.

For certain visits, patients can use telemedicine, which has grown in use during the pandemic, replacing some in-person office visits. However, for cancer screenings that require the use of specialized equipment, such as mammograms or colonoscopies, remote testing obviously is not an option.

Hospitals and clinics nationwide are reinforcing the message that cancer doesn't stop for the coronavirus, as are organizations such as the American Cancer Society. Keck Medicine of USC is also part of a coalition of six of Los Angeles County's largest nonprofit health systems that are participating in a public health campaign to urge the public to get the health care they need despite their fears of the coronavirus.

At USC Norris Comprehensive Cancer Center, part of Keck Medicine, we are reaching out to our patients, emphasizing the many precautions we've put into place to protect their health, such as mask wearing, social distancing and frequent sanitizing of surfaces. In an attempt to ease patients' minds, we created videos in four languages - English, Spanish, Mandarin and Korean - and had oncologists address concerns that patients may have about cancer screenings or treatments during the pandemic. The videos were emailed to patients and are available on our website.

Our community hospital, USC Verdugo Hills Hospital, is also offering discounted mammograms through October, Breast Cancer Awareness month, which may help those who have lost their jobs - and, as a result, their health insurance - during the pandemic.

In the age of COVID-19, it's important for people to make, and keep, their cancer screening appointments. The coronavirus is not going away any time soon - and neither is cancer.

Caryn Lerman is director of the USC Norris Comprehensive Cancer Center, part of Keck Medicine of USC. She also is the associate dean for cancer programs at the Keck School of Medicine of the University of Southern California. ■

|(Los Angeles Times (TNS)

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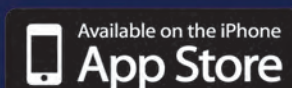
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