

# WOMEN 2023

Jerusalem Post  
September 2023

The challenges of Pola Blick, beauty priestess of the celebs

Drorit Nitzani, the mother of lone soldiers

Dr. Ronit Almog expands horizons

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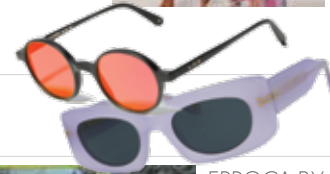
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KILIAN  
(Photo courtesy PR)

## LETTER FROM THE EDITORS

Dear Readers,

We are pleased to present our Summer 2023 issue. Due to global warming, we need more than ever to be cautious and take care of our skin and our eyes. Therefore, we suggest a variety of sun protection products and describe the latest trends in sunglasses that will protect your eyes, as well as make a fashion statement.

Another hot trend this summer is crocheted fashion that was popular in the 1960s and '70s.

As in every issue, we have personal interviews with leading women in their professional fields, such as Dr. Ronit Almog, who dedicates her life to leading medical delegations to help people in disadvantaged countries; Paula Blick, the beauty priestess of the celebs, who is raising two children with complex medical problems; and Israela Shtir, who established a leading company for exhibitions.

Wishing you a pleasant and safe summer,

Irit Mathias and Ronit Mathias





# HEALING HANDS AND SMILING EYES

By RONIT MATHIAS

**D**r. Ronit Almog, 51, is the mother of Ido 21, Roy 17, and Noa 10. She is a senior gynecologist at Ichilov Hospital, owner of clinics in Tel Aviv and Holon, and expert in gynecology, midwifery, and fertility treatments.

For over five years, Almog has headed the Bringing Life to the World organization on behalf of Ichilov Hospital. Through the organization, delegations of doctors from all fields are sent to developing countries where the mortality and morbidity rates are among the highest in the world. The destinations are selected in cooperation with the Israeli Ministry of Foreign Affairs.

## HOW DID IT ALL BEGIN?

I always knew I wanted to volunteer in developing countries. Something about the simplicity and human warmth in these places attracted me. About five years ago, I met a female doctor who was part of a humanitarian expedition to Burma, and our conversation led me to the realization of my dream. I knew that in the basement of Ichilov there was medical equipment that was not in use. More importantly, I knew what advanced knowledge was available at our hospital and that Israel is a world leader in the medical field. I contacted the hospital management, which expressed support for the establishment of the Bringing Life to the World organization, whose goal is to reduce maternal and fetal mortality and morbidity in developing countries. The activity first started for mothers and women, but we soon realized that the mother also comes with her partner and other family members, so the activity was expanded to provide a solution for the whole family and a variety of medical problems. The delegations include a multi-system



Dr. Ronit Almog | Photo by Jenny Yerushalmi



team that includes ophthalmologists, intensive care/internal medicine, breast examinations, gynecology, pediatrics, and more. The composition of the team of doctors varies according to the specific needs of the destination. It is important to note that all doctors come fully voluntarily; they leave their jobs at the hospital and clinics where they work. The doctors are ambassadors of goodwill on behalf of the State of Israel and change the lives of people who cannot obtain a medical solution. Some of them have never even seen a doctor before.

## HOW DOES IT WORK IN THE FIELD?

In most places, the team set up an impromptu health camp, usually in schools. Women from the villages of the area come with children and other family members. Our medics work with

the local doctors so that while examining the patients, we also enrich the doctors with knowledge. And we leave them the equipment we brought with us from Israel so that they can continue to treat patients after our delegation leaves.

## WHAT COUNTRIES HAVE YOU BEEN TO?

India, Burma, Guatemala, Nepal, and Brazil, where we received support from the Israeli Embassy. We sailed with a medical boat to the foot of the Amazon and built health centers there.

## WHAT ARE THE PLANS FOR THE COMING YEAR?

This month we are going to Guatemala. This is the first time that our delegation will be part of a joint activity with the Warriors Without Borders organization. In the expedition, 30 soldiers, members of Matan's unit, will join the doctors' activities. In addition, the parents of Matan Gottlieb, a Magellan fighter who was killed in Operation Protective Edge, will join the activities. During the medical activity, the soldiers will renovate schools, teach the children, and play with them.

## HOW HAS THIS IMPACTED YOU?

I learned that the key to true happiness is the ability to give to others. In Burma, I met a doctor named Dr. Tut, who treats the population that comes from 138 villages, and he does everything by himself. He taught me that a smile is the best medicine. We treat people whose language we don't know; their look and smile warm our hearts. In the remote villages I met warm and grateful people. Without the need for words or a common language, a smile or a look is enough to understand how grateful they are.

## HOW DOES YOUR FAMILY ACCEPT YOUR LONG ABSENCES?

It is impossible without a supportive family. My children see and know that the goal is important and learn that the culture of giving is important. It teaches them to be better people.

# Your Mother or Your Sister?

Before you choose



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# MAGIC WOMAN

By RONIT MATHIAS

**P**ola Blick is an expert in natural medicine and advanced cosmetics. Branding herself as the beauty priestess and guru of celebs, she built a reputation as a magician with golden hands who works wonders for a variety of skin problems. However, behind the radiant appearance, Blick went through upheavals in her personal life.

Blick married Morris, a businessman from Milan. Within a short time, the couple had three children – Emanuel, Johnathan, and Michael. They lived a peaceful, comfortable life in Italy until Johnathan was diagnosed with autism and Michael with Hirschsprung disease. Difficulty and pain became the challenges that led Blick to her destiny

## HOW DID YOU DEAL WITH TWO SMALL CHILDREN WHO EACH HAD A COMPLEX PROBLEM?

My mother and my younger sister came to help me. In Italy, they suggested that Michael have a conservative treatment of regular antibiotics and routine enemas. In Israel, they suggested the surgical option, which seemed more logical to me. I consulted with Rabbi Firer, who recommended Dr. Hagit Nagar, a pediatric surgeon. Children from all over the world come to be operated on by her. We waited for Michael to get better. We flew to Israel with the three boys for a short visit. I didn't tell Morris that I had made an appointment for a check-up until the time of the surgery. Morris had to return to Milan. I reassured him that everything was fine. The surgery was successful but required a year of treatments and recovery. I decided to take advantage of the time I was in Israel to find out why Johnathan didn't speak, even though he had a hearing aid. An examination under anesthesia revealed that he wasn't deaf. Following neurological surgery on his ears, he started to speak, but he shouted.



Pola Blick | Photo by PR

## WHEN DID YOU FIND OUT THAT JONATHAN WAS ON THE AUTISTIC SPECTRUM?

When Johnathan was three years old, he went to kindergarten, and the children said something was wrong with him. During a medical examination, they found that he could not hear in both ears. But my intuition as a mother said it was something else. The hearing aids bothered him. I saw that he was getting crazy with the devices, and he calmed down when I took them off. He was even happy and danced. My husband asked me how I could take off a device that was supposed to help him, but something in me told me that something else was wrong.

On re-examination, they discovered that my son had an infection in the facial cavities. If the infection were to extend to his brain, his life would be in danger. We were living in Milan at the time, so I decided to return to Israel, where Johnathan was diagnosed as being on the autistic spectrum.

## WHAT DID YOU DO?

From the moment I discovered that Johnathan was on the spectrum and Michael had Hirschsprung, -a severe intestinal disease that results from a lack

of nerve cells in the muscles of the large intestine and weakens the body's immune system, my first impulse was to collapse. But I have a positive attitude toward life, and I said how lucky it is that Michael saved Johnathan. I cried once, and then I told myself that this was the last time I would cry. I started working like a volcano that erupted. I knew I needed tools to take care of my children to help them and make their lives easier. I delved into the subject, gained knowledge and understanding about naturopathy and Chinese medicine. I also added cosmetology and aesthetics studies to them.

## WHAT ADVICE CAN YOU GIVE PARENTS WHO DISCOVER THAT THEIR

### CHILD HAS SPECIAL NEEDS?

After the stage where the truth is digested, stand on two strong legs and embark on a journey with a lot of good compared to the difficulty. It's all a matter of perception. We need to look at the positive things, even when everything seems dark, and wrap it with love and sensitivity.

## HOW DO YOU KEEP LOOKING SO YOUNG AND RADIANT?

I believe in combinations; our inside and outside are one. It is important to maintain proper nutrition and to be physically active. That combination creates the whole package. Keep that balance. Everyone can find what works for him. And, of course, maintain a combination of facial treatments and a regimen of morning and evening skincare products. And drink a lot of water.

## DO YOU PLAN TO OPEN BRANCHES IN ISRAEL AND AROUND THE WORLD?

Definitely. We are already there. In a few months, we will open the first branch in Madrid, and I am very excited. The branch is the result of many customers from all over Europe. I am working on several more locations in Europe and the US.



# GOTTEX: THE GO-TO SWIMWEAR BRAND

By RONIT MATHIAS

**G**ottex has long been not only a leading international swimwear powerhouse, but the brand is also a fashion company that has established a successful online site. Gottex was founded in Tel Aviv in 1956 by Lea Gottlieb and her husband, Armin. The company has a place of honor in the history of swimwear as a company that never stopped innovating and best defines swimwear as a fashion item.

In the 1990s, the Cruise collection was launched, and fashion icons such as Princess Diana, Elizabeth Taylor, and Sophia Loren wore Gottex swimwear.

We talked with Gottex CEO Ron Grundland about the website, which has become so significant in an era when many consumers have switched to online shopping.

## WHICH DESIGNS ARE ON THE GOTTEX WEBSITE, AND WHO ARE THEY SUITABLE FOR?

Gottex, the main collection, is available in classic and luxurious designs. Turkiz is a mature collection suitable for a variety of body types; it and combines shapers and internal support. Luma is a trendy, sophisticated collection of matching swimwear and beachwear. Au Naturel is a young collection, emphasizing recycled fabrics and a clean look, producing the feeling of a second skin. The collection includes a variety of reversible models, with a different look every time. Flirt is a sexy collection in bold and light cuts and refreshing colors.

Gottex Modest swimsuits, skirts, tights and modest headgear is designed for the religious sector or anyone who prefers modest cuts. Pilpel is a collection that combines a young and sexy look with comfort and support, in a low price



1 Free Sport By Gottex | Photo by Malka Nihom  
 2 Modest By Gottex | Photo by Amir Yahel  
 3 Beach Life Resort By Gottex | Photo by Amir Yahel  
 4 Airport By Gottex | Photo by Amir Yahel  
 5 Turkiz By Gottex | Photo by Amir Yahel



1 Gottex | Photo by Alex Lipkin  
 2 Luma By Gottex | Photo by Dor Sharon  
 3 Flirt By Gottex | Photo by Dor Sharon  
 4 Au Naturel By Gottex | Photo by Dor Sharon

range. Free Sport is a collection that includes special features for maximum support and comfort during water sports. The Gottex Men swimwear collection comes in a variety of unique prints. Pilpel Kids are one-piece or two-piece

swimwear for children aged two to 13. Pilpel Young is a collection for girls aged 13 to 16, which responds to the stage between childhood and adulthood. X by Gottex is a sports and leisure clothing brand that includes tights, tops, and training skirts, with a double fabric layer in the chest area, and extremely flexible and comfortable fabrics. Juicy Couture, the coveted sports and leisure brand, is sold exclusively on the Gottex website.

The site also offers resort dresses, gowns, beachwear, and bags to complete the look; Shape -- shapers, bras and underwear made of soft and breathable fabric without noticeable seams; Free Underwear -- sporty-looking bras and underwear; Birkenstock -- comfortable slippers for women; and Havaianas -- sandals for women, men, and children.

## CAN ITEMS FROM PREVIOUS SEASONS BE FOUND ON THE SITE?

Yes, absolutely.

## ARE THERE ANY BRANDS THAT ARE EXCLUSIVE?

Most of Gottex's collections are sold only on the website and in chain stores.

## WHAT ABOUT RETURNS AND EXCHANGES ON THE SITE?

Returns are made free of charge with a courier. There are no exchanges on the website.

## WHAT ARE THE DELIVERY TIMES?

Standard delivery - up to 72 hours for a fee of NIS 21.

Express delivery - from one day to the next until the end of the business day.

For those who order on Sunday to Wednesday before noon, the items will be delivered the following day.

Orders placed on Thursdays before noon will be delivered on Sunday.

Orders placed on Thursday, Friday, or Saturday after noontime will be delivered on Monday.

# LEADING BY EXAMPLE

By RONIT MATHIAS

Israella Stier-Einstein is president and owner of the Stier Group. One of the leading businesswomen in Israel, she is a pioneer in many fields. The Stier Group was founded by Israella and her former husband, Yosef ("Dubi"). Their son Gil Stier is CEO of the company.

## WHY DID YOUR PARENTS NAME YOU ISRAELA?

I was born in November 1948, the same year as the State of Israel. My parents were Zionists and named me after the State of Israel. This name is definitely binding. I love our country so much, and I am very worried about what's going on.

## HOW DID YOUR CAREER BEGIN?

In 2016, when I serving as vice president of the Federation of the Israeli Chambers of Commerce, the minister of commerce of Italy and the mayor of Milan held a conference of female entrepreneurs from the Middle East. They invited me and five other women from the Israel and 500 from Arab countries -- Bahrain, Oman, Iraq, Lebanon, and Syria. They chose me to talk about entrepreneurship and how I came to found my company. I told them that when Yom Kippur War started, we had an advertising agency with a lot of clients. We built a campaign for one of the clients whose company was involved in travel. Then the Yom Kippur War broke out and everyone was drafted, and the checks bounced. At the end of the war, we ran out of money. Dubi said we should sell our apartment in Ramat Gan and start a new business. We sold our apartment and paid our debts.

Dubi thought we should open a media company and host exhibitions. We went to Germany and learned how to run exhibitions. When we returned to Israel, the hotels were empty. We rented the old Sheraton Hotel and opened our offices there.



Israella Stier-Einstein | Photo by Rani Zanger

When I told my story in Italy, there was silence in the hall. Then I received thunderous applause. The Arab women came up to me and asked if they could hug me. They said they didn't know that I suffered too and asked to take a picture together and interview me on Italian TV.

## DID YOU AND DUBI STAY IN TOUCH?

We remained partners and good friends. Our son Gil inherited his position because he had always worked in the company. He has been the CEO of the group for 20 years.

## WHAT DOES THE STIER GROUP DO?

The Stier Group, which is celebrating its 50th anniversary, specializes in the initiation, marketing, production and management of professional exhibitions and conferences. The company began operations in the 1970s and was one of the pioneers of the industry in Israel.

Over the years, it has developed and become a brand of success and power. Today it is a central factor in the exhibition and conference industry. The company's exhibitions are leaders in their field and are an annual meeting point for key people and decision makers in the field.

## WHAT DO YOU FOCUS ON?

We focus mainly on the B2B market; therefore, those exhibitions are open to the professional audience only. But some exhibitions also address the end user, and those are open to the general public. We have a wealth of experience in working and collaborating with government ministries, authorities, unions, the Institute for Export and Regional Cooperation, the Manufacturers Association of Israel, and the Federation of Chambers of Commerce.

The exhibitions are accompanied by professional conferences, workshops, and related events that aim to contribute to the enrichment of knowledge and the deepening of personal relationships in every field and industry in which we engage. We provide all services to our customers. The various departments provide a complete solution for every exhibition, conference, and event.

## WHAT IS YOUR DREAM?

If Uriel Lynn, president of the Federation of the Israeli Chambers of Commerce, decides to retire, I would be happy to apply for the position. But as long as he continues, I will be glad to be his deputy. The Chamber of Commerce is a male-dominated body. Uriel has brought in women. It would be a breath of fresh air to be the president because there has never been a woman in that position in Israel or in the world. There are women who have succeeded in places where only men have succeeded. I'm sure that I would do a good job for the benefit of the members of the chamber and the chamber's interests.



# EFFECTIVE TREATMENT FOR HORMONAL ACNE

By RIVKA ZAIDE

**M**any people suffer from hormonal acne, not only during puberty. Acne can arise at different stages of life because it is related to hormonal activity. At all ages, there is the potential for hormonal changes, so hormonal acne can occur at any stage of life for men or women.



Rivka Zaide | Photo by Ofer Hagiov



Photo by PR

## WHAT IS HORMONAL ACNE?

Hormonal acne is a condition in which where there is an increase in the production of hormones in the body that increase the activity of the sebaceous glands, which leads to acne breakouts. The hormones that are mainly affected are the androgens, which are male hormones. The sebaceous glands produce sebum to moisturize the skin, but an excess of sebum can lead to acne. Women are especially sensitive to hormonal acne. As a result of the hormonal mechanism of fertility, most of their changes revolve around it.

## CAUSES OF HORMONAL ACNE

The various factors that can lead to hormonal acne include hormonal changes that occur especially around the menstrual cycle; pregnancy; or after stopping to take pills. Medical conditions such as polycystic ovaries (PCOS) can also cause breakouts. Factors such as stress, taking certain medications (such as steroids), and genetics can also affect hormonal activity.

## SYMPTOMS OF HORMONAL ACNE

Hormonal acne is characterized by comedones, pimples, and inflamed sores mainly in the area of the cheeks, chin, and neck. Most often, the sores erupt before or during the menstrual cycle; after stopping to take pills; during pregnancy; or during menopause.

## THE COMMON AGES FOR HORMONAL ACNE

Hormonal acne mainly breaks out during one's late 20s and 30s, but it can occur at any age when there are significant hormonal changes.

## THERAPEUTIC INNOVATION

The Rivka Zaide Center for the Treatment

of Acne Using the Rivka Zaide Method offers a series of treatments that implements exclusive advanced Israeli-developed phototherapy equipment. The treatment combines five different wavelengths without UV radiation and without risk, together with natural preparations that are developed in the Rivka Zaide Laboratories in Israel.

The preparations are based on 99% natural ingredients such as vitamins, minerals, medicinal plants, acids, peptides, with Ministry of Health approval and according to international GMP and ISO standards. The unique treatment renders a significant improvement in the acne condition in over 90% of cases.

## TIPS TO HELP TREAT HORMONAL ACNE

1. Do not tamper with your skin. Popping pimples can cause damage and increase inflammation. Try to avoid touching your face in general and the sores in particular.
2. Do not ignore it. Acne is a condition that requires treatment before it gets out of control.
3. Do not begin treatment on your own by ingesting nutritional supplements without medical supervision. Consult with qualified professionals before starting treatment.
4. Do not use substances that are not intended for the face. Such products can harm the skin and increase acne. Be wary of recommendations you see online.
5. Try to avoid anxiety and stressful situations. They can affect your hormones and increase acne. Try to stay calm and take relaxing breaths.
6. Make an appointment to initiate a customized personal treatment plan. Personalized treatment can be very effective. Frequent use of products and Rivka Zaide's phototherapy technology

have proven to be effective. The external treatment can help improve the skin, despite what is going on internally. 7. Those who require advice and support in acne situations can join the Rivka Zaide Facebook group, where they can see hundreds of before/after photos of patients who have been treated with the method; get tips; ask questions; and be encouraged by the many success stories.

<https://www.facebook.com/groups/1344168165996059>

## ABOUT RIVKA ZAIDE

Rivka Zaide Laboratories was founded 23 years ago. The unique method developed by Rivka Zaide has helped over 60,000 patients eliminate acne and post-acne. The treatment method, based on advanced science and technology, is completely natural, without drugs or pain. At Rivka Zaide's center, many types and degrees of severity of acne and post-acne are successfully treated, such as pimples, acne scars, spots, and red marks. The center also specializes in the treatment of rosacea, seborrhea, and adult acne. Says Zaide, "Thanks to the powerful combination of science and technology, we successfully treat many types and degrees of severity of acne and post-acne. To treat acne from the root, without paying the price of scarring as a result of the inflammation, we provide consistent treatment in the deepest layers of the skin. The activity of the sebaceous glands is balanced, the inflammation decreases, the spots clear up and, most importantly, unlike superficial treatment methods, at the end of the treatment, the skin looks clear and refreshed."

Rivka Zaide products support the variety of treatments in the Center for the Treatment of Acne Using the Rivka Zaide Method.

**Location:** BSR Tower 3, Bnei Brak

**Website:**

[https://rivkazaide.co.il/?utm\\_source=pr](https://rivkazaide.co.il/?utm_source=pr)

**Instagram page:**

<https://www.instagram.com/rivkazaide/>

*The writer, an expert in acne skin restoration, is founder and CEO of the Center for the Treatment of Acne Using the Rivka Zaide Method.*

SIMBA Y LOLA  
(Photo by PR)

JACK KUBA  
(Photo by Shay  
Yehezkel)

BONITA DE MAS  
(Photo by Avi Valdman  
shoe Converse)

CONVERSE

ALDO  
(Photo by  
Udi Dayan)



# HOOKED ON CROCHET

By RONIT MATHIAS

Crochet knitting is the embodiment of summer magic. Crocheted garments are mainly identified with the resort collections that designers launch with the arrival of summer.

Crochet is sophisticated, cool and always

fashionable. It's done using a crochet hook made of metal, wood, bamboo or plastic, which come in a number of sizes. With a crochet hook, you can knit lace, sweaters, scarves, blankets, fabrics, bags, dolls and works of art. In stores, you can see the crochet technique in items such as clothing, handbags, and even shoes.

It is important to know how to wear a crocheted garment. Because it is perforated, it is recommended to wear a skin-colored or colored bodysuit or tank top underneath.

Crocheting combines the old and the new. Historical documentation of the technique is found in western Italy.

GOLF  
(Photo by Dor Sharon)

&OTHER STORIES  
(Photo by PR)

MANGO  
(Photo by PR)







Primary sources from the 1500s called this method of creation “nun’s lace.” From Italy, crocheting became popular in Spain, and then proceeded to France and the north.

In the Roman Catholic church, embroideries, lace and coil lace were often used in priestly garments, the altar, and covers for sacred objects.

In her book *Crochet History & Technique*, researcher Lis Paludan says that she searched extensively in church museums and archives but found only a few examples of crocheted works, and none of them dated back earlier than the 19th century.

In 1840, a mold disease devastated the potato crops in Ireland, the country’s mainstay, thus incurring the great potato famine. Many of the Irish immigrated to England and America. Queen Victoria began to purchase crocheted items from the Irish women. Under her influence, the ladies of the nobility, high society and the middle class emulated the queen. They wore many fashionable crocheted items and lined their wardrobes with lace strips, thus providing a little livelihood for the Irish women.

In the early the 20th century, crocheting was very common. Girls learned from

their mothers, aunts and grandmothers how to create useful or decorative objects for the home. There was a flourishing of women’s weekly magazines that gave instructions for what they called the “feminine arts.” Books were published with patterns of crochet work, such as *The Home Art Crochet Book*, published in 1912, presenting a variety of new examples of crocheting. As a testament to the popularity of the technique over the decades, the book was reprinted in 1990.

To this day, crocheted items appear every season in the collections of international designers.



# LONE SOLDIERS: LONE BUT NOT ALONE

By RONIT MATHIAS

**D**rorit Nitzani is the spirit behind The Lone Soldier Center in Memory of Michael Levin (LSC). It is named in honor of Michael Levin, who made the ultimate sacrifice for his faith and the State of Israel. He used to say, "You can't succeed unless you dare to risk it all."

Nitzani is married to musician Yair Nitzani. They are the parents of daughters Einav, 30; Inbal, 27; Ella, 19; and adoptive parents of son Eli Soffer, a lone soldier.

## WHEN DID YOU JOIN THE LSC?

In 2014, I was a fashion designer during the Tzuk Eitan [Protective Edge] period. Omer Chai, a soldier in Magellan who studied with one of my daughters, was killed. During the *shiva*, Omer's friends were looking for a home for a lone soldier from their unit who was wounded in the war and was about to be released from rehabilitation. I knew that a lone soldier was someone who came from abroad to serve in the army, and I decided to help him. But I was surprised to find out that Eli was born and raised in Jerusalem. He came from an ultra-Orthodox family and had 12 siblings. At age 13, he left home for the street due to neglect. He was never educated at any institution and was barely literate. At 17, he joined Steph Wertheimer's project at a pre-military training school. He decided that he wanted to join the army and be a soldier.

He served in Magellan and discovered his abilities as an outstanding athlete. He succeeded and became a soldier in the unit. During the Tzuk Eitan operation, in preparation for his release from the army, he sustained a moderate leg injury and was recognized as disabled by the IDF. When he was released from the hospital, he came to live with us. It wasn't easy to adopt a 22-year-old-boy in a house with three girls and integrate him into the family unit.

When I realized that there were other children like Eli, I wanted to help the LSC. At that point, Tsiki Aud was the

only one taking care of the Israeli guys within an organization that looked after lone soldiers who came from around the world. I left the field of fashion, joined the LSC, and we established a program to take care of Israeli soldiers who have no family ties.

## HOW IS ELI DOING TODAY?

He lives in an apartment in Tel Aviv and is still an integral part of our family. With the help of Tsiki, we enrolled Eli to complete 12 years of schooling. It wasn't easy for him to learn. He couldn't read or write and didn't know basic arithmetic. And he hadn't been exposed to cultural events, and the songs and stories we grew up with. We mobilized our community. Friends from the neighborhood helped to teach him math, English, literature, and history, as well as swimming and driving. Eli graduated with honors.

## WHO WAS MICHAEL LEVIN?

In 2011, Michael left his home in Philadelphia, immigrated to Israel, and joined the IDF. Four years later, when he went to visit his family, the Second Lebanon War broke out, so he immediately returned to join his unit, the Paratroopers Battalion 890. Within 24 hours of returning to Israel, Michael fell in battle in Lebanon. He was buried at the Mount Herzl Military Cemetery in Jerusalem.

## WHO FOUNDED THE LONE SOLDIER CENTER?

It was founded by a group of former lone soldiers, along with Tsiki Aud -- Michael's adoptive father in Israel -- to support those serving today. They were inspired by Michael's dream of building a center in Israel to address the needs of lone soldiers. In 2014, after Tzuk Eitan, I established a program for Israeli soldiers who have no family support. My personal story of adopting a lone soldier contributed to the effort and support for this segment of the soldier population. Today, we are making Michael's dream a reality.



Drorit Nitzani | Photo by Yael Elkayam

## WHAT DOES THE LSC DO?

In our centers in Jerusalem, Tel Aviv, and Beersheba, we focus on three core activities: housing, social support, and individual counseling. The LSC provides lone soldiers with meals, support, advice, housing, family, and the community they lack through a myriad of interactions.

We provide private tutors, enrichment classes, psychological therapy, social activities, trips, lectures, fun days, Shabbat and holiday meals, equipment, and assistance with furniture. The organization provides veterans with guidance and counseling three months prior to their discharge from the army, scholarships for professional studies, and guidance on finding employment.

## WHERE DO THE LONE SOLDIERS COME FROM?

Of the approximately 7,000 lone soldiers, about half come from over 40 countries. Most become Israeli citizens; some serve as volunteers without the expectation of remaining in Israel after their service. The other half were born in Israel and either are defined as youth at-risk or left the haredi world, in which case their families are not in touch with them.

## WHAT DOES THE ORGANIZATION CONSIST OF?

The entire system operates through the help of dozens of volunteers and is financed by donations.



# Women's entrepreneurship is a trump card



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# DR. LEHAVIT AKERMAN

By LEA WEISS



DR. Lehavit Akerman  
| Photo by Alon Shafransky



DR. Lehavit Akerman | Photo by PR



R-L Shimon Eckhouse Ph.D. and  
DR. Lehavit Akerman | Photo by PR



DR. Lehavit Akerman  
| Photo by PR

**D**r. Lehavit Akerman is a dermatology specialist who runs three clinics in Israel. She recently relaunched her flagship clinic in Herzliya Pituah after renovating and doubling the size of the facility. One of the most senior doctors in the field, Akerman also manages the dermatology department at Clalit Health Services' Rothschild Clinic and conducts research for Israeli laser companies in a variety of fields, such as facial and body firming. She serves as a scientific consultant for international brands such as La Roche-Posay, Vichy, and CeraVe.

## WHAT CHANGES DID YOU MAKE TO YOUR CLINIC?

The place is designed in a modern style with clean lines. There are three new treatment rooms in addition to the three existing rooms, so now six personal treatment rooms are being offered, equipped with the most advanced equipment in the aesthetics industry. The clinic has a comfortable reception desk and a waiting room overlooking the sea, where clients can wait before and after their treatment. There are also rooms designated for professional training and my research and development with professional organizations. The clients can enjoy a room designed as a therapeutic cosmetics store, which offers a variety of natural medical and dermatological care brands, which can be sampled on the spot. Customers can purchase therapeutic creams, ampoules

for skin restoration, professional serums, and more. Among the products are my product line, as well as those by La Roche-Posay, Vichy, and CeraVe.

## WHAT TREATMENTS ARE OFFERED AT THE CLINIC?

There is a variety of aesthetic treatments for women and men, such as pigmentation treatments, anti-aging, body treatments, injections, skin rejuvenation, and hair transplants. I make sure to introduce innovations in the field of aesthetics throughout the year. It is important for me to provide my clients with a high-level professional experience.

## WHAT IS THE LATEST INNOVATION IN THE FIELD?

I introduced the Sofwave device, designed to lift facial and neck skin and improve the appearance of the skin. It is a non-invasive procedure that is accomplished in just one treatment and does not require any recovery time. This is a breakthrough. We have seen it work with every type of patient. The treatment ends in a shorter period of time, and there are good results. It's a winning technology.

## WHAT IS THE APPROACH TODAY IN FACIAL TREATMENTS?

The approach has changed a lot in recent years. In the past, wrinkles were filled, and treatments started at a relatively advanced age. Today, the market has undergone a real revolution. We understand the importance of combined

treatment and preventive treatment. The recommendation is to start preventive treatment at a relatively young age, before spots, wrinkles and sagging appear. Today, many treatments are done with innovative equipment and technologies, not just injections of fillers and Botox. Today we understand the importance of starting collagen production from within the skin itself. The advantage of combined treatments is that they allow you to look good, together with a nonaggressive treatment, which means fewer side effects.

## AT WHAT AGE IS IT RECOMMENDED TO START?

As soon as there are even the slightest signs of skin aging. Around the age of 30, it is recommended to start gently with treatments that stimulate collagen production; as the years progress, one can get stronger treatments. Of course, it's not just a matter of age. Some women at 50 look great, and there are those at 35 who will need more significant treatment.

## CAN FACIAL TREATMENTS DELAY FACELIFT SURGERY?

Not in all cases. It depends on many factors, such as genetics, facial structure, lifestyle, and preservation treatments. We know today that treatments can prevent surgeries or postpone them. You have to remember that when you do surgery with well-maintained skin, the results will last longer. It's the same as after the surgery -- technological treatments can extend the effects of the surgical result. •



# FIRMER SKIN WITHOUT SURGERY

By LEA WEISS

**A**s we age, our skin naturally loses elasticity and collagen, leading to the formation of wrinkles, fine lines, and sagging skin. While there are many cosmetic procedures available to address these concerns, many people are hesitant to undergo surgery.

Recently, an Israeli company, called Sofwave™, launched its innovative treatment which works with SUPERB™ technology. Based on ultrasound waves, the award-winning technique is designed to reduce wrinkles and lift the facial and neck skin in a single treatment.

We spoke to Dr. Shimon Eckhouse, the co-founder and chairman of the board of Sofwave Medical Ltd.

## WHAT MAKES THIS DEVICE UNIQUE?

Sofwave is FDA-cleared for lifting the eyebrows, the neck, and the submental (under the chin) while reducing fine lines and wrinkles. Recently, Sofwave also received approval to improve the appearance of cellulite\*. It's a non-invasive, quick, and effective procedure. One treatment stimulates the production of collagen, elastin, and hyaluronic acid. The unique patents for the technology and the method of heat transfer in the form of cylinders, in addition to cooling the upper layer of the skin, make the treatment very effective and safe compared to competitors. Patients can return to their routine immediately after the treatment.

The device has garnered prestigious international awards from magazines such as Cosmopolitan, Elle, NewBeauty, and Shape.

## HOW DOES THE DEVICE WORK?

The device uses ultrasound waves that penetrate in a controlled and uniform depth with a controlled intensity to the mid-dermis. This stimulates the production of collagen, elastin, and hyaluronic acid, which we begin to lose starting in our 20's. The device passes through the upper layer of the skin – the epidermis – heating the center of the dermis, the second layer of the skin, to a



Sofwave | Photo by PR



temperature of 60-65 degrees, at a depth of 1.5 mm.

There is no damage to fatty tissue, nerves, or muscle because of the controlled penetration into the dermis. Furthermore, the cooling mechanism, called Sofcool, protects the upper layer of the skin for optimal epidermal protection and comfort for the patient.

## WHAT IS THE GUARANTEED RESULT?

The final result is the lifting of the facial skin, and a reduction in the appearance of fine lines and wrinkles. Sofwave also works to improve the appearance of cellulite.

## IS THE DEVICE SAFE TO USE?

The SUPERB™ (Synchronous Ultrasound Parallel Beam) technology is based on

ultrasound waves and is FDA-cleared. During the treatment, the Sofcool mechanism actively cools, and the real-time skin temperature monitoring mechanism protects the outer layer of the skin, ensuring a high level of safety for the patient.

## WHAT IS THE INNOVATION?

The innovative treatment optimizes the field of aesthetic medicine and comes with over 31 unique patents in diffident stages, offering a simple, quick, and non-invasive treatment done in one or two sessions. The effectiveness of the treatment and its safety does not depend on skin color, skin type, or the seasons. It provides an effective and natural, long-lasting result of skin lifting, with minimal to no downtime after the procedure.

## WHAT DOES THE SOFWAVE COMPANY DO?

The Israeli company manufactures and develops medical devices to revitalize the skin through innovative stimulation of the production of new collagen, elastin, and hyaluronic acid. Sofwave is non-invasive, quick, and effective. The company has developed groundbreaking technology in the world of aesthetic medicine. Sofwave was first launched in the U.S. in December 2019. Since then, it has been sold worldwide and has earned the recommendation of opinion leaders and expert doctors in the field around the world.

Dr. Suzanne Kilmer, a specialist in dermatology and owner of a medical center for laser treatments and skin surgery in northern California, has been using the method for over a year. She says, "Sofwave has become our recommended treatment, and we have seen it work with every type of patient." The treatment was recently introduced to the clinic of Dr. Lehavit Akerman, the president of the Israel Society of dermatologic surgery. Lehavit says, "Sofwave has become a breakthrough. The treatment is completed in a shorter period of time, and patients have very good results. It's a winning technology."

\*Short-term improvement in the appearance of cellulite

# COFFEE BREAK WITH SONIA

By RONIT MATHIAS

**S**onia Nastase, CEO of Nespresso Israel, started to lead the Israeli market of the global brand Nespresso in May 2021. Nastase served seven years as CEO of Nespresso Romania, where she established Nespresso's activity, which focused on implementing new consumption habits and the technique of premium single-dose coffee grinding.

Nastase, 51, lives in Herzliya. A graduate of Nestlé's management program at London Business School, she has a BA in economics and engineering from Politehnica University of Bucharest and an MBA from the Academy of Economic Studies in Bucharest. Nastase believes that teamwork is essential to attaining successful, long-term results. She describes the role of a leader as fostering growth, both in the economic context and the high level of professionalism of the team. She says that today, globally and locally, having a strong leader is crucial for every company and brand.

## THE COFFEE MARKET IS CONSTANTLY CHANGING. HOW IS THIS REFLECTED IN A COMPANY LIKE NESPRESSO?

The coffee market is indeed very dynamic. We witness innovations and developments in this area all the time, and it is a blessing. Innovation is essential for the sector, and predicting new trends and addressing consumers' existing and changing needs enable continuous improvements in the coffee sector.

At Nespresso, the brand that changed the nature of coffee consumption worldwide, innovation continues to be one of our success factors. It is implemented in all aspects – in the coffee blends, in our machines for both home and out of home consumption, and in our service. Another innovation is our sustainability strategy. We are pioneers in sustainable



Sonia Nastase | Photo by Shlomi Yosef

products, such as our paper-based compostable coffee capsules.

## HOW ARE ISRAELIS' CONSUMPTION HABITS DIFFERENT FROM EUROPEANS?

Coffee is one of the most popular beverages in the world. It plays an important role in daily life, starting with the morning cup of coffee, continuing with the coffee breaks at work, and often serving as a springboard for social get-togethers.

In Israel, coffee is consumed by 93% of the population (18-65 years old) and is very similar to the Israeli energy level and way of life. Israelis love strong coffee with dominant flavors. Some 88% like to add milk, and 75% of Israelis like to drink their coffee in a large cup. Our Vertuo machine was designed to address the latter. Coffee drinkers can enjoy a smooth Gran Lungo or a sizable mug of coffee.

Israelis are open to explore new coffee experiences. Many Israelis know a lot about the fine art of coffee. As a global brand with a vast variety and playful coffee formats, we cater to this eagerness to explore and experience new ways of drinking coffee.

## IN WHICH DIRECTION IS THE COFFEE WORLD GOING? OVER THE YEARS, COFFEE HAS BECOME MUCH MORE SOPHISTICATED.

Well-being continues to be a significant factor in choosing today's cup of coffee. With their increasingly busy lives, coffee

lovers look for moments of enjoyment that allow them a pause, a moment for themselves. Their time is valuable, and they require premium solutions that seamlessly integrate into their active lives. Nespresso addresses this demand. We recently launched the cold brew coffee capsule, as well as a filter style capsule, thus offering a wider variety of premium coffee that is easy to prepare.

This trend is also aligned with the awareness about a more sustainable way of living. Consumers expect to have products that are in sync with their values and daily habits, and that includes their cup of coffee. Nespresso's sustainability strategy starts from the source of the coffee. Today, we work with more than 140,000 farmers in 18 countries through the AAA Sustainable Quality Program. It was created to ensure the delivery of high-quality coffee, while enhancing the livelihoods of our partner farmers and protecting the environment. Another trend is the increase in the variety of exotic flavors. We can see this particularly in Israel, as Israelis travel a lot worldwide. Coffee lovers seek special and exotic ingredients; they like to explore more complex varieties. They value unique coffee sources that enable them to experience new and exciting special blends and flavors.

## WHAT ARE NESPRESSO'S NEXT STEPS?

Every cup of coffee reflects our commitment to high-quality, sustainable, and innovative products. We focus on all aspects of the customer experience. From assuring the unforgettable taste of sustainable coffee, through innovation in both B2C and B2B coffee machines, and offering our customers high-level service in all spheres.

We regard Israel as an exciting market, and I am personally energized by the innovative and creative spirit of our Israeli employees.



TO SAIL WITH CUNARD IS TO STEP INTO A WORLD THAT REVOLVES AROUND YOU. A WORLD OF COMFORT, COURTESY AND ATTENTION TO DETAIL, WHERE EVERYTHING IS JUST THE WAY YOU LIKE IT



## WHY CHOOSE CUNARD?

### OUR FLEET

Cunard's fleet comprises four wonderful ships: Queen Mary 2, Queen Elizabeth, Queen Victoria, and Queen Anne. Each is grand in scale, with her own distinct personality and feel, and stylish down to the tiniest detail.

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A Cunard ship feels like another world, yet is also as welcoming as home. From the very first greeting, in the way your stateroom steward greets you by name, we believe great service is warm and sincere - it isn't stuffy or rushed.

### SPACE FOR BODY AND MIND

A mid-morning coffee with a beautiful view, a peaceful run on deck, cocktails at sunset



in the Club, or a late evening game in the Card Room; you'll find thoughtfully designed open spaces or quiet corners throughout our ships. Each new day on board brings a variety of dining options, bars and lounges, and activities to suit every whim.

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Our voyages span the length and breadth of the globe and range from 3 nights to 3 months. Each offers ample opportunity to discover the unrivalled sense of freedom and possibility found on board, and the fascinating destinations and cultures you can explore when you sail with us.

*For details/ bookings: Med Cruises- Cunard's official sales agent in Israel- Medcruises@medcruises.co.il / 03-9272727*



## THE LEGAL AND BUSINESS RELATIONSHIP BETWEEN ISRAEL AND THE US WILL CONTINUE WITH US THANKS TO THE PEOPLE, AND DESPITE THE POLITICS



**A**dv. Eva Steinmetz-Klein is the head of the Alto-Tel Aviv office, which she founded and which became in the last decade one of the fastest-growing and prominent law firms in Israel.

Steinmetz, a senior legal adviser to international companies, "There is no doubt that the international business and political worlds are already punishing Israel for the alleged internal rift it is going through, and it will take time to correct the suspicion that has been created towards the legal and political system in Israel. However, all economic and legal business relationships rise and fall on trust between the people themselves, by being trusted, and strong lawyers who hold to agreements, terms, and conditions - everything is solvable."

### HAVE YOU ALREADY EXPERIENCED ECONOMIC AND COMMERCIAL DAMAGE IN THE SHADOW OF THE CRISIS IN ISRAEL?

Definitely. Companies that I represent contacted us in real distress after fundraising was stopped because foundations announced that they would not transfer funds to Israel. We

immediately got on a plane to New York and thanks to the personal relationships that were formed over the years with the banks and with the funds, we found solutions so that everything would continue as usual.

### AND WHERE ARE YOU AFRAID OF REAL HARM?

With human rights, especially women. I come from an ultra-Orthodox background, and I understand very well that the demographics of Israel are going to become more and more religious. Corrosion of the civil law in Israel and reducing the powers of the High Court in a way that blocks criticism of the rabbinical courts is a recipe for a serious violation of women's rights.

### HOW DO YOU SEE YOUR PERSONAL AND PROFESSIONAL FUTURE?

The personal and the professional are intertwined for me. I believe that the quality of my life is a derivative of the quality of the relationships in my life. I would like to continue to grow and expand into additional areas, additional departments in the office in Israel as well as expanding the office and opening branches abroad.



OPTICANA  
(Photo by PR)

# NOTHING NEW UNDER THE SUN

By IRIT MATHIAS



OPTICA  
HALPERIN  
CHAIN  
(Photo by PR)

**B**ig or small, square or round, sunglasses have long been a fashion trend. A look at this summer's collections proves that many trends have become classics. It is difficult to point to one outstanding trend, so you can choose a rectangular, sporty, cat or classic frame and still be in style. These are some of the leading trends:

## NARROW RECTANGULAR FRAMES

Narrow rectangular frames have undergone many design interpretations over the years, but the look is always elegant and sophisticated.

## SPORTS FRAMES

The professional sports frames have become a leading trend in recent years. Maybe it's due to the sportswear that has taken over the wardrobe or perhaps the futuristic look of the glasses, whose lenses have high-level sun filters.



ERROCA BY  
SUPER-PHARM  
(Photo by PR)



LUXOTTICA  
(Photo by PR)



### MASK FRAMES

Mask frames are a trend that characterized the beginning of the 2000s. They are also starring this season and have become a favorite among celebs.

### CAT FRAMES

The once trendy cat frames are a classic that have a new interpretation every season.

### OVERSIZE FRAMES

The 1970s inspired oversize frames from the popular trends that fit almost all of them.

Gloria Babay, trendologist and collection manager at Opticana, notes the following trends:

**The sustainability trend:** Fashion houses are becoming aware that it is possible to be fashionable and eco-friendly at the same time.

**The jewelry trend:** With a swing toward bling, these sunglasses are studded with colorful stones, crystals, and pearls.

**The clear lens trend:** This season, the prominent colors that stand out in this trend are light blue, pink, yellow and orange.

**The mask trend:** Top designers discovered a fashionable potential in athletes' need to wear large sunglasses during sports activities. Among the design houses are Versace; Lanvin; Salvador

Ferragamo; Karl Lagerfeld; Dolce and Gabbana; Balenciaga; Prada; and Burberry.

**The minimalist trend:** This is a very common trend in many industries. In the world of glasses, the Japanese brands that make sunglasses from light materials such as titanium are currently leading the market.

Dana Schneider is the collection manager at Erroca by the Super-Pharm chain. She says. "This summer, the cat eye frames are back in a softer version, with rounded edges in a design that complements most face shapes. At the same time, the classic sharp cat eye design is here to stay. Other notable trends are '90s-looking sunglasses with geometric metal frames for an effortless retro look; and bright colored lenses and oversize "statement" glasses inspired by the 1970s. We will continue to see the trends of the mask frames that get a more sporty twist. And, of course, the thin oval and rectangular

frames that have conquered the girls of Israel."

Elinor Bor Ben-Zvi, marketing director for Luxotica, offers advice on how to choose the right frame.

She says that one of the most important factors to consider when choosing sunglasses is to select a frame that fits the structure of your face. While still being fashionable, the frame should suit your personality. The frame should sit firmly on your nose but not be too tight.

There are four types of facial structure: For a long and narrow face, a rectangular or oval frame is very suitable. But the frame should not exceed the width of the face.

For those blessed with an oval face, almost any shape is suitable. However, the width of the frame is still important.

For a facial structure that is square, a round or cat frame will balance the square structure and be very flattering.

And for a facial structure that is full and round, a frame that is square or rectangular will fill the bill.



CAROLINA LEMKE BERLIN  
(Photo by Yossi Michaeli)

SUNSKI FOR WESHOES  
(Photo by PR)



# Women and Knee Pain

## **Do you suffer from knee pain? 5 things that will significantly improve your quality of life!**

Knee pain is a common problem that many women face, especially when they get older. The knee joint is one of the most complex joints in the body, consisting of bones, ligaments, tendons and cartilage. The knee joint is also subject to a lot of wear and tear, especially in people who are physically active. The reason the knee joint is exposed to inflammation is related to two main factors. First, the knee joint is the largest joint in the body, and is also considered to be one of the most complicated. Secondly, the knees are a central component to our mobility thanks to the fact that they not only carry our body weight, but also absorb the shocks when we walk, run and jump.

The intensity of the shocks that the knees absorb is extremely high, and it reaches 346% of our body weight while going down the stairs. While walking, for example, the knees absorb 261% of our body weight with each step, and while walking upstairs, that number is 316%. As a result, knee pain can become a chronic problem that can interfere with a woman's daily life. However, there are many lifestyle changes that women can implement to prevent knee pain from interfering with their quality of life.

### **1. Maintain a healthy weight:**

Excess weight can put a lot of pressure on the knees, causing pain and discomfort. For women who are overweight or obese, losing weight can be an effective way to reduce knee pain. Even a modest weight loss can have a significant impact on knee pain. Women can achieve weight loss by adopting a healthy diet and exercising regularly. Eating a diet rich in fruits, vegetables, whole grains and lean protein can help reduce inflammation in the body, which can contribute to knee pain. Women can also engage in low-impact, low-shock exercises such as swimming, cycling and walking to help burn calories and reduce the stress on the knees.

### **2. Strengthen the muscles around the knee:**

The muscles that support the knee joint can help reduce knee pain and prevent further damage. Women can engage in exercises that target the muscles around the knee, such as squats, lunges, climbing stairs and so on. These exercises can help improve the stability and flexibility of the knee joint, and reduce the risk of injury and pain.

### **3. Doing hot and cold therapy:**

Hot and cold therapy can be an effective way to treat knee pain. Applying ice to the knee can help reduce inflammation and swelling, and applying heat can help improve circulation and reduce stiffness. Women can use a package of frozen vegetables, for example, or an ice bag wrapped in a towel for 15-20 minutes at a time, several times a day. Heat can be applied using a heating pad or a hot towel for 15-20 minutes each time, several times a day.

### **4. Take breaks and rest:**

Women who experience knee pain should avoid activities that put a lot of pressure on their knees, such as running, jumping or high-intensity activities. It is important to give the body rest, and if the pain increases, then rest some more. Massaging the body's tissues for blood flow to the area can help a lot as well. Any activity to reduce stress and anxiety is known to help reduce pain.

### **5. Use Ph Direct powder:**

Recently, many people who have been suffering from knee pain and inflammation of the knee joint have testified about an improvement in their condition after using an Israeli breakthrough - Ph Direct. These are nano-amorphous minerals that are quickly absorbed through the blood circulation (administered sublingually) and thus reach the inflamed area directly. The technology is hybrid: restoration and construction of the damaged cells as well as balancing acidity and reducing inflammation. The reduction of inflammation occurs due to a unique mechanism present in the powder, protected by over 130 patents, which is the ability of the carbonate to absorb hydrogen ions and produce bicarbonate molecules in an increased manner. Bicarbonate is the body's natural acidity balance. The product is manufactured by an Israeli biotechnology company, Amorphicure, and is manufactured in the company's factory in the Arava. For more information, call: 077-8047317 or visit the website: <https://amorphicure.co.il/>

### **In conclusion:**

**Knee pain can be a frustrating and exhausting condition, but by using these recommendations you can make a change in your lifestyle, and women will be able to reduce pain and inflammation and feel better. Maintaining a healthy weight, strengthening the muscles around the knee, using heating and cooling techniques and making sure to rest as well as using recommended preparations can definitely improve the quality of our lives.**



**"I canceled meniscus surgery thanks to the use of Amorphical products"**



**Rona Berger**, a rehabilitative sports teacher, suffered from hip pain following a meniscus tear. "I felt like I couldn't go up the stairs anymore, the pain in my knee wouldn't let me go up even one step. I was in excruciating pain. Everything they gave me at the health fund didn't help. They gave me all kinds of pills that caused me stomach aches and all kinds of things. I was already a candidate for surgery at the Carmel Hospital". Rona recounts the difficult period she suffered.

"Then I heard about the amorphous calcium pill. I was not familiar with it. I tried the pill for a month or two, the pain decreased. As of today, I have been consuming the product in pill and powder form for two years, the pain today: zero." Rona says. "I am able to do so many things that I dreamed of, that I once thought I would not do them," she concludes. In the end Rona canceled the surgery and now she maintains an active and healthy lifestyle

To view Rona's full story, go to: <https://bit.ly/ronabergerstory>

**Or Cohen** is a Crossfit athlete and weightlifter, Israel's champion in weightlifting for 2019 and Israel's record holder in swinging. "I suffered for years from pain and swelling in my knees, which severely limited her in competitions, in training and in my daily life. I tried everything possible to relieve the pain: rest, physical therapy, anti-inflammatory pills," recalls Or.

**"I finally got to the amorphous calcium, which relieved my pain within a day." Or continued**



to consume the Amorphical product until the pain disappeared. Today, Or no longer suffers from pain, she recovers faster, trains harder, and her performance is constantly improving. "It is simply a miracle for any athlete who suffers from any kind of injury or pain," she concludes.

To view Or's full story, go to: <https://bit.ly/orcohenstory>

**For more information and customization please contact us**

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# LET THE SUN SHINE

By IRIT MATHIAS

When the temperature rises, many of us want to go out and get a nice, healthy-looking tan. So this is just the time to shine the spotlight on sun protection. There is a wide variety of products for the face and body that are suitable for adults and children. According to the American Cancer Society, over 90% of the signs of aging are caused by the sun's ultraviolet (UV) radiation. So as much as we love to bask in the sun, the fact is that exposure to the sun's rays accelerates the appearance of wrinkles, spots, pigmentation, and signs of aging. To prevent such damage, it is important to use sun protection. In ancient cultures, the need for protection from the sun was described mainly as a measure designed to prevent the skin from tanning, as fair skin was considered to be a symbol of beauty and high status. In the literature and art of ancient Egypt and Greece, there are many references

to the use of plant extracts to protect the skin from the sun. People wore hats and protected their skin with clothing, stayed in the shade, and used olive oil to protect their skin. In Southeast Asia, a mixture of rice, seaweed extract, and spices is still used to protect the skin from the sun's harmful rays.

At the beginning of the 19th century, the first research was done on the damage caused by radiation and was concerned with the study of the mechanism that causes burns due to exposure to the sun. In 1936, L'Oreal marketed sunscreen for the first time.

In 1946, Austrian chemist Franz Greiter developed a sunscreen that contained paba, an organic substance that was used to absorb the sun's rays. A year later, he adopted an index created by Rudolf Schulz which described additional protection for the skin through the use of a sunscreen. He published it as the sun protection factor - SPF. That index became the standard in the world for the degree of protection of the use of

protective products. In 1977, water-resistant sunscreens were created.

Awareness about the damage of solar radiation increases in the summer, so people generally apply sunscreen only during the summer when they go to the beach, the pool, or spend time outdoors. However, the damage from radiation exists all year round, even on cloudy days or on rainy days when we think that we are being protected under an umbrella.

The use of sunscreen products does not guarantee 100% protection, so it is not safe to stay in the sun for too many hours at a time. Most dermatologists and health authorities suggest using a sun protection factor of 30 SPF or higher.

## HELPFUL HINTS

- Choose a sunscreen texture that you like, such as lotion, cream, mousse, oil, or spray. Apply a thick layer to provide protection according to the product's SPF.

SKIN GARD  
MOTI FISHBAIN  
(PR)



SACARA  
Photo by Keith Glassman

Photo by PR







Photo by PR



Photo by PR

Photo by Udi Dagan & PR

Photo by PR



Photo by Sasha Dubinsky



- It is recommended to apply the preparation 15 to 30 minutes before exposure to the sun.
  - Apply 2 mg. of sunscreen to 1 square meter of skin and reapply every two hours.
  - Perspiration and/or going into the water reduces the effectiveness of the preparation, so it is important to dry your skin and reapply the sunscreen.
  - Don't forget to protect your lips. Use a lip balm designed to prevent dryness and cracks.
  - Don't wear perfume when you are exposed to the sun.
- Forewarned is forearmed. So now, go out and have fun in the sun. •

Photo by Yael Hahn



Photo by PR

# HELLO, BARBIE

By RONIT MATHIAS

**W**ith the recent release of *Barbie*, the hottest movie of the summer, we take a look at the iconic doll and the history of the brand.

The Barbie doll was "born" after a trip to Switzerland that Ruth Handler took with her daughter, Barbara. They purchased a shapely doll called a Bild Lilli, a West German line of fashion doll. It was the inspiration for Barbie, the doll that Handler created and named after her daughter.

In 1945, Ruth and her husband, Elliot, founded Mattel, which became one of the world's leading toy companies. In 1959, Barbie made her debut at a toy fair in New York and over the years became part of popular culture. The doll has a very narrow waist, long legs, a perfect face, and long blond hair. The advertising campaign was directed at young girls, not their parents. Barbie became the darling of international fashion houses, and their designs were worn by Hollywood stars.

In 1961, the Ken doll was created as Barbie's boyfriend, named after the Handlers' son.

Barbie has received multiple awards and in 2014 was featured on the cover of *Sports Illustrated*. Over the years, she has represented a variety of cultures, from Africa to Japan. In 2003, a Muslim Barbie was created. The doll is still sold today, outfitted with traditional Arab garments, including hijabs.

Barbie's detractors contend that she symbolizes a negative aspect of consumer culture and has an unrealistic female figure. But Handler, who created



Barbie the movie | Photo by Tulip Entertainment



- 1 Dafni Power brush limited edition with a thermal bag | Photo by PR
- 2 H&M photo Hennes and Mauritz
- 3 Barbie doll | Courtesy of Mattel
- 4 Kidi Watch | Photo by Liran Tal
- 5 CTC Tooth paste | Photo by PR
- 6 Back to school at Kravitz | Photo by PR
- 7. OPI limited edition | Photo by PR

the fashionable doll that has a big dream house, a well-kept garden, and a red Corvette, wonders what's wrong with a small plastic figure that comes in all skin colors, has a myriad of professions, and gives hope to every girl in the world that there is no limit to what she can achieve if she wants to.

Handler's philosophy advocated that through Barbie, it's possible to convey the message that every little girl can be anything she wants. And she emphasized the fact that women have the right to choose their occupation, even in times when going to work was not popular. Thus Mattel's slogan was "You can be whatever you want."

Over the years, Barbie dolls have represented a wide variety of professions, such as a happy housewife; a sharp-tongued journalist; a talented fashion editor; a pilot; an astronaut; a veterinarian; a doctor; a beauty queen; a businesswoman; and a global fashion icon. She always

represented the modern woman and feminine power, while dressed in the latest fashion.

When there was a decline in the sale of Barbie dolls, Mattel took a survey among its design team, asking them what they would do if they were given a free hand to design their own Barbie. The answer was an increase in skin color diversity, hair color, and body structure. This led to a secret project that Mattel led for a year and a half and gave birth to in 2016. The new line of Barbie dolls included a curvaceous, a petite, and a tall Barbie. There was a wide range of eye color, hair color, hairstyles, and facial structures so that every girl could find a doll with which she identified. The new dolls received enthusiastic reactions on social networks and high praise that there were finally dolls that one could identify with. Barbie is sold in more than 150 countries. Every year, some 59 million Barbie dolls are sold, garnering billions of dollars. In 2020, the American market research company The NPD Group awarded Barbie the title of Leading Toy Property in the World.

Barbie continues her journey to represent global diversity with a variety of dolls of all types and colors, which includes over 175 dolls of every skin tone, eye color, hair color, and body structure.



Capsule collection at ZARA | Photo by PR

Back to school at Maxstock | Photo by Yogev Azugi

Le Bijou Paris | Photo by Natasha Zriker



# DR. DAVID CHEN (CHAYEN) VASCULAR LABORATORY

## INNOVATIVE TREATMENTS FOR VARICOSE VEINS WITHOUT SURGERY!

### DR. DAVID CHEN IS A VASCULAR SPECIALIST.

Dr. Chen began his professional career at the Sackler School of Medicine at Tel Aviv University in 1975. He then specialized in general and vascular surgery at Ichilov Hospital in Tel Aviv from 1977 to 1985. From 1986 to 1988, he attended a fellowship in vascular surgery at Charing Cross Hospital in London, which has one of Europe's leading vascular departments. After his return to Israel, Dr. Chen served as a senior vascular surgeon in the Department of Vascular Surgery at Tel Hashomer Hospital from 1989 to 1992. From 1992 to 2018, he was appointed as a Deputy Director of vascular surgery at Assaf Harofeh Hospital and Director of the Vascular Laboratory. Since 1989, Dr. Chen has managed the Vascular Laboratory at Herzliya Medical Center, where Doppler tests are performed for peripheral venous and arterial and carotid artery disease. The Doppler tests are the basis for consultation of further treatment for various vascular diseases.

Dr. Chen published twenty research articles in the leading academic literature. Two of them were new and novel vascular operations which were developed at Assaf Harofeh and are recognized worldwide. Today he is engaged in research developing a new cardiac operation with leading French and Israeli researchers.

### I. TREATMENT OF VARICOSE VEINS WITHOUT SURGERY!

Means: Ultrasound-guided Sclerotherapy **Varicose veins** in the legs: This problem affects many after pregnancies, or after periods of prolonged standing. It is important to know that the need to treat varicose veins in the legs is not only aesthetic. After the stage of visible changes in the skin, ulcers may appear in the ankles that may grow and even become infected.

#### HOW DOES IT WORK?

For the last 15 years, a new, safe, and convenient method for treating varicose veins has been introduced: ultrasound-guided venous sclerosis, which has clear advantages: no need for surgery, no scars, and no downtime. The treatment is carried out in the clinic and is based on



Dr. David Chen

the foam injection of Polidocanol solution into the varicose vein for 15 minutes.

The substance causes chemical inflammation of the intima - the inner vein wall, and to its blockage and disappearance within a few weeks. After the procedure, an elastic bandage is worn for two days. In most cases, an additional 2-3 sessions are required, until the total closure of the treated vein.

#### CAN THERE BE SIDE EFFECTS?

It has been found to be safe and effective, with less than 1% experiencing severe complications. Mild side effects include tingling, local sensitivity in the vein that hardens and softens within 3-4 months, and occasionally, pigmentation along the vein for a few months.

#### HOW EFFECTIVE IS IT? DO VARICOSE VEINS RETURN?

The efficiency of this treatment is 87% with 5%-8% recurrence within five years. If it recurs, another one or two sessions of injections will be sufficient

#### WHAT HAPPENS AFTER TREATMENT?

The treatment enables patients to remain at work with minimal side effects and little risk. Occasionally, pain medication or medicines such as Voltaren are needed for a few days.

### II. PREVENTION OF STROKE

#### PRELIMINARY SIGNS OF STROKE:

Impaired speech, numbness, weakness, or paralysis of the arm/leg for a few minutes to 24 hours can indicate a clot that has

detached to the brain. In most cases, the source of clots is from the division of the carotid arteries, in which a turbulent flow is created, and a plug of cholesterol and calcium is formed, narrowing the artery. If the clot is soft, it can move to a specific area of the brain and cause an obstruction, with signs of weakness or disruption in speech. Occasionally, vision disturbance is like a curtain that goes down and disappears after minutes or hours.

#### THE TEST THAT WILL PREVENT A STROKE

Duplex Carotid examination - an ultrasound examination that examines the structure of the carotid arteries and measures a disturbance in the flow. If the stenosis is above 70% and the flow is significantly disrupted, a CT angiography should be performed and treated with catheterization or surgery to prevent a complete cerebral event.

This invasive treatment involves a risk of up to 2% compared to conservative aspirin treatment, which can cause a stroke within two years with a frequency of 22%.

### III. TREATMENT OF LEG ARTERIAL DISEASE

Complaints of intermittent claudication that interferes with walking at distances of less than 100 meters, with calf and foot pain, requiring stopping and resting before resuming walking.

These complaints indicate peripheral artery disease and plaque formation in the leg arteries, consisting of cholesterol and calcium deposits. A Doppler ultrasound of the leg arteries should be performed, with blood pressure measurements in the legs, compared to the blood pressure in the arms. If a non-healing wound appears on the foot/toes within 2-4 weeks, a leg artery angiography should be performed. Decision regarding further treatment either by angioplasty or vascular surgery should be made in a consultation with a vascular surgeon. •

**Dr. David Chen, Vascular Surgery Specialist** | [vridim-online.co.il](http://vridim-online.co.il) To make an appointment, call: Specialist Clinic HaTsuk Building Eli Landau 12, Herzliya Pituach | Tel: 03-6555882  
**Assuta Rishon LeZion** - Homa 14 opposite Golden Mall | Tel: \*6474

By IRIT MATHIAS



### LEGACY IN A BOTTLE

KILIAN PARIS is a luxury brand founded by Kilian Hennessy, scion of the cognac dynasty. Translating the sensitivity and vision he inherited from his ancestors into the field of perfumery, a culture of pursuit of ultimate luxury, and a bold, rule-breaking approach, which define the essence of his brand, KILIAN PARIS. Hennessy instilled the innovative thinking that a favorite perfume is purchased for a lifetime and can be passed down from generation to generation because true luxury should last forever. The brand's fragrances convey heritage and rich stories. The first fragrance to launch is Good Girl Gone Bad. Some of the bottles have a classic Art Deco design. The bottles are refillable, making them a collector's item. Available at the Beyond Skin store in Ramat Aviv Mall and soon in other boutique stores throughout Israel.

### OH, YES

OHGLOW, the home of independent lifestyle brands, brings to Israel the American brand GLO24K, sold in the US and on airlines worldwide. GLO24K are LED devices for simple and convenient home use for treatment of the face and neck area. It is based on advanced infra-red LED technology to reduce wrinkles and spots, and thermal and vibration technologies that encourage collagen production and detoxification for smooth, radiant skin. The devices, with technological and design innovation, operate at a high temperature compared to others on the market, with a vibration action to stimulate blood circulation and variable LED lighting in three colors: red light for increased anti-aging activity; green light to neutralize toxins and balance; and blue light to calm the skin. The advanced anti-aging device is based on the triple action of light, thermal technology, and vibration therapy. Regular use of the device helps to revitalize the skin and increase its elasticity and firmness. It is specially designed to treat the neck and face area and the back of the hand, minimizing the appearance of wrinkles and fine lines, loose skin and signs of aging. Safe to use, non-invasive, suitable for women and men and all skin types. Ergonomically adjustable and suitable for all areas of the face, including the eye and neck area.



### BYNETA ABOUNDS

The beauty brand BYNETA by Neta Alchemister and the Lilit Cosmetics Group is expanding and entering new categories in the field of makeup and facial and hair care. Among the first launches are mascara, clear eyebrow gel, and brownie bronzer for a tanned look.



### THE SENSUAL SCENT OF JASMINE



The international lifestyle brand SABON marks a new year of blossoming and growth with a limited-edition collection THE WONDERS OF JASMINE is launched in honor of Rosh Hashanah. The iconic jasmine flower, which combines classic and floral sweetness, gains a new fragrance with a modern, sophisticated, and sensual twist.

The new collection is enriched with 100% botanical jasmine water, which gives a refreshing and softening effect to the skin using the "queen of extracts," aka the luxurious jasmine extract. The fragrance notes of the new collection are based on jasmine leaves, jasmine absolute essence, and a musk fragrance finish. The collection includes a wide variety of products such as body milk, hand cream, a luxurious EDP perfume, and a scent diffuser. To these is added the body scrub, one of the brand's most iconic products, which combines Dead Sea salts and botanical oils, precious minerals and essential micronutrients.

### THE BEAUTY OF AI

The SACARA cosmetics chain implements for the first time artificial intelligence technology Generative AI based in the world of beauty launches an innovative and advanced technological service which allows customers to obtain a customized makeup look. The new service was developed in collaboration with the Israeli start-up company MISTRIX, with the aim of redesigning the online shopping experience. It provides consumers with a virtual experience, iconic looks or makeup looks, and offers the appropriate products.



### BOMBS AWAY IN THE BATHTUB

Bubble T is launching a summer edition of bath bombs that come in the form of popsicles with the scent of summer fruit tea, and a shake in a box of 10 pink bath bombs. They are enriched with hibiscus tea and berries such as acai, wild strawberries and goji berries with a fresh, fruity scent. The bombs are based on tea, are not tested on animals, and do not contain parabens or SLS. Available at Super-Pharm stores and Super-Pharm online.





# DR. RONEN MENDI

## CHIROPRACTIC FOR STRENGTHENING THE BACK, AND HEALTH AS A WAY OF LIFE!

### ABOUT ME

I studied for my D.C., doctor of Chiropractic degree, at Parker University in Dallas, Texas, and received my D.C. in 1998. I lectured there and also supervised interns.

### ABOUT MY TREATMENT METHOD

I have been a chiropractor for 25 years, with experience treating tens of thousands of people who have been suffering – both sick and healthy people. Many of my patients have received outstanding results and have continued with me for years.

Quite a few patients began to bring family and loved ones to me. I realized that those who continue care become stronger and do not experience new functional problems.

### I DEVELOPED A PROGRAM TO STRENGTHEN SPINAL MOTION, BECAUSE IN MANY CASES, SURGERY CAN BE PREVENTED WITH CHIROPRACTIC CARE

Most people come for care because they are in pain or have a bothersome medical problem. For most, a concentrated and customized series of treatments lasting 3-6 months is sufficient.

The accumulation of stress and pressure interferes with brain-body communication; which weakens the body, and interferes with the motion of the vertebrae and the spine. The longer the accumulation of stress remains in the body, the weaker the body becomes and begins to break down. Motion is impaired, and symptoms and diseases begin to form.



The spinal cord is the “electrical cabinet” of the body. The sub-displacement of a vertebra (vertebral subluxation) is similar to a circuit breaker that drops and interferes with the electrical current. The chiropractic adjustment is brief and precise, returning the vertebrae and the flow of operating instructions from the brain to the body. The program of care lasts six months, with chiropractic care (adjustment/activation) of the back and health.

In the first four to six weeks, chiropractic care is administered three times a week, and later at least once a week, for six months.

After the initial examination and diagnosis, I prepare a personal explanatory booklet for each patient, in which I mark and show them how their problem is related to their nervous system and spine and recommend a special care plan for each patient's case.

Chiropractic adjustment restores motion to the vertebrae and spinal cord and improves communication between the brain and body through the spine, restoring the transmission of operating instructions from the brain to the body, and activating and strengthening health.

### WHEN SHOULD ONE START CHIROPRACTIC SPINAL CARE AND MAINTAIN SPINAL MOTION AND FLEXIBILITY?

Patients know their bodies best, and occasionally there are ups and downs during the care period. A decade ago, I initiated membership plans – similar to gym memberships – so that members would get more for their money. Those

who commit to care over a period of time can come during the membership period up to three times a week at no additional charge! I have seen that sometimes there is a need to care for more than one family member, so I built a family membership plan (for wife, husband, and children up to age 18) in which all family members can receive up to 3 adjustments a week during clinic hours, without making an appointment in advance.

### MY SON HAS AUTISM AND DIDN'T SPEAK UNTIL HE WAS 9.

I learned that there is a postdoctoral specialization in chiropractic for autism and brain injuries.

I did this internship, I adjusted my son, and he started talking.

### GOOD TO KNOW

Have you noticed that you are taller at the beginning of the day and shorter at the end of the day? What's going on?

As the day progresses, stress and pressure accumulate in the spine, and fluid comes out of the discs, so we lose height. At night, when we sleep, there is a mechanism for returning fluid to the discs, so we gain height. The better, and longer we sleep, the taller we can be.

Over the years, the mechanism of returning fluid to the discs becomes damaged, and eventually, we lose height. However, chiropractic care relieves pressure from the discs and improves and restores the mechanism of fluid returning to the discs. Therefore, it is important to check the accumulated pressure in the spine at least once a week. If pressure has accumulated in the spine and discs, it is recommended to release them by chiropractic care that relieves pressure from the spine and restores height.

The earlier you start regular treatment, the more height you can maintain. The process even helps growth in children and adolescents, and in adults, the process reduces height loss.

*The Israeli Chiropractic Center directed by Dr. Ronen Mendi | For a consultation, call 04-6363880 | Hadera Clinics / Ramat Aviv | [www.dr-ronen.co.il](http://www.dr-ronen.co.il)*



Dr. Ronen Mendi | Photo by Shay kedem

By IRIT MATHIAS



**PERFUME WITH COURAGE**

The Mashbir chain exclusively launches the perfumes of French fashion brand Courrèges. The collection includes seven luxury perfumes influenced by the prominent vinyl style in the brand's fashion collection. The bold fragrances imbue the wearer with an aura of glamour and luxury. •

**VERY CHERRY**

Italian niche perfume brand New Notes has launched a perfume that combines natural ingredients with innovative molecules to create a fragrance that is rich in nuances and contrasts. Latte di Cherry is a refined fruity cocktail, a multi-sensory experience like biting into a cherry wrapped in a cloud of musk, capturing the energy of early summer. The fragrance features cherry, orange, almond, jasmine, turkish rose, ylang-ylang, warm spices, vanilla, tonka bean, vetiver, sandalwood, benzoin, amber, and musk. The packaging is minimalist and ecological, made of recycled cardboard and lettering using plant-based ink. The bottles are dark to protect the natural components. •



**ALLEGORIA**

Guerlain, a brand that has existed for 200 years, has always been connected to nature. The Aqua Allegoria collection, inspired by nature, was first launched in 1999, with 12 fragrances that embody the values of Guerlain Paris and



its relationship with nature and its wonders. Now the collection introduces Mandarin Basil and Rosa Rossa, fragrances that consist of 90% to 95% natural ingredients and alcohol made from organic beet roots. The perfume bottles are made of recycled glass and can be refilled. With the bee as a symbol, Guerlain is committed to protecting the environment and spreading the concept. •

**MINIMALISM IN A BOTTLE**

Serge Lutens, a pioneer in niche perfumes, presents three unique collections. Noir is a collection of powerful fragrances, each representing a moment in itself. Matin Lutens is inspired by water, the element that connects us all. And Gratte-Ciel, which means "skyscraper," are fragrances which, fittingly, come in tall black bottles, inspired by the New York skyline. •



**APRIL AROMAS**

The April chain features Initio, a French perfume brand that produces powerful, fragrances that heighten the attraction between the sexes. Initio's fragrances contain unique scent molecules that sweep the wearer to new heights thanks to natural ingredients such as musk, incense, sandalwood, amber, vanilla, saffron.

Marly is a perfume house that draws inspiration from the past, especially from the 18th century when premier perfumes were created for King Louis XVI to commemorate the prestigious horse races.

The brand offers fragrances for men and women, with a strong signature of French elegance. The fragrances are long-lasting due to the combination of ingredients such as wild flowers, dried fruits, and exotic essences. •

**SENSE OF PRESTIGE**

Niche brand Maison Francis Kurkdjian Paris has launched the unisex fragrance Aqua Media Cologne Forte EDP. It joins the three fragrances in the series. The collection is full of colors and freshness, which intensifies the feelings that arise following the light: the white light, the blue light, and the yellow light. Available at Beyondskin boutique stores. •





By IRIT MATHIAS



### THE BEAUTY TWINS

Dermalogica Israel has launched two new products. The new Liquid Peelfoliant evens skin tone and minimize pores with one use, and it reduces the appearance of wrinkles in three weeks. The second product, Phyto Nature Oxygen Cream, has been clinically proven to make the skin look firmer after one week.



### EXTRA MOISTURE

Clinique launches Moisture Surge™ SPF 25 Sheer Hydrator. The light, creamy moisturizer contains SPF 25, the hydration plus sheer sun protection. Oil-free and safe for sensitive skin, it's perfect for daily use, creating a smooth canvas for makeup. The hydrating SPF moisturizer also contains aloe vera bio-ferment, hyaluronic acid complex, and pro-vitamin D. The cream sinks deep into the skin to provide all-day hydration.

### LEVY'S LEVEL BEST

Duty Free James Richardson offers Swiss skincare products by Dr. Levy. Considered one of the leading Botox experts in Switzerland and one of the leading dermatologists in the world, Dr. Levy has a series of luxury facial care products. He presents the first cosmetic formula in the world that has been proven to regenerate stem cells and, as a result, to produce collagen, elastin and hyaluronic acid. The formula is based on Nobel Prize-winning research.



### SI, SI TO VITAMIN C

L'Oréal Paris laboratories launches Revitalift Clinical Vitamin C serum. The product treats wrinkles, pores and uneven skin tone. The formula contains 12% pure vitamin C, antioxidants, vitamin E, glycerin, and hyaluronic acid, as well as a lotion that reduces wrinkles and dark skin spots. The transparent finish is suitable for all skin tones.



### BACK TO NATURE

Origins, a global skincare brand, combines high-quality plant, earth, and sea-based ingredients with non-toxic alternatives and advanced science to create safe, high-performance products that render transformative results. Origins is committed to respecting the environment and discovering nature's potent ingredients in an endeavor to make choices that help reduce our impact on the planet. Origins offers a wide range of products that deal with various skin concerns and conditions.



### HELLO, BARBIE

Nail polish brand OPI launches a capsule collection inspired by the movie *Barbie*. The collection includes nine shades of pink, blue and yellow, including shimmering glitter shades. The leading shade, hot pink, is called Hi Barbie! All the names of the shades are inspired by the iconic Barbie doll. The nail polishes have a rich pigment that allows uniform application without streaks, a shiny appearance, and durability up to seven days. Available exclusively at Super-Pharm branches.

## CHECK IN CHECK OUT

By RONIT MATHIAS



Photo by Ruslan Paul Fillmaker

## UG BOUTIQUE

The UG boutique complex is located in a restored historical building, in the heart of the historical area of Tiberias.

UG-United for Good, is based on the approach of unity and commitment to the well-being of human race, the hotel concept was built, as a pioneering location for doing good for the community and is part of an extensive social enterprise that brings together communities with associations, volunteering, workshops and positive content.

It offers atmosphere of inspiration typical of UG, the positive messages are found in every corner and help to think, eat and live well.

The spacious and well-equipped courtyard and the six suites were designed according to the theory of health and Wellness instilled by the Rambam.

The design is clean and combines old and new, the bedding is made of fine natural cotton, the hospitality is meticulous down to the smallest details and invites guests to relax, travel, create and reconnect with themselves

The complex has 6 spacious and luxurious suites with a balcony or garden suitable for 6 guests to 3 guests each, there is a kitchenette equipped with an espresso machine and healthy snacks, a dining area and a decorated living room. The large and well-equipped common yard offers pleasant corners, an outdoor kitchen, a knight's table for meals & relax rea.

UG creates collaborations, you can book workshops, lectures, chef meals, yoga and nutrition classes influenced by Rambam medicine and creative writing.

The complex was founded by a couple of social entrepreneurs, Oren and Zofnat Revach, who recognized the potential of the location and the ancient building that had been abandoned for many years. Oren is a native of the city of Tiberias and is very connected to the northern human landscape with the belief and knowledge that our national lake is the lake of life and the tourist sites are a significant place for all nations, he decided to invest in encouraging tourism and build a unique complex of its kind where visitors can contribute and be contributed to. The concept of the boutique complements their extensive social and voluntary work.

## EL AL IS JOINING

EL Al launched the 16th Dreamliner aircraft, a Boeing 787-8 named 'Nof HaGalil', and it uses sustainable fuel (SAF), a fuel that accounts for about 30% of the fuel consumption in flight, a percentage that is considered relatively high compared to what is accepted in the world, fuel Sustainable aviation, SAF



Photo by PR

- Sustainable Aviation Fuel, is similar in its chemical structure to normal jet fuel that is pumped from the ground, but in the process of its production, less carbon is emitted into the atmosphere, because the carbon is pumped from the air. In June, El Al signed a program of the world aviation organization IATA - IEnvA (IATA Environmental Assessment), for the implementation of environmental and sustainability standards. El Al joins the largest and leading airlines in the world working to reduce carbon emissions - the most significant of the greenhouse gases that cause the climate crisis.

## CULINARY JOURNEY

The Asian restaurant chain Minna Tomei, one of the leaders in the genre, continues to expand, opening a restaurant in the BIG center in Yehud and the Ono Valley area.



Minna Tomei | Photo by AVIRA studio

The restaurant chain, established in 2011, offers a culinary journey experience of five Asian cuisines, ranging from India to Japan. The concept revolves around serving authentic Asian dishes made with special ingredients that represent each cuisine and country. A meal at Minna Tomei introduces diners to an urban experience in major Asian cities -- Tokyo, Seoul, Bangkok, Hanoi, and Delhi.

Chef Thierry Foguana, who is in charge of the kitchen, has worked in restaurants in France, Germany, and Russia and studied at the Sushi Academy in Tokyo. The menu takes guests on a culinary journey through some of the most exotic areas in the world, with dishes from five leading cuisines that are similar but different. Among the popular sushi dishes such as Tokyo Roll and Sake Wasabi, and flagship dishes such as Namas, Bombay Butter Chicken, and Sum Tam, there is also a vegan menu. Most dishes can be adapted gluten-free as well.

## GOOD FOOD



Photo by Doron Reich

In 1950, Mazal and Elias Shviri, founded the first Asli hummus center in Jaffa, a young couple who immigrated to Israel with the aim to introduce the flavors of Lebanese-Moroccan cuisine to the Israeli public.

In 1960 the place moved to Yefet St, where it is still located today and is managed by the third generation.

The family recipes have been passed down from generation to generation and are included in a new summer menu that combines mixed Mediterranean flavors inspired by childhood flavors. There is also a varied salad deli made from fresh ingredients and without preservatives.

## DJ IN IBIZA

The producer Eitan Salimi and the Arkia company are launching direct vacations to the Spanish island of Ibiza for the first time starting this summer. The package will include direct flights to the Spanish island, accommodation in a variety of hotels of the customer's choice, entry to clubs and parties with DJs from the global industry.





By LEA WEISS

## TIMELESS TUESDAYS IN TEL AVIV

The CAFÉ 99 restaurant in the Dan Hotel Tel-Aviv, located on the waterfront, is offering special concept evenings every Tuesday called "Timeless Tuesday."

The evenings combine an array of delicious dishes by hotel chef Boris Paukman, alongside creative cocktails prepared by the bartenders of the Imperial Group, with lively music in the background provided by a DJ from Funky Fish.

Among the dishes offered on Timeless Tuesday are Caesar salad; fish cigars; cherry tomato salad; fish bruschetta ceviche; white fish tartare; red tuna sashimi; mozzarella fresco pizza; salmon fillet; sea bass; and whole bream. The



Photo by Noi Arakobi



Photos by Gal Ben Zeev

desserts include lemon pie and American cheesecake.

The cocktail menu created by the Imperial Group includes: EL CAMELLO LOCO – A refreshing tart cocktail, made with white rum, red vermouth, citrus, and beer; GUARACHA – An herbal cocktail made with white rum, pineapple, basil, citrus, and a touch of salt; PEPPER SPRAY–A spicy and fruity

cocktail made with white tequila with coconut oil, strawberries, black pepper, and citrus; MINT JULEP– A classic refreshing cocktail made with bourbon, mint, and sugar; IMPERIAL'S ESPRESSO MARTINI–A rich coffee cocktail made with vodka, dark rum, espresso, coffee liqueur, and cane sugar syrup.

Timeless Tuesday will be held every Tuesday from 8-11 p.m.

## MISS SIXTY

The Miss Fix the Universe venture, in collaboration with the Israel Women's Network and the Social Banking Division at Bank Hapoalim, which supports social ventures to empower girls and women, will provide entrepreneurship grants totaling NIS 340,000 to support women's ventures working to strengthen and empower girls in a variety of fields. These include education for equality, financial literacy, excellence, and support for girls at risk.

The project will award three grants of NIS 100,000; three NIS 10,000 grants for noteworthy projects; and a grant of NIS 10,000 for a project that will receive broad public support.

The purpose of the project is to strengthen the status of women in society and to promote economic equality between the sexes, to help girls from all strata of the population grow into a reality of equality and fulfillment through support and encouragement of projects that promote these issues. This is another step in the efforts to bring about significant social change and shape a future where women will have equal opportunities.

The project was established out of the need to give space to the efforts that take place in social action and to women who work for *tikkun olam* by promoting the values of social justice, equality, sustainability, health, technology, human rights, and more.

The goal is to provide a platform to



entrepreneurship in diverse fields and to build a community that promotes and boosts important social female action.

Naama Halevi-Peer, director of the Social Banking Division at Bank Hapoalim, says: "Unfortunately, Israel ranks last in terms of gender equality in OECD countries. This is not our fate but the result of social behavior -- behavior that we can and must change. We are here to promote this change, to give a platform, exposure, and funding to women working for a better future. Because the future is not what was -- it is what will be."

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Atar Yuval | Photo by Elad Grubner

## MAKING A HOUSE A HOME

By LEA WEISS

Atar Yuval is the founder of the Atar Yuval studio of architecture and interior design, a boutique studio that specializes in architectural planning for people who are seeking high-quality interior structure and setting.

### WHAT IS YOUR PROFESSIONAL BACKGROUND?

I am a graduate of architecture and interior design, with a master's degree in urban planning from the Faculty of Architecture at the Technion. I am consultant on the Planning and Construction Committee of

the Tel Aviv Municipality.

### WHAT IS YOUR MOTTO?

I believe in creating architecture that excites you every time you encounter it anew.

### WHAT MAKES YOUR WORK UNIQUE?

I have developed a work process that allows me to refine the planning and design elements for my clients, rendering distinctly styled homes that are customized to their worldview.

### WHAT TIPS ON PLANNING AND DESIGN ALWAYS REMAIN RELEVANT?

I believe in the correct combination of styles -- modern, classic, rustic, eclectic and Nordic -- and the proportionate use of their various features.

Balancing a dominant color palette in combination with neutral background colors will enliven a space and fill it with energy.

Choosing local natural materials such as stone and glass, which are suitable for our climate, will render a design that will endure in a more qualitative and aesthetic way. Choosing

a limited number of materials or using uniform and unique materials will allow you to create a clean, precise look. Then select accessories that will fit in with the design.

Don't give in to trends. What is considered relevant and hot today may not be appropriate for your new home.

### HOW DO YOU TURN AN ORDINARY LIVING SPACE INTO A COZY AND WELL- DESIGNED SPACE?

One of the strongest design elements in architecture is a harmonious combination of the home and the environment. In luxury homes, you often find large glass windows that bring the exterior inside while maintaining the continuity of the natural light that enters the house.

The design practice that currently dominates the design of luxury homes is minimalism -- emphasizing what is present through what is not.

And strong emphasis should be placed on the relationship between aesthetics and the functionality of the household's daily life. •

[www.ataryuval.com](http://www.ataryuval.com)



Arena | Photo by PR

## ARENA FURNITURE

By IRIT MATHIAS

For over a decade, Arena Furniture has been attentive to every customer, designing furnishings that meet their needs and their desires. Situated in Tel Aviv, the boutique company works in collaboration with the leading architects and designers in Israel and abroad. The furniture experts at Arena provide advice at the highest level, in keeping with the latest trends in Israel and around the world.

In accordance with the clients' taste and personal preferences, Arena crafts pieces of furniture that ideally suit their home, and at prices they can afford. Arena is currently launching a furniture collection that features a variety of designs and trends straight from the design exhibition in Milan, offering Israeli consumers the opportunity to furnish or refurbish their home in a contemporary international style. •



Golf x Kuchinate | Photo by Idan Malka

## GOLF EMBRACES AFRICAN HANDICRAFTS

By IRIT MATHIAS

Golf & Co is launching a capsule housewares collection as part of a collaboration with Kuchinate. Located in Tel Aviv, Kuchinate

is an arts-based economic and psychosocial NGO for African asylum-seeking women who have gone through hardships and pain on their way to freedom. The artists of Kuchinate, which means "crochet" in the Eritrean language of Tigrinya, support themselves and their families through designing and creating handicrafts inspired by African culture.

They receive a steady income, which helps build their self-confidence and improve their status in the family. As part of the cooperation, the women created some 1,500 products for the home, which took about six months.

Kuchinate helps its members cope with and heal from their trauma through art, community support, self and professional

fulfillment, personal and group psychosocial assistance and accompaniment, and other educational projects.

The artisanal collection includes textile and decorative items for the home, such as baskets, tablecloths and bags, all with traditional African patterns and bright, colorful colors, complementing the quality of the products sold at the Golf & Co chain. The cooperative is part of the Africa collection based on a warm and deep desert color palette, with finishes that give the items a handcrafted look, such as yarn dye weaving, embossing, hand dyeing and natural raw materials.

Every Kuchinate item purchased at Golf & Co means direct payment to the woman who created it. •



## PRINCESS - ROYAL DREAM CRUISES



Cruises are gaining momentum worldwide, and tens of thousands of Israelis are choosing to spend their vacation on a dream cruise. There are other cruise lines, but there is only one Princess, and it is highly recommended. Princess's itineraries cover the whole world: 330 destinations, 7 continents.

Princess Cruises is part of the international Carnival Corporation. The company has 17 ships (including two ships that have not yet been launched) and it is the third largest fleet in the world. In 1977, the company became a hit when one of its ships, "Pacific Princess," starred in the TV series "The Love Boat" and thus became synonymous with pleasure cruises. Today, the company hosts two million people a year, sailing to a diverse selection of destinations around the world.

Princess offers over 170 different itineraries that give guests the opportunity to see the world, with cruises to seven continents, visiting more than 330 ports around the globe. Princess ships call in the Caribbean, Alaska, Central America and the Panama Canal, Europe including the British Isles, the Norwegian fjords, the Mediterranean and Iceland, Mexico, South America/Antarctica, Australia/New Zealand, the South Pacific, Hawaii, Tahiti/



French Polynesia, Asia /Japan, Africa, Canada/New England, the California coast and even worldwide cruises.

### MODERN FLEET

The Princess fleet currently has 15 ships, with two more to be launched in the near future. The six latest ships belong to the fleet's new generation (including "Sky Princess," "Enchanted Princess," and "Discovery Princess"). The "Sun Princess," Princess's largest ship to date, weighing about 180,000 tons, and the first of the company's next generation of ships, will begin sailing in early 2024. The new ship will offer 2,150 guest cabins and 21 decks. As well as unique suites, cabins with an outdoor terrace including a tanning area and private Jacuzzi, a variety of exclusive restaurants, and more. •

*For details and bookings contact: Med Cruises, the official and exclusive representative of Princess Cruises in Israel 03-9272727 / medcruises@medcruises.co.il or through all travel agents*

## ONE-ON-ONE TALK

By IRIT MATHIAS



Raphaella & Julian Levy | Photo by Tamir Yehoshua

On the occasion of the launch of Dr. Levy's skincare product line at James

Richardson Duty Free, the founder's children Julian and Raphaelle, who work with him, came for a visit to Israel.

### WHAT IS THE DIVISION OF LABOR?

Julian Levy, the CEO, manages all marketing, commercial and operational strategies and plans for the brand with the team. Raphaelle Levy, the creative director, oversees all creations and the brand identity.

### DID YOU ALWAYS KNOW YOU WOULD WORK IN YOUR FATHER'S BUSINESS?

Actually, no. My father had mentioned the idea of skincare many times, but we knew him well, and we knew it all depended on science. He wasn't going to do another good cream based on similar ingredients. So his creating a brand truly was out of our hands. Only when dermal stem cell reservoirs were discovered and published in December 2009 did we know that he was ready to go. Over the following two

years, he was focused on development, and we didn't really know if or when something would come out of these experiments and research.

It was a set of good luck that both my sister and I were ready to move on from our then-careers. So within one year of the patent application and launch, we both joined him.

### WHAT IS IT LIKE TO WORK IN A FAMILY BUSINESS?

Working with family is both very challenging and rewarding. Roles in the company are different from the ones in the family, so there is certainly an adjustment. And it takes times for everyone to learn how to work with each other. Where we were lucky is that we all had very different expertise, so we had to rely on each other. We didn't step on each other's toes, and that was a blessing. Separating daytime, work time, and family relations is challenging, but it all works out.

I think we are all feeling extremely lucky to have the opportunity to not only work together but also to create a business and a brand from scratch together. •

By IRIT MATHIAS



Photo by PR

### EILAT, HERE WE COME

The Super-Pharm chain is launching a Gallery concept store in Eilat. It offers an international shopping experience with leading super brands, drugstore brands, and indie brands. The beauty and cosmetics complex includes stands of leading beauty brands such as Giorgio Armani, Yves Saint Laurent, and Givenchy. The large perfume department features niche brands such as Byredo and Boss.

The store has a dermo-cosmetic and natural products complex, an optics complex, a pharmacy, and a variety of international consumer products that are available at Super-Pharm branches and are being brought to Eilat for the first time.

According to a report published at the beginning of the year, by 2030 the Y, Z and Alpha generations will be the main consumers of luxury brands. Today's audience combines consumption of super brands with accessible brands and does not apologize for it. Just as the Essence brand exploded on TikTok, so do luxury brands.



Photo by Moshi Gitelis

### FACTORY 54 ARCHIVE

Factory 54 has launched a pop-up store in Jaffa Port 2, which will operate until the High Holy Days. It offers up to 80% discount on all items for women, men, and children. The merchandise includes 1,000 items, featuring rare runway items, alongside items from previous seasons.

Among the leading designer brands are Dolce & Gabbana, Valentino, Balenciaga, Burberry, Giorgio Armani, Givenchy, Versace, Alexander Wang, Balmain, Bluemarine, Isabel Marant, Iro, Jacquemus, The Attico, Rag & Bone, Mike Amiri, Off White, Palm Angels, Polo Ralph Lauren, Boss, and Michael Kors.

The design of the complex was inspired by the world of exhibitions, with displays designed by the international brands. The space displays a careful curation of the purchasing department, with items seen on the runways at the Fashion Weeks of Paris, Milan, London, and New York. The pop-up provides a unique world-class experience, as it functions as a multi-brand store that brings together the biggest super brands under one roof. Teams on behalf of the brands abroad participated in the creation of the installations and exhibition spaces, and the complex includes authentic furniture of the brands and events. A special part of the complex is dedicated to the resort world.

During the summer, there will be events such as art exhibitions, performances, lectures, and activities for children. The complex also features a boutique cafe with a unique concept of Factory 54.



Photo by Daniel Israel

### NEW YORK COMES TO ISRAEL

IL MAKIAGE is launching the first concept store of its kind in Israel. In addition to the brand's unique makeup products and merchandise, the store, located in Rehovot, offers makeup services such as personal or group makeup tutorials; event makeup; and an online quiz with instant makeup matching results. The professional makeup artist team in the store provides makeup services for any event, makeup studies, and/or short makeup tutorials.

The store was designed in the spirit of the American brand, with allusions to New-York, combining the famous skyline alongside the concrete associated with the Big Apple. The brand's store provides a different and refreshing view in the field of makeup, offering technological innovation that is manifested with an interactive computer station that provides personal makeup adjustment without the intervention of the makeup teams.

### HOFF WE GO

The Spanish sneaker brand Hoff has opened its first store in Israel and launches a new unisex Track & Field model. Paying homage to the Olympic heritage, the model names are inspired by ancient Greece.

Track & Field is a retro model inspired by running shoes, it combines suede and nylon in a variety of colors. The silhouette of the shoes is old school style, giving a nod to nostalgia. It is a combination of sporty aesthetics and contemporary fashion, with a refreshingly modern touch.

The brand also features handbags, a clothing collection, and other footwear, such as boots and sandals.



Photo by Rafi Delouya

### CONVERSATION ABOUT CONVERSE

Converse has opened a flagship store in Sarona Azrieli Tel Aviv, offering a unique shopping experience and a wide range of products. The store has a large variety of sneakers, ranging from the classic models and special designs to unique sneakers that can only be obtained at the store. There are also clothing and accessories for men, women, and children, including iconic models and collaborations with special editions.

Converse will offer a personal customization platform called You Converse By, which allows each customer to express his or her creativity by combining elements such as colorful laces and interesting patches on the sneakers.



Photo by Shuka Cohen



## MAGIC KASS

Magic Kass, the largest indoor amusement park in Israel, is currently launching, at an investment of NIS 3 million, the "Magic Ghost" – an innovative and unique horror maze, the likes of which have never been seen before in Israel. The 120-meter-long maze contains accessories and elements that arouse terror and fear, and includes more than 12 different twists, with each turn hiding a new and especially threatening surprise. Inside the labyrinth, brave



Photos by David Morgenstern

visitors will encounter animal figures, artificial stuffed animals, and many more mirages. \* Entrance fee including use of park facilities – discounted ticket for 99

NIS available at the park's internet site <https://magic-kass.co.il/>

\*\*Children under 12 years old are not allowed in the maze.

## EXPLORA JOURNEYS - THE NEXT BEST THING IN THE FIELD OF LUXURY CRUISES

MSC Cruises is launching a new luxury brand that will offer luxury cruises

The new brand will offer spacious suites, Michelin-star cuisine, and a new and personalized wellness philosophy, alongside innovative design combined with architecture and technology.

The first ship, called "Explora I," was recently launched in Copenhagen and presents standards that have not been seen before in the field of luxury cruises and journeys between the oceans.

MSC Cruises, the third largest cruise line in the world, launched Explora JOURNEYS, to offer vacationers luxury cruises with new standards and unique destinations.

The new brand is the realization of an ambitious vision that has never been seen before in the field of luxury cruises in the world, which offers a unique, pampering, and luxurious travel experience at every possible level. The luxury brand Explora JOURNEYS will launch a fleet of 6 luxury ships in the coming years, with the first ship, "Explora I", recently launched in Copenhagen. The new brand will offer cruises to the most sought-after destinations in the world such as Northern Europe (fjords, Iceland, the Baltics, Scandinavia), the Caribbean, South America, as well as the Red Sea and the Emirates region.



Photos by PR

## GRUNDIG

In preparation for the holiday season and all the cooking that comes with it, the Grundig brand of electrical products is launching a 90 cm wide range hood that helps absorb the steam, smells, and everything related to cooking.

The new Grundig hood is extra wide and comes with a number of different features such as: Touch buttons:



Photo by PR

The range hood is equipped with touch buttons that make for a convenient and simple use to control the device.

Speed levels: The hood comes in 4 different speed levels, including turbo, which provides the fastest level of collection.

Suction power: the suction power of the device is 712 watts, which ensures efficient ventilation.

Temperature sensor: The hood is equipped with a temperature sensor that enables independent and automatic cooling in the event of overheating, which illuminates the path of the steam and helps capture it.

LED lighting: The hood is equipped with LED lighting.

Lighting intensity control: The lighting intensity can be controlled by an advanced control built into the device.

Carbon filter: The hood is equipped with a carbon filter that helps filter and absorb pollutants, odors, and harmful substances from the air.

Filter saturation indicator: The range hood has a saturation indicator that displays the condition of the filter and shows when it needs to be replaced.

Air cleaning function: The hood offers an air cleaning function that allows advanced cleaning of the device and the internal system.

Noise level: The sound level of the hood is in the range of 43-69 decibels and it alerts you to the level of noise generated during the cooling operation.

Hood dimensions: depth: 41.9 cm, width: 89.5 cm, height: 113 cm. Model No.: GDSP5464BBSC

Price: NIS 2,190

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