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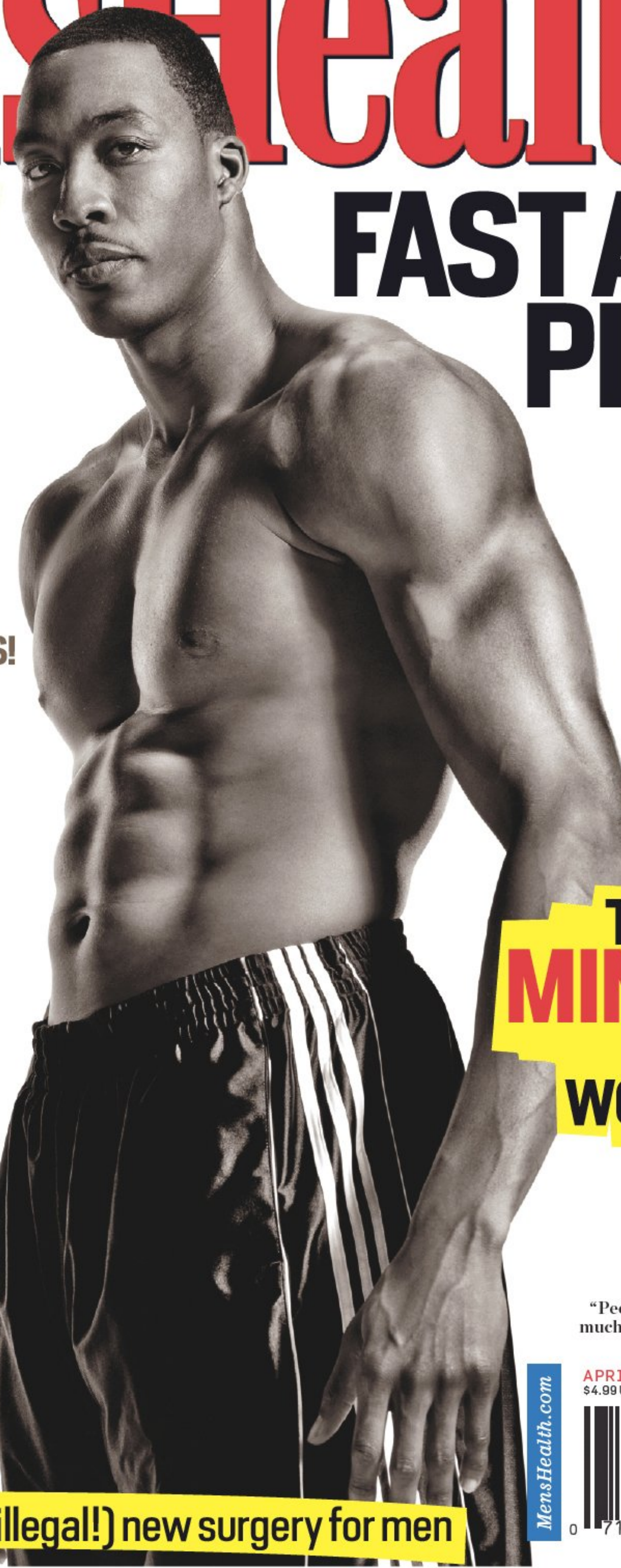

FAST ABS PLAN

SIX WEEKS TO A SIX-PACK

HOW FIT ARE YOU?

TAKE OUR TEST, P.46

THE 15-MINUTE HOME WORKOUT

The *Men's Health* Guy

NBA Muscle Man

Dwight Howard

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2010 Toyota Tundra Crewmax 4x2

Horsepower: 310

MPG: 20 - EPA est hwy

A Consumers Digest Best Buy: no

Powertrain Warranty: 60,000 miles/5 years*

Stolen Vehicle Assistance: not available

Automatic Crash Response: not available

*Whichever comes first. See dealer for limited warranty details. **Visit onstar.com for details and system limitations.

2010 GMC Sierra XFE 4x2

Horsepower: 315

MPG: 22 - EPA est hwy

A Consumers Digest Best Buy: yes

Powertrain Warranty: 100,000 miles/5 years*

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Automatic Crash Response: OnStar/1 year standard

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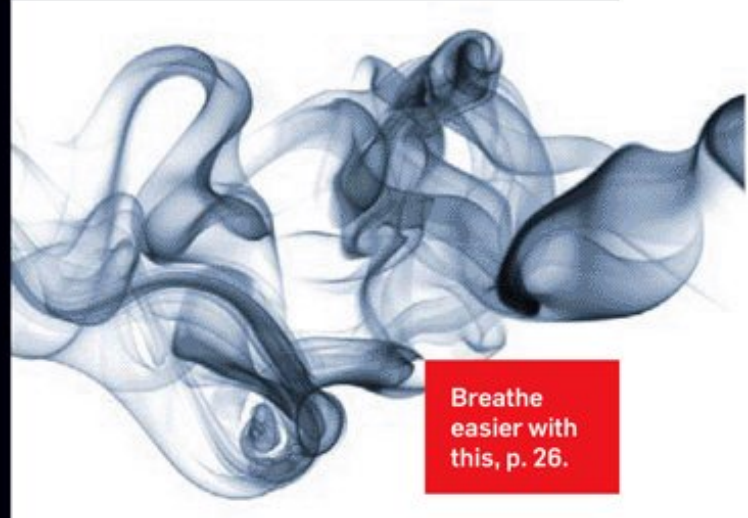

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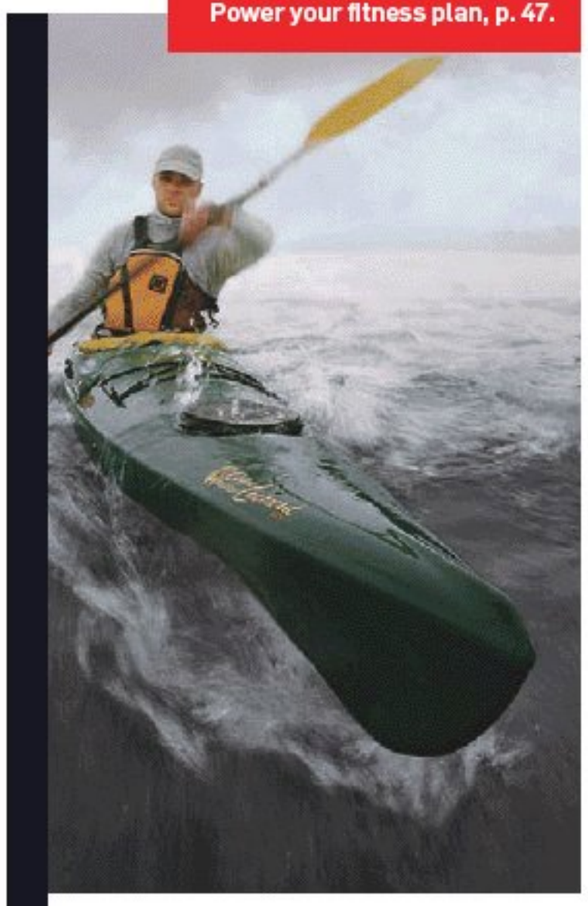

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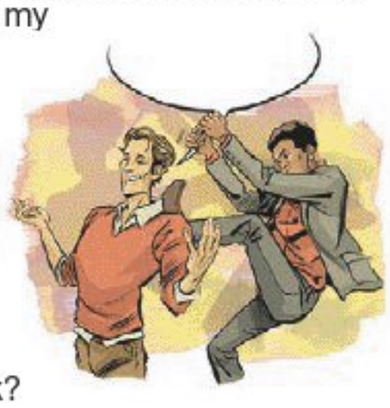

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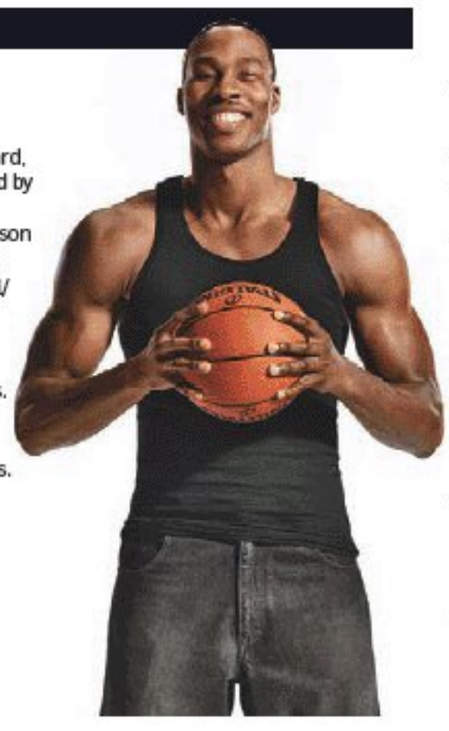

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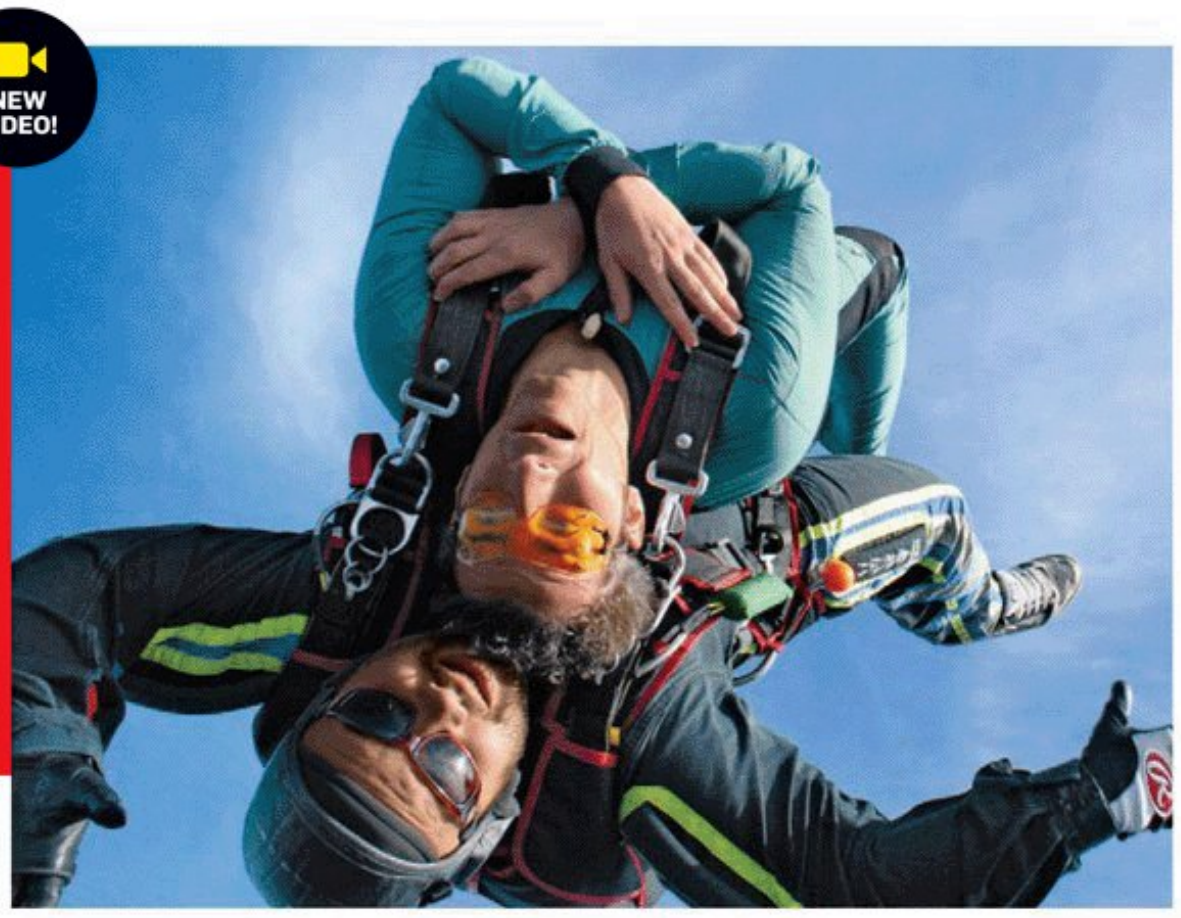

Fix your form

Are you wasting your workouts? Correct form is crucial to building muscle, so we asked trainer Joe Dowdell to show us the most common lifting mistakes and how to fix them. Gains but no (chronic) pains.
MensHealth.com/fitnessfixes

Plamen Petkov (chicken), Dylan Coulter (Andy Whitfield)

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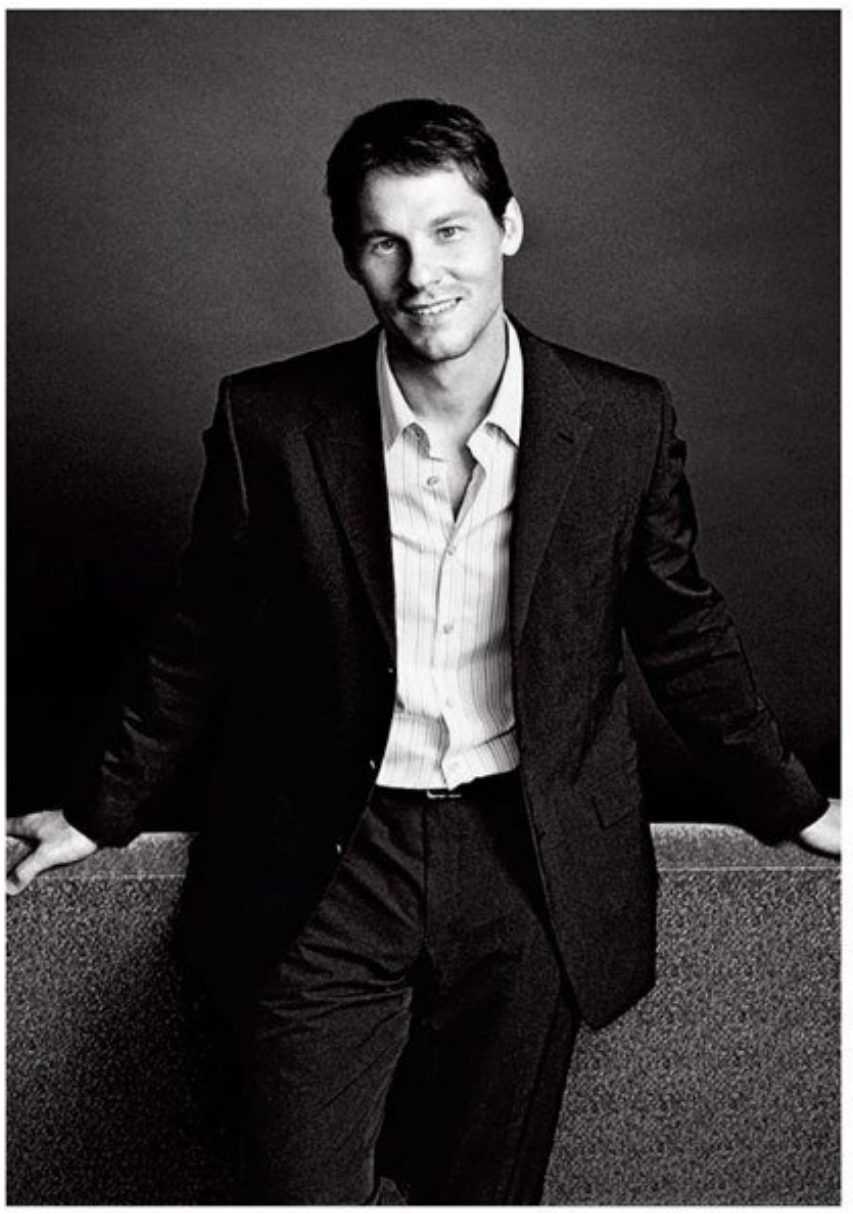
BY DAVID ZINCZENKO

Green with Envy

Covet a better life? Live on a better planet. (This one.)



YOU'RE FLYING DOWN THE BIKE path along the waterfront, putting in 45 minutes of cardio before a morning business meeting. It's a little hot out, so you drain your water bottle and take aim at an approaching trash can. Instincts kick in . . . a high arc, nothing but net . . . *no!* The bottle bounces onto the sidewalk, heading for the nearby river. Damn!

Your heartbeat's up, you're short on time, and you're in a groove. What do you do? Do you turn around, hop off the bike, and track down the errant plastic, even if it means interrupting your workout—and maybe never getting back on track? Or do you pedal on, confident in the knowledge that you're taking care of your body and that a single bottle won't make a difference in the hundreds of millions already awash in our oceans? You already know the *right* thing to do. But let's be totally selfish for a moment: Is there anything in it for you?

Answer: The best thing for the environment is always the best thing for you *and* your health. Period. And it's not just because women dig men who help save baby seals. The fact is, the quality of the air we breathe and the water we drink is just as important as the quality of the food we eat and the workouts we put in. Consider these:

• ***Think pesticides harm only pests?*** A study in the journal *Diabetes Care* found that people with the highest blood levels of six pesticides were 38 times more likely to have diabetes than those with the lowest levels.

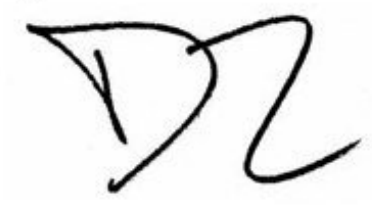
• ***Think your weight has nothing to do with the environment?*** Scientists in Canada drew blood from a group of dieters in order to test pesticide levels. The dieters with higher levels had slower metabolisms, which made them more likely to regain weight they'd lost.

• ***Wondering how to reduce your heart risk?*** A study at the University of Exeter found that Americans with the highest concentrations of the plastic compound bisphenol-A (or BPA) in their bodies were more likely to have heart disease.

Diabetes, weight gain, heart disease—all are high on the list of reasons to exercise and eat right, no? So if keeping pesticides and plastics out of the environment will help keep them out of our bodies—and help us fend off those maladies—then making a smart, environmentally sustainable choice should always be our first priority, right?

The company that publishes this magazine, Rodale Inc., has been committed to that concept since its founding nearly 70 years ago. J.I. Rodale passed that commitment down to his son Robert and his daughter-in-law, Ardath Rodale, whose loss we mourn since her passing at the end of 2009. And now the challenge has been taken up by our new chairman and CEO, Maria Rodale. She stakes her claim to the legacy in her new book, *Organic Manifesto*. She makes a powerful argument that being an environmentalist may not only be the best thing you can do for the planet, but also for yourself.

Start being more selfish: See page 112.



THE SMARTEST THINGS EVER SAID ABOUT . . . FOOD AND OUR ENVIRONMENT

We must remember that in nature there are neither rewards nor punishments—there are consequences.
Robert G. Ingersoll, in *Some Reasons Why*

DR. ARAGON. *You must understand that everyone you knew in the past has been dead nearly 200 years.*
MILES MONROE. *But they all ate organic rice!*
From Woody Allen's *Sleeper*

Good planets are hard to find,
Temp'rate zones and tropic climes,
True currents in thriving seas,
Winds blowin' through breathing trees,
Strong ozone and safe sunshine,
Good planets are hard to find . . .
Steve Forbert, "Good Planets Are Hard to Find"

I want to eat your brains, but only if they're organic and grass-fed.
Jason Segel as Marshall Eriksen in *How I Met Your Mother*

The nation that destroys its soil destroys itself.
Franklin D. Roosevelt

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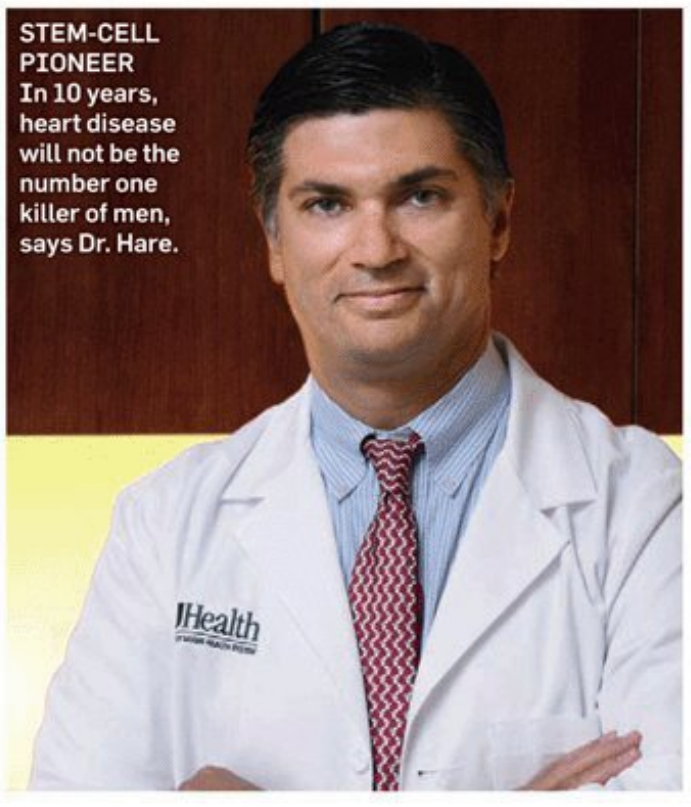
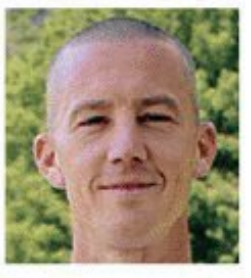


STEM-CELL PIONEER
In 10 years, heart disease will not be the number one killer of men, says Dr. Hare.

On call this issue

The Heart Fixer
"We can repair a damaged heart using stem cells," says **Joshua Hare, M.D.,** director of the Interdisciplinary Stem Cell Institute at the University of Miami Miller School of Medicine. "But now we have to prove to the FDA that it's safe and effective." Some men can't wait for that and are traveling abroad for unsanctioned treatments—but at what risk? Read **"My Illegal Heart,"** on page 122, to find out.



The Body Builder
How did Dwight Howard build the best body in the NBA? Pushups, but not the standard variety, says his trainer, **Bryan Meyer, C.S.C.S.** "Dwight does cross-over pushups, which shred the stabilizer muscles in your core." To learn more body-chiseling secrets, jump to **"The Dwight Howard Workout,"** on page 108.

The Date Diagnostician
Making a great first impression on a date is tricky. "Warmth is good," says **Paul Eastwick, Ph.D.,** an assistant professor of psychology at Texas A&M University. "But warmth in an inquisitive, not submissive way." To learn how to heat things up the right way, flip to **"100 First Dates,"** on page 118.

Ask the Docs on the *MH* Advisory Board

CARDIOLOGY
John Elefteriades, M.D.
Dr. Elefteriades is the chief of cardiac surgery at Yale University school of medicine. He is a past president of the International College of Angiology and serves on the editorial boards of seven journals, including the *American Journal of Cardiology*.

CARDIOLOGY
Prediman Krishan (P.K.) Shah, M.D.
Dr. Shah is the director of cardiology and atherosclerosis research at Cedars-Sinai Heart Institute and Medical Center, in Los Angeles, and a professor of medicine at the UCLA school of medicine.

CARDIOLOGY
Eric J. Topol, M.D.
Dr. Topol is a professor of genetics at the Scripps Research Institute, in San Diego. He is a member of the Institute of Medicine of the National Academy of Sciences.

COMPLEMENTARY MEDICINE
Marc Micozzi, M.D., Ph.D.
Dr. Micozzi, now in private practice, was the executive director of the Jefferson–Myrna Brind Center of Integrative Medicine at Thomas Jefferson University Hospital. He is the editor of *Fundamentals of Complementary and Alternative Medicine.*

THE PROS TAKE ICE BATHS AFTER WORK-OUTS. SHOULD I?

"Ice baths reduce inflammation caused by intense, repetitive exercise, and they also speed recovery. Proper workouts shouldn't cause that kind of damage. I do advise ice baths for runners with tendinitis, and spot icing for guys rehabbing—for example, a man lifting after a rotator-cuff injury."

SPORTS MEDICINE
ANDREW J. FELDMAN, M.D.
Dr. Feldman is the director of sports medicine at St. Vincent's Medical Center in New York. He is also the New York Rangers' physician.

SHOULD I AVOID MEAT CONTAINING NITRATES IF I'M CONCERNED ABOUT COLON CANCER?

"The research isn't clear about whether avoiding nitrates can lower your risk of colon cancer. However, a high-fiber diet plus daily exercise speeds food through your system, which is good for your colon. If you have a family history of colon cancer, go for a colonoscopy at 40, or 10 years before the age your relative was diagnosed with cancer, whichever comes first."

DERMATOLOGY
Adnan Nasir, M.D., Ph.D.
Dr. Nasir is an adjunct clinical assistant professor at the University of North Carolina, and the director of dermatology at Wake Research Associates.

EXERCISE SCIENCE
Alexander Koch, Ph.D., C.S.C.S.
Koch is an associate professor of exercise science at Truman State University, in Missouri. He served on the USA Weightlifting sports science and collegiate committees.

EXERCISE SCIENCE
David Pearson, PH.D., C.S.C.S.*D
Pearson is a professor of exercise physiology at Ball State University and a senior editor for the *Strength and Conditioning Journal* of the National Strength and Conditioning Association.

FAMILY MEDICINE
Ted Epperly, M.D.
Dr. Epperly, a family doctor, is board chairman of the American Academy of Family Physicians. He is also program director and CEO of the Family Medicine Residency of Idaho, and a clinical professor of family medicine at the University of Washington school of medicine.

INTEGRATIVE MEDICINE
James N. Dillard, M.D., D.C., C.Ac.
Dr. Dillard is the medical director for the complementary and alternative medicine program at Oxford Health Plans. He was formerly the medical director of Columbia's Rosenthal Center for Complementary and Alternative Medicine.

MENTAL HEALTH
Thomas Joiner, Ph.D.
Joiner is the Bright-Burton Professor of Psychology at Florida State University. He has authored 330 publications on neurobiology and the treatment of depression and anxiety. He's also the author of *Why People Die by Suicide*.

GASTROENTEROLOGY
MARK WELTON, M.D.
Dr. Welton is chief of colorectal surgery at Stanford University school of medicine, and the author of numerous research articles on colorectal cancer and other gastroenterological diseases.

MENTAL HEALTH
William Pollack, Ph.D.
Pollack is an associate clinical professor at Harvard medical school and director of the Center for Men at McLean Hospital.

NEUROLOGY
David S. Liebeskind, M.D.
Dr. Liebeskind is an associate professor of neurology at UCLA, where he researches strokes and new neuroimaging technologies.

NUTRITION
Jonny Bowden, Ph.D., C.N.S.
Bowden holds a doctorate in holistic nutrition and a master's degree in psychology. He is the author of several nutrition books, including *The Most Effective Ways to Live Longer*.

NUTRITION
Mary Ellen Camire, Ph.D.
Camire is a professor of food science in the department of food science and human nutrition at the University of Maine.

OPHTHALMOLOGY
Kimberly Cockerham, M.D.
Dr. Cockerham teaches ophthalmology at Stanford University school of medicine and currently has a grant to investigate nanotechnology implants.

SLEEP MEDICINE
W. Christopher Winter, M.D.
Dr. Winter is the medical director of the sleep medicine center of Martha Jefferson Hospital, in Charlottesville, Virginia.

SPORTS MEDICINE
Nicholas A. DiNubile, M.D.
Dr. DiNubile is an orthopedic surgeon in private practice and a clinical assistant professor of orthopedic surgery at the Hospital of the University of Pennsylvania.

UROLOGY
Judd W. Moul, M.D., FACS
Dr. Moul is chief of the division of urologic surgery at the Duke University medical center, in Durham, North Carolina. He is also director of the Duke Prostate Center.

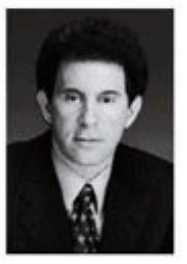
WEIGHT LOSS
Louis Aronne, M.D., FACP
Dr. Aronne is a clinical associate professor of medicine at Cornell University's Weill Medical College and an adjunct clinical associate professor at Columbia University's college of physicians and surgeons.

WEIGHT LOSS
David Katz, M.D., M.P.H., FACPM, FACP
Dr. Katz is the director of the prevention research center at Yale University. He is also the creator of the NuVal nutrition scoring system and the author of *The Way to Eat*.

IS IT A BAD SIGN THAT MY URINE STINKS IN THE MORNING?

"Your first morning urine is concentrated with urea, salts, and organic compounds. Just drink more water to dilute it. If you have additional symptoms, such as fever, burning while urinating, or pain above your pelvis or near your kidneys, you could have an infection. You should see your doctor."

UROLOGY
LARRY LIPSHULTZ, M.D.
Dr. Lipshultz is a professor of urology at Baylor College of Medicine. He also serves on the editorial boards of several medical journals.



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LIFE'S QUESTIONS, ANSWERED

1 TERRA PLANA EVO
With a 4 millimeter (mm) outsole and no midsole, these 8-ouncers offer minimal support, like the Vibram Five Fingers. However, their more conservative design doesn't scream ninja-in-training. *$160, terraplana.com*

2 NIKE FREE 5.0
The 8.2-ounce Free's foam midsole, which is 20 mm thick at the heel and 10 mm thick at the forefoot, provides moderate support. But strategically placed grooves make it superflexible. It's an ideal first step in the transition to minimalism. *$85, nikestore.com*

3 VIBRAM FIVEFINGERS BIKILA
These 6-ounce foot gloves have a barely there 4 mm outsole and no midsole, so they replicate the barefoot experience more closely than any other shoes. Wear them with Injinji five-finger socks if you need a bit more comfort. *$100, vibramfivefingers.com*

4 MIZUNO WAVE RONIN 2
The midsole of a regular running shoe is about 30 mm thick in the heel. This 8-ounce shoe's midsole is half as chunky, which makes it a good choice for people who can't give up cushioning completely. *$95, mizunousa.com*

Q WHAT ARE THE BENEFITS OF BAREFOOT-STYLE SHOES? J.D., DARIEN, CT

They provide the potential for greater explosiveness, improved coordination, and less musculoskeletal pain, says Jay Dicharry, M.P.T., C.S.C.S., director of the University of Virginia's motion analysis lab and center for endurance sport. Here's why: Because they have thin and flexible soles, barefoot-style shoes boost proprioception, which is the feedback that travels from your feet to your brain with every step. And the more data you deliver to your brain, the more efficiently and powerfully the brain's signals can move your body. "Your muscles fire faster and you have improved stability," says Dicharry. But don't toss your current kicks and jump into a pair of Vibram FiveFingers without first testing your wheels: Close your eyes and stand barefoot on one leg for 30 seconds. Repeat with the other leg. If either foot rolls outward, it's too weak to train in barefoot shoes. The best way to improve: Balance on each leg for 30 seconds, 15 times a day.

Lately I'm working longer hours, and it's making me snap at my family. How can I decompress before I arrive home?

JASON, ALBUQUERQUE, NM

You need to harness your hormones. When you're stressed, your brain cranks out corticotropin-releasing factor, a hormone that prepares your body for an attack, says Joseph Angarella, Ph.D., a psychologist with Conflict Coaching & Consulting, an online anger-management firm. "Lashing out in anger is your first line of defense." Here's how to put the safety on your hair-trigger temper.

- **Unload.** After you leave the office, call a buddy to talk about your day. But avoid boss-bashing sessions—venting negative emotions is associated with increased levels of pessimism, according to a recent Japanese study. Instead, try to reframe your frustrations in a positive or even humorous light.
- **Reboot.** Listen to music you find relaxing, whatever the genre. Tunes *you* pick will defuse anger most effectively, say researchers at the University of South Alabama.

Photograph by LEVI BROWN, prop styling: Thom Driver/Halley Resources

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• **Prioritize.** To recharge emotionally, tape a picture of your wife and kids to your car's dash. "We tie our identities to our jobs, so we need reminders of why we're here," says Angarella.
• **Reconnect.** Once you're home, take your kids for a walk, or play with them for at least 15 minutes. The benefit is two-pronged: You'll laugh a little, and the physical activity will help you blow off stress, a recent Dutch study found.

What are the most nutritious mushrooms I can add to my diet?

STEPHEN, MISSOULA, MT

The portobello is the fungus with the most firepower. Just one portobello delivers 28 percent of your daily quota of selenium and almost as much potassium as a small banana, all in a protein-packed, 18-calorie slider. What's more, portobellos contain the highest concentration of chitin, a cholesterol-lowering carbohydrate that's found in mushrooms and in the exoskeletons of crabs, lobsters, and insects. "Chitin acts like a natural statin, binding blood lipids and reducing cholesterol in your bloodstream," says George Fahey, Ph.D., a researcher and professor of nutritional sciences at the University of Illinois. But wait, there's more! Raw portobellos are replete with oligosaccharides, prebiotics that increase the number of good bacteria in your intestine. Slice your portobellos thinly and toss them into salads, pastas, and soups.

Is the pec deck an effective way to build my chest?

BOB, VIA FACEBOOK.COM/MENSHEALTH

True to its name, the pec deck does target your pectorals. However, there's a price for this pump. "The pec deck's design, with the handles far away from your shoulders, increases the likelihood of injury because it stresses the small muscles in your shoulders, including your rotator cuffs," says Mark Peterson,

Men's Health
TEST DRIVE

OmegaQuant HS-Omega-3 Index *$150, omegaquant.com*

THE CLAIM Mail in a few drops of blood to find out if your body has healthy levels of omega-3 fatty acids.
DOES IT WORK? Three *MH* editors pricked their fingers. The first, who eats fish once a week and supplements with 1,680 milligrams of EPA/DHA daily, was in the desirable range. The second supplements 580 milligrams a day but rarely eats fish. He was in the intermediate zone. The third doesn't supplement and is fish-phobic. No surprise, his score was "undesirable."
SECOND OPINION "There is now substantial data that associates desirable omega-3 levels with good health," says Joseph R. Hibbeln, M.D., acting chief of the National Institute of Health's nutritional neuroscience section. "This is a valid way to monitor your health."

ASK THE GIRL NEXT DOOR
Carolyn Kylstra

Q WHAT SEX POSITION DO WOMEN WISH MEN TRIED MORE?

GREG, MEBANE, NC

If it were only that easy! My girlfriends and I were talking about bedroom kinks the other night, and we reconfirmed the sticky truth: We all had a different special move we craved. What's more, past performance doesn't indicate future proclivities. Take my friend Kelsey. She's as limber as a gymnast and has a collection of vibrating contraptions that would make a porn star blush, so you'd expect her to rave about the wheelbarrow, or standing 69. Instead, she said she hadn't bumped uglies missionary-style lately. Your best bet: Ask your partner if there are any positions she's always fantasized about trying or hasn't had enough of. For inspiration, go online together and check out the *Men's Health* Sex Position Master. Kelsey, who's tried 'em all, highly recommends the Spork.

The woman I'm dating just bought the same perfume my ex wears. It's creeping me out. Should I tell her?

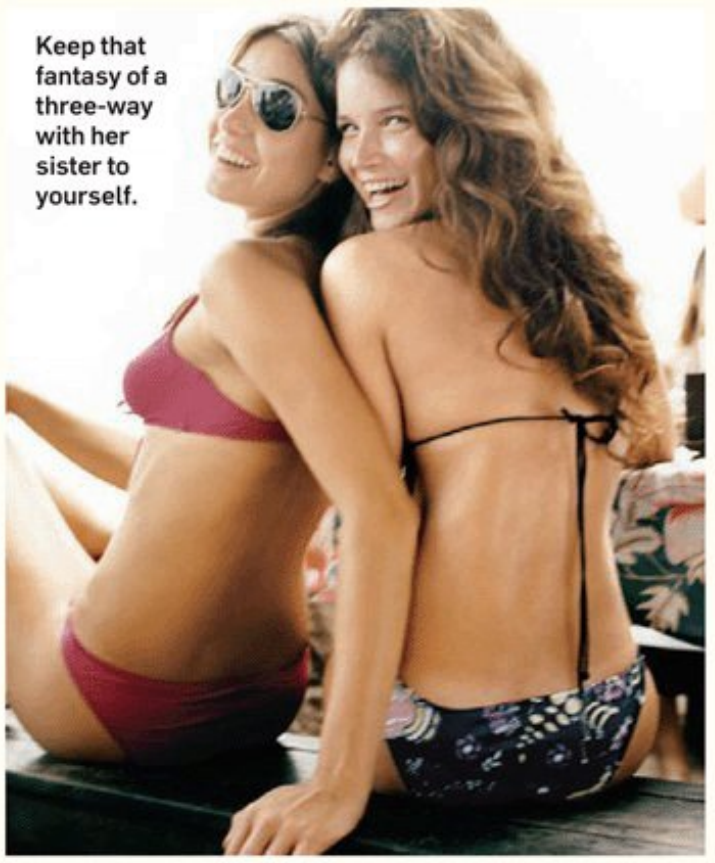
CRANDELL, HAMILTON, IN

Hell, yes. If the tables were turned, would you want her to picture her ex every time she leaned in to kiss you? Just be willing to foot the bill for a replacement scent. Otherwise you're giving her anxiety with a price tag. Your move: Next time you hug her, ask about her scent. When she tells you, say you thought you recognized it—that was what's-her-face's favorite, too. She may be upset, so reassure her that it's no big deal—and suggest that you make a date out of picking a new perfume. Your treat, of course.

What's the best way to break the ice with a woman at the gym?

MIKE, VIA TWITTER

You're approaching it all wrong, muscles. If you chat her up at random, she'll think you're just another meathead who ogles her butt as she battles the stair climber. (Yes, we notice!) Instead, your goal should be to become her "gym guy"—the friendly, buff stranger she sees every time she works out. Familiarity is ultimately what will set you apart from the rep-counting masses. So start slowly, smile when you see her, give her a nod of acknowledgment . . . and on to the free weights you go. Let your interactions slowly morph from daily hellos to increasingly engaged conversation. When she seems delighted to see you, or disappointed to see you go, that's when you can ask if she'd be interested in grabbing coffee with you sometime—you know, somewhere without big sweaty dudes in sleeveless tees.



Keep that fantasy of a three-way with her sister to yourself.

What do I say when my fiancée asks if I think her hot sister is hot?

RYAN, VISTA, CA

What she's really asking is if you think her sister is prettier than she is. Tell her you guess sis is cute—but that she's not your type. Say you prefer women who make you laugh (or any fill-in-the-blank characteristic your fiancée possesses and is proud of, and that her sister doesn't share). Reassure her that the beautiful, sexy sister you're with is the only sibling you have eyes for. And then change the subject.

When a woman buys me a drink at a bar and I'm not interested, how do I let her down easy?

ANDREW, CHICAGO, IL

Here's what I do when a guy I'm not feeling sends over a cocktail: Smile, say thank you, and continue on with my night. Be courteous, but don't overthink it. Women sure don't.

How should I compliment her vajayjay?

VINCE, MIAMI, FL

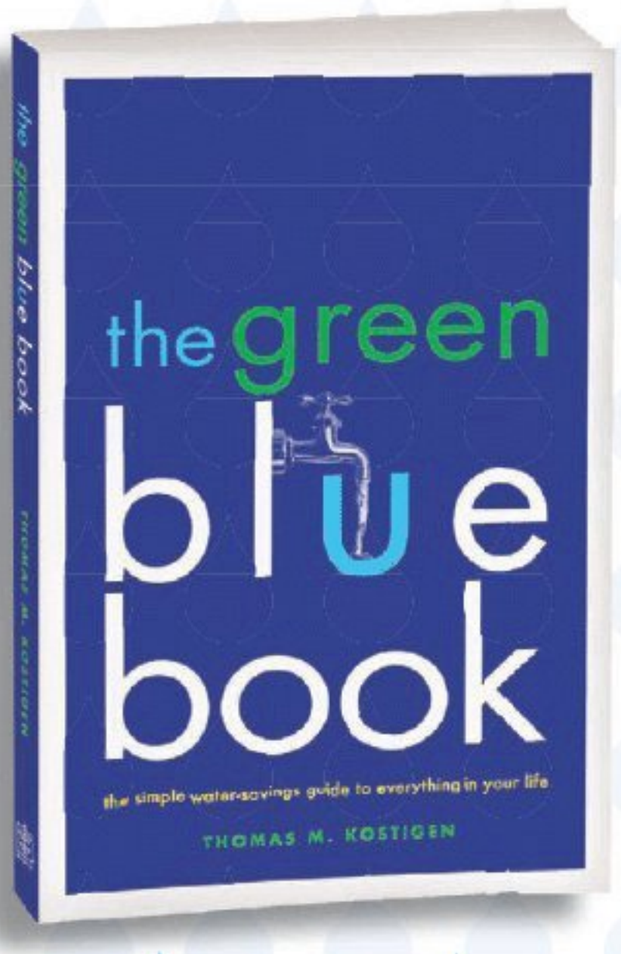
Well for starters, don't call it a vajayjay. (Unless you're role-playing as Oprah and Stedman.) You don't even need to assign a word to it at all—"you" will suffice, as long as the context is obvious. As for specific sweet nothings, I think most women would feel instantly sexier hearing any or all of the following words: beautiful, hot, tight, intoxicating, and perfect.

Sign up for Carolyn's e-mail newsletter at MensHealth.com/gnd. Questions? E-mail her at girlnextdoor@MensHealth.com, follow her on Twitter @CarolynKylstra, and become her fan on Facebook.

From top: MEI TAO, *styling: Kathy Kalafut, hair and makeup: Lynn Lamorte/Vivian Artists; Richard Phibbs/trunkarchive.com*

Do you know how many gallons of water it takes to make a pair of cotton socks?

(244 gallons per pair!)



Try hemp fibers!

Wear ankle socks: less material = less waste!

We all know water is a resource we can't live without, yet we take it for granted as we brush, flush, and consume water limitlessly. THE GREEN BLUE BOOK shows how we can make a difference in the biggest environmental issue facing us today, not just by turning off the tap, but through "virtual water"—the water embedded in the products we consume and the activities we participate in.

Coauthor of the best-selling THE GREEN BOOK, Thomas Kostigen provides simple, unique, and empowering solutions for the home, the garden, the office, and on the go that create huge savings and can make a big difference in the impending water crisis.

201359503

ON SALE NOW RODALE

ASK MEN'S HEALTH

ESSENTIAL GUY SKILL

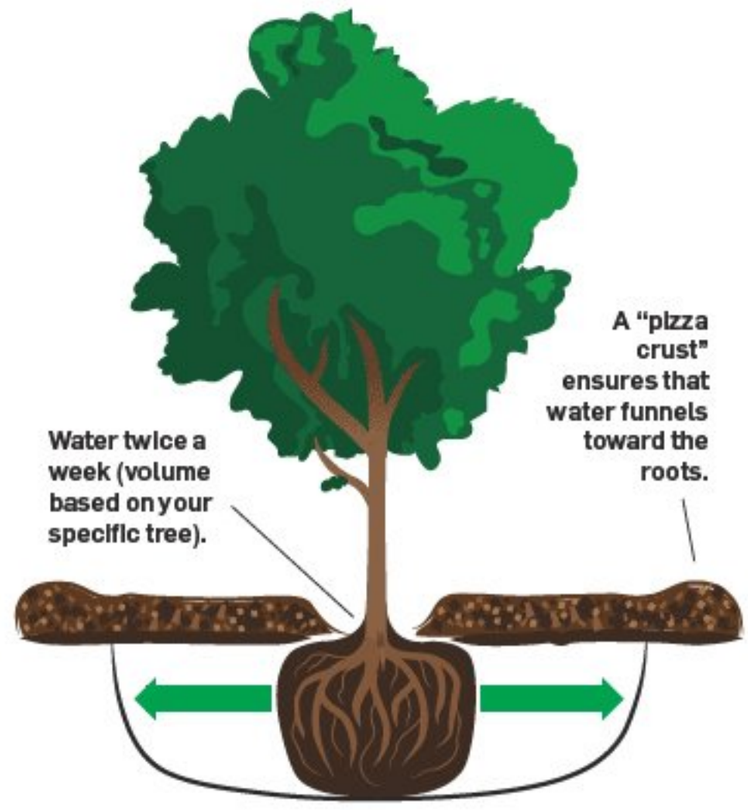
What's the best way to plant a tree?

Start by remembering that you're planting it, not burying it alive. "The biggest mistake people make is digging a hole that's too deep," says Robert Smith, a certified arborist with the Arbor Day Foundation, a nonprofit conservation group. Now grab a shovel and follow these tips for putting down some roots.

1 SELECT YOUR TREE
Contact a nursery or your county's extension service to find out what trees grow best in your area, and cross-reference those results with the Arbor Day's tree wizard (arborday.org/treewizard). Look for a potted tree that's 6 to 8 feet tall, with well-spaced, symmetrical branches, intact bark, and spot-free leaves.

2 SCOUT YOUR SPOT
Visualize your tree's full-grown size and think about where the shadow will fall. Smith recommends planting large trees (40 to 50 feet tall at maturity) at least 15 feet from any structure or concrete, to avoid interference from branches and roots. Three days before you dig, call the national 811 hotline to avoid sticking your shovel through a gas or electric line.

3 DIG YOUR HOLE
Take the tree out of the pot and gently remove excess soil from the roots. Then measure the distance from the bottom of the root-ball to the trunk flare. Dig a hole 1 inch shallower than that measurement, with a diameter four times the width of the root-ball. Lower the root-ball into the hole. The trunk flare should be above ground. Shovel in soil to stabilize the root-ball, tamp it down with your hands, dampen it with water, and fill in the hole.



4 SPREAD YOUR MULCH
Put down a 3-inch-deep layer of mulch that extends to a diameter equal to that of the tree's canopy. But leave about an inch of mulch-free space around the trunk so air and sun can hit it. Now push up the outer edge of the mulch to help contain water.

Ph.D., C.S.C.S., an exercise physiologist at the University of Michigan. A faster, safer strategy for adding inches to your chest is to do more pressing exercises, such as the dumbbell or barbell bench press. These moves target the pecs, but also recruit other major muscle groups as you lift and lower the weight, so you'll build more overall strength in your arms, shoulders, and chest.

When I was 10, I took three piano lessons before my teacher told me not to come back. Is there any chance I would be a better learner now that I'm 30?

DAMARION, MONTGOMERY, AL

While you won't suddenly go from "Chopsticks" to Tchaikovsky, age does give you an advantage. "Children are fast learners because their brains are more changeable when they're young," says Mark Tramo, M.D., Ph.D., director of the institute for music and brain science at Harvard University. "Learning also requires strategy. This is where the wisdom you've gained from experience comes into play." Simply put, you've learned how to learn. You know how to focus and what kind of practice works best. Plus, as a child, you probably banged on the black-and-whites at your parents' urging, and now *you* want to learn. His advice: Take the five lessons you need to master the basics, and ask your instructor to teach you simple versions of your favorite tunes, whether you want to play John Lennon's "Imagine" or Coldplay's "Clocks."

I'm wondering if I masturbate too much. What's normal?

KENNETH, LINCOLN, NE

Even though a study in the *Journal of Psychology and Human Sexuality* found that the average man gives himself the old love tug 12 times a month, there is no "normal" amount. What's important is whether you and your hand have become monogamous. "It's a problem when you're in a relationship and masturbation is your sexual outlet of choice," says Shirley Baron, Ph.D., a psychologist and certified sex therapist at Northwestern University. "Often there's a loss of emotional satisfaction with your partner." That's because you may be masturbating to avoid dealing with feelings, including those about your relationship. "It feels safer: You don't have to worry about interacting, emotionally or physically," says Baron. "But it doesn't resolve anything." One way to increase your desire for sex with your partner is to incorporate her in your handiwork—place your hand over hers during manual stimulation, says Baron. If that doesn't help, Baron suggests seeing a certified sex therapist who can help you learn more about why and how this pattern has evolved so that you can work on the underlying problems. (Find one at the American Association of Sexuality Educators, Counselors and Therapists; aasect.org.)

Have a question? Ask at MensHealth.com/experts.

Illustration by BRADLEY R. HUGHES

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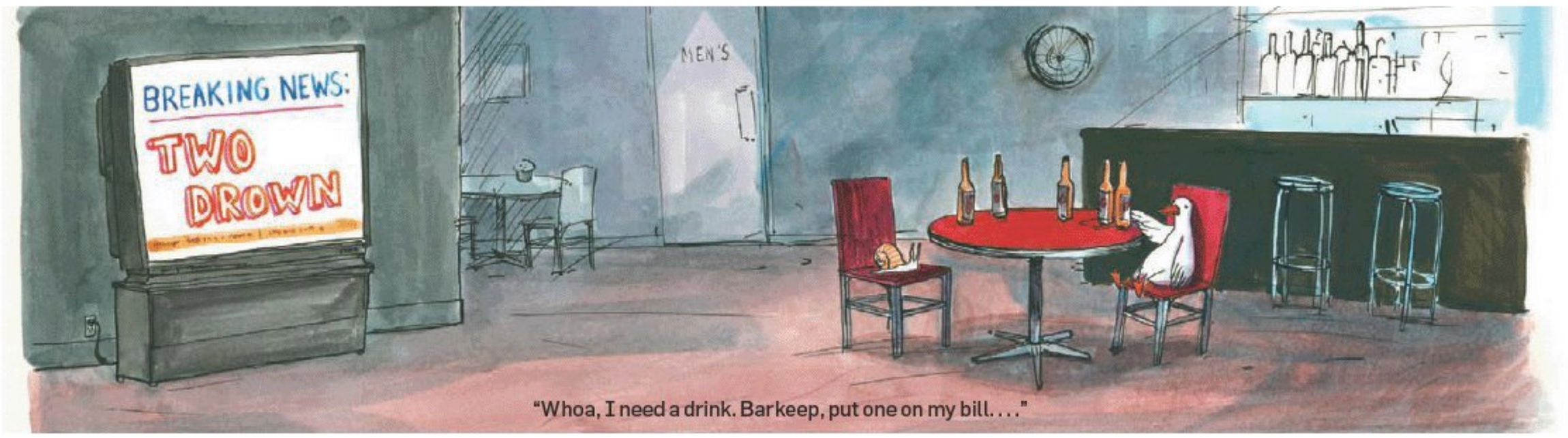
BY JOEL WEBER

What's so funny

Humor becomes more important for people as they age, and it's associated with a more satisfying life, according to a recent Swiss study. So, are you laughing it up as well as the Swiss?

[Based on poll results from 279 men]



"Whoa, I need a drink. Barkeep, put one on my bill. . . ."

Graham Roumieu (Illustration), Alberto E. Rodriguez/Getty Images (Seth Rogen), Frederick M. Brown/Getty Images (Conan O'Brien), BuzzFoto/FilmMagic (Steve Carell), Stephen Lovekin/Getty Images (Tina Fey)

What's your favorite joke?

"Two blondes are on opposite riverbanks. The first asks, 'How do I get to the other side?' The second: 'You *are* on the other side.'" *Dustin, 29*

"Two fellows walking down the street see a dog licking its own testicles. One says, 'Man, I wish I could do that.' The other: 'You'd better see if you can pet him first.'" *Mike, 41*

"Why can't Helen Keller drive? Because she's a woman." *Bruce, 26*

"A man answers a knock at the door to find a snail at his feet. He chucks it into his yard. Two weeks later, there's another knock. He opens the door, and there's the snail again. It looks up at him and says, 'What was *that* all about?'" *Chuck, 31*

DOES A SENSE OF HUMOR MAKE YOU BETTER AT YOUR JOB?

Yes: 72% No: 28%

1 Are you funny?
Yes: 80%
No: 20%

2 Do you find it hard to remember jokes?
Yes: 53%
No: 47%

3 How many truly funny jokes do you remember?
Five or fewer: 61%
More than five: 39%

4 Do you still tell jokes you learned as a teen?
Yes: 59%
No: 41%

5 Do you prefer improv comedy or stand-up?
Stand-up: 71%
Improv: 29%

6 Would doing comedy for a crowd be terrifying or exhilarating?
Terrifying: 53%
Exhilarating: 47%

7 What's a memory that still makes you laugh?
"When I was a kid, my mom's bra got stuck to my jacket in the dryer and I went to school with it attached." Bob, 22
"During a business presentation, I split my pants while plugging the projector in." Mike, 47
"I heard my grandmother fart when I was in another room." Chris, 26
"As part of my Halloween Dracula costume, I put Vaseline in my hair. I had to wear a hat for 2 weeks before my hair was right again." Caleb, 43

8 How many funny videos do you watch each week online?
Zero: 13%
1–3: 47%
4–5: 15%
5+: 25%

9 Where's the funniest material on the Web?
collegehumor.com: 25%
theonion.com: 22%
comedycentral.com: 20%
funnyordie.com: 14%
cracked.com: 7%
failblog.org: 6%
Other: 6%

10 What kind of humor among your pals annoys you the most?
Insult humor: 30%
"The '70s called and . . ." 25%
Dick jokes: 19%
Quotes from movies and TV shows: 10%
Impressions: 9%
One-liners: 7%

11 What's the funniest show currently on TV?
***The Office*: 23%**
Two and a Half Men: 22%
It's Always Sunny in Philadelphia: 13%
30 Rock: 12%
Scrubs: 11%
How I Met Your Mother: 8%
Other: 11%

12 What's the secret to being funny?
"Remembering the punch lines—and not laughing at them." Noah, 28
"Knowledge, timing, and truth." Mitch, 40
"Spontaneity. Everything is best when it's random." Dan, 23
"Just be yourself. I say the dumbest things when I try too hard." Pete, 50

13 How has your sense of humor evolved as you've gotten older?
"I'm quicker and much cleverer." Drew, 25
"It really hasn't. Farts are funnier than ever." Ben, 33
"I'm filthier." Jerry, 36
"I've seen more movies to quote from." Patrick, 29
"I really don't 'tell' that many jokes anymore—I'm more situational." Jesse, 24

14 Do you laugh at your own jokes?
Yes: 75%
No: 25%

Are men naturally funnier than women?

Yes: 75% No:25%

Why you need a good laugh

YOU'LL BREATHE EASIER
"Ninety percent of laughs involve deep exhalations," says Dacher Keltner, Ph.D., a professor of psychology at the University of California at Berkeley and the author of *Born to Be Good*. "When you exhale, your heart rate and blood pressure go down and you enter a calmer state. This effect may very well be the reason you feel a sense of relief from laughing."

YOU'LL BOND BETTER
Partners who tell kind, lighthearted jokes and share laughter to defuse tension tend to have better marriages, says psychologist John Gottman, Ph.D., of the Gottman Institute, a relationship counseling center in Seattle. It could be as easy as establishing a word or phrase that's funny (and random) enough to automatically end any argument—like "pork chop!"

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TELL MENS HEALTH

REAL DIET DISRUPTERS

Outback's ribs contain thousands of calories ["Cook This, Not That!" February]. That and no exercise are to blame for our obesity. The endocrine-disrupting chemicals discussed in "The New American Diet" play only a small (but interesting) role.

BOB, PINCKNEY, MI

To read this article in its entirety, go to MensHealth.com/newamdiet.

MICRO HEART ATTACKERS

I've always found the intricacies of cholesterol confusing, so it was refreshing to read lipidologist Paul Ziajka's quotation about smaller particles being more likely to cause heart disease ["Your Unstoppable Heart," February]. Too often that kind of specificity is lost in translation.

ROGER, SEATTLE, WA

FASTER THAN FAST

There's no possible way to do 36 squats, 18 lunges per leg, 18 jump lunges per leg, and 36 jump squats in 90 seconds, as Alwyn Cosgrove recommends ["The Fastest Cardio Workout Ever," December]. That's about ⅔ of a second per rep.

CHRIS, EDISON, NJ

Good catch. You should aim for 24 squats, 24 lunges (12 on each side), 24 jump lunges (again, 12 on each side), and 24 jump squats in 90 seconds. That's about 1 second per rep for someone who's in great condition. At Cosgrove's gym, a Division 1 female athlete holds the record for completing two rounds in 2:30.—Eds.

WHERE'S THE BROTHERLY LOVE?

Philadelphia doesn't deserve to be ranked at the bottom of "The Best & Worst Cities for Men 2010" [February]. It has a vibrant downtown and a strong work base, which can't be said for a lot of cities.

PHIL, VIA E-MAIL

True, but Philly also has a lot of obesity, poor air quality, too many smokers, and lousy commute times, among other factors. In this respect, at least, it's unbrotherly.—Eds.

CHEW ON THIS

My girlfriend is vegetarian, so I can relate to Jonathan Safran Foer's sentiments ["Don't Hate Me, Meat Eaters," February]. I just have a hard time figuring out what to feed her. In my experience, more women are vegetarians than men. So maybe *MH* could feature a few more vegetarian recipes than portobello mushrooms—it'd help those of us courting nutrition-conscious women. I need to expand my repertoire.

GARY, CHICAGO, IL

We've got your back, Gary. Use our recipe tool (recipes.menshealth.com). You can search for vegetarian dishes by ingredient keywords or sort them by popularity. You'll be her hero.—Eds.

Are you still a man if you don't eat meat? Yes. Are you still a man if you ask yourself that question? Probably not. If you believe in something with enough conviction to change your lifestyle, you shouldn't have any reservations about defending it, especially to those closest to you. Foer's article reminded me of a junior-high locker-room conversation.

MIKE, BIG RAPIDS, MI

MAN UP: DRINK H_2O

A reader asks Jimmy the Bartender for a manly nonalcoholic drink ["Guy Wisdom," February]. I've been deployed to Iraq four times and conducted many combat patrols in temperatures ranging from 20° to 138°F. In my opinion, nothing is manlier than plain old water.

DANNY, FORT HOOD, TX

7 TIPS FROM 7 READERS

1 CHECK APOD.NASA.GOV for cool, quick daily astronomy lessons.

2 KEEP YOUR SIDEBURNS EVEN by picking a matching spot on each ear.

3 TO MAKE A PROTEIN-RICH HOT TODDY, nuke a cup of milk with a scoop of vanilla whey-protein powder and a shot of whiskey. Shake on some cinnamon and nutmeg.

4 MIX EQUAL PARTS RUBBING ALCOHOL AND WATER in a ziplock bag and store it in the freezer for a squishy ice pack.

5 FOR A KILLER LEG WORKOUT while painting your ceiling, stand on a milk crate and lift up on your toes.

6 BLAST HAIR OUT OF AN ELECTRIC RAZOR with an aerosol dust remover.

7 DO A GREEN DEED the week of April 22 by volunteering for an Earth Day project. For ideas, visit earthday.net.

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MITCH MANDEL *(magazine spread)*

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MH BULLETINS

The latest news on health, sex, nutrition, exercise, and weight loss

BRAIN DRAIN

Drink up to stay alert: Dehydration leads to fatigue, anger

A lunchtime workout can leave you dragging instead of energized if you don't stay hydrated. In a recent Tufts University study, athletes who didn't drink water during workouts felt angrier and more depressed afterward than those who did. Researchers calculated that the dehydrated group's "global negative mood"—including confusion, fatigue, and decreased vigor, none of which help a career—was one-third higher than the hydrated group's. Simple thirst partially explains this, says study coauthor Kristen D'Anci, Ph.D. "But you're also seeing slight shrinkage of brain cells," she says. This may upset your brain's chemical balance, making you irritable or triggering a headache. Even if you're not thirsty, down 8 to 10 ounces of water every 30 minutes during your workout, she says.

PHOTOGRAPH BY LEVI BROWN

Prop styling: Thom Driver/Hatley Resources

HEALTH

BULLETIN®

Edited by Maria Masters

Ex-smokers: Green tea might save your lungs. Add lemon for an antioxidant boost.

DON'T PAY FOR YOUR PAST

Drinking green tea may undo damage from years of smoking, according to researchers in Taiwan. In the study, current and former smokers who never sipped the stuff were 12 times more likely to develop lung cancer than those who quaffed at least a cup a day. "Antioxidants in green tea may trigger the production of compounds that stop the spread of many cancers, including lung cancer," says study author I-Hsin Lin, Ph.D.(c). If you don't feel like brewing a cup, try Honest Tea Organic Honey Green Tea. It's low in calories and loaded with antioxidants.

ARE YOU A SITTING DUCK?

We have some bad news, and you should stand up for it: **Sitting all day could hurt your heart,** according to a recent study in *Medicine & Science in Sports & Exercise*. Men who sat for most of every day were 35 percent more likely to die of heart disease than those who were often on their feet. "Your legs are a large part of your total muscle," says study author Peter Katzmarzyk, Ph.D. "When they're inactive, you don't break down fats in your blood as well." Your Rx: Walk for a few minutes every hour.

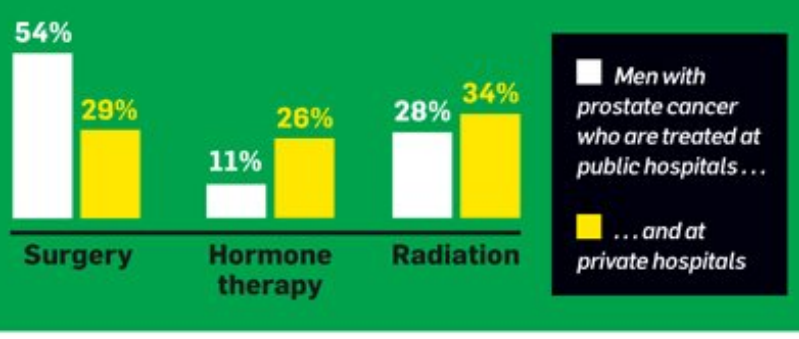
GREEN WITH ENERGY

Feeling fried? **Nature wakes up your brain** *and* your body, say University of Rochester scientists. They found that people who spent at least 20 minutes a day outdoors felt up to 20 percent more physical and mental energy than those who stayed inside.

More research is needed to determine why, but the study authors ruled out the effects of exercise and socialization, which people do more of when they're outdoors. Can't finagle some fresh air? Open the blinds: Just eyeballing nature can recharge you.

See beyond the scalpel

Prostate-cancer patients treated at county- or state-funded hospitals choose surgery twice as often as those admitted to private hospitals, according to a new study in the journal *Cancer*. That's because docs who initially handle prostate-cancer cases at public hospitals are often surgeons; at private facilities, patients also see medical and radiation oncologists. The lesson: Always seek a second opinion.



96

PERCENTAGE OF HOSPITAL PATIENTS WHO CAN'T NAME ALL THEIR MEDICATIONS

Source: *Journal of Hospital Medicine*

ON OUR RADAR

Pressure, treated

By age 40, up to 80 percent of U.S. adults are infected with cytomegalovirus (CMV), a member of the herpes virus family that rarely causes symptoms. Researchers at Beth Israel Deaconess Medical Center found that mice infected with the virus had higher blood pressure than CMV-free ones. Next step: testing whether antiviral medications can help lower hypertension.

From top: Ninostav Dotlic/iStockphoto, Greg Ceo/Getty Images

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WEIGHT LOSS BULLETIN®

Edited by Maria Masters

Frazzled? Lifting your mood with a YouTube break can restore willpower.

TRAIN YOUR BRAIN

A tough day can lead to a blah workout. In a study by McMaster University, people who took a difficult test that taxed their self-control exercised at a lower intensity than those who were given an easy test. Study author Kathleen Martin Ginis, Ph.D., says we all have a limited amount of willpower. "If you're rigorous about sticking to a deadline at work, you may not have enough willpower left to exercise," she says. The good news is that willpower is like a muscle: The more you use it, the stronger it becomes.

DRIVE-THRU DANGERS

The more people eat fast food, the poorer their insulin resistance and the lower their levels of HDL (good) cholesterol, according to a study in the *Journal of Nutrition*. But that's not the case with those who eat at other restaurants. Study author Kiyah J. Duffey, Ph.D., hypothesizes why.

1

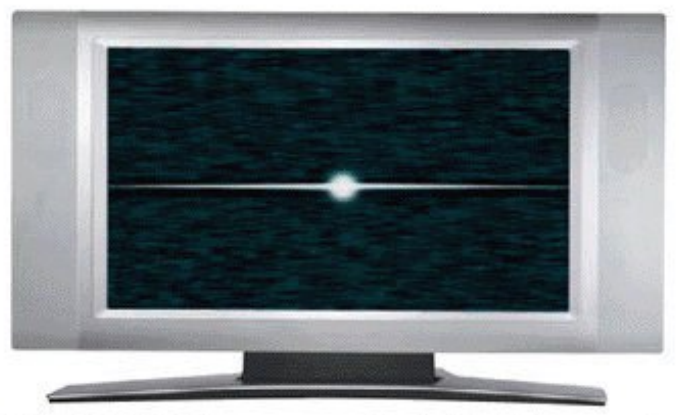
Side dishes
Restaurants usually offer a wider range of healthier side dishes, like soups or salads. In a fast-food restaurant, people may just opt for the french fries.

2

Added ingredients
Fast food may have more fat, sugar, and sodium than other restaurant food does. And diners may be more likely to order sugary drinks with their meals at a take-out joint.

3

Fast service
Fast food is, well, fast. When you eat quickly, the satiety signals your body sends out may register too late, so you consume more calories than you would if you'd eaten at a slower pace.



THE MAN-BOOB TUBE

Television may be sabotaging your diet. **Cutting TV time helps you burn calories,** say researchers at the University of Vermont. In the study, overweight participants who cut their viewing time in half (from an average of 5 hours to 2.5 hours) burned an extra 119 calories a day. "Nearly anything you do—even reading—uses more energy than watching TV," says study author Jennifer J. Otten, Ph.D. Wash the dishes or do some ironing for 30 minutes. Each burns about 70 calories—even if you leave the TV on.

ON OUR RADAR

Too full?

A hormone that causes you to eat when you're hungry may not know when you're full. A study in *Biological Psychiatry* found that mice injected with ghrelin were drawn to food although they were satiated. Ghrelin may override satiety.

ANDREW TINGLE *(books), prop styling: Sylvia Grieser; Chris Collins/Getty Images (TV); Nick Koudis/Getty Images (TV screen image);* THOMAS MACDONALD *(food)*

FOOD COURT

The crime

890 Calories in Applebee's Santa Fe Chicken Salad

The punishment

3 Approximate number of hours you'd have to jump on a trampoline without stopping to burn 890 calories

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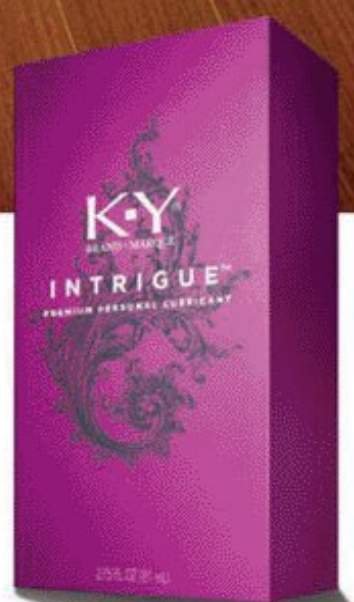


BATTLE OF THE STARCHES

A diet too low in starches may restrict mood-boosting serotonin in your brain, a study in the *Archives of Internal Medicine* suggests. The right starches have fiber, vitamins, and heart-healthy phytochemicals. The wrong kinds mess with blood sugar, says Valerie Berkowitz, R.D., of the Center for Balanced Health. Make your next starch better.

THE WINNERS

EGG NOODLES* VS. *RAMEN
"Because of their egg content, egg noodles have more protein than ramen noodles, which are made of flour," says Berkowitz.

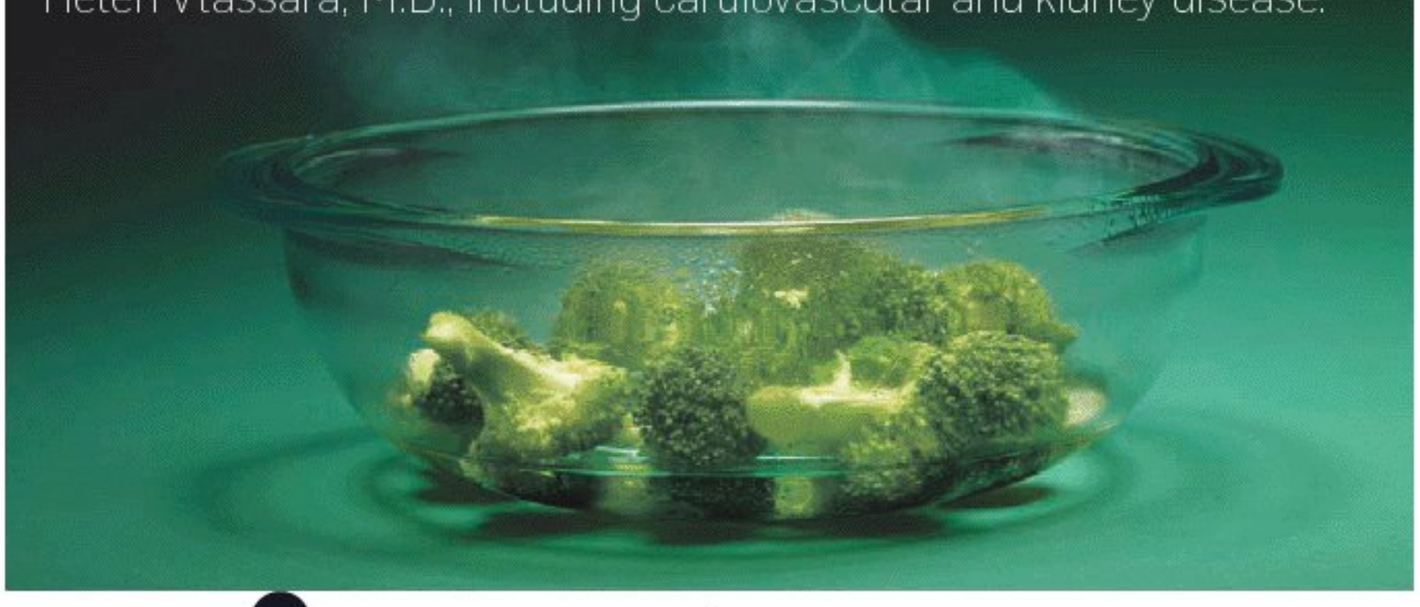
BROWN RICE* VS. *WILD RICE
"Wild rice is lower in calories, carbohydrates, fat, and sodium. Plus, it has more protein, vitamin E, and folate," says Berkowitz.

WHITE POTATOES* VS. *SWEET POTATOES
It's a toss-up. Sweet potatoes have more beta-carotene, but white spuds have more essential minerals, like potassium.

QUINOA* VS. *COUSCOUS
Coucous is tiny pasta. "Quinoa, a grain, is a good source of protein, fiber, vitamins, and minerals," says Berkowitz.

FULL STEAM AHEAD

Consider some gentler forms of cooking. In one study, a group of participants poached, stewed, or steamed their meals for 4 months. After that time, their markers of inflammation were as much as 50 percent lower than those of people who didn't change their cooking ways. That's because high heat and dehydration—from frying, grilling, or broiling—may produce advanced glycation end products. These substances may trigger inflammation, say researchers at the Mount Sinai School of Medicine. "Chronic inflammation underlies many chronic diseases," says lead study author Helen Vlassara, M.D., including cardiovascular and kidney disease.



PROTECT YOUR BONES

Protein may strengthen your bones as well as your muscles. In a study at the U.K.'s University of Surrey, lead researcher Andrea Darling, Ph.D.(c), found that **protein may increase the hormone that boosts bone mineral density.** The amount you need varies with your level of activity. The simplest guideline: Eat some protein at every meal.

THE WHOLE TRUTH

White bread is missing more than just fiber. Whole grains also contain high levels of disease-fighting antioxidants, say scientists at the University of Scranton. The antioxidants may be bound with the fiber, helping absorption. That could explain why **eating whole grains is linked to lower risks of cancer and heart disease,** says researcher Joe Vinson, Ph.D. Foods high in antioxidants include popcorn and whole-grain crackers and pastas.

ON OUR RADAR

Fresh pain relief

Brazilian mint may provide pain relief, according to researchers at England's Newcastle University. When the scientists fed Brazilian mint tea to mice, the rodents experienced relief similar to that provided by an ibuprofen-type drug. More tests are needed to see if the mint works in humans.

sixty-six

PERCENTAGE OF CHICKENS AT U.S. SUPERMARKETS THAT TESTED POSITIVE FOR EITHER *CAMPYLOBACTER* OR *SALMONELLA* BACTERIA

Source: *Consumer Reports*

Counterclockwise from bottom left: LEVI BROWN, *prop styling: Thom Driver/Hatley Resources; Image Source/Getty Images;* MITCH MANDEL (7)

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Good news about almonds and heart health Scientific evidence suggests, but does not prove, that eating 1.5 ounces per day of most nuts, such as almonds, as part of a diet low in saturated fat and cholesterol may reduce the risk of heart disease. One serving of almonds (28g) has 13g of unsaturated fat and only 1g of saturated fat.

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SEX BULLETIN®

Edited by Carolyn Kylstra

Hi.

WHAT 45 PERCENT OF WOMEN SAY IS THE MOST SUCCESSFUL PICKUP LINE—WHEN DELIVERED WITH A SMILE

Source: Survey conducted by It's Just Lunch, an online dating service

THE PORN IDENTITY

Maybe the Web won't warp you after all. Watching pornography doesn't change the kind of sex you like, say scientists at the University of Montreal. When lead researcher Simon Lajeunesse, Ph.D., interviewed college-age heterosexual men about their porn habits and sexual interests, he found that men seek out porn that portrays what they're already interested in. "Seeing a new type of sexual act won't change a man's sexual preferences, unless he's already curious about that act," Lajeunesse says. One cautionary conclusion from the study: Something kinky that arouses you online won't necessarily be enjoyable in real life, he says. By the way, Lajeunesse began his research wanting to interview men who'd never viewed pornography—but he had trouble finding any.

SHOULD SHE MOVE IN?

If you're thinking about shacking up, know this: Living together before engagement is a risk factor for marital trouble, concludes a study in the Journal of Family Psychology. *In a 1,050-person survey, cohabitants reported lower marital satisfaction, greater potential for divorce, and more negative communication than those who waited. "Some couples who live together wind up marrying out of inertia," says study author Galena Rhoades, Ph.D. It's better to make a decision about marriage rather than slide into it, she says.*

ON OUR RADAR

A new love drug?

A drug created as an antidepressant might help women with low libidos, according to results from three placebo-controlled clinical trials involving nearly 2,000 women. Women who took 100 milligrams of flibanserin daily saw significant improvements in sexual desire as well as their number of satisfactory sexual encounters.

SLIPPERY IS BETTER

Do this math, men. **Two-thirds of women who use lubricant say it makes sex very pleasurable,** according to a study from Indiana University's center for sexual health promotion. But another study—this one of men—shows that they use lube during intercourse only about a quarter of the time. *Men's Health* Sex Professor Debby Herbenick, Ph.D., who worked on both studies, says the comfort of reduced friction makes it easier for women to reach orgasm. "It can be a sexy, fun part of foreplay," she says. "I often recommend that partners apply lubricant to each other's genitals."

THE PRICE OF AN AFFAIR

Besides hurting their partners, cheaters suffer self-inflicted depression, anxiety, shame, and guilt, according to a study in *Personality and Social Psychology Bulletin*. On the scale used by researchers, emotional infidelity caused levels of distress roughly one-third stronger than what a purely physical fling caused. An emotional *and* physical affair was the most upsetting.

Photograph by LEVI BROWN, *prop styling: Thom Driver/Hatley Resources*

PROFESSION: PILOT CAREER: ACTOR

People are acquainted with the star, the multi-faceted actor. But John Travolta is also a seasoned pilot with more than 5,000 flight hours under his belt, and is certified on eight different aircraft, including the Boeing 747-400 Jumbo Jet. He nurtures a passion for everything that embodies the authentic spirit of aviation. Like Breitling wrist instruments. Founded in 1884, Breitling has shared all the finest hours in aeronautical history. Its chronographs meet the highest standards of precision, sturdiness and functionality, and are all equipped with movements that are chronometer-certified by the COSC (Swiss Official Chronometer Testing Institute). One simply does not become an aviation supplier by chance.

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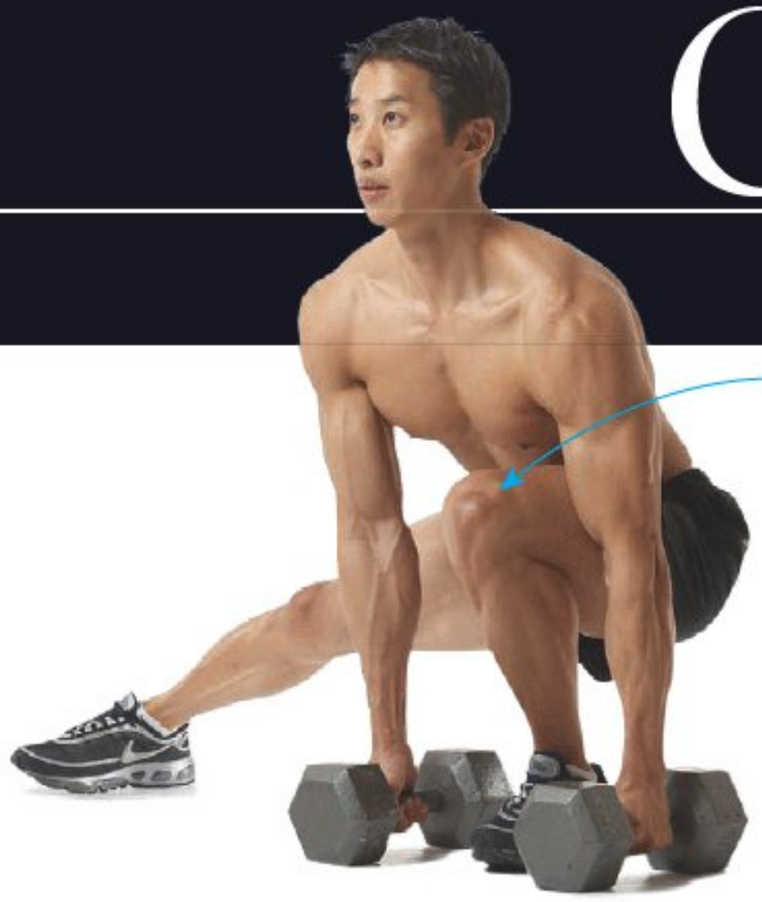
Edited by Laura Roberson



Form is crucial: Use *The Men's Health Big Book of Exercises* to check yours.

PREVENT RUNNER'S KNEE

You may be able to ward off the soreness known as runner's knee by following a smart lifting plan. According to new research, strengthening your quadriceps and hamstrings may help prevent this condition, which is caused by abnormal movement of the patella on the thighbone. Researchers who tracked some 1,600 midshipmen at the U.S. Naval Academy found that those with weak hamstrings were nearly 3 times more likely to develop the syndrome, while those with weak quadriceps were 5½ times more likely, says lead study author Michelle Boling, Ph.D. Hip raises and lunges can help build those muscles.

SET A PR—ON LESS MILEAGE

Running less can make you faster. In a University of Copenhagen study, **runners slashed an average of 1 full minute off their 10-K times by switching to a "speed endurance" regimen** of fewer miles combined with intense intervals. The runners cut their weekly mileage from 34.2 to 20.6 miles. Plus, two or three times a week, they ran eight to 12 intervals lasting 30 seconds each at 95 percent effort, taking 3 minutes rest between them. After 9 weeks, the speed group fared better on most performance tests—half of the group members set personal records—than runners who continued with their usual routines. The intense training elevates levels of a protein that regulates the potassium that can accumulate around muscle fibers and cause fatigue, says study author Jens Bangsbo, Ph.D.

ON OUR RADAR

Free flow

Pro cyclists using conventional seats showed no reductions in urine flow and no effects on prostate-specific antigen levels after a 6-hour ride, according to a study in the journal *Urology*. Previous research had revealed numbness and some erectile dysfunction. If you have these problems, try using a noseless saddle.

6.5

DISTANCE IN INCHES FROM THE BUSINESS END OF A 33-INCH BAT TO THE CENTER OF ITS SWEET SPOT

Source: University of Sydney

GO YARD

The quicker you can swing a bat, the more time you'll have to adjust to a pitch—and the more power you'll have when you connect.

LOSE THE DOUGHNUT

Swinging a bat that's too heavy or too light in the on-deck circle can prime the wrong muscles. This may slow your bat speed and mess up your swing mechanics, says David Szymanski, Ph.D., C.S.C.S., coauthor of a Louisiana Tech University review.

SWING A BALL

In an explosive, swinglike motion, heave a medicine ball against a wall. For 3 weeks, do 6 reps per side with a 10-pound ball 3 days a week, he says. The next 3 weeks, decrease the weight to 8 pounds but do 2 sets of 8 reps. Finally, for 3 weeks after that, switch to a 6-pound weight and do 2 sets of 10.

REPEAT FREQUENTLY

Swing your game bat at least 100 times a day three times a week for 6 to 8 weeks to increase bat speed and reduce soreness during the season. Using a wooden bat in batting practice can improve your precision.

From top: Beth Bischoff, Michael Llewellyn

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THE PERFORMANCE APPAREL OF USLacrosse®

By Adam Bornstein

MASTER YOUR BENCH

If you're ready to conquer the bench press, remember this tip: Push the weight quickly. Researchers in Norway found that if your speed in pressing the bar slows, your strength slips. "Decreased acceleration limits the amount of force you create," says study author Roland van den Tillaar, Ph.D. A simple technique to produce more power: Pull your elbows in toward your sides as you lower the weight, and then press the bar straight up from your sternum.

FAST MUSCLE

Use supersets for supergains. Researchers in Australia and Canada have found that **alternating between a back exercise and a chest exercise boosts strength** more than working just one muscle group at a time does. Although the researchers aren't sure why this approach yields better results, they're quick to point out another benefit: It saves you time.

Because one muscle group rests while the other works, you can use shorter rests between sets while giving each muscle time to recover. To try it, do 6 repetitions of a dumbbell row, rest for 60 seconds, and then do 6 repetitions of a dumbbell bench press. Rest again and repeat the sequence. For another good reason to monitor your lifting speed, see "Master Your Bench," above.

8.5

PERCENTAGE INCREASE IN METABOLISM IF YOU EAT 18 GRAMS OF PROTEIN PRIOR TO TRAINING

Source: *Medicine & Science in Sports & Exercise*

ON OUR RADAR

Training time

Forget the old thought that *when* you train affects your ability to build muscle: Science has disproved it. A study in the *Journal of Strength and Conditioning Research* reports that men make equal gains in muscle and strength whether they work out in the morning or in the evening. And that's a good reminder of the real secret to achieving results: consistency.

BULLETPROOF YOUR UPPER BODY

Sometimes the best exercise is the one you're not doing. When Australian scientists compared moves that strengthen the supraspinatus—an important muscle in your rotator cuff—they found that a little-used exercise called external rotation can keep your shoulders healthy. Use this version to help prevent injury and build more muscle.

HOW TO DO IT

1. Grab a pair of light dumbbells and lie face-down on a bench.
2. Bend your elbows 90 degrees with your palms facing toward your feet, and squeeze your shoulder blades together.
3. Without changing the bend in your elbows, rotate your arms upward until your hands are beside your head, palms facing the floor. Hold the position, and then slowly lower the weight back to the starting position.

From top: Jacobsen/Getty Images; Paul Crock/AFP/Getty Images; Kagan McLeod

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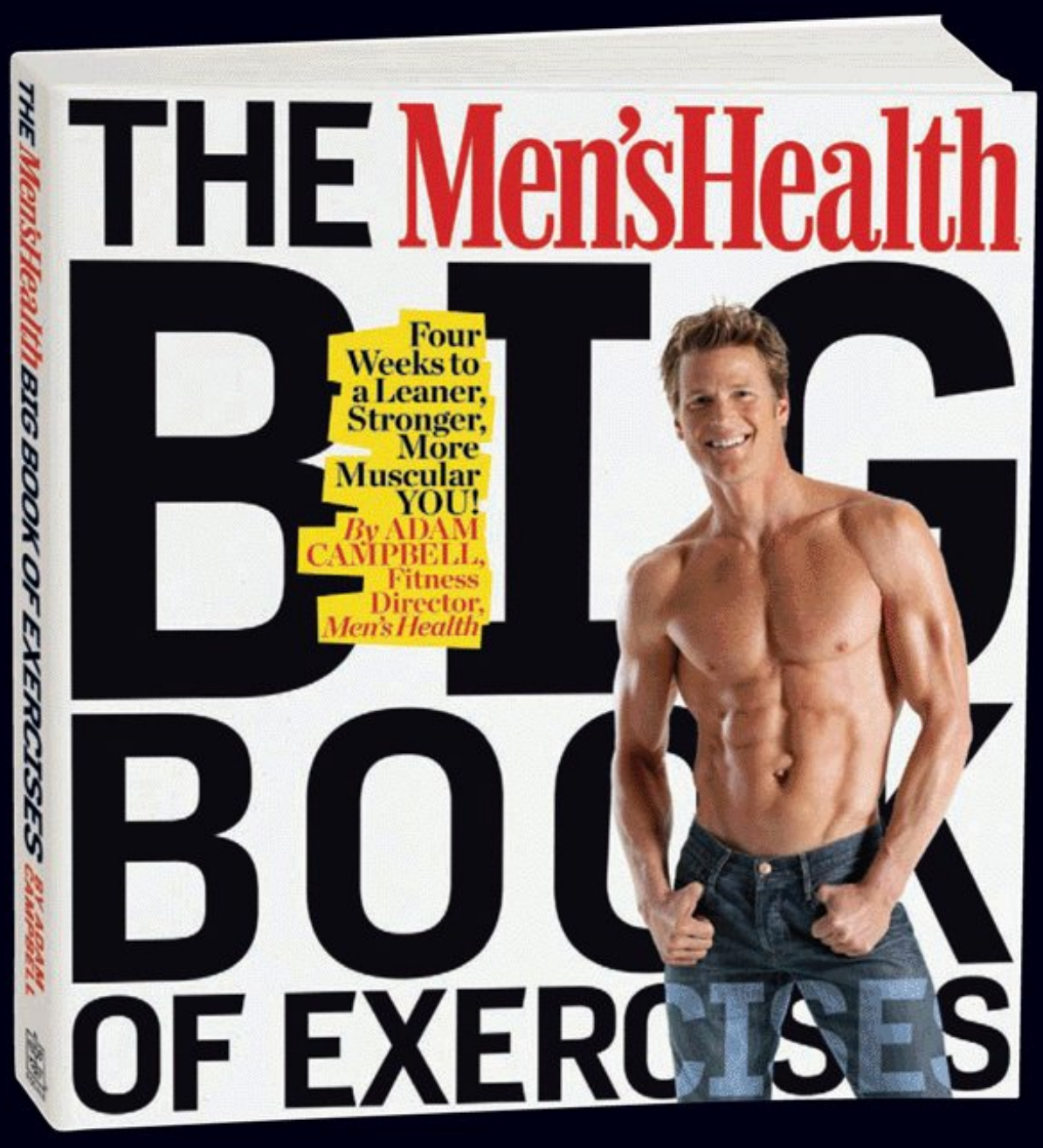
Lose Your Gut for Good!



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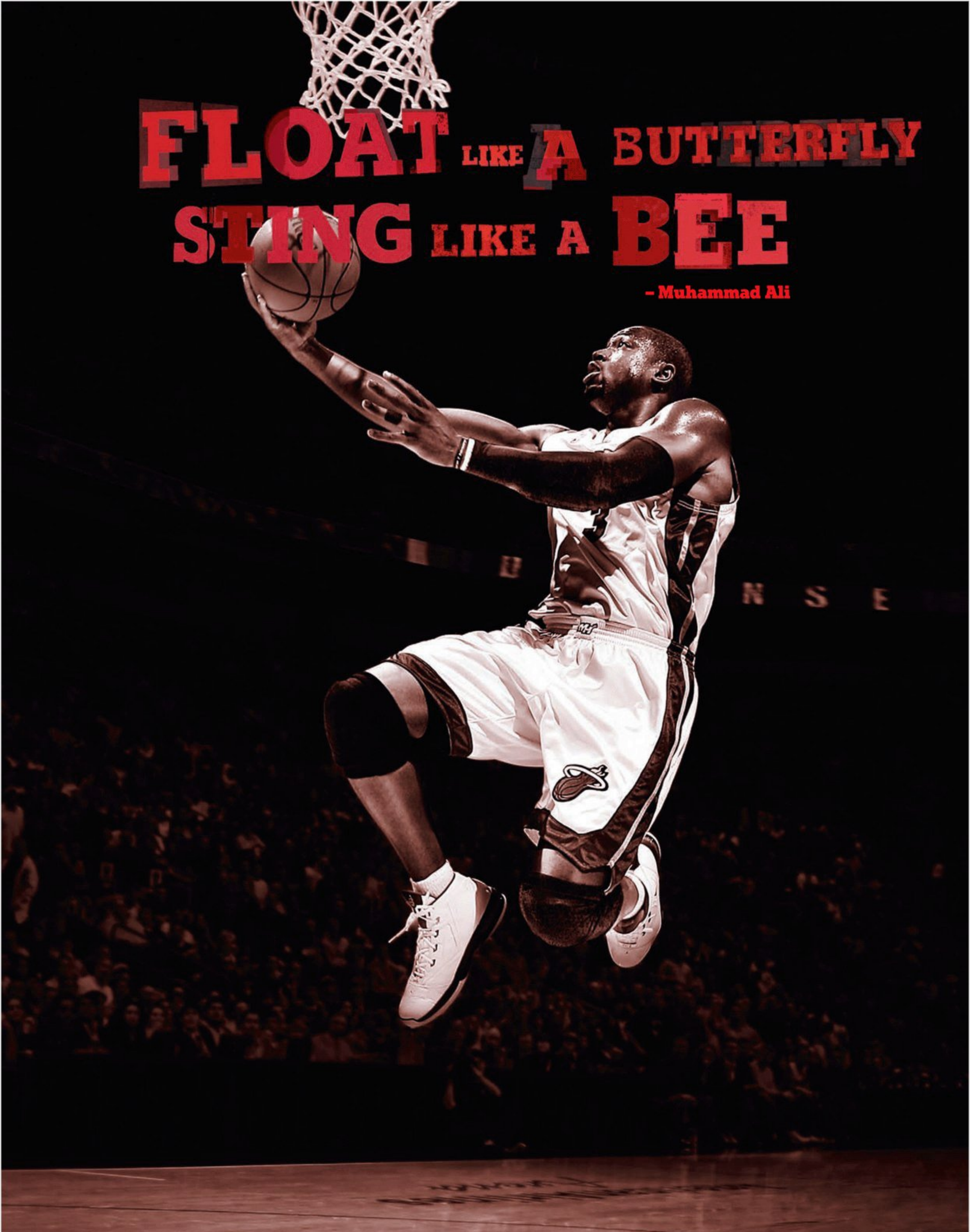
RODALE

FLOAT LIKE A BUTTERFLY
STING LIKE A BEE

– Muhammad Ali



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THE BE

EVERYTHIN TERS TO MEN

EDITED BY JASON FEIFER

Refocus Your Drive

GOLFER RICKY BARNES WENT FROM NEAR-WASHOUT TO NEAR-CHAMP. HIS SECRET? A CHANGE IN ATTITUDE CAN CHANGE EVERYTHING

Ricky Barnes once assaulted a tree. He'd missed a few shots in a professional golf tournament, lost his cool, and just cocked his club back and let the tree have it. He had a few choice words for the people around him, too. The organizers fined him for the spectacle, but whatever. "I've been fined a few times," he says. • That was in 2004, at the beginning of a 5-year career stall-out, and Barnes is bad at hiding frustration. Two years earlier, as a junior in college, life had been different. He'd won the U.S. Amateur, earning a spot in the 2003 Masters. As amateur champion, he was paired with the reigning Masters champ, one Tiger Woods. Barnes promptly shot a

PHOTOGRAPHS BY ROBYN TWOMEY

Grooming: Michele Lee

REFOCUS YOUR DRIVE

3-under-par 69, seven strokes better than Woods. For that glorious weekend, at least, Barnes was the Next Big Thing, an aggressive young man with serious game. The cameras loved him. Fans cheered him. He was *exciting*.

That's when the trouble began.

"The Masters made me feel as if things would always come easy," he says. "I thought I was better than 90 percent of the guys—that I should almost be handed my PGA Tour card, or that it would just come to me." So he stopped working as hard. Stopped practicing as much. Why bother, when he was so secure?

Shortsighted, egotistical, lazy—and understandable. You've probably done it yourself. You set a goal, reach it, and forget what led you to victory. You start thinking that the secret weapon is you—just you, a complete package, as potent as a neat scotch—and not all the hard work you did before everyone started watching. And because the gleam of success takes time to fade, nobody questions your swagger. Which only makes you swagger more.

Barnes did a lot of that. He shouted and fist-pumped his way through tournaments. He even flexed for the crowd. Of course, this was the Nationwide Tour, pro golf's equivalent of triple A baseball. Fans recognized him, though—as that guy from the Masters. "People were always coming up, offering me deals. In the back of my mind, the last thing I was thinking about was, 'Heck, I'm not even on the PGA Tour.' They almost made me feel like I was."

Then they all disappeared. It was just Barnes and the tree. *Whap.*

He searched for fixes, but they didn't come easy. Then, 2 years ago, Barnes decided to find someone who could tell him, with fresh eyes, what he was doing wrong. So he hired a new coach, who gave it to him straight. And Barnes listened. He remembered that success was earned, not owed.

His game improved. He gained his PGA Tour card. And last summer he was back on national TV, leading the U.S. Open after three rounds over the punishing Bethpage Black course, on Long Island. In the final round, he bogeyed five of his first nine holes and finished second by two strokes. Translation: He pocketed more than half a million dollars. The course's trees lived to breeze another day. And most important, he qualified for this month's Masters.

The new Barnes: less boasting, still fan-friendly.

Barnes is on a hot streak, and this is his first time back in Augusta since that heady spring in 2003. But now he knows what brought him there, and what he'll have to keep doing if he wants to come back.

"HEY, RICKY, I SAW YOUR MOM THIS MORNING."

High school's rough as it is, but try adding this indignity: You're a pudgy, 225-pound freshman, and every morning some smart-ass kid tells you he's gawking at your mom. That was Barnes's life. He'd ballooned on years of big meals and bigger desserts, but his parents were fitness buffs. His dad, Bruce, was a punter for the New England Patriots, and his mom ran 6 miles every morning—which in their part of Stockton, California, meant most kids saw her on their way to school. When they'd mention it, Barnes would be reminded of how out of shape he was.

Which, as it turns out, isn't such a bad thing. Needling is helpful. Try it yourself if you need a push: Sign up for a service like the one at textreminders.net and send yourself prompts to hit the gym. Or set a workout schedule with a friend so you can rely on each other for motivation.

By age 16, Barnes was following his parents' lead. He started eating smaller portions and discovered that they left him satisfied. He began a cardio routine in the gym and switched it up every so often so his body wouldn't plateau. By graduation he'd lost 65 pounds. "Then fitness just became a part of my life," he says.

Need proof that you're stronger than any obstacle? Think back to the last time you felt trapped, and remember that you found a way out. When his career was in the can, Barnes thought about how he'd beat back his weight. "It helped knowing that I could overcome tough times," he says. Then, step by step, just like before, he figured out what was wrong.

First up: his golf game. Barnes's new coach went through every part of it, to identify flaws and refocus on the fundamentals—because in any job, it's often the little things, the ones nobody praises you for, that matter most. The two men worked their way through the bag, driver to wedge to putter.

"You have to understand yourself—your mentality and your actions. He taught me where my misses were and why I was missing," Barnes says. Only then, once you see the origins of your screwups, are you able to fix them.

Next: Barnes didn't act like other golfers. Some of those guys are dreadfully boring. Fist pumps are about the closest they show to signs of life. Barnes, meanwhile, thought his showiness was part of what made him a success. Attention drove him.

When you're different from the older men around you, you may think you're better—less bound by tradition, fresher with ideas. Says Barnes, "You have to sit back and say, 'Okay, why is he doing what he's doing? I feel like I'm bigger, stronger, more athletic, and more talented, and I'm still not beating him.'"

The answer, he now knows, is that temperament is as important as anything else. Golf, like most endeavors, is about patience and focus. As Barnes watched veterans play, he realized that they never had to stop and refocus. They were always on, even if they always seemed off. That's why they stayed so calm.

It may make for slow television, but why should they care? Like every smart worker, golfers know how to separate the glamour from what matters. They're paid to win, not to entertain. Barnes still shows some emotion; it's part of who he is. "But now when I'm at the ball," he says, "I'm ready to go."

BARNES IS STANDING OUTSIDE GRAYHAWK GOLF Club, in Scottsdale, Arizona, about to play in a small tournament. With his invite to big tournaments secured, he doesn't really need to be here. But he met with his coach 2 days earlier and they spent hours working on some basics. "So I'm going to go out and compete today," he says. "There's the time to assess your game and your problems, and there's the time to take the test and put it to use."

The way Barnes sees it, there are a lot more tests these days—because once you accept that you're always in need of improvement, you're always looking for a way to measure your progress.

And if he blows a shot, he'll react differently than he once did. He used to rush to the ball, eager to make up for his mistake. "But I was carrying frustration over—the next shot, the next two shots, the next hole. *How do you miss that shot, Ricky?* You question yourself."

Then you hit the wall. Or the tree.

So he'll walk more slowly to the ball, consciously pacing his footsteps, buying a few extra minutes to cool down, to reflect, to be like the successful golfers he once looked down on but now looks up to.

And he'll earn whatever comes next.

JASON FEIFER

Matthew Cavanaugh/epa/Corbis

Work the angles

Renowned golf instructor Marius Filmalter shows you how to save strokes—with geometry!

Measure your escape

The shot: Out of trouble, under or over a tree limb

The trick: To navigate the branch, step on the clubface of your iron with the shaft pointing in the direction you want the ball to go. The angle of the shaft is a rough gauge of the path of a well-hit shot, says Filmalter. If the path runs smack into a branch, club up or down.

Take the right angle

The shot: Any full swing, from tee or fairway

The trick: Your leading arm stays relatively straight throughout the swing, but your dominant arm should form a 90-degree angle at the top of your backswing, says Filmalter. "You'll create width and generate maximum clubhead speed at impact," he says.

Play more break

The shot: A putt with a big sweeping break

The trick: To hit the apex point of your putting line, start the ball outside that point. People tend to underread the break, Filmalter says. A putt rarely falls if it skirts the low side of the hole. On the high side, it just might.

Chip smart

The shot: A chip from just off the green

The trick: On a chip from a shaggy lie, the temptation may be to scoop the ball up. Instead, tip the butt end of your wedge toward your leading hip and strike downward, says Filmalter. "You'll deloft the club and create a more controlled chip," he says.

Your scientifically enhanced, can't-lose golf bag

Golf-gear technology changes so quickly you need a physics professor to explain the updates. We found one: Raymond Penner, M.Sc., a professor of physics and engineering at Vancouver Island University, who happens to study golf. Follow his tips to upgrade your game.

BUY MOI

Clubheads with high "moment of inertia" twist less on off-center hits, reducing hook and slice. **Nike's Method putter** (1) ($250) provides faster forward roll for better accuracy; the **Callaway Big Bertha Diablo Hybrid** (4) ($140) helps with distance and accuracy in any turf condition.

GO GROOVY

The grooves on wedges help maximize ball spin, especially when grass is in the way. (The more spin, the quicker a ball stops.) The **TaylorMade TP wedge with xFT** (2) ($130) can be refreshed with replaceable faces ($40 each) to give you the teeth of a new club any time you need it.

PICK A SIZE

Changing your driver's weight or size may require you to change the timing of your swing, Penner says. So pick a club and learn it. **Cleveland's Launcher DST** (3) ($300) weighs 25 grams less than the market average, the company says, and is designed to produce a more balanced swing.

STRAP UP

Golfers who carry a double-strap bag feel less tired and have lower heart rates than those who carry a single-strap bag, a 2008 *Journal of Strength and Conditioning Research* study notes. Try the **Ogio Grom.** ($220, ogio.com)

Photographs by MITCH MANDEL

FLATTEN YOUR BELLY

Choose Your Fat-Loss Tool

YOU CAN LOSE WEIGHT WITH ANY WORKOUT. IT'S ALL IN THE PACING

Sure, you could spend hours doing cardio in the gym—but you're better off doing short bursts of intense, fat-burning work. It's called interval training, and it's the fastest way to jumpstart your metabolism and save time. Best of all, you're not losing muscle—which could happen during long bouts of cardio, says Robert dos Remedios, C.S.C.S., the author of *Cardio Strength Training*.

Use his guide to shrink your gut with your favorite workout tool. Perform one of the routines below either before or after your typical weight workout.

Even a simple jump rope can accelerate your weight-loss plan.

1 Dumbbells *Do 10 reps of each exercise with no rest between repetitions. Rest 1 minute, and repeat the sequence two more times.*

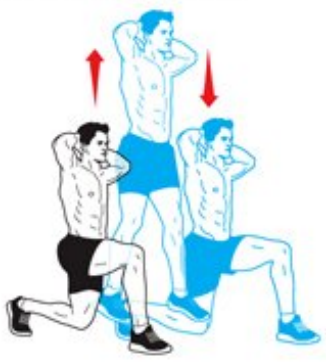
SUMO DEADLIFT
Stand with your feet about twice shoulder-width apart and your toes pointed out. Grab a dumbbell and hold it in front of your thighs. Without allowing your back to round, bend at your hips and knees until the dumbbell touches the floor. Stand back up.

DUMBBELL PUSH PRESS
Hold a pair of dumbbells next to your shoulders with your elbows bent. Dip your knees and explosively push up with your legs as you press the dumbbells over your head. Return to the starting position.

BENT-OVER ALTERNATING DUMBBELL ROW
Hold a pair of dumbbells with your palms facing behind you. Bend at your hips until your torso is nearly parallel to the floor. Lift one dumbbell to your side, lower, and repeat with your other arm.

2 Your body *Do each exercise for 40 seconds, rest 20 seconds, and then move on to the next one. Doing all five exercises should take 5 minutes. Rest for 1 minute, and then repeat the entire sequence.*

JUMP LUNGE
Step forward with your right foot into a lunge position, hold it, and then jump and land in a lunge position with your left foot forward.



JUDO PUSHUP
In a pushup position, move your feet forward and raise your hips. Bend your elbows to lower your chin almost to the floor, and then lower your hips as you raise your head and shoulders up. Hold, and reverse the move.

MOUNTAIN CLIMBER
Assume a pushup position with your arms straight; bring your right knee in toward your chest. Return to the starting position, and repeat with your left knee.

JUMP SQUAT
Jump as high as you can, and when you land, immediately squat.

INVERTED ROW
Hang under a bar with your body forming a straight line from head to ankles. Pull your chest to the bar, pause, and lower your body down.

3 Stairs (or stepper) *Run the steps as fast as you can for 30 seconds—make sure it's a full-effort sprint. Then slow down and move at a walking pace for 90 seconds. Never stop moving. Repeat the sequence four more times, for 10 minutes total.*

4 Jump rope *Jump rope for 30 seconds as fast as you can, and then rest for 30 seconds. Repeat four more times, for a total of 5 minutes.*

WIN THIS!

Liven up your workout with the Old Town Vapor 12XTS, a feature-stacked kayak beginners can grow into. It's sturdy enough for ocean surf, but zips across lakes. For a chance to win the 12XTS, a $660 value, visit **MensHealth.com/oldtown**.

No purchase necessary to enter or win. A purchase will not improve your chances of winning. Void where prohibited. Sweeps runs from March 9, 2010, to April 10, 2010. See MensHealth.com/oldtown for official rules. Rodale Inc., 33 East Minor Street, Emmaus, PA 18098-0099, is the operator of the Sweepstakes.

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DYLAN COULTER *(man), Kagan McLeod (illustrations)*

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TO REMIND YOUR NOSE THAT A TROPICAL HONEYMOON IS NOT JUST FOR MARRIED COUPLES.

FIJI
WHERE FRESHNESS SMELLS FROM

Old Spice ★ COM

The Pushup Challenge

TAKE THIS 3-MINUTE TEST TO FIND OUT HOW FIT YOU REALLY ARE

Physical fitness isn't just about lifting. It's about how strong you are relative to your body weight, says Martin Rooney, P.T., C.S.C.S., author of *Ultimate Warrior Workouts*. That's why he has his athletes-in-training do body-weight tests. If they struggle, they need to either gain strength or lose weight. Test yourself the same way with his pushup challenge.

The test

Do as many pushups as you can in

3

minutes

Rules

1. Rest whenever you want, but keep the clock running the whole time.
2. For a rep to count, you must maintain perfect form: elbows locked at the top, chest 2 inches above the floor at the bottom, hips not sagging, and knees not touching the floor.
3. Pace yourself however you'd like, but it's best not to rush, Rooney says. Take a 15-second break once you slow down after your first burst. Then take longer breaks as you become more tired, he says. Never push yourself to total fatigue.

How you did

< 55 pushups
Below average

55 to 74 pushups
Average

75 to 99 pushups
Good

100 to 110 pushups
Excellent

111 or more
Extraordinary

Problems to look for

If you can't do 15 pushups with perfect form . . .
Your chest and triceps are weak. Strengthen them by doing regular high-rep (12 to 15) sets of the bench press and triceps pushdown. Also try pushups in a power rack on a barbell so you can set your body at an incline, making the pushup easier. As you improve, lower the barbell until you're doing regular pushups.

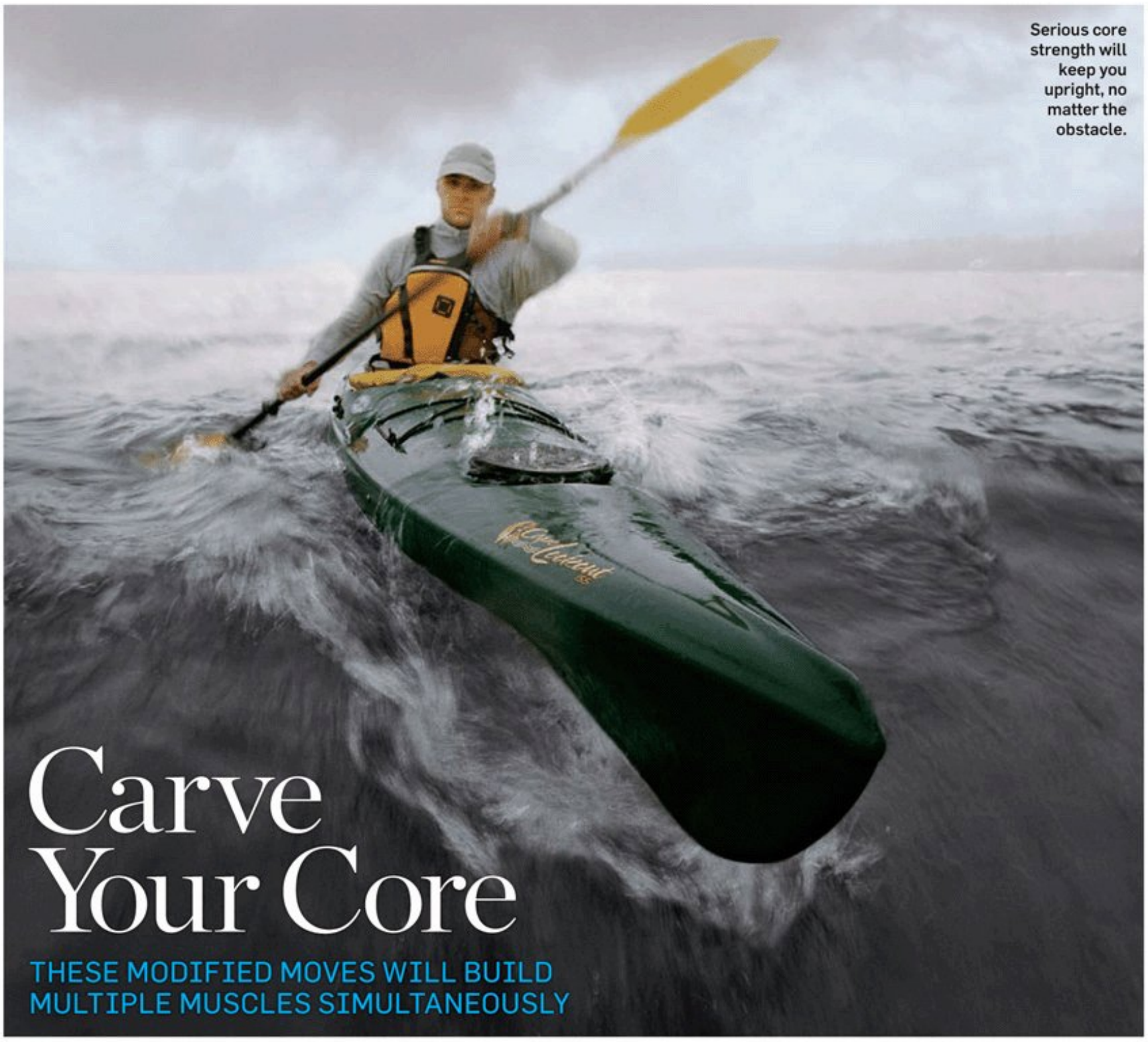
If your hips sag during pushups . . .
Your core is weak. Solution: planks and side planks. These exercises build stability and endurance in your core and mimic the movement needed to succeed at pushups. They're also great ab workouts.

How to boost your score

Add pushups to your routine twice a week for the next 4 weeks, says Rooney. Follow this pushup protocol, trying to complete each rep as quickly as possible. Then take 5 days off from pushups, and retest yourself.

	SETS	PUSHUPS	REST BETWEEN SETS
WEEK 1	4	20	2 minutes
WEEK 2	6	15	1 minute
WEEK 3	4	25	1 minute
WEEK 4	3	As many as you can	2 minutes

Patrik Giardino/Corbis



Serious core strength will keep you upright, no matter the obstacle.

Carve Your Core

THESE MODIFIED MOVES WILL BUILD MULTIPLE MUSCLES SIMULTANEOUSLY

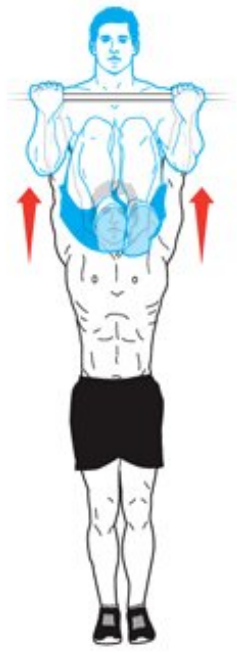
Every exercise targets certain parts of your body—but if you tweak a move just right, you can build other muscles at the same time. This workout, designed by Craig Ballantyne, C.S.C.S., does that by challenging your core, chest, back, arms, and shoulders. Perform it as a circuit with no breaks between moves; then rest for 1 minute and repeat two more times.

Sling some sand around

This new dumbbell substitute builds your forearms

You may be used to lifting heavy, solid objects, but there's value in going soft. SandBells, stretchy neoprene disks filled with sand, can be used like dumbbells, kettlebells, or medicine balls. "The shifting sand forces you to work your grip, which triggers more muscle activation in your wrists and forearms," says Jim Liston, C.S.C.S., owner of Competitive Athlete Training Zone in Pasadena, California. They're also easier on your joints. Sizes range from 2 pounds to 50 pounds. ***hyperwear.com***

Find tons more exercises on Men's Health Workouts, an app for iPhone and Android. Visit MensHealth.com/apps.

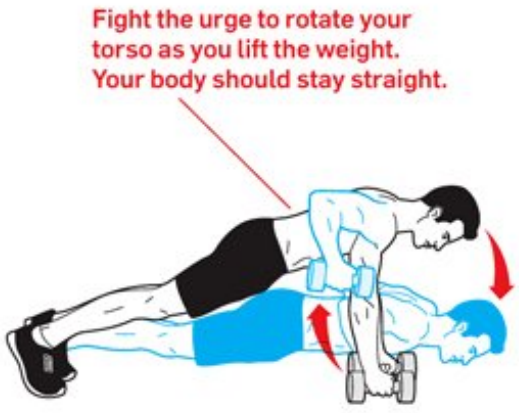


1 Chinup + knee raise

Hang from a chinup bar using a shoulder-width, underhand grip. Pull your chest to the bar while also raising your knees to your chest. Pause, and slowly lower your body while also lowering your knees. If you can't complete a chinup, simply raise your knees while hanging from the bar. Complete 10 reps, or as many as you can.

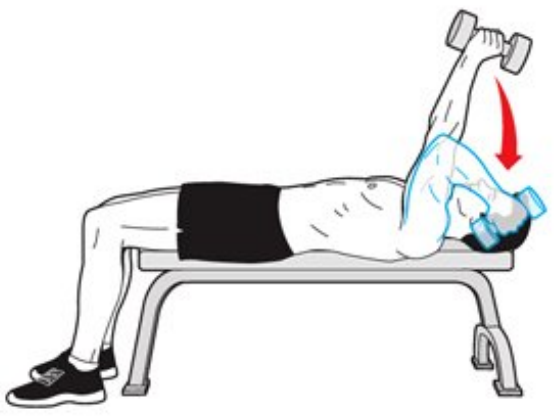
2 Standing single-arm shoulder press

Stand holding a dumbbell just outside your shoulder, with your palm facing you. Set your feet shoulder-width apart and keep your knees slightly bent. Raise the weight until your arm is completely straight, and then lower it to the starting position. Do 10 repetitions with each arm.



3 Pushup + row

Start in a pushup position as you grip a pair of hex dumbbells placed shoulder-width apart, your palms facing in. Lower your body, pause, and push yourself back up. Now pull the dumbbell in your right hand straight up to the side of your chest. Pause, and lower it. Repeat the move with your left arm. That's 1 rep. Do 10.



4 Lying triceps extension

Lie faceup on a bench with your feet flat on the floor. Hold a pair of dumbbells at arm's length above your head, your palms facing each other. Without moving your upper arms, bend your elbows to lower the weights until your forearms are past parallel to the floor. Pause; lift back to the starting position. Do 12 reps.

Clockwise from top left: Rod McLean/GalleryStock, MITCH MANDEL, *Kagan McLeod (4)*

SHORT-ORDER COOK

Chicken Marsala

YES, YOU CAN HAVE HEALTHY FRIED CHICKEN. JUST MAKE IT YOURSELF

YOU'LL NEED

- 4 boneless, skinless chicken breasts, pounded to a uniform ¼" thickness
- 1 cup flour
- 1 Tbsp olive oil
- 2 oz prosciutto, sliced into thin strips
- 8 oz cremini mushrooms (stems trimmed), sliced
- ¾ cup marsala wine
- ¾ cup low-sodium chicken broth
- ¼ cup chopped fresh parsley

  Salt and pepper to taste

HOW TO MAKE IT

1 Season each breast with a pinch of salt and pepper. Place the flour in a shallow bowl, add the chicken, and coat the pieces evenly, shaking off any excess flour.

2 Heat the olive oil on medium in a large nonstick pan or cast-iron skillet. Add the chicken (don't overcrowd the pan; do two batches if necessary) and cook for 3 to 4 minutes a side until the breasts are golden brown on the outside and cooked all the way through. Transfer them to a serving platter and keep them warm.

3 Add more oil to the pan if needed, and sauté the prosciutto for 1 to 2 minutes until it starts to crisp up. Add the mushrooms and continue sautéing until they're well browned.

4 Stir in the marsala and broth, scraping up any browned bits stuck to the bottom of the pan. Cook until the liquid has reduced to about ½ cup. Season the sauce with salt and pepper and add the parsley. Pour the sauce over the chicken. Makes 4 servings

Whip up meals based on what's in your fridge: MensHealth.com/shortordercook.

PER SERVING
401 calories, 38 grams (g) protein, 10 g fat, 510 milligrams sodium

Choose your 'shrooms

The recipe calls for cremini's, but you can swap mushrooms to suit your taste, says Craft Restaurant's executive chef Damon Wise.

SHIITAKE
Sliced thin and slow-roasted in butter, they take on a smoky, baconlike flavor, says Wise. They're also awesome grilled.

PORTOBELLO
These big creminis are good sautéed, marinated, or roasted. They're firm, so roast them along with meat in a pan. (Remove the gills first.)

OYSTER
The name is apt: When you salt them, they taste like oysters. "They also sauté well. The caramelization is delicious," he says.

There are two keys to deeply caramelized mushrooms: Don't overcrowd the pan, and don't season them until they've browned fully.

No need to splurge on Italian prosciutto; the good stuff is best eaten unadulterated. Cheaper domestic prosciutto will do just fine here.

To make chicken cutlets, place each breast on a cutting board, cover it with plastic wrap, and pound it with a meat mallet or a heavy skillet.

Clockwise from top: Davies and Starr/Getty Images; promosquito//Stockphoto; Stockbyte/Getty Images; PLAMEN PETKOV, *food styling: Susan Ottaviano/Halley Resources, prop styling: Laura Dotolo/Halley Resources*

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Belly Off! Club®

CURT McGINNIS SERVED HIS COUNTRY, BUT NOT HIMSELF

THE SETBACK After graduating from high school, I enlisted in the Army National Guard. Basic training whipped me into amazing shape, and I was excited about my future with the military. But then my wife and I had three children within 8 years, and the stress and lack of time turned many of my meals into fast-food blitzes of burgers and greasy pizzas. Eventually, I failed all my physical-fitness tests. I should have been able to run 2 miles in about 16 minutes, but I couldn't do that distance even in 20. And the Guard wouldn't promote me with a body like that. I left the military in 2002. I'd reached a dead end.

WEIGHT BEFORE
265

WEIGHT AFTER
160

VITALS
Curt McGinnis, 30, Mackinaw, IL

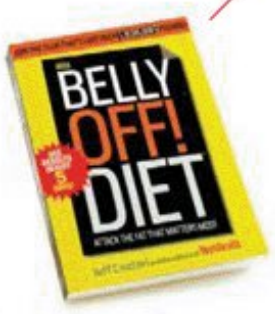
OCCUPATION
IT analyst

HEIGHT
5'9"

TIME REQUIRED TO REACH GOAL
18 months

THE WAKE-UP CALL
When I was in my mid-20s, my dad had an obesity-related colon rupture and spent 6 weeks in a coma. And yet as my own body grew bigger, I was too comfortable to be scared. I needed something much more immediate to change me: embarrassment. In May 2008, as my family was packing up to go to a swimming pool, I stood in front of a mirror and knew I wasn't swimsuit material. I stayed home and sulked. That day, I decided it was time to make a change.

THE FOOD
I've tried fad diets, and they've never worked. So this time I revamped my entire eating routine. I traded burgers and pizza for lean proteins like grilled chicken and tuna. I swapped soda for tap water. And I quit ice cream in favor of frozen blueberries and other fruits. It hasn't been easy, believe me. So after a week of healthy eating and exercising, I allow myself one day to barbecue with my family or dine out with friends. The trick is to not go crazy: I'll have a small burger with a side of green beans, or two slices of thin-crust pizza. I even reward myself with a few beers each weekend. But only a few.



THE FITNESS
Working out is easier if you have a goal, so I set mine high: to one day meet my old military fitness requirements. To do that, I ran 5 days a week. I found the exercises I liked the most for each part of my body (for my back, say, I love doing deadlifts, dumbbell rows, and lat pulldowns) and then tried to include at least one favorite in each workout. Now I spread my lifting throughout the week—I work some muscles one day and give them a rest while working others the next. Along the way, I've set smaller goals: a half marathon—I've done two!—and a full marathon this year. (Wish me luck.)

THE REWARD
Being Army-fit again has boosted my confidence, and I think it's made me a better husband and dad. I was proud to shed clothing on our recent vacation to Myrtle Beach. But I've always felt I have unfinished business with the military. I often dedicate that last mile or that last rep to soldiers overseas—and now I excel at those fitness tests I once failed. I'm in better shape now than I was fresh out of basic training, and I'm ready to finish what I started: I think I'm ready to reenlist.

"Working out is easier with a goal. I set mine high."

BO STREETER *(McGinnis after). location courtesy of David Barton Gym; Thomas MacDonald (food)*

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BLAME IS CONTAGIOUS Publicly assigning blame inspires others to point fingers, a *Journal of Experimental Social Psychology* study found. Halt the cycle before it bites you. If you're assigning blame, also talk about how to learn from the mistake, says study author Nathanael Fast. That keeps blame from spreading.

LOVE THE ONES YOU'RE WITH
Is your boss talking trash about you? Probably not, so don't sweat it. People tend to gossip only about those near them in status, says a 2009 *Culture and Organization* study.

Gossip Guy

IF YOU DON'T PUT A GAG ON THE GAB, IT COULD COME BACK TO HURT YOU—AT HOME OR AT WORK. HERE'S HOW TO END IT

PICK THE RIGHT EAR
Need to rag on another guy? Tell a woman. People are often more interested in gossip about others of the same sex, a Knox College study shows. So there's less chance that a woman will spread whatever dirt you share.

SELFISHNESS IS SEE-THROUGH Bad-mouthing people you don't like may backfire. Groups prefer gossip that's relevant to everyone, such as insight into a boss, according to a study in *Human Nature*. But if you're gossiping for selfish reasons, others may think you're weak and petty.

How to stop the chat chain . . .

"Hey, you know that guy Justin from Sales?"

YOU SAY *"Sure I do. His presentation last week was great."*

As soon as someone's name is dropped, point out something he or she did that impressed you, says Tim Hallett, Ph.D., a sociologist at Indiana University who studies gossip. Now if someone wants to dish, he'll have to contradict you—which most people are unwilling to do in this situation, Hallett says.

"I bet Justin takes naps under his desk."

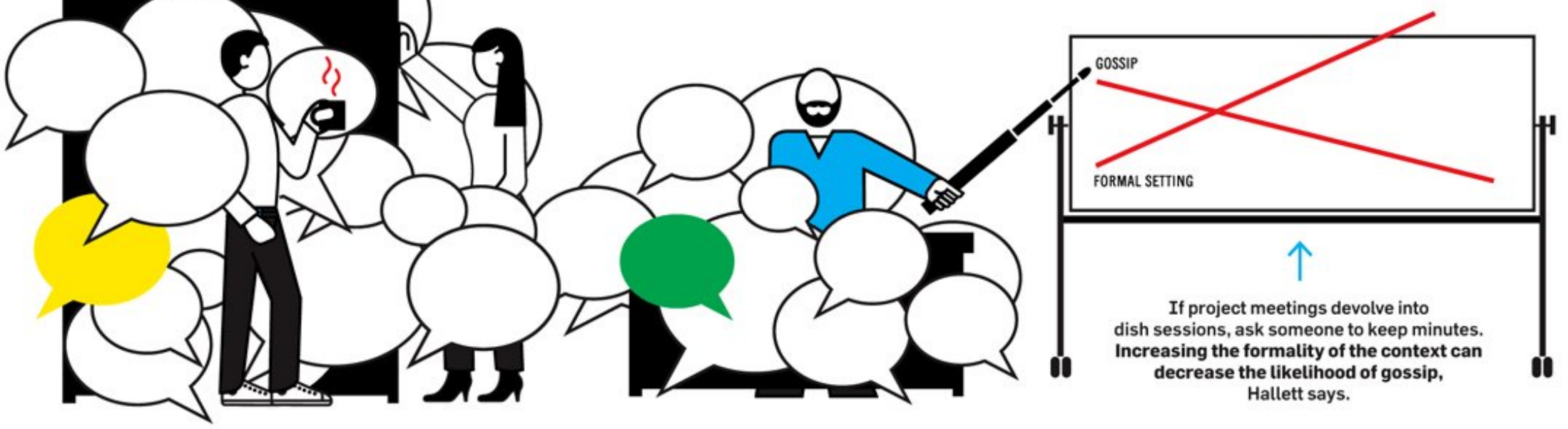
YOU SAY *"What? He meets every deadline—and he's good."*

Don't be afraid to disagree. It takes courage, but that's why it works. "Once someone makes a statement in conversation, there's tremendous pressure to avoid conflict and agree," Hallett says. Move fast: It's easier to do it early, before others pile on.

"I heard Justin slept with the overnight janitor!"

YOU SAY *"Crazy! But you'll never believe what I heard about him . . ."*

If you can't beat 'em, gossip with 'em—but be nice. The more talk there is about a person, the more everyone learns about his or her actual behavior—which diminishes the power of any false rumors, according to a 2008 German study.



If project meetings devolve into dish sessions, ask someone to keep minutes. **Increasing the formality of the context can decrease the likelihood of gossip,** Hallett says.

Illustrations by JENNIFER DANIEL

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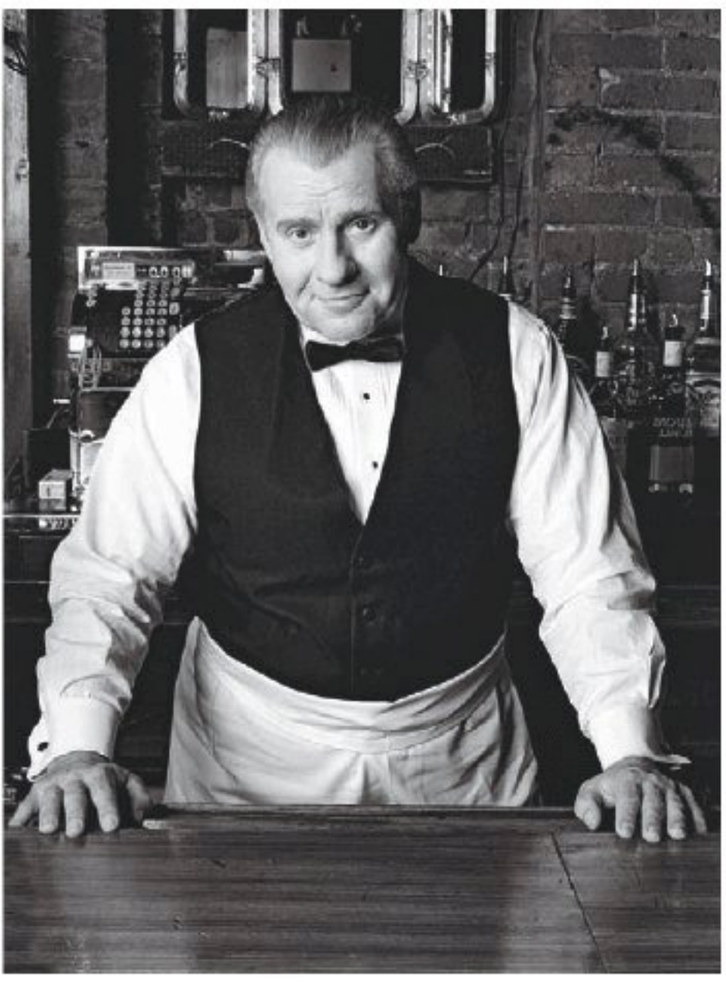

Jimmy THE BARTENDER®

On women, work, and other stuff that screws up men's lives

Q MY EMPLOYER GAVE ME A BLACKBERRY. AM I NOW OBLIGATED TO RESPOND TO E-MAILS ON WEEKENDS?

BRADLEY, WHITE PLAINS, NY

Unless part of the deal is that you're open later than a 7-Eleven, I don't think so. This comes down to expectations that *you* set early on. If you rapid-reply to every e-mail no matter what the day or time, your bosses will come to expect quick responses. But if you pipe up at a more leisurely pace (say, on a Sunday night), then you're sending the signal that yes, you're available, but no, not in the middle of your weekend run.

My girlfriend is moving into my house, and has offered to pay rent. Will that kill the romance? *Kip, Cambridge, MA*

Know what happens when a relationship turns serious? Real life. Body noises that can't be hidden, faces without makeup, and rent to pay. All good things, Kip. It means you two are as real as anything. So think of it: If she didn't pay her fair share, she'd always feel like she was squatting in your home, not sharing it with you. Just be sure to talk over the terms of your rent—not in a prenup kind of way, but so both of you know what's expected. Then nobody's hurt. Makes business a pleasure.

A buddy takes my stories and retells them as his own. It's annoying. Should I stop him? *Damion, Ojai, CA*

A guy at my bar once told me a great yarn—and it was so funny I almost forgot it was *my damn story*! He'd heard it here. I ribbed him, he was red-faced, and all was well. Some people don't think; they just talk. The next time your pal rips you off, ask him about it—nicely, in private. He'll be embarrassed. And before he tells his next tale, he'll stop to remember where he heard it.

My roommate leaves the front door unlocked. Is there a way to make him remember? *DeShawn, Newport, KY*

Well, you could post giant "lock me" signs on the door, but that'll put him on the defensive. Instead, make him see your side. Tell him you know he's making an innocent mistake, but you're worried about burglars in ski masks walking out with your plasma TV. And if that doesn't work? Show him the crime report in the local paper to prove you're not just paranoid.

I was with my friend when he started a fight at my favorite bar, and now we're both blacklisted. How can I come back? *Jeff, Las Vegas, NV*

You can crawl in here the day after and apologize, and I'll thank you for doing it. But a sober sorry can never trump a drunken reaction—to a woman, a buddy, or a bartender. I'll let you back in only when I forget about you. In the meantime, save yourself (and me) future trouble and tell your pal you won't go drinking with him again until he cleans up his act.

Whenever my girlfriend and I disagree, she thinks it's an argument. I think it's a discussion. Why? *Matt, Geiger, AL*

I see this go down in my bar all the time: A man and woman are talking, she storms off—and he turns to me and shrugs. What a dope. Here's the problem: You may not be raising your voice, but you won't shut up either. You're treating the "discussion" like a debate you need to win—and really, pal, that's how you lose. So the next time, talk less and think more, and give her equal time to steer the conversation. See? *That's* a discussion. No argument about it.

TIP JAR

On April 6 and 7, the biannual World Beer Cup (the Oscars for brews) will be judged—so act like you're on the panel. Hit a beer bar with a few pals, and find a new favorite. These are some of mine.

1 IMPERIAL IPA
Hop Henge
A boozy, hop-filled brew (think India Pale Ale on 'roids) with enough of a malt spine to offset the bitterness. Not for novices.
deschutesbrewery.com

2 IMPERIAL STOUT
Sexual Chocolate
Cocoa in a beer? You bet. You'll also taste sweet toffee and dark fruit punch. It's like dessert in a bottle, a meal's perfect end.
foothillsbrewing.com

3 RED RYE BEER
Cane and Ebel
This hoppy red rye beer packs a hint of caramel from added palm sugar. Drink slowly to savor it.
twobrosbrew.com

Download Jimmy: MensHealth.com/Iphone-Jimmy.

Dan Abrams is chief legal analyst for NBC. Write to him at MensHealth.com/experts.

YOUR ATTORNEY ON CALL *Dan Abrams*

Q I found some guns under an attic floorboard in the house my wife and I just bought. Do I own these items? And if so, can I sell them?

Mike, Collingswood, NJ

That depends on a few things. If your contract to buy the home included anything left in the house, then you probably own them. Otherwise, give the former owners at least a few months to ask for the guns back. Next, you need to know what type of guns they are. In New Jersey, for example, you can sell only antique rifles and shotguns without a dealer's permit. Check with your local police before putting a "guns for sale" sign on your lawn.

MY PAL CHEATS BIG ON HIS TAXES. COULD I EVER BE BUSTED FOR NOT TURNING HIM IN? *Arturo, Minot, ND*

No. If he just told you and you didn't report it, you can't be prosecuted. But if you help him with his taxes in any way, even by doing something as small as helping him with calculations, then you could be in trouble, because you know he's up to no good. Before it comes to that, though, you may want to ask him—as a friend—if the cheating is really worth it.

From top: Michelle Pedone, styling; Randi Packard, grooming; Pascale Pomaï Bernstein & Andriuli; MITCH MANDEL; KAGAN MCLEOD; Monte Isom

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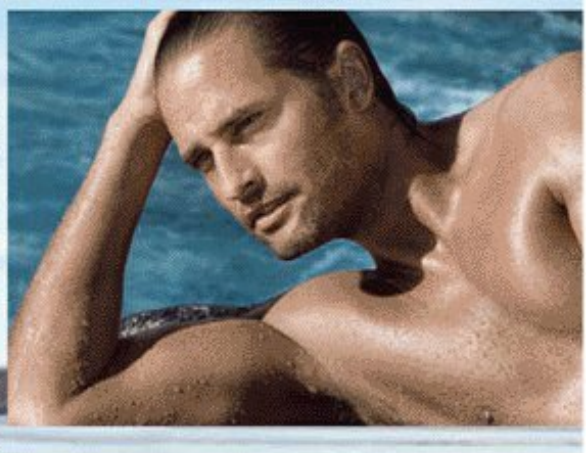

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Medical Fact— or Fiction?

Marketers make big health promises, but do they keep them? To find out, we sifted through dozens of ads recently reviewed by the Better Business Bureau's National Advertising Division (NAD).

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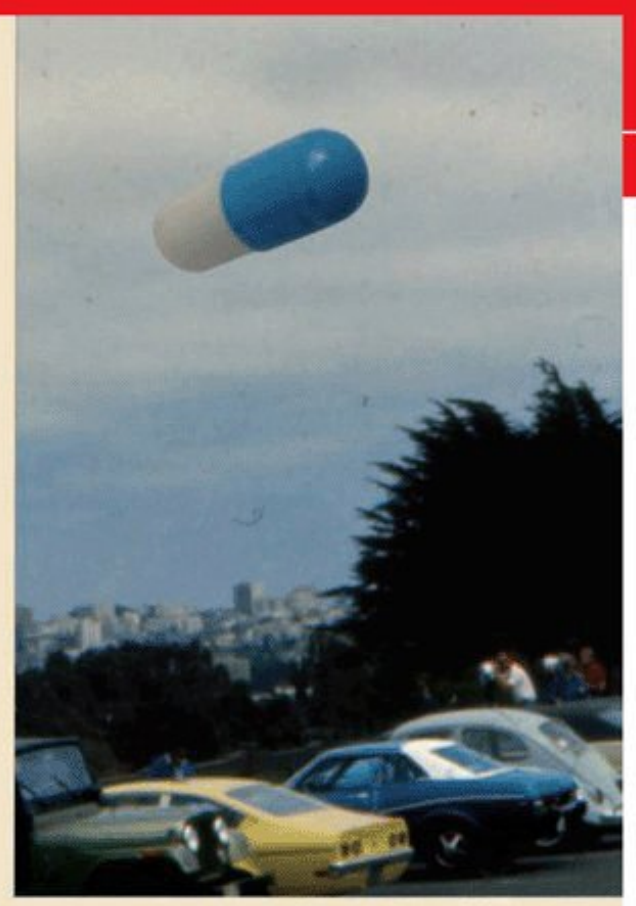
ase 29: Tuweep, AZ



Case 36: San Fra

THE CLAIM

A chewing gum "kills the germs that cause bad breath."

The reality Eclipse gum ads make this promise because the gum contains magnolia bark extract. But that ingredient hasn't been proven to kill germs, the NAD says. So skip it, and be skeptical of such claims. You're better off hunting the germs yourself. "Bad-breath bacteria usually thrive on the back of your tongue," says Richard Price, D.M.D., a spokesman for the American Dental Association. Attack them with a tongue scraper or hybrid brush, like the new Colgate 360° ActiFlex.

THE CLAIM

A sugar-free energy drink is better.

The reality In its ads, 5-Hour Energy is said to be sugar-free, and Monster drinks are slammed for having 12 teaspoons of sugar. Technically, the NAD says, that's true. But it doesn't mean 5-Hour Energy is any better for you. In fact, you should avoid both. The "energy" in sugar-free energy drinks comes mainly from caffeine, and it's healthier to score that from coffee or tea, says David Levitsky, Ph.D., a professor of nutrition and psychology at Cornell University. "But if you eat three square meals a day, you have all the energy your body needs," he says.

THE CLAIM

Krill oil is "better, faster, and more powerful than fish oil."

The reality The claim is made in MegaRed Omega-3 Krill Oil ads, but ignore it. The NAD says it's not a fair comparison. Some evidence indicates that krill oil may lower inflammation markers; that's good for heart health. But fish oil has more omega-3s and is better studied. Bottom line: "Omega-3s, no matter where they come from—fish oil, krill oil, algae—are good for you," says Jing Kang, M.D., Ph.D., a fish-oil researcher at Harvard medical school.

THE CLAIM

Just two Aleve = four Advil.

The reality Aleve is pitched that way, but the claim is only half true. The FDA-approved label sets Aleve's dosage at one every 8 to 12 hours, and Advil's at one every 4 to 6 hours. So although the NAD says Aleve isn't lying, you don't need a different number of pills. Both products' labels say you should take only the minimum dose recommended on the back of the package. So for temporary pain relief, one of either brand is all you may need.

THE CLAIM

A sore-throat lozenge is "the strongest medicine you can get without a prescription."

The reality The makers of Chloraseptic Max make that claim, as have others. But different medicines often have the same potency. Just look on the box. "If two products have the exact same active ingredients at the same strength, they'll provide the exact same relief—in spray, pill, or syrup form," says Lauren Schlesselman, Pharm.D., of the University of Connecticut school of pharmacy.

Photo-illustration by PAUL SAHRE and JONAS BEUCHERT; Michael Edwards (Stork)

Travis Stork, M.D., is an ER physician and host of The Doctors.

THE WORLD OF HURT *by Travis Stork, M.D.*

Q My friend told me you should never pull out an object like a knife or an arrow when it's stuck in your body. True?

Rich, Wilmington, DE

Absolutely true (unless it's blocking your windpipe). The object potentially creates what doctors call a "tamponade"—something applying direct pressure to a leaking blood vessel. Don't sweat a splinter, but if you remove something bigger, you could bleed out. That's why you need trained people to remove the object and control any bleeding.

HEARTBURN OR HEART ATTACK: HOW CAN I KNOW FOR SURE? *Kenneth, Boston, MA*

You can't. But don't diagnose with antacids; I've seen men ignore heart attacks because tablets eased their pain. Classic heart-attack symptoms include chest tightness or pressure that may radiate to your arm or jaw. Heartburn is more often a burning sensation. If something doesn't feel right, have it checked out.

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Live Like You're DYING

By Chuck Palahniuk

IN ADDITION TO EXERCISING REGULARLY AND EATING RIGHT, I make it a top priority to commit suicide every couple of years. Little girls might dream of the picture-perfect wedding, planning and envisioning the ideal bridal gown and the glorious release of white doves, but since I was little I've been planning my supreme self-murder. I've edited and honed the tableau: me as corpse with as little mess as possible. Nothing fancy, no shotguns or nooses, no swan dives from high windows of the Chrysler Building.

As a newspaper reporter, I was sent several times every winter to cover the same scene: a family found dead after they'd tried to heat their home by bringing a charcoal barbecue indoors. In each case, the carbon monoxide had suffocated them while they slept, and I'd visit the location with paramedics and police. And those dead nuclear families, Mom and Dad and the kids tucked into their beds, they looked . . . really great. So peaceful. Without any sign of rictus, vomitus, or spasm. Their faces so smooth and relaxed they might still be asleep.

If you ask me, that's the way to go. I'm probably prejudiced from living in a state where it's legal to ring down your own curtain, next door to another state where you can choose to die. Sometime I should tell you about being invited to a going-away party where the host drank phenobarbital. I didn't know a soul there, especially not the host, who was only weeks away from a natural death from colon cancer. A friend of a friend of a friend had phoned me in tears and begged me to escort her, because it seemed bad form and a touch pathetic to show up stag for such an event. It's amazing, but between Judith Martin and Emily Post and Amy Vanderbilt, no one has covered the etiquette for this situation—what to wear, what to bring as a bread-and-butter gift, how to address the dying stranger. What's worse is I didn't know about the Final Exit aspect of the party until the guests were asked to join hands and light candles. This was my blind date with death.

Self-euthanasia is major trend in the making. Each year in the United States, some 26,000 men die by their own hand, including some smarter, braver men than you and me. Hunter S. Thompson. Kurt Cobain. Spalding Gray. David Foster Wallace. These were men of infinite accomplishment, finances, and talent, and we will miss them. But if you're going to check out, you must first promise to take on a more difficult task. You'll have to wait 7 days, and in that last week of your life, you'll have to perform what I glibly refer to as the Three C's. Don't worry, the time will fly by. Like the final week at a job you hate, every moment will be gilded with nostalgia and sweetened with the knowledge that you're a dead man walking. The Ultimate Temp. The game's almost over, and you're just running out the clock.

The first C stands for Clean. Clean your bathroom. Clean your car. Do the laundry and scrub the grout. Pull out the refrigerator and wipe behind it. Wash the windows. Do everything. The second C stands for Cull. Ransack your files and discard everything except your most important papers. The same goes for your closets and memorabilia—really, all your possessions. If you haven't looked at it recently, toss it. Donate it. Destroy it. Throw all your history and secrets into the garbage. Do the same with the aged contents of your medicine cabinet and kitchen. Also, spring for a really good haircut. Despite popular superstition, human hair does not grow beyond death, so you might as well look good. Treat yourself. Pamper, pamper, pamper; you have my permission.

Any man will tell you that it's not the big disasters that finish you. No, given an invasion by hostile space aliens or an attack of flesh-eating zombies, most guys will grab their coats and hats and run out to join the fray. Even a run-of-the-mill earthquake or forest fire constitutes a nice change of pace. Instead, what grinds us down are the parking tickets. The spoiled food in the back of the fridge. The dirty clothes at the bottom of the hamper that haven't seen daylight since 1995. Once you allow a critical mass of these petty annoyances to collect, you're sunk.

Regarding Culling, my point is: If you can shave, you can live.

The third C stands for Connect. This means contacting everyone you've known and saying something nice. No matter how much you hate them, let go of that bitterness. Identify some aspect of each person, something you've secretly admired or envied or coveted, and praise that something. Say how jealous you were of his career or happy marriage or a particular merino wool mock-turtleneck sweater.

> Yes, this process feels like a huge humiliation, but what do you have to lose? Forget your defensiveness.

Yes, this process feels like a huge humiliation, but what do you have to lose? Forget your self-pity. Forget your anger and defensiveness. Forgive everybody and forgive yourself. In another week they'll be gazing down into your casket, feeling just awful. So for now, throw them a bone. Give them a break.

Beyond that, fully imagine your death: the cozy warmth, the pleasant wooziness. The sound of your favorite film or music playing in the background. Envision your sparkling bathroom and empty filing cabinets. Then imagine the world without you. The same traffic jams and famines. The same political crap fights and your team never making the playoffs. People will forget you. Everyone will forget you. You're no Kurt Cobain, so just light your barbecue and toast a marshmallow. . . .

But if you've completed the Three C's, chances are good that you won't bother. Because by then you'll be surrounded by friends who now recognize you as a valuable, sensitive guy. Your oven will be clean, your car vacuumed. In the same way you procrastinated on your taxes, you can procrastinate on your death. And, at least for the moment, your hair looks . . . really great.

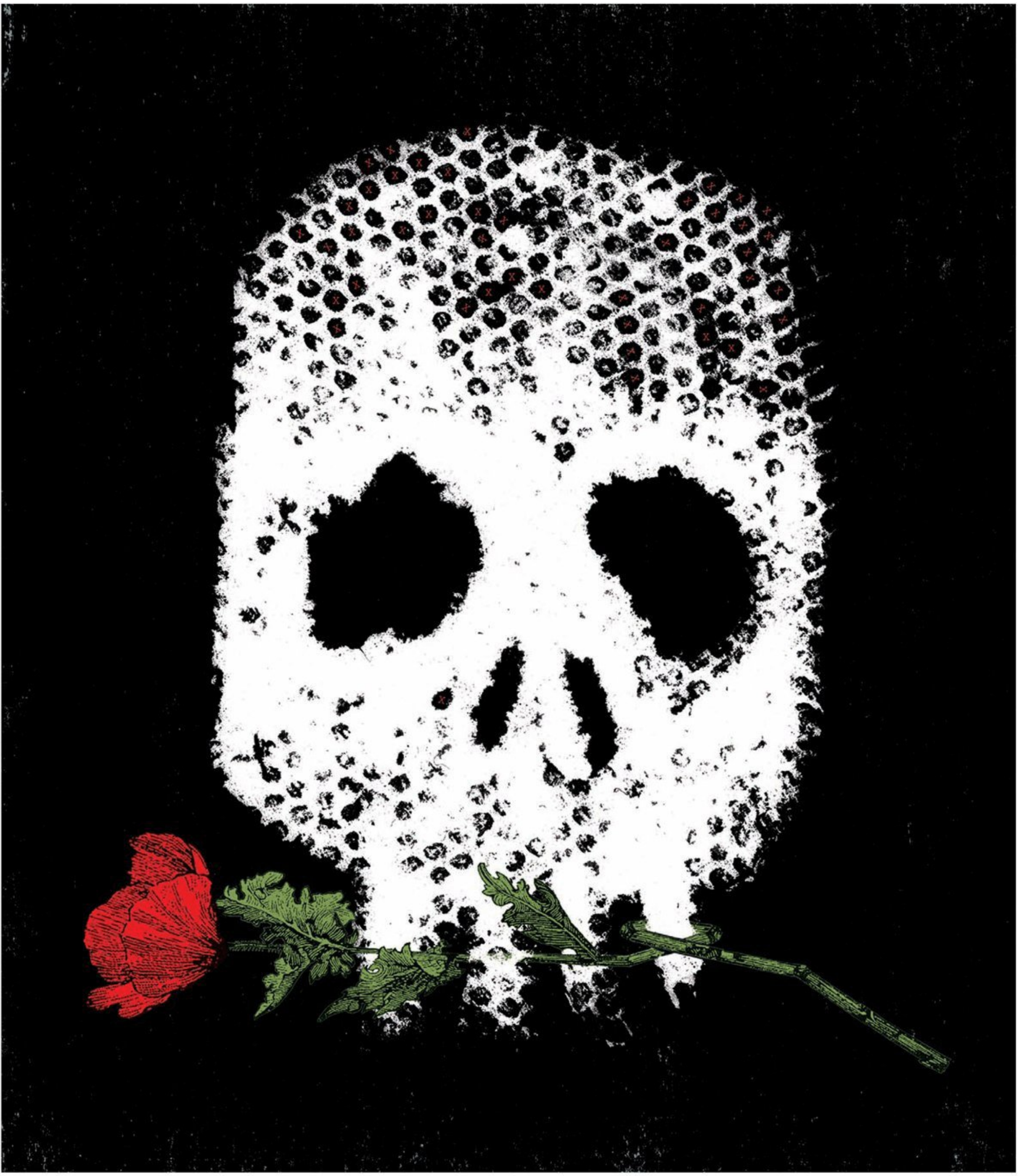
Chuck Palahniuk is the author of Fight Club. *His novel* Pygmy *is due out in paperback this month, and his newest,* Tell-All, *hits shelves in May.*

10 things worth living for

1. **The word "sex" plus any of the following: sweaty, grinding, makeup, exculpatory, oral, and, of course, hot monkey.**
2. **The sweet torque of a perfectly thrown ball: curve, foot-, bowling, doesn't matter.**
3. **Your favorite band's next tour. Why the hell didn't you go last time?**
4. **The new: People. Places. Tastes. Sensations. Profanities you haven't tried, like "Balls!" Gadgets. Cars. Players on your favorite team. Blacktop on your street. Information. Instruction. Friends. Lovers. Things that grab your imagination, even fleetingly, and make you hunger for more.**
5. **The surprise of receiving something unsolicited from a woman.**
6. ***Inception*'s release. Don't know it? O brother, go forth and google.**
7. **Midsummer, when you can slap an obscenely thick tomato slice on every meal for a week.**
8. **Novels way better than their movies: *The Beach*, by Alex Garland; *A Simple Plan*, by Scott Smith; and *Leaving Las Vegas*, by John O'Brien.**
9. **The morning after uninterrupted sleep.**
10. **Sticking around to stick in the craw of those who cannot stand you.**

MIKE ZIMMERMAN

Illustration by MATT DORFMAN



Dream It, Plan It, Do It

THESE MEN STARTED SLOWLY AND THEN HIT IT BIG. FOLLOW THEIR LEAD

Not every professional star started out big, and plenty of late picks in April's NFL draft will find great success. The same goes for any job: Even if you start late, you can excel. "Fuel yourself with the motivation to catch up," says Srikumar Rao, Ph.D., the author of *Happiness at Work*. That's what these winners did.

Kevin Plank

CEO, UNDER ARMOUR

STARTED AS a special-teams player on the University of Maryland football team

HIS PLAN Plank used his inside knowledge—that soggy cotton undershirts weighed players down—to start a business selling tight-fitting shirts made of wicking fabric. "It became my obsession," he says.

YOUR MOVE Write a list of frustrations at your company, and then search for solutions. Let your mind wander: In a 2009 study, Canadian researchers found that daydreaming can help solve problems. Then share your ideas. "You'll become the person people turn to when they need a problem solved—and that's integral to your job security," Rao says.

Marques Colston

WIDE RECEIVER, NEW ORLEANS SAINTS

STARTED AS the 252nd pick in the 2006 NFL draft

HIS PLAN "Most receivers just think about running fast and scoring," Colston says. "But I focused on learning running routes and knowing everyone's assignment." He caught more passes in his first two seasons than anyone in league history.

YOUR MOVE The more you believe your career goals are within reach, the higher your long-term status will be, finds a 2009 *Journal of Vocational Behavior* study. So start by tackling manageable projects that pay off quickly, Rao says. An early success can bolster your confidence and future gains.

Danny Forster

PRODUCER AND HOST, BUILD IT BIGGER, THE SCIENCE CHANNEL

STARTED AS an architect with a dream of performing

HIS PLAN He tried stand-up comedy, but he was lousy. So he auditioned for a show that required performing skill *and* architectural knowledge. "The producers saw my passion," he says.

YOUR MOVE People who tackle projects they enjoy—not ones they think will earn them promotions—are more satisfied and committed to their work, a 2008 *Journal of Research in Personality* study finds. And that, Rao says, is the way to a promotion. Seek projects that overlap with your interests, or look for your kind of job in an industry you love. There's room: NBA teams employ 3,900 people, and 89 percent aren't ballers.

John Tournour

HOST, J.T. THE BRICK, FOX SPORTS RADIO

STARTED AS a stockbroker who loved sports

HIS PLAN In his downtime, Tournour called in to *The Jim Rome Show* and became a regular. Then he collected tapes of his appearances and started shopping himself. "I introduced myself to every person I could find," he says.

YOUR MOVE Job hunters who are outgoing and conscientious are more likely to score gigs they want, finds a 2009 *Personnel Psychology* study. So before you apply for a dream job, really learn the work, Rao says. Freelance on the side or put in a few internship hours at a firm in the field you're eyeing. The networking (and confidence boost) will help you sell yourself.

Tools for your trade

Once you score the big gig, wow them by exceeding their expectations. This gear can help.

Evernote
Stop relying on piles and Post-it Notes. This site stores and organizes your ideas, photos, lists, audio files—whatever you need to hang on to—and lets you access them on any computer or smartphone.
evernote.com

SoundCurtain
This iPhone app adjusts to block the volume of sound around you, keeping you focused.
futureacoustic.com

AirStash
It's a giant memory card with Wi-Fi signal, so you can stash it in your pocket and use its files on any computer—no plugs necessary.
airstash.com

"Become the person people turn to when they need a problem solved."

Illustration by ANDY FRIEDMAN

3.5L 365-HORSEPOWER V6* | **All-Wheel Drive** with Engine- and Brake-Activated Traction Control

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*Premium fuel.

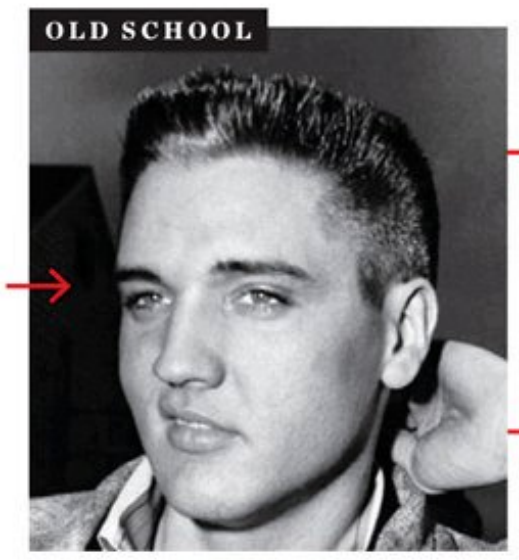
Comeback Cuts

The overpriced, product-slathered hairstyles of the 2000s look about as relevant as bankers and Hummers. "Men are returning to the tried-and-true classics of the past," says Josh Cooley, the owner of Chicago's Belmont Barbershop. But it takes more than a little dab of Brylcreem to be a class act. Here are the old-school styles, and the products that best fit your hair type.

1 BUZZ CUT

A no-frills option, the buzz cut suits most hair types and requires the least amount of daily upkeep—though you should clean it up around your neck regularly.

OLD SCHOOL



BEST FOR

THINNING HAIR Keeping your hair short all over but slightly longer on top creates shape and the illusion of more hair. "The most important thing for a man who's balding is to keep it short and neat," says Cooley.

Don't use product. Gels make thinning hair look even thinner.

NEW COOL

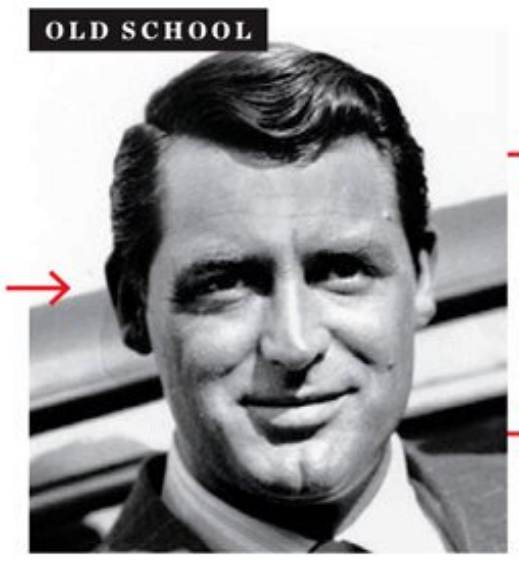
TIGHT CURLS Keep it clean with the hairline tapered tightly around the edges. The tightness of the curl and your personal style should determine the length.

Add a small dab of Kiehl's Stylist Series Creme with Silk Groom to eliminate frizz. *($18, kiehls.com)*

2 FULL CLASSIC

This retro choice offers enough length for you to change your look depending on the day (or hour)—neat for the office, mussed for the weekend.

OLD SCHOOL



BEST FOR

RECEDING HAIRLINE Because most of the hair is slicked back, you can part it where it's receding and make it look like an element of the style, says Shorty Maniace, a barber at F.S.C. Barber, in Manhattan.

Use for both — **A light, water-based product like Matrix Men Clean Shine Pomade *($9, matrix.com)* creates a wet look while still allowing movement. Avoid petroleum or wax bases, which clog pores.**

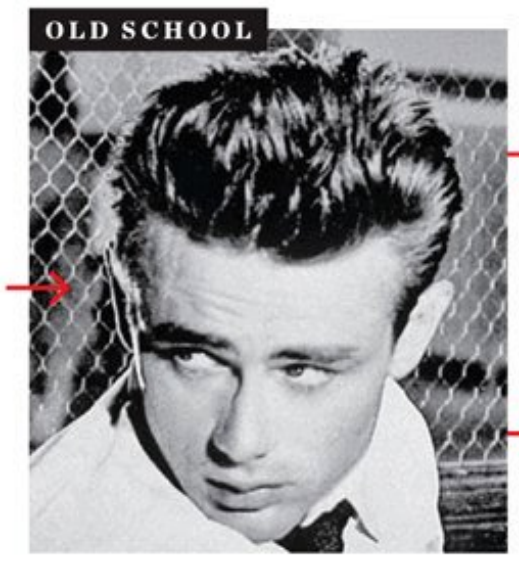
STRAIGHT HAIR Your hair is easily molded, but needs shaping. Start by asking your barber to taper-cut the back and sides, leaving enough length on the top for you to part your hair or wear it brushed back.

NEW COOL

3 MODERN POMPADOUR

It's a statement style for daring types who don't mind spending a little time at the mirror. Know this: It takes effort and product to sculpt this look.

OLD SCHOOL



BEST FOR

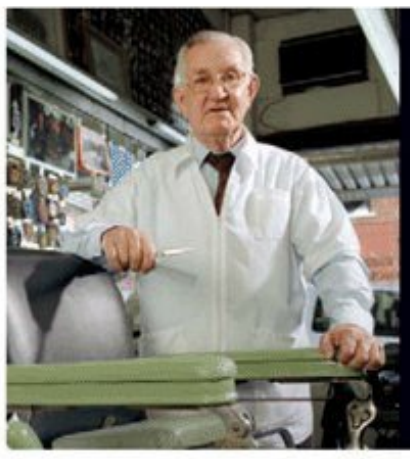
STRAIGHT HAIR So you want something more daring than the full classic? A pompadour is cut closely around the nape of the neck and ears, says Cooley. The rest of the hair is pushed up, combed, and piled.

Firm with Axe Smooth & Sophisticated *($6, theaxeeffect.com)*.

NEW COOL

CURLY OR WAVY HAIR Before shaping, have a barber run a razor slightly over the top of your hair to shape your strands and pull out the curl, says Maniace.

Try Aveda's Pure-formance Grooming Clay *($22, aveda.com)* to flatten your hair. Don't use much pomade; it'll reactivate curls.



Ask the old-timer

Russell Hiatt, 86, owns Floyd's City Barber Shop in Mount Airy, North Carolina. He's cut hair for 62 years.

My coworkers all have *Mad Men* haircuts. Do I follow their lead?
No. Keep your own haircut. Think of it as your personality: You had it when they hired you, right? And anyway, every head is different. You could put the same style on most people, but it wouldn't look as good on some.

I brush my teeth before I go to the dentist. Should I wash, dry, and comb for the barber?
I'll tell you what, most fellows don't. But they should. If you have your hair already combed as you like it, then the barber will have some idea of what you're looking for.

I have a big date on Friday. When do I see you for a haircut?
How's Tuesday? A fresh cut is great, but looks better if it's a few days old. That's because after a cut, your hair keeps the scissor's shape. But a few days later, hair grows into the shape of your head. It's more natural.

MICHAEL LEWIS

Elvis: Bettmann/Corbis; Matt Lauer: Jeff Daly/wenn.com/Newscom (left), Nancy Kaszerman/Zuma Press/Newscom (right); Justin Timberlake: Lisa O'Connor/Zuma Press/Newscom (left), Jon Kopaloff/FilmMagic/Getty (right); Cary Grant: RBO/Camera Press/Retna; Jon Hamm: Corbis (left), Phil Roach/Globe Photos (right); George Clooney: Ron Galella/WireImage/Getty (left), Alec Michael/Globe Photos (right); James Dean: Doc Delonge/Stills/Retna; Robert Pattinson: Stephane Cardinale/People Avenue/Getty (left), RD/Dziekan/Retna (right), John Mayer: Vince Bucci/Getty (left), Alberto E. Rodriguez/Getty (right); Hiatt:

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PUMPING THE IRON
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CUTTING THE CRAP
TAKING CARE OF BUSINESS
STRIKING THE POSE
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What's Your Big Idea?

HOW IS A BOTTLE LIKE AN OFFICE? CHAD LAVIGNE ANSWERS THIS RIDDLE WITH DESIGNS DRAWN FROM LIFE

KENNETH COLE'S OFFICE, PERCHED high above the gleaming Hudson River in Manhattan, is a seat of power, money, and careers made and snuffed. This is where the renowned style maker recently summoned product designer Chad Lavigne. He wanted Lavigne to create the look for Kenneth Cole Signature, his personalized cologne.

As Cole talked about what he envisioned for the packaging, Lavigne scanned the room. Distressed leather, exposed brick, antique wood. He felt warmth and heritage. And soon he had a plan: The bottle would reflect Kenneth Cole's work space.

"There's a certain sensibility to lived-in things, objects that have a history," Lavigne says. If you're planning something for someone—a report for a client, a present for your girlfriend—first consider the things that person already loves. Understand the reason behind the love, and you'll know what to do next.

"I love a challenge. For me, finding the right buy becomes a personal mission. It's okay to obsess over what you want."

DIOR HOMME shirt ($420), Saks Fifth Avenue;
J.CREW straight-fit jeans ($95), jcrew.com;
BILLY REID Beatty boots ($395), (212) 598-9355;
DIESEL watch ($100), dieseltimeframes.com

Lavigne has spent more than 10 years designing bottles and tubes for personal-care products. Whether the scents are for you or not, damned if they don't look great on a shelf. Tommy Hilfiger, Zirh, Marc Jacobs—he's done them all. The packaging is sleek and original, but it's also guided and inspired by the past.

He doesn't hide that fact. To acknowledge your sources of inspiration is to show that you've been paying attention—something any client or girlfriend would want. So you'll find old bottles all over Lavigne's house. There's a classy tequila bottle he scored from a recent vacation. Some beat-up vintage cologne decanters. "I'll see bottles and have to have them," he says. "I try to carry that passion over into my designs. There are millions of products on the market. If there's not some thought behind a product, it doesn't mean anything. And if it doesn't mean something to you, why should you buy it?"

The same ethos guides Lavigne's sense of style. "I don't like crisp, museum-type clothing," he says. "I can't go into some department store and buy a suit off the rack. That would be safe. It's easy. If I need a blazer, I don't just look—I go on a hunt."

That's also why Lavigne and his father are designing an old-school rat rod from the chassis up. Heck, he could've just bought a new BMW. But a new car is just a car, spit out of a factory. Build something yourself, and it's an extension of you. So Lavigne has made three trips in the past year to New Smyrna Beach, Florida, near where his father lives, to check on the car's progress at the body shop.

"We started with a 1935 Chevy Master Deluxe with suicide doors. Now we're cutting the roof. It comes a little bit at a time, but that's part of the fun," he says. "I'll be the only dad who drops his kids off to school in a rat rod." And everyone will notice. They'd notice a Bimmer, too, but not in the same way.

Between those trips, Lavigne worked on modeling the new cologne bottle after Kenneth Cole's office. It's stout and solid, with a wooden cap that looks like it was snapped off the big guy's desk. Lavigne put together some other design options as well—it's always smart to show the depth of your ideas—and brought them all back to that towering office for the official verdict. "And everyone, especially Kenneth, gravitated toward the bottle that was inspired by his office."

Just as Lavigne knew they would.

Here are other items with personality that have inspired Chad Lavigne.

PAUL KITA

STEVEN ALAN SHIRT
"I have never felt comfortable in a pressed, crisp shirt," Lavigne says. Steven Alan shirts fit like they're well-worn, and stand out in the crowd, he says.

CARGA LEATHER BAG
Chad Lavigne lugs his gear in Carga's bags. They're made from construction materials like industrial wool felt and aluminum rivets, so they're sturdy enough to carry his most delicate designs.

OLIVER PEOPLES EYEWEAR
"Glasses are one of the few things that can really change you dramatically," says Lavigne. He loves the thick, striking frames of Oliver Peoples.

CONVERSE SNEAKERS
Lavigne is hooked on John Varvatos's custom Converse sneakers. "He adds the perfect layer of edge to a timeless design," Lavigne says. Plus, they're comfortable as hell.

ALLEGRI JACKET
"I would much rather go out and purchase one killer jacket that will improve over time than buy junk," says Lavigne. Allegri jackets buck fads with classic cuts.

KENNETH COLE COLOGNE
It's the bottle Lavigne designed based on Cole's office. "Kenneth was drawn to it immediately," he says.

"I can't go into some department store and buy a suit off the rack. That would be safe. It's easy."

STEVEN ALAN reverse-seam shirt ($170), stevenalan.com; **CARGA** messenger bag ($530), (212) 627-9159, christopher19.com; **OLIVER PEOPLES** Ari frames ($315), oliverpeoples.com; **ALLEGRI** travel blazer ($700), (646) 415-8546; **KENNETH COLE** Signature cologne ($50 for 1.7 oz), select Kenneth Cole boutiques; **CONVERSE BY JOHN VARVATOS** Star Player sneakers ($125), select Nordstroms nationwide

BEN GRIEME (Lavigne), grooming: Kristi Matamoros. Lavigne's own belt; GREG BROOM (products), prop styling: Jason Gledhill

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- Focus on using the muscles in your arms and chest equally.
- Start with 10 to 15 pull-ups and work up to more.

No celebrity endorsement implied.

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—Mr. Peanut

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*Scientific evidence suggests but does not prove that eating 1.5 ounces per day of most nuts (such as almonds and peanuts), as part of a diet low in saturated fat & cholesterol and not resulting in increased caloric intake, may reduce the risk of coronary heart disease.

Downtime: the Upgrade

THE PEOPLE, PLACES, AND BRAND-NEW STUFF TO SEEK OUT THIS MONTH

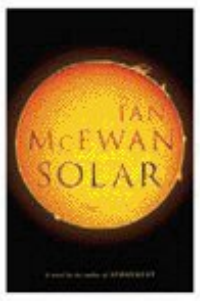
My Time

Click this site

Winter's over! Why not celebrate with a quick trip? For lodging, skip Expedia and Kayak and visit **FlipKey** to find vacation rentals with character—cabins, châteaus, and beach shacks—at rates just as budget as the ones at that no-tell airport motel. *flipkey.com*

Play this game

In the final game of its trilogy, **God of War III** (out March 16, PS3), you command Kratos, a pissed-off Spartan who must slay mythological beasts to make his way up Mt. Olympus. You'll wish you'd paid more attention in freshman lit class—or maybe you did, and this will be cathartic.



Read this novel

Ian McEwan's latest work, ***Solar,*** is about a global-warming scientist who tries to save the world—but whose disastrous personal life may end his career first. It'll remind you that even the most important men need to balance work and home. It's due out March 30.

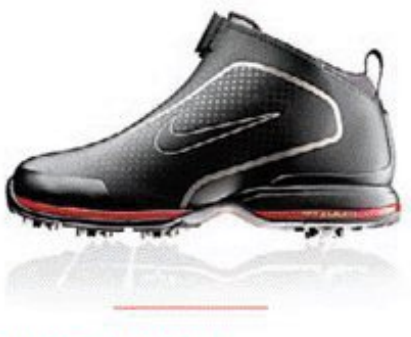
Guy Time

Watch this flick

Remind yourself that anything's possible by seeing ***She's Out of My League.*** A dorky guy dates the perfect girl—and she's into him—but his nervousness and his friends' bad advice nearly kill the romance. The flick proves once again that if you believe you belong, you do.

Wear this gear

April showers bring soggy fairways. Ward off prune toes with a pair of **Nike Zoom Bandon** all-weather shoes, which are waterproofed and high-topped. Comfort goes up; list of excuses goes down. *$175, nike.com*



Conquer this race

The Boston Marathon is fine and all, but it doesn't have mud bogs, fire pits, and a dozen other obstacles to navigate. Test your fitness—and manhood—at the fiercely weird **Warrior Dashes,** springing up around the nation starting April 10. *warriordash.com*

Date Time

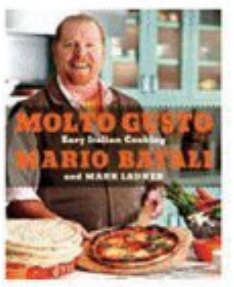
Play these songs

Forget Clapton's "Wonderful Tonight." On these new albums, you'll find an "our song" that isn't everyone else's.

"Swim Until You Can't See Land," **Frightened Rabbit** from *The Winter of Mixed Drinks*

"Moonless March," **Aloha** from *Home Acres*

"Sexless Love," **Twin Tigers** from *Gray Waves*



Cook this with her

For a fail-safe date, make this easy authentic pizza adapted from Mario Batali's new ***Molto Gusto,*** out April 6.

Pizza Marinara

Slather ¼ cup of strained tomatoes over a semibaked pizza crust, leaving a half-inch border. Drizzle on 1 tablespoon of extra-virgin olive oil. Scatter on a thinly sliced garlic clove and ¼ of a thinly sliced red serrano chili. Broil 4 to 7 minutes. Sprinkle on a handful of marjoram or oregano, and serve.

Take her here

Dance up a sweat to Pearl Jam and George Clinton at the **New Orleans Jazz & Heritage Festival,** April 23 to May 2. Refuel on po'boys, crawfish, and other fine Nawleans grub. *nojazzfest.com*

Family Time

Own this event

No matter what bands your kids dig, here's a history lesson they need: ***The T.A.M.I. Show*** **Collector's Edition DVD,** out for the first time since its 1964 release. It has the Stones, James Brown, the Beach Boys, and more in their prime. Show 'em where greatness came from.

Take them to this movie

Diary of a Wimpy Kid, an adaptation of Jeff Kinney's best-selling book series, is packed with lessons on how to handle bullies, girls, and everyday stress. Then you can pass along the most important lesson of all: Wimpy kids turn into awesome adults. It's out April 2.

Buy this toy

Save your sofa and build a castle (or igloo or tunnel) with a **Crazy Forts** kit. Use the reinforced rods and lightweight balls for the structure, and then find a few old bedsheets to shape the exterior—no couch cushions needed. *$45, barnesandnoble.com*

Sasha Gusov/Getty Images (ocean), Alejandro Kaminetzky/Latin Content/Getty Images (Clinton)

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An initial UCLA study on our juice found hopeful results for prostate health, reporting "statistically significant prolongation of PSA doubling times," according to Dr. Allen J. Pantuck in *Clinical Cancer Research*, 2006.[1,2,3]

Additional preliminary study on our juice showed promising results for heart health. "Stress-induced ischemia (restricted blood flow to the heart) decreased in the pomegranate group," Dr. Dean Ornish reported in the *American Journal of Cardiology*, 2005.[1,2,4]

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[1]pompills.com/research [2]These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease. [3]46 men with rising PSA after surgery or radiotherapy drank 8oz 100% pomegranate juice daily for two years. [4]45 patients with coronary heart disease and myocardial ischemia drank 8oz 100% pomegranate juice daily for three months. ©2010 PomWonderful LLC. All rights reserved. P M Wonderful, P Mx

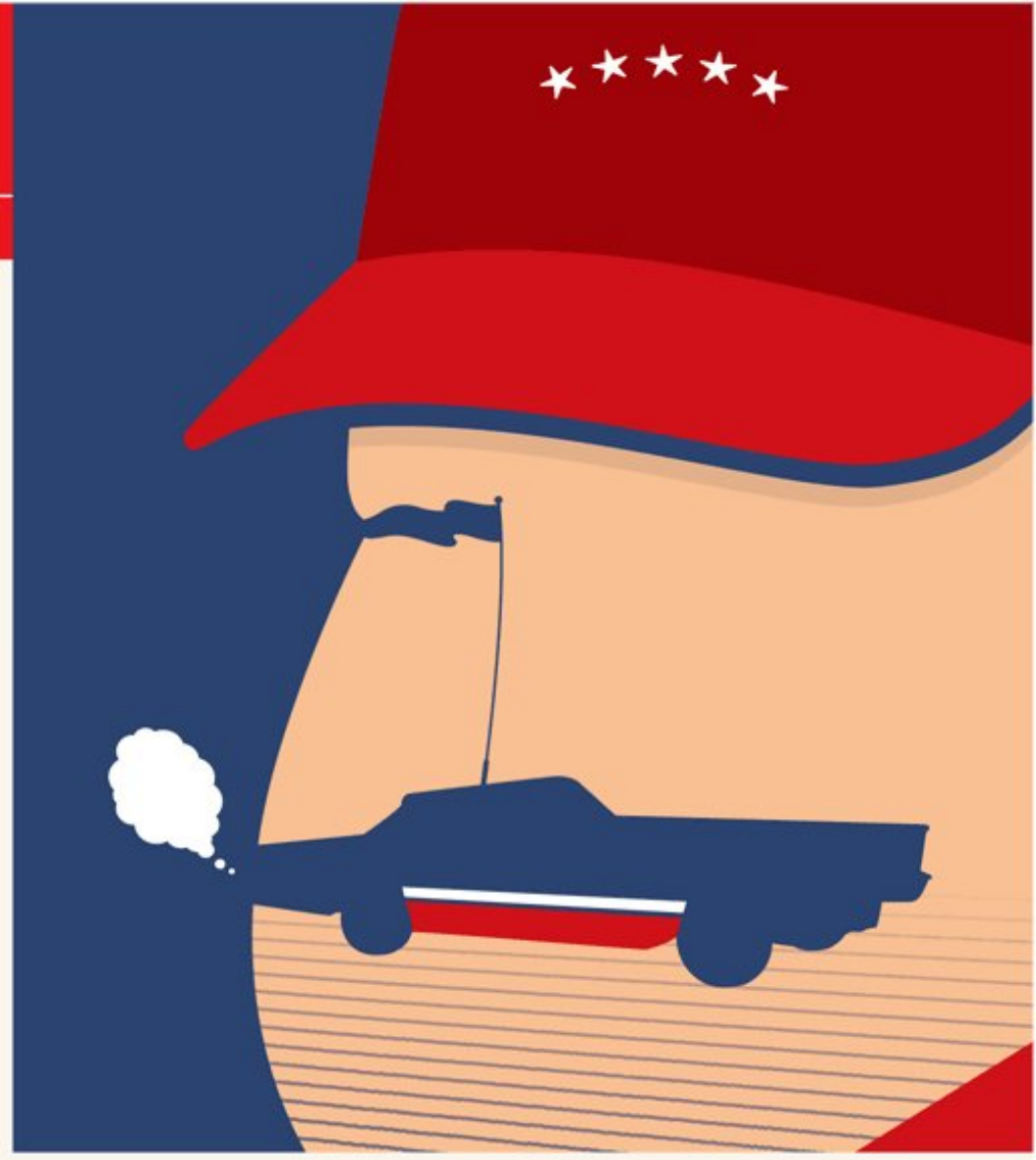
RANKING AMERICA'S CITIES

MOTOR CITIES, USA

In 1980, the citizens of Arlington, Texas, voted down a ballot initiative to create the city's first public transportation system. After two more initiatives failed, someone finally got the hint: Arlingtonians don't want a public transportation system, because they think they already have the *perfect* transportation system—their cars. In fact, Arlington is America's Most Car-Crazed City.

How do we know? We looked at the number of residents who used "Cash for Clunkers" to buy a ride with panache and power; the money spent on car audio, body work, paint jobs, and car-care products (Bureau of Labor Statistics and Mediamark Research); the ratio of auto-parts stores to people (Census); and the number of folks who read car magazines and attend car shows (Mediamark).

RESEARCH BY JACLYN COLLETTI AND SOPHIE FITZGERALD



Most car-crazed

1	Arlington, TX	A+
2	San Jose, CA	A
3	Sioux Falls, SD	A-
4	Virginia Beach, VA	A-
5	Anchorage, AK	A-
6	Salt Lake City, UT	A-
7	Charlotte, NC	A-
8	Austin, TX	A-
9	Fargo, ND	B+
10	Riverside, CA	B+
11	Colorado Springs, CO	B+
12	Portland, OR	B+
13	Portland, ME	B+
14	Reno, NV	B+
15	Orlando, FL	B+
16	Bakersfield, CA	B+
17	Anaheim, CA	B+
18	Raleigh, NC	B+
19	Jacksonville, FL	B+
20	Modesto, CA	B+
21	Phoenix, AZ	B
22	Houston, TX	B
23	Indianapolis, IN	B
24	Grand Rapids, MI	B
25	Madison, WI	B
26	Albuquerque, NM	B
27	Lexington, KY	B
28	San Diego, CA	B
29	Seattle, WA	B
30	Nashville, TN	B
31	Greensboro, NC	B
32	Omaha, NE	B
33	Dallas, TX	B-
34	Atlanta, GA	B-
35	Des Moines, IA	B-
36	Boise City, ID	B-
37	Sacramento, CA	B-
38	Tulsa, OK	B-
39	Las Vegas, NV	B-
40	Cincinnati, OH	B-
41	Wichita, KS	B-
42	Columbus, OH	B-
43	Manchester, NH	C+
44	San Antonio, TX	C+
45	Durham, NC	C+
46	Lincoln, NE	C+
47	Aurora, CO	C+
48	Boston, MA	C+
49	Tampa, FL	C+
50	Richmond, VA	C
51	Rochester, NY	C
52	Miami, FL	C
53	Oakland, CA	C
54	San Francisco, CA	C
55	Columbia, SC	C
56	Burlington, VT	C
57	Denver, CO	C
58	Cheyenne, WY	C
59	Fort Wayne, IN	C
60	Wilmington, DE	C-
61	Oklahoma City, OK	C-
62	Fort Worth, TX	C-
63	Minneapolis, MN	C-
64	Little Rock, AR	C-
65	Kansas City, MO	C-
66	Honolulu, HI	C-
67	Fresno, CA	C-
68	Montgomery, AL	C-
69	Memphis, TN	C-
70	El Paso, TX	C-
71	Los Angeles, CA	D+
72	Tucson, AZ	D+
73	St. Paul, MN	D+
74	Lubbock, TX	D+
75	Corpus Christi, TX	D+
76	Spokane, WA	D+
77	Charleston, WV	D+
78	Birmingham, AL	D+
79	Baltimore, MD	D+
80	St. Louis, MO	D
81	Billings, MT	D
82	Louisville, KY	D
83	Jersey City, NJ	D
84	Chicago, IL	D
85	Toledo, OH	D
86	Milwaukee, WI	D
87	Hartford, CT	D-
88	Jackson, MS	D-
89	Pittsburgh, PA	D-
90	Washington, DC	D-

Least auto-emotive

91	New Orleans, LA	F
92	Yonkers, NY	F
93	St. Petersburg, FL	F
94	New York, NY	F
95	Providence, RI	F
96	Detroit, MI	F
97	Philadelphia, PA	F
98	Newark, NJ	F
99	Buffalo, NY	F
100	Cleveland, OH	F

TURN YOUR BLACKTOP GREEN

Most cars aren't ecofriendly, but the roads we drive them on can be. The secret is rubberized asphalt, a paving material created by blending liquid asphalt with granulated rubber from used tires. Just 1 mile of two-lane road paved with rubberized asphalt can keep 3,000 retired Firestones out of landfills. Plus, you get a more durable driving surface. "After 20 years on roads, it hasn't failed, while normal asphalt is showing a lot of cracks," says Serji Amirkhanian, Ph.D., a Clemson University engineering professor. To find out if your state is exploring alternative asphalts, visit www.fhwa.dot.gov/webstate.htm.

SUPER FUEL

How good is your gasoline? The EPA mandates that all gas sold in the United States contain a minimum level of detergents to help clean your car's fuel system, improving performance and reducing emissions as a result. But some automakers, including BMW and Audi, say the EPA didn't set the level high enough. Their solution: Fill up with a "top tier" brand—gas that's spiked with higher amounts of detergent (top tiergas.com/retailers.html).

Check out our homage to automobiles in this issue. And for more rankings, go to MensHealth.com/metrogrades.

Illustration by NOMA BAR

"PROTECTING BLITZ ISN'T A LUXURY. IT'S A DUTY. THAT'S WHY WE FEED HIM EUKANUBA."

J. Azevedo

Award-winning police K9 team,
Officer John Azevedo and Blitz

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Let's Talk Dirty

Your girlfriend is right: Your house is filthy. Use our guide to eliminate germs before they eliminate you

BY DANIELLE BRAFF • PHOTOGRAPHS BY ANDREW TINGLE

THE NEXT TIME YOU CUT UP CHICKEN FOR DINNER, DO IT ON A CLEAN SURFACE: We recommend your toilet seat. "It has the least amount of bacteria of all the spots in your home," says Charles Gerba, Ph.D., a professor of environmental microbiology at the University of Arizona. In fact, there are 200 times more fecal coliforms—otherwise known as feces bacteria—on the average cutting board than on the typical commode. • Blame the fact that most people just rinse their cutting boards instead of washing them thoroughly—and that all the little grooves made by knives provide perfect homes for bacteria. (Run your cutting board through the dishwasher after each use—or, if it's wooden, sanitize it with a few drops of bleach mixed with water.) • Want to know what else is scary? The filth on your washcloth. And your water bottle. Even your watchband. You probably don't want to fess up to how often you clean these items, but there's a good chance that at least one of these has made you sick. In a recent multicountry study by the public-education group Hygiene Council, a whopping 28 percent of households were found to be heavily contaminated with bacteria, which can live on dry surfaces for days, or even months. In that time, they can migrate from, say, bathroom to hand to cutting board to mouth. "It's something to be reckoned with," says Philip Tierno Jr., Ph.D., a microbiologist and immunologist at New York University Langone Medical Center and the author of *The Secret Life of Germs*. "In fact, 50 to 80 percent of foodborne illnesses are contracted in the home, not in restaurants." There are no health inspectors watching *you* make the food.

But before you start spraying bleach on everything in your house, relax: Simply being consistent about cleaning key items—some of which you may have never even *thought* about cleaning—can keep a lid on viruses and bacteria. Read on to discover some frequently neglected targets, along with smart antimicrobial strategies to make all of them safe.

Prop styling: Sylvia Grieser

Towels: They absorb more than just water

Whenever you use a washcloth, hand towel, or bath towel, skin cells slough off your body and stick to the fabric. Those cells serve as food for bacteria, Tierno says. Plus, bacteria thrive in the damp, densely woven material, which has lots of nooks and crannies for them to hide in. As you reuse towels, these bacteria can transfer back to you and cause skin infections. "If you have any kind of wound, you may be infecting yourself with whatever is on the towel," says Elizabeth Scott, Ph.D., codirector of the Simmons College center for hygiene and health.

Your cleanup Scott suggests washing your bath towel at least weekly if you're the only person using it, and using fresh towels daily if you share. Anything that gets soaked—like a washcloth—should be washed after every use. And don't forget about guest towels; wash them every time you have visitors. Who knows where those people have been?

Office coffee mug: Your handy desktop cesspool

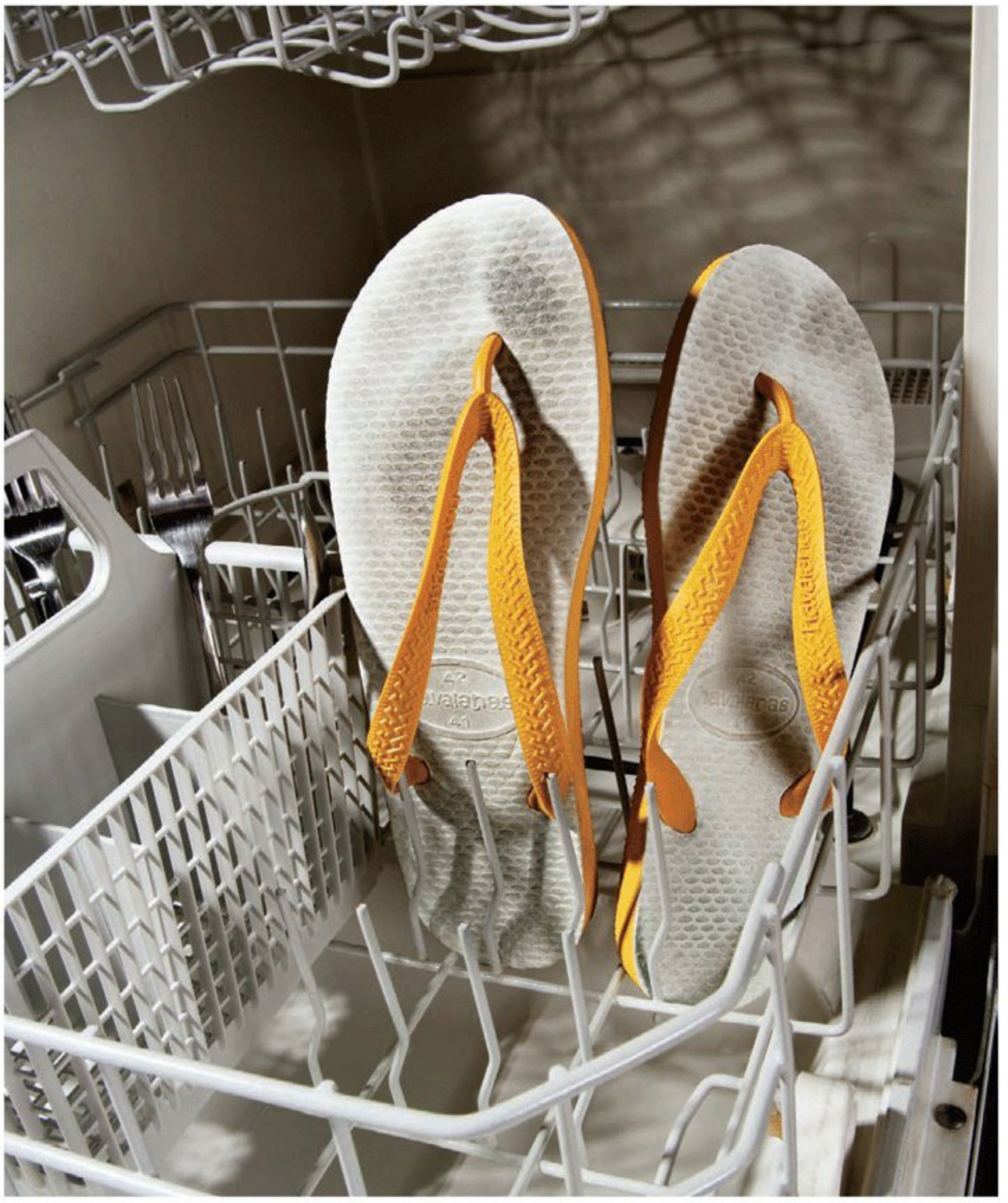
Reusing your coffee mug is great for the environment but may not be so great for your health. "Colonies of germs are living in your favorite cup," Gerba says. Twenty percent of office mugs carry fecal bacteria, and 90 percent are covered in other germs, according to Gerba's research. That's because in an office, most people tend to clean their cups with bacteria-laden sponges or scrub brushes instead of in a dishwasher. That bacteria transfers to the mug and can live there for 3 days, Gerba says.

Your cleanup You're not going to down that scalding cup of coffee as soon as it's poured, but don't nurse the cup for longer than an hour or so, Gerba suggests. Bring your mug home daily to be washed in the dishwasher, and make sure it goes through the dry cycle, which uses the hottest temperatures and zaps every last germ. At the very least, wash it with hot water, soap, and a paper towel. If it sits unwashed on your desk after being used, germs will start reproducing immediately—and bacterial colonies grow even when the cup contains nothing more than a coffee ring.

Sheets: You never *really* sleep alone

When you're rolling around between the sheets, you're basically rolling around in your own filth. Studies have found feces, *salmonella*, and E. coli on bed linens—even ones fresh out of a washer, Gerba says. His research shows that sheets can contain 0.1 gram of feces, *salmonella*, and E. coli after just one night's rest. That means they'd collectively contain about 10 billion microbes.

Your cleanup Wash your sheets once a week, and make sure the water is hot. According to Gerba, only 5 percent of Americans use high temperatures when they wash their linens, and germs can live through a cold or even a warm wash. And the dryer may not be much of a backup: Although E. coli is usually zapped in the drying cycle, *salmonella* and *Mycobacterium*, which can cause pulmonary diseases, can survive, says Gerba. Your best bet is to kill them off with hot water in the wash cycle. Then rest easy.



Water bottle: Bacteria to go

What better way to save cash and keep trash out of landfills than to drink from reusable plastic water bottles? Just don't let the bottles become bacterial bombs. Researchers at the University of Calgary found significant levels of coliform bacteria in 9 percent of water bottles used by elementary school students—suggesting that when thirsty youngsters open the bottles with dirty hands, they can dump a host of fecal matter into the water. When they empty the bottle, the damp, warm, closed space becomes a perfect breeding ground for bacteria.

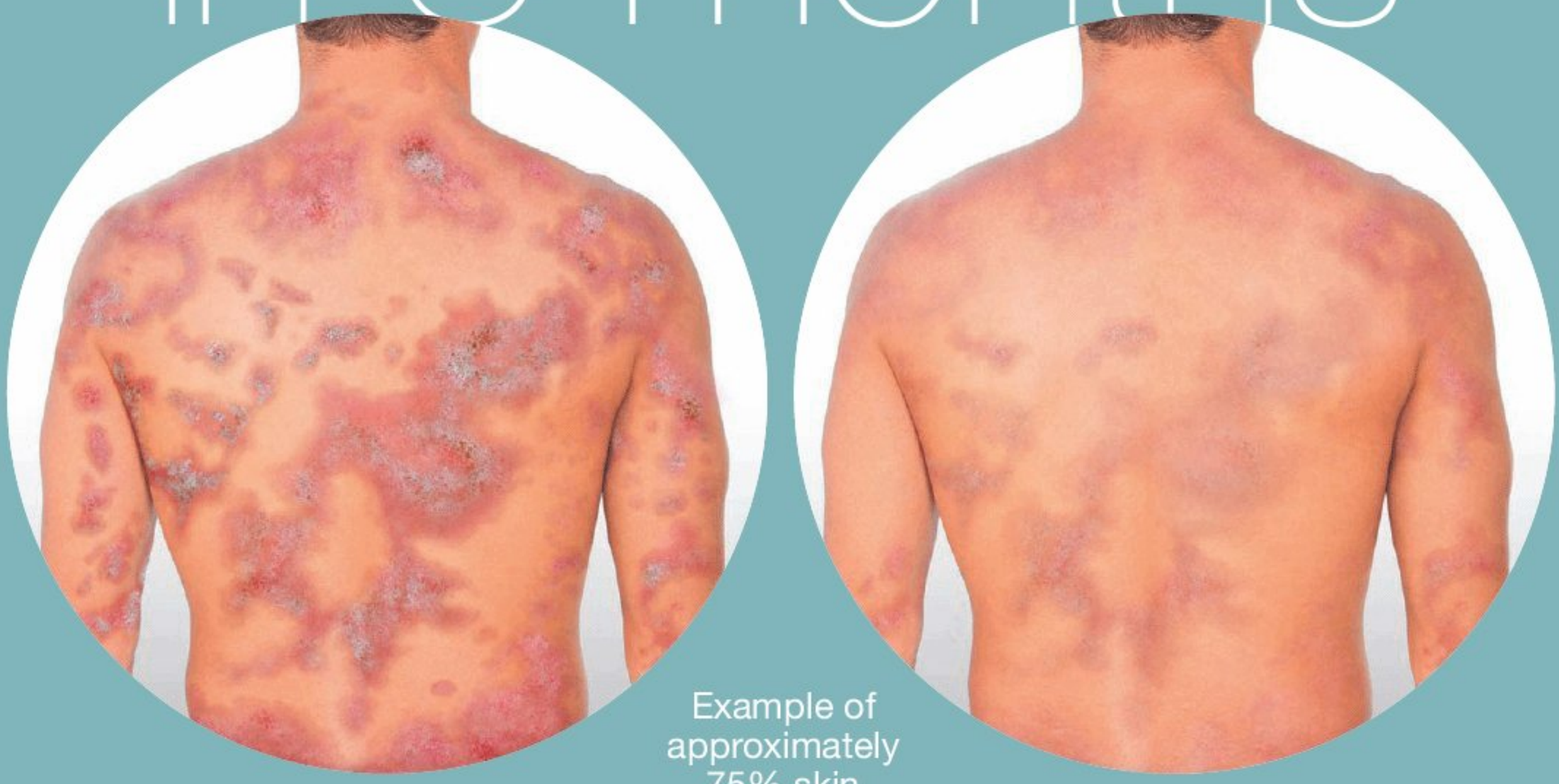
Your cleanup Since water bottles tend to have narrow necks, they can't undergo a thorough cleaning in the dishwasher. If you must reuse your bottle, wash it with hot, soapy water and use a bottle brush like the Oxo Good Grips model ($5, oxo.com). Feel free to reuse the bottle, as long as you wash it after every use and air-dry both the bottle and cap completely, Gerba says.

Gym bag: Have you *ever* cleaned it?

Probably not, but you should. Now. Think about it: Even though spray bottles are usually placed around gyms to wipe down equipment, most patrons don't use them. When you toss your clothes into your gym bag, the sweat from who-knows-how-many people transfers to the bag. "It becomes a terrific breeding ground for bacteria such as MRSA, which causes skin infections," Gerba says. Since bacteria like

For adults with chronic moderate to severe plaque psoriasis

Clearer skin in 3 months



Before ENBREL

Example of approximately 75% skin clearance after 3 months. For illustrative purposes only. Your results may vary.

After ENBREL

Prescription ENBREL is an injection that is clinically proven to provide clearer skin. In medical studies, nearly half of patients saw a significant improvement in their plaque psoriasis within 3 months of using ENBREL. Overall, 3 out of 4 patients saw improvement. Your results may vary.

If you and your doctor decide that ENBREL is right for you, ask about help with out-of-pocket costs through *ENBREL Support*™.

ENBREL Support™ offers eligible patients*:

- 6 months at no out-of-pocket cost to you
- $10 or less out-of-pocket cost per month thereafter†
- Support for your ENBREL co-pay or co-insurance, and prescription deductible

No out-of-pocket cost for 6 months for eligible patients*

Program provides up to $4,000 of assistance per patient for each 6-month period.‡ Patient is responsible for costs above these amounts.

*Eligibility: Open to patients with commercial prescription insurance. Not open to uninsured patients or patients receiving prescription reimbursement under any federal, state, or government-funded insurance programs (for example, Medicare including Medicare Part D, Medicaid, etc.) or patients who live in Massachusetts (or where prohibited by law). Restrictions, including monthly maximums, may apply. Offer subject to change or discontinuation without notice.

†Each time you fill your ENBREL prescription, you will receive 50% off your out-of-pocket cost or pay no more than $10 per month—whichever helps you more.

‡For patients with moderate to severe plaque psoriasis, who are first starting ENBREL and prescribed 50 mg twice-weekly dosing, program provides an additional $2,000 per patient for the first 3 months of therapy only.

Ask your dermatologist if ENBREL is right for you. Learn more: visit enbrel.com or call 1-888-4ENBREL.

Who is ENBREL for?

ENBREL is indicated for the treatment of adult patients (18 years or older) with chronic moderate to severe plaque psoriasis who are candidates for systemic therapy or phototherapy.

IMPORTANT SAFETY INFORMATION

What is the most important information I should know about ENBREL?

ENBREL is a medicine that affects your immune system. ENBREL can lower the ability of your immune system to fight infections. Serious infections have happened in patients taking ENBREL. These infections include tuberculosis (TB) and infections caused by viruses, fungi, or bacteria that have spread throughout the body. Some patients have died from these infections. Your doctor should test you for TB before you take ENBREL and monitor you closely for TB before, during, and after ENBREL treatment, even if you have tested negative for TB.

There have been some cases of unusual cancers reported in children and teenage patients who started using TNF blockers before 18 years of age. Also, for children, teenagers, and adults taking TNF blockers, including ENBREL, the chances of getting lymphoma or other cancers may increase. Patients with RA and psoriasis may be more likely to get lymphoma.

Before starting ENBREL, tell your doctor if you:

- Have any existing medical conditions
- Are taking any medicines, including herbals
- Think you have, are being treated for, have signs of, or are prone to infection. You should not start taking ENBREL if you have any kind of infection, unless your doctor says it is okay
- Have any open cuts or sores
- Have diabetes or an immune system problem
- Have TB or have been in close contact with someone who has had TB
- Were born in, lived in, or traveled to countries where there is more risk for getting TB. Ask your doctor if you are not sure
- Live or have lived in certain parts of the country (such as, the Ohio and Mississippi River valleys, or the Southwest) where there is a greater risk for certain kinds of fungal infections, such as histoplasmosis. These infections may develop or become more severe if you take ENBREL. If you don't know if histoplasmosis or other fungal infections are common in the areas where you live or have lived, ask your doctor
- Have or have had hepatitis B
- Have heart failure
- Develop symptoms such as persistent fever, bruising, bleeding, or paleness while taking ENBREL
- Use the medicine Kineret® (anakinra), Orencia® (abatacept), or Cytoxan® (cyclophosphamide)
- Have or develop a serious nervous disorder, seizures, any numbness or tingling, or a disease that affects your nervous system such as multiple sclerosis
- Are scheduled to have surgery
- Have recently received or are scheduled for any vaccines. All vaccines should be brought up-to-date before starting ENBREL. Patients taking ENBREL should not receive live vaccines.
- Are allergic to rubber or latex
- Are pregnant, planning to become pregnant, or breastfeeding
- Have been around someone with chicken pox

What are the possible side effects of ENBREL?

ENBREL can cause serious side effects including: **Infections**, including serious infections like TB; **hepatitis B** can become active if you already have had it; **nervous system problems**, such as multiple sclerosis, seizures, or inflammation of the nerves of the eyes; **blood problems** (some fatal); new or worsening **heart failure**; new or worsening **psoriasis; allergic reactions; autoimmune reactions**, including a lupus-like syndrome and autoimmune hepatitis.

Common side effects include: Injection site reactions, upper respiratory infections (sinus infections), and headache.

These are not all the side effects with ENBREL. Tell your doctor about any side effect that bothers you or does not go away.

If you have any questions about this information, be sure to discuss them with your doctor. You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.

Please see Medication Guide on the following page.

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Enbrel® etanercept

Medication Guide ENBREL® (en-brel) (etanercept)

Read the Medication Guide that comes with ENBREL® before you start using it and each time you get a refill. There may be new information. This Medication Guide does not take the place of talking with your doctor about your medical condition or treatment. It is important to remain under your doctor's care while using ENBREL®.

ENBREL® is a prescription medicine called a Tumor Necrosis Factor (TNF) blocker that affects your immune system.

What is the most important information I should know about ENBREL®?

ENBREL may cause serious side effects, including:

1. Risk of infection

ENBREL® can lower the ability of your immune system to fight infections. Some people have serious infections while taking ENBREL®. These infections include tuberculosis (TB), and infections caused by viruses, fungi or bacteria that spread throughout their body. Some people have died from these infections.

- Your doctor should test you for TB before starting ENBREL®.
- Your doctor should monitor you closely for symptoms of TB during treatment with ENBREL® even if you tested negative for TB.
- Your doctor should check you for symptoms of any type of infection before, during, and after your treatment with ENBREL®.

You should not start taking ENBREL® if you have any kind of infection unless your doctor says it is okay.

2. Risk of cancer

- There have been cases of unusual cancers in children and teenage patients who started using TNF-blocking agents at less than 18 years of age.
- For children, teenagers, and adults taking TNF-blocker medicines, including ENBREL, the chances of getting lymphoma or other cancers may increase.
- People with rheumatoid arthritis or psoriasis, especially those with very active disease, may be more likely to get lymphoma.

Before starting ENBREL®, be sure to talk to your doctor:

ENBREL® may not be right for you. Before starting ENBREL®, tell your doctor about all of your medical conditions, including:

Infections – tell your doctor if you:

- have an infection. (See **"What is the most important information I should know about ENBREL®?"**)
- are being treated for an infection
- think you have an infection
- have symptoms of an infection such as fever, sweats or chills, cough or flu-like symptoms, shortness of breath, blood in your phlegm, weight loss, muscle aches, warm, red, or painful areas on your skin, sores on your body, diarrhea or stomach pain, burning when you urinate or urinate more often than normal, and feel very tired.
- have any open cuts on your body
- get a lot of infections or have infections that keep coming back
- have diabetes, HIV, or a weak immune system. People with these conditions have a higher chance for infections.
- have TB, or have been in close contact with someone with TB
- were born in, lived in, or traveled to countries where there is a risk for getting TB. Ask your doctor if you are not sure.
- live, have lived in, or traveled to certain parts of the country (such as the Ohio and Mississippi River valleys, or the Southwest) where there is a greater risk for getting certain kinds of fungal infections (histoplasmosis, coccidioidomycosis, blastomycosis). These infections may happen or become more severe if you use ENBREL®. Ask your doctor if you do not know if you live or have lived in an area where these infections are common.
- have or have had hepatitis B

Also, BEFORE starting ENBREL®, tell your doctor:

- **About all the medicines you take including prescription and nonprescription medicines, vitamins and herbal supplements including:**
  - ✓ **Orencia® (abatacept) or Kineret® (anakinra).** You have a higher chance for serious infections when taking ENBREL® with Orencia® or Kineret®.
  - ✓ **Cyclophosphamide (Cytoxan®).** You may have a higher chance for getting certain cancers when taking ENBREL® with cyclophospharnide.

Keep a list of all your medications with you to show your doctor and pharmacist each time you get a new medicine. Ask your doctor if you are not sure if your medicine is one listed above.

Other important medical information you should tell your doctor BEFORE starting ENBREL®, including if you:

- have or had a nervous system problem such as multiple sclerosis
- have or had heart failure
- are scheduled to have surgery
- have recently received or are scheduled to receive a vaccine
  - ✓ all vaccines should be brought up-to-date before starting ENBREL®
  - ✓ people taking ENBREL® should not receive live vaccines
  - ✓ ask your doctor if you are not sure if you received a live vaccine
- are allergic to rubber or latex
  - ✓ the needle covers on the single-use prefilled syringes and the single-use prefilled SureClick® autoinjectors contains dry natural rubber
- have been around someone with varicella zoster (chicken pox)
- are pregnant or plan to become pregnant. It is not known if ENBREL® will harm your unborn baby.
  - ✓ **Pregnancy Registry:** Amgen has a registry for pregnant women who take ENBREL®. The purpose of this registry is to check the health of the pregnant mother and her child. Talk to your doctor if you are pregnant and contact the registry at 1-877-311-8972.
- are breast feeding or plan to breast feed. It is not known if ENBREL® passes into your breast milk. You and your doctor should decide if you will take ENBREL® or breast feed. You should not do both.

See the section "What are the possible side effects of ENBREL®?" below for more information.

What is ENBREL®?

ENBREL® is a prescription medicine called a Tumor Necrosis Factor (TNF) blocker.

ENBREL® is used to treat:

- **moderately to severely active rheumatoid arthritis (RA).** ENBREL® can be used alone or with a medicine called methotrexate.
- **psoriatic arthritis.** ENBREL® can be used alone or with methotrexate.
- **ankylosing spondylitis (AS)**
- **chronic, moderate to severe plaque psoriasis in adults ages 18 years and older**
- **moderately to severely active polyarticular juvenile idiopathic arthritis (JIA) in children ages 2 years and older.**

You may continue to use other medicines that help treat your condition while taking ENBREL®, such as non-steroidal anti-inflammatory drugs (NSAIDs) and prescription steroids, as recommended by your doctor.

ENBREL® can help reduce joint damage, and the signs and symptoms of the above mentioned diseases. People with these diseases have too much of a protein called tumor necrosis factor (TNF), which is made by your immune system. ENBREL® can reduce the effect of TNF in the body and block the damage that too much TNF can cause, but it can also lower the ability of your immune system to fight infections. See **"What is the most important information I should know about ENBREL®?" and "What are the possible side effects of ENBREL®?"**

Who should not use ENBREL®?

Do not use ENBREL® if you:

- have an infection that has spread through your body (sepsis)
- have ever had an allergic reaction to ENBREL®. See the end of this Medication Guide for a complete list of ingredients in ENBREL®.

How should I use ENBREL®?

- ENBREL® is given as an injection under the skin (subcutaneous or SC).
- If your doctor decides that you or a caregiver can give the injections of ENBREL® at home, you or your caregiver should receive training on the right way to prepare and inject ENBREL®. Do not try to inject ENBREL® until you have been shown the right way by your doctor or nurse.
- ENBREL® is available in the forms listed below. Your doctor will prescribe the type that is best for you.
  - Single-use Prefilled Syringe
  - Single-use Prefilled SureClick Autoinjector
  - Multiple-use Vial
- See the detailed "Patient Instructions for Use" with this Medication Guide for instructions about the right way to prepare and give your ENBREL® injections at home.
- Your doctor will tell you how often you should use ENBREL®. Do not miss any doses of ENBREL®. If you forget to use ENBREL®, inject your dose as soon as you remember. Then, take your next dose at your regular(ly) scheduled time. In case you are not sure when to inject ENBREL®, call your doctor or pharmacist. **Do not use ENBREL® more often than as directed by your doctor.**
- Your child's dose of ENBREL® depends on his or her weight. Your child's doctor will tell you which form of ENBREL® to use and how much to give your child.

What are the possible side effects of ENBREL®?

ENBREL® can cause serious side effects, including:

See **"What is the most important information I should know about ENBREL® ?"**

- **Infections.** ENBREL® can make you more likely to get infections or make any infection that you have worse. Call your doctor right away if you have any symptoms of an infection. See **"Before starting ENBREL®, be sure to talk to your doctor"** for a list of symptoms of infection.
- **Hepatitis B infection** in people who carry the virus in their blood. If you are a carrier of the hepatitis B virus (a virus that affects the liver), the virus can become active while you use ENBREL®. Your doctor may do a blood test before you start treatment with ENBREL® and while you use ENBREL®.
- **Nervous system problems.** Rarely, people who use TNF blocker medicines have developed nervous system problems such as multiple sclerosis, seizures, or inflammation of the nerves of the eyes. Tell your doctor right away if you get any of these symptoms: numbness or tingling in any part of your body, vision changes, weakness in your arms and legs, and dizziness.
- **Blood problems.** Low blood counts have been seen with other TNF blocker medicines. Your body may not make enough of the blood cells that help fight infections or help stop bleeding. Symptoms include fever, bruising or bleeding very easily, or looking pale.
- **Heart failure** including new heart failure or worsening of heart failure you already have. New or worse heart failure can happen in people who use TNF blocker medicines, like ENBREL®. If you have heart failure your condition should be watched closely while you take ENBREL®. Call your doctor right away if you get new or worsening symptoms of heart failure while taking ENBREL® such as shortness of breath or swelling of your lower legs or feet.
- **Psoriasis.** Some people using ENBREL® developed new psoriasis or worsening of psoriasis they already had. Tell your doctor if you develop red scaly patches or raised bumps which may be filled with pus . Your doctor may decide to stop your treatment with ENBREL®.
- **Allergic reactions.** Allergic reactions can happen to people who use TNF blocker medicines. Call your doctor right away if you have any symptoms of an allergic reaction. Symptoms of an allergic reaction include a severe rash, a swollen face, or trouble breathing.
- **Autoimmune reactions, including:**
  - ✓ Lupus-like syndrome. Symptoms include a rash on your face and arms that gets worse in the sun. Tell your doctor if you have this symptom. Symptoms may go away when you stop using ENBREL®.
  - ✓ Autoimmune hepatitis. Liver problems can happen in people who use TNF blocker medicines, including ENBREL®. These problems can lead to liver failure and death. Call your doctor right away if you have any of these symptoms: feel very tired, skin or eyes look yellow, poor appetite or vomiting, pain on the right side of your stomach (abdomen).

Common side effects of ENBREL® include:

- **Injection site reactions** such as redness, swelling, itching, or pain. These symptoms usually go away within 3 to 5 days. If you have pain, redness or swelling around the injection site that doesn't go away or gets worse, call your doctor.
- **Upper respiratory infections** (sinus infections)
- **Headache**

These are not all the side effects with ENBREL®. Tell your doctor about any side effect that bothers you or does not go away.

Call your doctor for medical advice about side effects. You may report side effects to FDA at 1-800-FDA-1088.

How should I store ENBREL®?

- Store ENBREL® in the refrigerator at 36° to 46°F (2° to 8°C).
- **Do not freeze.**
- **Do not shake.**
- Keep ENBREL® in the original carton to protect from light.
- **Keep ENBREL® and all medicines out of the reach of children.**

General Information about ENBREL®

Medicines are sometimes prescribed for purposes not mentioned in a Medication Guide. Do not use ENBREL® for a condition for which it was not prescribed. Do not give ENBREL® to other people, even if they have the same condition. It may harm them.

This Medication Guide summarizes the most important information about ENBREL®. If you would like more information, talk with your doctor. You can ask your doctor or pharmacist for information about ENBREL® that was written for healthcare professionals. For more information call 1-888-4ENBREL (1-888-436-2735).

What are the ingredients in ENBREL®?

Single-use Prefilled Syringe and the Single-use Prefilled SureClick Autoinjector:

Active Ingredient: etanercept

Inactive Ingredients: sucrose, sodium chloride, L-arginine hydrochloride and sodium phosphate

Multiple-use Vial:

Active Ingredient: etanercept

Inactive Ingredients: mannitol, sucrose, tromethamine.

v3
Issue Date: 11/2009

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MRSA can live for at least a day, reaching into your bag while you have a cut on your skin could lead to a potentially lethal infection.

Your cleanup After you remove your gear, sanitize the inside of the bag with a disinfectant wipe like the ones made by Clorox. You can stash packets in one of the side pockets so they stay handy but separated from the clothes. "That should cut back on the bacteria significantly," Gerba says. "But if the bag is machine washable, you should also toss it into the machine every week." (Throw in your shower flip-flops as well, he says—they can become equally filthy.)

Carpet: Wall-to-wall germs

Tierno's research indicates that your carpet probably contains about 200,000 bacteria per square inch, making it 4,000 times dirtier than your toilet seat. "Rugs are botanical and zoological parks," says Tierno, who says hundreds of thousands of different types of species live there. These invasions occur because the average person sheds about 1.5 million skin cells every hour; these skin cells hit the rug and serve as food for germs. Add in food particles, pollen, and pet dander, and you have a gratis buffet, he says. And since a vacuum cleaner's suction and rotating beater brush don't usually reach the bottom of the carpet, you're bound to have communities of E. coli, *salmonella*, *staphylococcus*, and other bacteria down there. Every time you walk on the carpet or roll around on it with your kids, you disrupt the bacteria, bringing some closer to the surface, Gerba says.

Your cleanup Hire a company to do a deep steam-cleaning at least once a year, and consider covering high-traffic areas with machine-washable area rugs.

Remote control: 170 channels of high-def filth

One day we'll change channels using our brain waves. When that day comes, we'll all be a lot healthier, because 50 percent of television remotes tested positive for rhinovirus, according to a University of Virginia study. The rhinovirus can live there for a few days, and other germs can survive for up to a few months, thanks to the many hideouts found amid the rubber buttons and various LEDs. Ever have popcorn with your DVD movies? You're making matters worse, Tierno says. "If you eat something greasy, then cough in your hands and go back to the remote, you've deposited an organism with some oil, which offers the germs protection on a device that isn't cleaned very often to begin with."

Your cleanup Sanitizers don't work well on remotes because you can't get the cleaner into the cracks. Tierno suggests using a plastic-sleeve protector that can be wiped clean daily with a disinfecting wipe or other type of sanitizer. When you're traveling, bring along a few ziplock bags to slip onto the remotes in hotels.

Watchband: Time's up

Ever wonder why leather watchbands start to stink after a few months? That smell is most likely caused by microbes, possibly *Staphylococcus aureus*, a type of bacteria that can cause skin infections, says Roberto Kolter, Ph.D., a professor of microbiology and molecular genetics at Harvard medical school. Because leather is porous, it absorbs sweat and skin cells that serve as food for bacterial growth. "If you have any small cuts or scrapes on your wrist, the bacteria could enter and cause an infection," Kolter says.

Your cleanup Rubber and plastic are safer than leather because they don't absorb sweat as readily, and they can be cleaned with soapy water. If you prefer a leather strap, wipe it down once a week with a leather cleaner such as Leather CPR Cleaner & Conditioner ($7, leathercpr.com). ■

Things that aren't gross

We live in a microbe-laden world. But there are things you don't need to be particularly obsessive about. Here are three of them.

1 ***Your hairbrush*** **The only reason you'd want to clean out the brush would be to remove gel or spray residue and unclog hair from the bristles, says Carolyn Jacob, M.D., the director of Chicago Cosmetic Surgery and Dermatology. Infections from hairbrushes are rare, she says. So if those residues and hair knots don't bother you, leave them alone.**

2 ***Your jeans*** **There are no studied health risks associated with wearing most clothing items several times without washing them. (Your underwear, however, contains feces, and needs to be washed after each wearing, says Charles Gerba, Ph.D., a professor of environmental microbiology at the University of Arizona.)**

3 ***Your body*** **Daily showering strips away necessary oils and some of the 150 good kinds of bacteria found on your skin, says New York University microbiologist Philip Tierno Jr., Ph.D. The bacteria guard against pathogens that can cause infections. The average person can shower every other day—or at least skip one shower a week, Tierno says.** —*D.B.*

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Want big arms? Use the right ammo

BY ALWYN COSGROVE, C.S.C.S.

YOUR ARMS ARE TOO SMALL. OR AT LEAST YOU PROBABLY FEEL THAT WAY, IF YOU'RE LIKE the average guy. But chances are it's not because you're neglecting those muscles. In 15 years of training clients, I've yet to come across a would-be arms dealer who hasn't tried every biceps curl and triceps extension in the book. So what's the problem? Your upper back. And your core. And your glutes. (Yes, butthead, your glutes.) When those muscles are weaker than they should be, they act like brakes on the size and strength of everything else. Especially your arms.

Photograph by SCOTT McDERMOTT, *grooming: Mia Sarazen*

NEW FEBREZE SPORT MAKES OLD GEAR
SMELL GOOD AS NEW

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it's a breath of fresh air

The problem is simple to correct, as long as you're willing to invest time doing the Big Arms Workout featured on this month's poster. In 4 weeks, you can build new muscle from head to toe, and put yourself back in the arms race.

STEP 1

Call in the reinforcements

Physiology 101: Your biceps bend your arms, and you work them with curls. You probably figured this out as a kid when Dad told you to "make a muscle" for one of those photos parents use as blackmail for when their sons start dating. Chances are you did a curl the first time you ever picked up a dumbbell, and you've been doing them ever since. Now ask yourself: *When's the last time I increased the weight I use on my arm exercises?*

Physiology 201: If you want your arms to grow, you need to create overload and challenge them with progressively heavier weights. They'll adapt by growing bigger and stronger. Since they aren't receiving that overload from curls, you need to recruit bigger muscles to help them grow in tandem.

Start with the chinup. This move forces you to lift your entire body—several times the amount of weight you could curl—on each repetition. Your lats, which are the fan-shaped middle-back muscles that run from your armpits to your spine, do a good deal of the work. But your biceps are more than just bystanders. They're working as hard as they can. Without their help, you couldn't do a single rep.

Target your triceps the same way. Do bodyweight dips or close-grip bench presses with a loaded barbell. You'll be able to lift multiples of the weight you use for extensions.

Make these heavy, multimuscle exercises the focus of your upper-body training. After you've performed them, add curls and extensions to give your arms some extra oomph.

STEP 2

Restore your core

Next time you hit the gym, try this test: Go to the triceps pushdown station, select the heaviest weight you can use for 10 reps, and do a set. Rest a few minutes, and then repeat the set . . . standing on one leg. You won't be able to knock off 10 reps, and the reason is obvious. Your triceps didn't become weaker; they simply lost some of their support base. A weak or unstable core limits how efficiently your central nervous system controls your muscles; this can raise your injury risk.

So even though your triceps aren't part of your core, their performance is affected by it. A weaker or less balanced base of support limits the strength and power your arm muscles can generate, while a stronger core enables all your muscles to work harder, longer, and more productively. That's why the exercises in the poster workout challenge and strengthen your core as well. It's a two-for-one bargain: You develop better abs while creating the base that allows you to build bigger arms.

A weak base of support limits the strength and power your arm muscles can generate.

STEP 3

Shore up your weak links

Face a mirror with a 30-pound dumbbell in your nondominant hand (your left, if you're right-handed) and do a set of curls. Watch your body closely, especially as you tire.

Notice how your upper arm pinches in against the side of your torso after a few reps? That's caused by muscles in your shoulder called external rotators. They're pulling your arm into a stronger and more stable position.

Deeper into the set, you'll need more momentum to start each lift. Your shoulder blade will rise up and drop down as you curl. That's your trapezius—the diamond-shaped pair of muscles that runs from your neck to your middle back and out to the edge of each shoulder, helping your biceps do their job.

Finally, as your biceps near exhaustion, notice how you squeeze your butt cheeks and lean backward to complete your last two or three reps. That's the action of the muscles in the back side of your body, including your hamstrings, glutes, and spinal erectors.

You won't find this mentioned in the standard bodybuilding playbook, but these are the muscles that enable or limit the potential growth of your biceps and triceps.

• *Weak link 1: External rotators*

Your upper body assigns two of its biggest and strongest muscles, the lats and the pectoralis major, the task of internal arm rotation—turning your upper arm inward, like when you're arm wrestling. For external rotation, it assigns a couple of relatively small muscles (infraspinatus and teres minor, in case you're wondering). If your external rotators are disproportionately weak compared with your internal rotators, your body will be reluctant to increase your upper-body strength and power, which would set you up for injury.

Your solution? Exercises such as YTWL raises (find them on the poster), which directly target your external rotators, balance your strength and allow you to lift more weight.

• *Weak link 2: Trapezius*

Your biceps and the main part of your triceps originate on your shoulder blades, the triangles of bone at the corners of your upper back. The actions of your shoulder blades are largely controlled by your trapezius. The stronger your traps, the more solid the platform you have to build everything else attached to your shoulder blades (that is, your arm muscles). By adding farmer's walks, deadlifts, and inverted rows, you can build the strength needed to add weight when you train your arms directly.

• *Weak link 3: Glutes*

So how are your glutes connected to your arm muscles? Here's how: Your glutes are part of a chain of muscles and other tissues that also includes your lats. They work together to stabilize your spine when you move. So when you do an exercise like a chinup, your biceps and lats work to move your body while your lats and glutes protect your spine and prevent sudden twists that might cause an injury.

That's why lat pulldowns are a mediocre substitute for chinups. Standing and lifting your body (or free weights) trains your core to work harder to stay stable.

When your glutes and lats are strong and your spine is safe, chinups enable your biceps to work as hard as you want to push them. That's why the prone cobra, which strengthens your glutes and back (among other muscles) is another key exercise for building great arms.

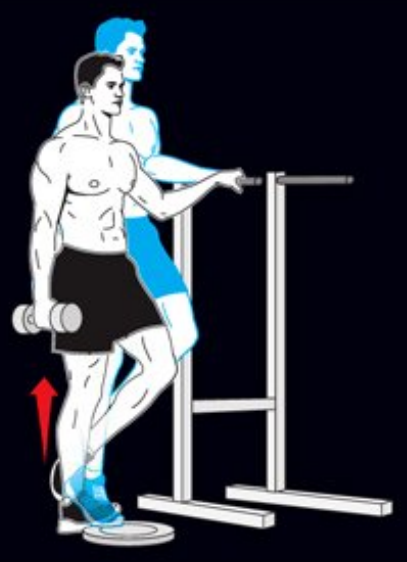
Enough explanation. Now it's time for you to pull out the poster, take it to the gym, and put your butt in gear . . . along with your traps and your core and all the other muscles I just mentioned. All you have to lose is the empty space in your shirtsleeves. ■

Build bigger calves

Probably the only muscles more stubborn than your arms are your calves. That's because your Achilles tendon stands in your way, says John Romaniello, a strength coach and the owner of romanfitnesssystems.com. Your Achilles acts like a rubber band, transferring energy during the lowering and lifting phases of calf exercises, so your muscles do less work. On any calf exercise, Romaniello suggests pausing for 5 seconds at the bottom of each rep and 3 seconds at the top. This limits assistance from your Achilles, so you can overload your calves for rapid growth. Find your calves with this quick routine.

Standing single-leg dumbbell calf raise: Do 3 sets of 18 repetitions per leg, with 90 seconds of rest between sets.

Seated calf raise: Do 3 sets of 8 repetitions, with 75 seconds of rest between sets.



Kagan McLeod

Men's Health

2010
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THE BIG ARMS WORKOUT

Sculpt your biceps and triceps with this challenging total-body workout

BY ALWYN COSGROVE, C.S.C.S. • PHOTOGRAPH BY SCOTT McDERMOTT

Men's Health

THE BIG ARMS WORKOUT

PACK ON MUSCLE FAST

This arm-expanding workout overloads your biceps and triceps for guaranteed growth. The program is only 2 days a week, because the exercises challenge all the muscles in your body; you'll need the rest of the week to recover and grow. On the first day, you'll focus on all the common weaknesses that limit your ability to add size to your arms. Day 2's aggressive approach directly targets your biceps and triceps so you can pack on more muscle. Try this program and you'll no longer need to make excuses for your upper body.

DIRECTIONS **Do workout A once a week and workout B once a week, resting at least 2 days between sessions. Alternate between sets of exercises of the same number (do 1 set of 2A followed by a set of 2B, for example) until you complete all the sets in that pairing. Use the specified number of repetitions, sets, and rest periods included with each exercise description.**

Want to see more of the Big Arms Workout? Visit MensHealth.com/bigarms to watch a complete video demonstration of all the exercises in this sleeve-stretching routine.

WORKOUT A

1

Snatch grip deadlift on box

Squat on a 6-inch box or step and grab a barbell using an overhand grip that's about twice shoulder width [A]. Without rounding your lower back, pull your torso up and back, thrust your hips forward, and stand [B]. Do 3 or 4 sets of 6 reps each, resting 2 minutes between sets.

2

A YTWL dumbbell raise series

Perform this sequence of shoulder raises on an incline bench. Do 8 reps of the Y raise, rest 30 seconds, then 8 reps of the T raise, rest again, and so on until you've completed the series; that's 1 set. Do 3 sets total.

Y Start with your arms hanging straight down [A]. Raise them to shoulder height at a 30-degree angle, the thumb sides of your hands facing up [B].

T Let your arms hang with your palms facing forward [A]. Raise your arms straight out to the sides until they're at shoulder level [B].

W Bend your elbows 90 degrees [A]. Without changing the bend in your elbows, raise your upper arms until your palms face the floor [B].

L Let your arms hang straight down, palms facing behind you [A]. Row the weights to the sides of your chest [B]. Then rotate your forearms up and back as far as you can [C].

B Offset dumbbell lunge

Hold a dumbbell in your right hand next to your right shoulder. Lunge forward with your right leg and return to the starting position. Do 8 reps on each side. Rest 1 minute; do 3 sets total.

3

A Inverted row

Hang from a low bar with your body straight from head to ankles and your heels on the floor. Pull your body up until your chest touches the bar. Do 3 sets of 8 reps, resting 30 seconds after each set.

B T-pushup

Assume a pushup position and grip a pair of hex dumbbells. Lower your body to the floor [A]. As you push back up, rotate your body to the right and raise a dumbbell straight above your shoulder [B]. Each rep, alternate your rotation direction. Do 3 sets of 8 reps per side, resting 1 minute after each set.

4

A Prone cobra

Lie facedown, your arms at your sides [A], and then lift your head, chest, arms, and legs [B]. Only your hips should touch the floor. Hold the position for 3 minutes total, resting as needed when you feel fatigued.

B Farmer's walk

Grab a pair of heavy dumbbells and walk for 30 to 75 seconds. Make it harder by grasping each dumbbell by its end. Once you feel you can go longer than 75 seconds, switch to heavier weights.

WORKOUT B

1

A Close-grip chinup

Hang from a bar using an underhand grip, but keep your hands 6 to 8 inches apart [A]. Perform a chinup [B]. Do 1 set each of 8 reps, 6 reps, and 4 reps, and then a last set of as many as you can. Rest 2 minutes after each set.

B Dip

Grasp the bars of a dip station and lift yourself so your arms are straight. Lower your body until your upper arms dip just below your elbows. Do 1 set each of 8 reps, 6 reps, and 4 reps, and 1 last set of as many as you can. Rest 2 minutes after each set.

2

A Seated rack lockout

Sit in a power rack and set a bar on the safety pins at ear level. Press the bar above your head, and then lower back to the pins, keeping the tension on your muscles in the bottom position. Do 3 sets of 8 reps, resting 1 minute after each set.

B Barbell row

Grab a barbell just beyond shoulder width and hold it at arm's length. Then bend at your hips and knees. Pull the bar to your upper abs. Do 3 sets of 8 reps, resting 1 minute after each set.

3

A Decline dumbbell triceps extension

Lie faceup on a decline bench and hold dumbbells over your head with your arms straight [A]. Lower the dumbbells until your forearms are beyond parallel to the floor [B]. Do 2 sets of 6 to 8 reps, and then 1 set of 15 reps. Rest 30 seconds after each set.

B Dumbbell curl series (incline/seated/decline)

This is a three-exercise sequence of curls, all performed with your palms facing forward. Do 4 to 6 reps each of the curl while lying faceup on an incline bench [A], while seated on a flat bench [B], and while lying facedown on an incline bench [C]. That's 1 set; do 2. Rest 30 seconds after each set.

Photographs by BETH BISCHOFF, grooming: Scott McMahon/WT Artist Management/Redken; grooming (front of poster): Mia Sarazen

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BY JACOB LEVENSON

A Farewell to Father

How does a son give his father a proper goodbye? He'd been pondering the question for years, and now he needed an answer

ILLUSTRATION BY JILLIAN TAMAKI

I FOUND MY MOTHER HUDDLED ON HER KING-size bed, the late-afternoon sunlight slanting through the bay window. My dad was struggling to breathe in the adjoining room. "Let him know you're here," she said. Her urgent, clipped tone told me everything I needed to know.

I'd been turning this moment over in my head for months as I watched my father descend into the final stages of prostate cancer. Now that death was upon him, I had no idea what I'd find or do once I walked through that door. What does a son say to a father who's facing death? Was it possible to express my gratitude for 34 years of guidance and friendship? What thoughts, regrets, and fears were rushing though his head? What would he ask of me?

I could feel sweat trickling down my back. This was my opportunity to help him, as he had always helped me, confront the unknown. I breathed deeply and pushed open the door.

HE WAS GRIPPING THE MATTRESS, HIS FACE A deep crimson, mouth agape, lips purple, eyes wide. I made my way quietly to his side.

"What time is it?" he asked, thick tongued.

"Nearly 5."

"I've been sleeping all day." He paused, then said, "I'm so anxious."

He said this simply. But the words struck me, because it was the first time since he'd been diagnosed 7 years earlier that he admitted he was afraid. I placed my hand on his chest, as I often did with my infant son when I tried to calm him in the middle of the night.

"You're a sweet man, Jacob," he said. "I know you get your back up against it sometimes, but in the end it's never that serious." He said this as if he were trying to reassure me, but I knew he was asking me to reassure him.

I wasn't sure what to say. I'd always looked to my father in my greatest moments of uncertainty. He was the comforting figure I called when I was 9, crying in fear during my first night away from home. He was the confidant who warned me, when I broke up with my first serious girlfriend with the stated hope of finding a woman who "challenged me," that this was the same kind of woman who said "f--- you." And he was the man who, confined to bed, consoled me over the phone when my son nearly died at birth and spent weeks in intensive care.

My father's message was always the same: As long as I believed in the path I'd carved for myself, I had nothing to fear.

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It's how he lived his life, too. He walked away from a promising career as a political scientist at age 35 because, he said, no one could explain to him why his profession mattered. I was 6 at the time. He packed us into our yellow Dodge van and headed across the country with no destination in mind. He wandered in the professional wilderness for 5 years, working as a janitor, bread baker, and substitute teacher, before finally reinventing himself as a maker of educational films. Above all, he devoted himself to becoming a father who dared me to govern my life by my convictions.

With his encouragement, I sidestepped law school, built a writing career, and found a woman who said "f--- you" for mostly the right reasons. Yet I encountered fear at every turn and always considered my fear a kind of failure. So how was I supposed to reassure him now? I couldn't even say I supported the decisions that delivered him to this moment, because a part of me thought they amounted to suicide.

MY FATHER WAS DIAGNOSED WITH PROSTATE cancer in 2000, at age 56. I wanted him to fight the disease with every tool of medicine, but he decided to watch and wait. I don't pretend to understand his reasons. He claimed there was research suggesting that some men who wait live longer than those who attack prostate cancer aggressively. Then there were the potential side effects from surgery and radiation, which included impotence and incontinence.

In the end, I think his reasoning was more personal. He had watched his own father die of the same disease, crippled, medicated, and suffering in a Florida hospital bed. "Don't have this surgery," my grandfather had told my father. "It's messy." My father wanted to confront his fate on his own terms.

Five years after my father's diagnosis, the cancer had spread to his bones. The prognosis was terminal and excruciatingly painful. He didn't waver in refusing painkillers that threatened to numb his mind. He was interested, he said, in what the experience could teach him about disease and the possibility of finding greater life in the midst of illness. Indeed, he declared, he'd never see another doctor again.

The following fall, my parents invited my wife and me to stay with them for a while. It was time for my father to go. He had wasted away to nearly 100 pounds and was paralyzed with pain. My wife was 8 months pregnant with our first child. Our plan was unintentionally poetic: to say goodbye, and present him with a grandchild. Privately, though, I worried he'd be crushed by regret.

"I feel good," he said the day we arrived, his voice so warm it was easy to forget he was dying. He felt no fear, he told me, not of death, not even of losing his family. A part of me knew the mystery worth investigating was how he had transcended the pain, the indignity of physical decline, and the claustrophobia of his bedroom. But I found myself longing for him to express fear, doubt, vulnerability—some sign that the mechanics of my mind applied to him.

As I sat with him 7 months later, I was at a loss for wise or even comforting words. So I told him he had nothing to fear as long as he believed in himself.

"It's only as serious as you make it, Dad," I said, not certain that I believed this myself.

"I need to get to the side of the bed," he said, his voice steadier.

"You need to rest."

"I have to get back on my feet, use my legs," he said. "Don't argue with me."

I pulled back the covers and saw what the disease had done to him. He hadn't been able to roll over for months; his legs were atrophied, his chest concave, his arms a relief map of ligaments. This journey of inches required nearly an hour. His ruined body seemed to me a testament to his courage in confronting his illness—and painful evidence of how much he had suffered. Finally, he slung his arm over my shoulder and I lifted him to the edge of the mattress, placing his feet on the carpet. I held him there briefly, and for a moment he was calm. Then I laid him back down and the fear returned.

> He cried out for me. He was terrified, he said, of falling asleep and never waking up.

That night I slept in the adjoining room. He cried out for me at 5 in the morning. He was struggling to remain conscious, terrified, he said, of falling asleep and never waking up. There were no doctors or nurses to call. No morphine button to numb the pain or dim his consciousness. Our family wasn't religious, so there was not much to say about God. We were simply a father and son alone in the predawn darkness. Just as, I think, he wanted it.

I thought again of the moments when he had helped me face uncertainty. He'd always encouraged me to never fear, to have faith in my capacity to confront on my own terms what lay ahead. And, there's no doubt, this was his gift to me. But he was wrong on one count: Fear is not the enemy. I saw this clearly now. The task was not to defeat fear—or to hide it, as he'd been doing up until this point—but rather to accept it as inseparable from the task of venturing out into dark waters.

I walked around to the side of his bed.

"What are you doing?" he asked.

"Getting into bed with you." I lay down beside him, determined to accompany him in his uncertainty as he had accompanied me for as long as I could remember.

He was quiet for a moment, then said, "It's so good I can call on you like this," he said. "I haven't wanted to . . ."

"I know, Dad. I know."

MY FATHER HELD ON THROUGH THE WANING DAYS of March. On the night of the 26th, my sister asked him what he thought about the next day being his 63rd birthday. He closed his eyes, smiled, and said, "I think it's pretty cool." He died the next morning. ■

SAY THIS NOT THAT!®

When offering condolences

"Tell me about your father." / **"I remember when . . ."**

Talking about your loved one is a better coping mechanism than listening, says Worth Kilcrease, L.P.C., a grief counselor in Austin, Texas. So let a bereaved person lead the conversation. If the person starts to cry, say something to offer recognition of the pain, such as "This must be tough."

"What can I do?" / **"Maybe you should try . . ."**

Grieving is a long road, says Phyllis Silverman, Ph.D., a lecturer on social welfare in the department of psychiatry at Harvard medical school, and each person must find his own way.

"I imagine this is hard for you." / **"I know how you feel."**

Empathy: good. Comparisons: bad. "Every person's loss is an individual experience," says Kilcrease.

"This must be a shock." / **"At least he didn't suffer."**

"Saying things like 'at least it wasn't this' or 'at least this didn't happen' denies the person's pain," says Kilcrease. The person may be in shock. Encourage him or her to talk—it will make the loss more real.

"I'm sorry for your loss." / **Nothing**

Saying "I'm sorry" is better than saying nothing, even if you don't know the survivor very well. It's not like rubbing salt on an open wound. "It'll always be appreciated," says Kilcrease. *JERILYN COVERT*

ACHIEVING PERFECTION

3 REASONS World-Renowned MMA Coach, Trainer and Champion Fighter Luke Harris Swears by the NITRO-TECH Advanced Whey Protein Formula

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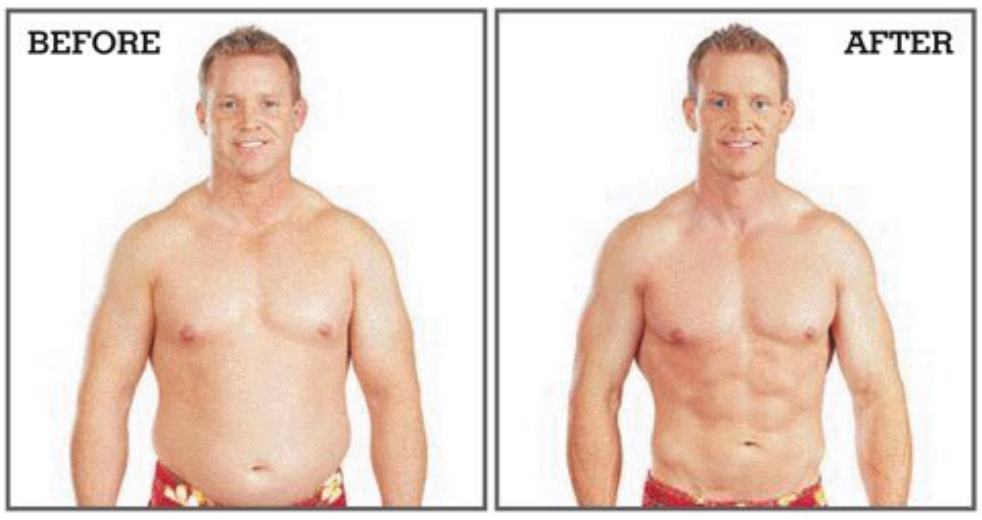
1 "University research shows subjects taking the core ingredients in Nitro-Tech ***gained 8.8 lbs. of lean muscle*** in only 6 weeks, whereas subjects taking regular whey protein gained only 5.1 lbs! For me, more lean muscle means better athletic performance. It's simple."

2 "In the same university study, test subjects taking the core ingredients in Nitro-Tech ***increased their max bench press by an incredible 34 lbs!*** However, the subjects who took whey protein only increased their max bench by 14 lbs. In this study, Nitro-Tech definitely outperformed whey protein for increasing strength."

3 "The whey protein component in each maxed-out daily dose of Nitro-Tech delivers a huge 11 grams of leucine and 13 grams of additional BCAAs (Branched Chain Amino Acids). BCAAs are important building blocks of muscle, so every client I train takes Nitro-Tech after each workout."

Luke Harris

STEVE HILLIER TRANSFORMED HIS BODY IN 18 WEEKS!



At 35, Steve Hillier, realtor and proud father, realized he was growing in all the wrong places. So he took action – he took the core ingredients in Nitro-Tech *Hardcore Pro Series* with other MuscleTech® supplements for 18 weeks and changed not only his physique, but his life, for the better.

In a 6-week university study on 36 test subjects divided into 3 groups, subjects taking the core ingredients in Nitro-Tech *Hardcore Pro Series* gained 8.8 lbs. of lean muscle; subjects taking whey protein gained only 5.1 lbs.

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Steve Hillier has been remunerated. Read the label before use. © 2010.

The Office Politic BY GIL SCHWARTZ

Weed Out Incompetence

Find it and deal with it—before it ruins your life

ILLUSTRATION BY JAMES VICTORE

A FEW MONTHS AGO, WE HIRED A NEW GUY IN OUR NUMBERS DEPARTMENT. HE LOOKED TERRIFIC. Good résumé (although each of his jobs lasted barely 2 years) and an MBA from an appropriately august institution. His suit, in particular, was impressive. Nice fabric. Not too wonky. And he sported that suit-with-no-neckwear thing that's now so popular among hipster accountants. So we all liked him a lot right away. • That is, until he issued his first performance spreadsheet. It looked pretty, but all the numbers were weird. Where there should have been 3 million, it was suddenly 7 million. Figures like 1.54 became 5.14. That's a big difference. Fortunately, I caught the offending document and called him in. • "Larry," I said, as gently as possible. "This spreadsheet is totally screwed up. What gives?" • "Well," he replied, "I'm dyslexic." • And so it was. Larry is dyslexic. There is nothing we can do about it. He took a job that absolutely required graphical acuity, and then could have destroyed us because he lacked it. But while Larry is totally incompetent in the area for which he was hired, he turns out to be very good with security analysis. We're sending him up to Information Resources almost every day. They think he makes them look cooler. And he does!

But what was cool for IR wasn't cool for us. When incompetence manifests itself, you must act, either to eliminate it or to find out if you can somehow save the poor sap's career. But how do you spot the frauds? I've identified six known types of successful incompetents, all of whom use clever strategies to mask their complete lack of skill. Here's how to spot the ones close to you, allowing you to move the *really* important work far, far away.

The dazzler

This guy impresses everyone with his fancy footwork and knowledge. He dresses well and looks the part, and you don't really know that anything is messed up until well after he's ensconced in his position. We hired a guy recently, Harvard grad fresh out of a big consultancy. He had a lovely assortment of three-piece suits and ties that would melt in your mouth. He didn't talk a great deal, but when he did, it was weird. He suddenly became both tedious and annoying. If he had never opened his mouth, he might be here still. Too bad for him he did it once too often, causing the CEO to tell the president, "Edgar really doesn't know shit about anything, does he?" The president could say nothing but, "I'll take care of it, Bob." And he did.

Spot him Look for flair, panache, and good hair. The strategy can be easily executed by dazzlers who have adequate financial resources and access to a tailor.

Deal with him Edgar did very little except attend industry conferences and the kind of meetings where people expostulate about tactics and eat sandwiches. But when he was out there, he was *good*. He was a master at spouting the not-too-specific palaver that drives those meetings. If he'd worked a bit harder at making those sorts of roles his primary mission, he may have become a marketing asset for us, as well as a reliable source of industry intel. When you see a usable talent emerge spontaneously from someone, deploy it!

The joker

This is the guy who is so funny you just can't imagine life around the place without him. He's quick to jest and wins your heart with his witty asides. The problems begin when matters of substance surface. Then it becomes quite clear that you were simply too charmed to notice his lack of depth.

Spot him Everybody likes him. Nobody hates him. And people like to have him around even if he's not really doing anything. That's a good thing. Because he basically can't do much of anything, can he?

Deal with him As we all know, there are times when people don't like to be kidded. Tossing a witticism into an otherwise somber room is a reliable tip-off of either a chronic inability to sync up with your environment, or much broader incompetence. Either way, these folks

need to be kept out of key meetings. They just don't get it. (Another risk with humor: It may telegraph incompetence that isn't actually there. A few years ago I was summoned into a budget meeting to defend my department's expenses. Everybody in my position had had their little conversations on the subject. I entered the room with my numbers under my arm and the determination to protect my colleagues and buy a new copier for the floor. The CEO looked up and said, "Oh, good. It's Schwartz. Now we can have some laughs." That was not the reception I'd been looking for.)

The growler

Some people are so mean you don't want to mess with them. Meanness is their defense mechanism—their way of concealing the fact that they're clueless. Maybe the guy just stuck his foot in it in an open meeting, but just try raising that point with him and—*wham*—you're dead meat. He's just so freakin' unpleasant when challenged, it's not really worth it. You just give the stuff he can't do to somebody else and move on. You'll probably fire him one day, but the idea of actually *doing* such a thing makes you so queasy you want to cry. So you let it go. And he has won.

Spot him He displays his rotten personality every day, and his skills are almost never challenged. It's possible, if the boss who runs the place is as mean as he is, that his personality will catch the boss's eye and the S.O.B. will become his right-hand man.

Deal with him Have patience. People hate these guys. Their incompetence is widely known. People are simply waiting for them to fail, and when they do, people will fall on them like the Furies did on Orpheus. You see it in the news every day. I'm not going to mention any names, because I see these men at lunch sometimes. They were on top of the world. They screwed up, just a little bit . . . and every human being on the planet took their turn piling on them. Nobody felt one bit bad about it, either. Why would they?

The brainiac

He's so *smart!* So how could he be wrong so much of the time? He has tables and charts and PowerPoint presentations, and he uses words like "leverage" and "disintermediate," and you don't really know what the hell he's saying a lot of the time. What a fabulous operator! Except . . . everything he's involved with turns up as green and fuzzy as a rotten orange. His problem-solving skills are nonexistent. He's boring, and he can make other people think they're stupid while not being all that bright himself. This man's greatest fear is that somebody who actually knows what he's doing might come into the room.

Spot him Unfortunately, the brainiac is in good company, as witnessed by the large number of MBAs around who couldn't sell a tin can to a goat. The problems come to those who must do the actual work in a company that has one of these at the top or too many permeating the organization. The place becomes overly analytical and sluggish. There are too many meetings and too much PowerPoint. Too many competent little people are periodically executed.

Deal with him The good news is that these guys always find themselves in deep doo eventually. Just look at what's going on in the finance industry right now. As they're shown the door, step in to help undo everything the clueless MBAs have wrought.

The busy beaver

This one is so busy he's completely ineffective. Ham-fisted? Confused? Inaccurate? Unreliable? All of the above. He might do better if he slowed down a little, but he's just . . . so . . . damned . . . busy. Have a problem with that document? So sorry. He'll get to it later. Missed a meeting, did he? Is it any wonder? He has to be in six places at once! How can you criticize the guy? He's obviously way more industrious than anybody else!

Spot him A guy like this sustains his racket because nobody ever knows what he's really doing or where he is. So you can actually be lazy and nowhere in particular if you move fast enough. Look for excessive "productivity" with nary a result to be seen.

Deal with him Steer him into a project or assignment where he has actual accountability from which he cannot escape. Then he's doomed. Until then, the beav isn't all that bad at quick, shallow stuff that takes an hour or so.

The dead weight

Poor guy. He once had a lively, thriving thing going. But now? He just sits in his office most of the day, looking out the window. Somehow he's survived cutback after cutback. How? How could this specimen keep his act together when so many were losing theirs? Oh, right! Because he's the boss! He can do whatever he wants to, up to and including nothing at all.

Spot him Look for signs of drunkenness, feelings of paranoia and inadequacy, and perhaps too many residences. As time goes by, he becomes increasingly dependent on the people who actually work around him. This presents tremendous opportunities for his underlings. I hope that is precisely who is reading this right now.

Deal with him That's right, I'm talking to you! Everybody else's incompetence is your ticket to glory. Don't complain about their incompetence. Revel in it. And embrace your own, while you're at it. What are you? Perfect? ■

Are you incompetent?

"Real competence relates to political skill as much as basic responsibilities," says Marilyn Puder-York, Ph.D., the author of *The Office Survival Guide*. "You have to understand how to negotiate the culture of the organization." Take our test to see if you've got what it takes.

Where were you during the last employee Christmas party?

A Mingling in the crowd

B Finishing off an important assignment

C Jawing with the guys from my department

A = 3 points B = 1 point C = 2 points

If you're at a networking opportunity making the rounds, you'll forge important relationships, and your bosses will notice that, says Rick Brandon, Ph.D., the author of Survival of the Savvy: High-Integrity Political Tactics for Career and Company Success. *But if you blow off the party or stick too close to your usual crew, you'll appear limited and not tapped into a broad enough network. Social endorsement is a sign you pull your weight, Brandon says.*

Your boss gives you a key weekend project. What's your line Monday morning?

A "I had to pull a couple of all-nighters, but I got it done."

B "I got a jump on it, and will wrap it up tonight."

C "I knocked it out Sunday morning."

A = 2 points B = 1 point C = 3 points

Brushing off an assignment is an obvious no-no. But losing sleep over work isn't much better. "If you're willing to work at home but get an ulcer doing it," Brandon says, "it shows you're out of your league." Translation: Longer hours don't always mean more respect.

How do you prepare for the big brainstorm?

A I think best under pressure. The meeting will inspire me.

B Put my ideas into a PowerPoint and rehearse.

C Formulate ideas and see what people think.

A = 1 point B = 2 points C = 3 points

Brainstorming before a meeting is only half the battle. "The lone ranger may come up with an idea, but politically, he doesn't have the support of other people," Brandon explains. Share your ideas beforehand so you can fine-tune your presentation while keeping your cohorts in the loop. Otherwise you risk being surprised by those who've formed coalitions, and you could come across as pushing agendas without dialogue.

What do you do first at the office?

A Greet the secretary, and then chat with my boss about a project.

B Say hi to my boss, and head to my office.

C Buckle up at my desk and get cracking.

A = 3 points B = 2 points C = 1 point

Your boss's secretary is like the office gatekeeper—cross her and you may be blacklisted for life. "Realize the difference between title and true power, which goes beyond official positions," Brandon says. "Schmooze with the bosses, but also with those who aren't officially titleholders." And watch your language: Show you're in the know by using your boss's favorite buzzwords ("productivity" or "profit," for example). A simple hello won't cut it.

10–12 POINTS: *You deserve a raise.* **7–9 POINTS:** *Welcome to middle management.* **4-6 POINTS:** *Hit the bricks.*

It Takes Two

What women really want you to know, think, and feel about their breasts

BY MIKE ZIMMERMAN · PHOTOGRAPH BY ADAM LEVEY

BREASTS. WE NOTICE THEM. We admire, we imagine, we long. Sometimes women reveal very little, and we muse on what we can't see. But sometimes women invite us in, and we can't believe how lucky we are. Breasts are an elemental force to men, the strength of which women may recognize but not fully understand. • Observe: At Victoria University of Wellington, New Zealand, researchers found that 47 percent of men, upon meeting a woman, glance at her breasts first—and they also look at breasts longer than any other body part, "Breasts have an incredible power over men, and women know it," says sexologist Logan Levkoff, Ph.D., the author of *Third Base Ain't What It Used to Be*. "But ultimately, men and women come at breasts from very different perspectives." • And therein lies the problem: Amid obsessing over what we're dying to see and touch, we know very little about breasts as women themselves perceive them. So to find the truth, we consulted female sex experts and surveyed more than 700 women. Everything you need to know is here, and it's stamped official because it comes from breast *owners*. Heed this knowledge, and you will earn, in a very respectful and honest way, what every man craves: more access to breasts.

TRUTH #1 Women don't think we're *total* pigs about this

Jerry Seinfeld said it best many years ago: "Looking at cleavage is like looking at the sun. You don't stare at it. It's too risky!" Common sense, right? And common courtesy. In fact, 42 percent of the women we surveyed said that once they realize a man is staring at their breasts, they call him on it with eye contact. But another 34 percent said, "Let him look." The fact is, three-quarters of the women we asked think men's fascination with breasts is harmless. Seventy percent assume most guys are boob men. It's almost as if they've come to expect our behavior. A few even appreciate it. "I love it when men look at my breasts," says Rachel, 23. "It makes me feel powerful, and there's something carnal about it."

Of course, this is neither a ticket to leer nor an invitation to make crass comments, even in jest. "Women take comments very seriously, even if they laugh," says Sara Churchill, founder of hiddenfeet.com, an online support group for women with large breasts. Indeed, what the women in our survey seemed to take the most exception to wasn't so much the looking as the vulgarity sometimes associated with it. "I do feel it objectifies women," says Carolin, 23. "I've heard too many 'Dude, check out that rack' lines to feel that breasts do not impede a woman's ability to convey what she wants to convey about herself. She is, at least at first, reduced to a 'nice rack.'"

How to deal "Pure behavioral management," says Debby Herbenick, Ph.D., a sexual-health researcher at Indiana University's Kinsey Institute and the *Men's Health* Sex Professor. "There's really no excuse for not being courteous or maintaining eye contact with women." Many women in our survey echoed this sentiment. "Despite their prominence, breasts are an extremely personal part of who I am," Carolin says. "That's why women don't like gawking. It feels like a violation of privacy."

This is perhaps the root of the tension. When we asked in a separate survey of 1,750 men what it was about women's breasts that they found so arousing, the majority said it was primarily their intimate nature. Then came shape, movement, and—at a distant fourth—size. (A few other stats from our survey might reassure women that men aren't thoroughly one-dimensional about women's multidimensional assets: Fifty-nine percent of men are more aroused by the tease than the reveal, and 58 percent consider their first kiss a more formative experience than their first exposure to breasts.)

TRUTH #2 Many women love their breasts more than you do

The women we surveyed were, by and large, enthusiastic about their girls. Most consider them to be key parts of their sexual identity, as opposed to fashion accessories or mere body parts. Sixty-two percent think it's more exciting to pull off their tops than their bottoms, and 78 percent prefer the woman-on-top position because it shows off their breasts better during sex. And while it's true that a number of women pursue breast augmentation, 69 percent in our survey would never consider it. "A woman should be proud of her breasts," says Vicky, 23. "They're miracles of evolution, as versatile as a Swiss Army knife: baby feeder, pleasure enhancer, compliment grabber. The list goes on and on."

Of course, women also love their breasts because they're, well, effective. It begins in the bedroom: "When you're spooning and his hand slides up over your breasts and you just hear him go 'Mmmm,' it's oddly powerful," writes Tina, 22. But that power goes beyond the boudoir. "Women know that wearing clothing that shapes their breasts in certain ways affects men significantly," Herbenick says. In fact, 87 percent of women we surveyed think women who make an effort to show off their breasts receive preferential treatment. "I have a red tank top my husband finds very attractive," says Kimberly, age 37. "Our running joke is that as long as I'm wearing this top, I can get away with anything."

Women fessed up to using this strategy to score free drinks, get out of traffic tickets, and, in one case that proves how vulnerable the male computer geek can be, land a free hard drive. But all this said, fully 71 percent of women said they've never consciously used their breasts to get anything at all.

How to deal Realize you're in the middle of a psychological power struggle, says Elisabeth Squires, the author of *Boobs: A Guide to Your Girls*. On one hand, she's playing you for a fool by flashing cleavage. On the other hand, what's the harm? "Each man has to decide what's at stake and if it's right or wrong to play her game," Squires says. Letting her go ahead of you at the bar doesn't hurt anyone. Letting her slide on a project at work, however, is something else entirely.

> "I love it when men look at my breasts. It makes me feel powerful."

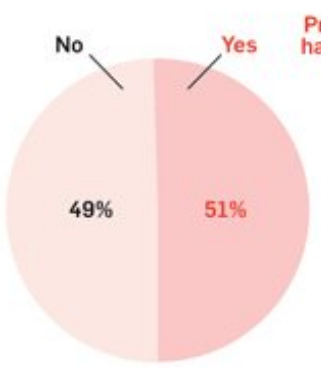
TRUTH #3 Women can be deeply conflicted about their breasts

As women grow up, emotions related to their breasts may set in. It begins in adolescence. "I was an early developer," says Levkoff. "So I was mortified most of the time. I had boys yanking at my bra straps, everything. I happen to love my breasts now—but growing up, it wasn't always like that."

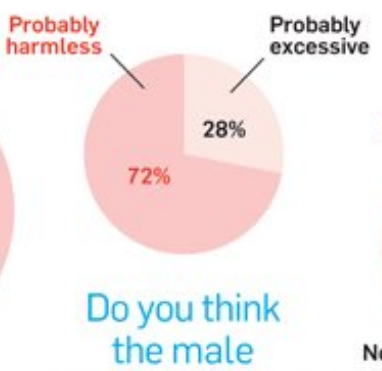
The fact that breasts are ever-changing only complicates matters. The average woman changes cup sizes six times during her adult life. Monthly cycles, birth-control pills, weight changes, pregnancy, and breastfeeding all alter

Breasts: what women think

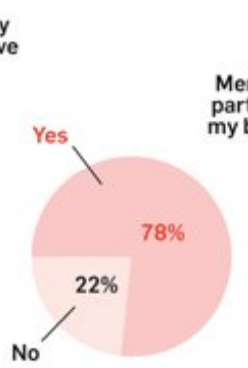
We asked 735 women for their thoughts on our breast culture



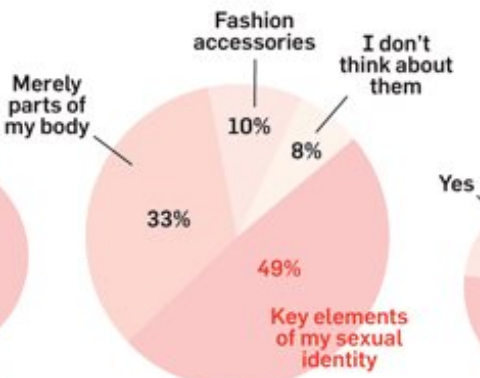
Do women with prominent breasts receive preferential treatment in the workplace?



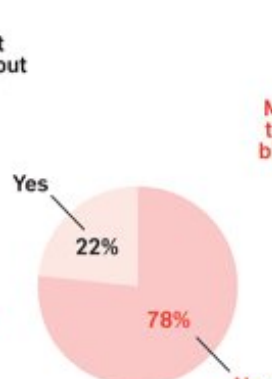
Do you think the male fascination with breasts is harmless or excessive?



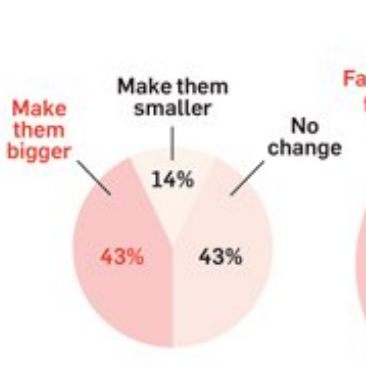
Do you pay attention to how other women accentuate their breasts?



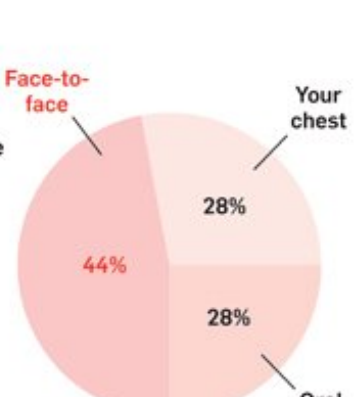
How do you primarily perceive your breasts?



Have you ever had an orgasm solely from breast play?



If you could, how would you change your breasts?



During foreplay, where do you want attention focused?

the size, shape, and feel of breasts. Among the other complaints we heard: "They get in the way," "It's hard to find clothes that fit," and "They hurt sometimes."

How to deal "The sexiest thing a woman can wear is her self-confidence," says Squires. "If she's the least bit insecure, then work to help her feel good about her body." All you need, she says, is genuine enthusiasm, which probably won't be a problem. Says Vicky: "The first time I lifted up my shirt and unhooked my bra to reveal my breasts to a guy, he was in awe. Not because they're enormous—they're average—but he gazed at them like they were some kind of holy artifacts from the gods. The face he made was adorable."

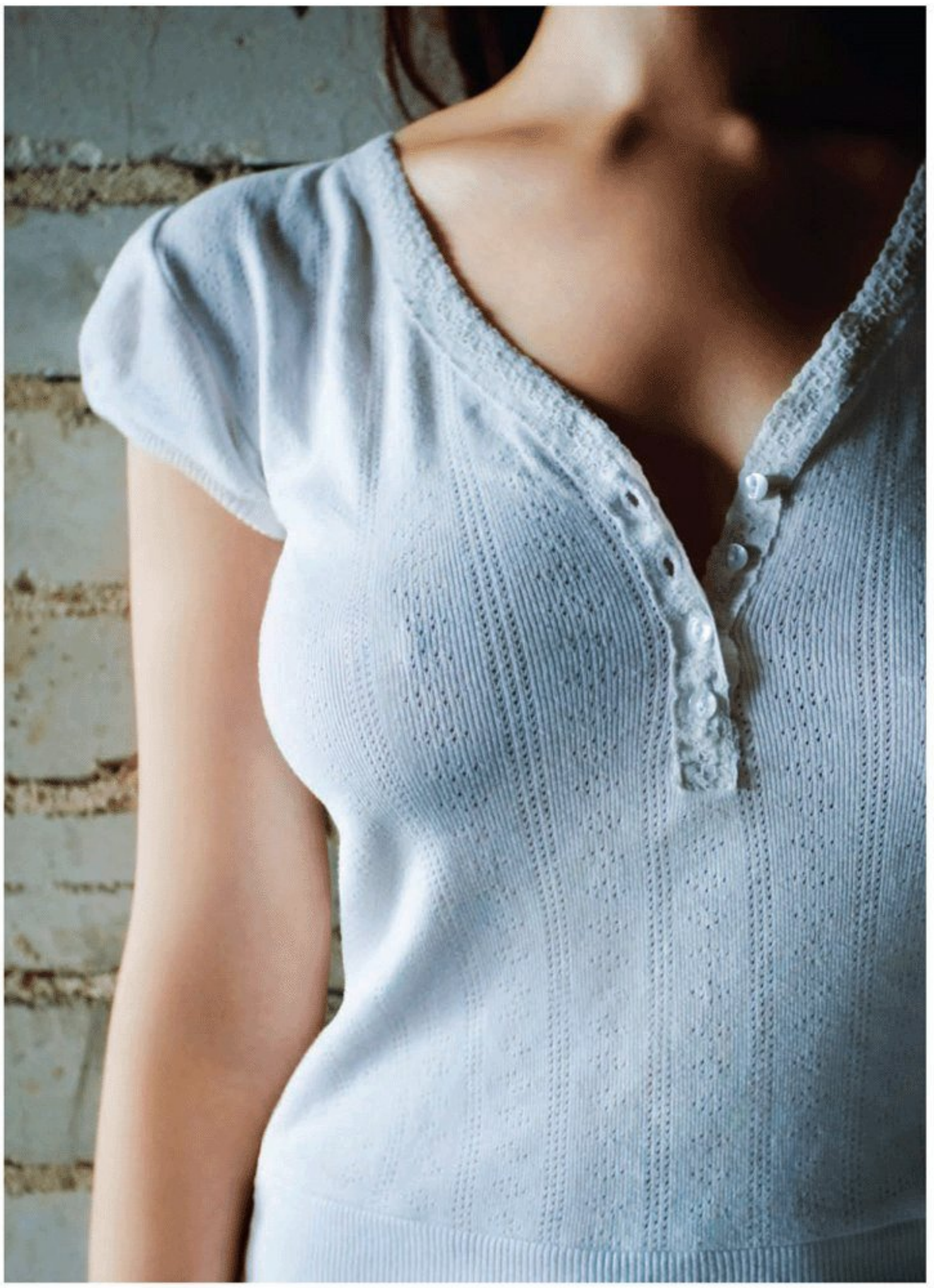
TRUTH #4 In bed, you know nothing about them

You can find all manner of tips on ways to touch, caress, and celebrate breasts. In fact, you may have read in this very magazine that a concentration of sensitive nerves lies just above the areola, or that rubbing a breast's underside feels great for her, or that nipples love being licked and sucked. Great ideas, but in the end they're just guesses. "Every woman will feel differently about her breasts," Levkoff says.

Men tend to have two "touching" defaults, says Herbenick. "They tend to either touch her the way *they* enjoy being touched (which usually means firmer or rougher), or the way a previous partner liked it." In either case, she may not like it that way at all. Here are a few more things women want men to know about breasts: "Don't grab so hard—they're attached!" "Don't bite!" "Be gentle to them!" "Go easy on the licking." On the other hand: "Lick them!" and "I like them touched harder than guys usually touch them."

How to deal Every time a woman takes off her bra in your presence, you must wipe away all memory of previous breasts. This works even if she is your partner of many years. Start over. You've never seen them before. That opens up incredible possibilities, Herbenick says. "You learn and relearn how someone moans, sighs, and squeals when you touch them," she says. "You will never have to slip into an old routine."

Also, desexualize moments of great intimacy. For example, while you're sitting on the couch watching TV with her, the simple act of laying with your head on her chest can give a woman powerful maternal feelings toward you (in a good way), says Levkoff. This intensifies your emotional bond. "Breasts aren't just about sex, and when you recognize that, we are very appreciative," she says. Another suggestion: If a woman complains about her breasts being sore, offer to massage them, says Squires. Again, in a nonsexual way—if you can, that is. "Breast massage can feel incredible, and it's not something we can ask for at the spa," she says. Don't think you can control yourself while working up front? Then head for her back. "If he unhooks my bra and rubs the area where the bra was, well, it's *really* relaxing," says Jody, 25.



plainpicture/Tuomas Marttila

"Don't manhandle them from the get-go. Breasts, like women, need to be seduced."

Of course, one thing can inevitably lead to another in these situations, but even then, take it slow, gentlemen. "Don't manhandle them from the get-go," advises Mary, 42. "I enjoy moving toward greater intensity, but starting out there kills the mood. Breasts, like women, need to be seduced."

One final truth

In the end, women's disdain for leering, coupled with the bombardment of breast imagery in the media, puts the typical guy at a disadvantage before he even says hello to a woman. That is our challenge. Yes, there's a double standard about being endlessly presented with breasts and then being vilified for looking at them. Too bad. Accept the challenge. Enjoy it. Revel in breasts privately, respect them publicly, and revere the women who bring them into your life. For what would life be without them? ■

"Xenadrine® works ultra fast!"

"I always used jokes to cover up being insecure about my weight. Then I tried Xenadrine ULTRA and lost weight faster than I ever thought possible. I lost an amazing 46 pounds in just 16 weeks and now I've got nothing to hide. I actually have abs and I'm more confident than ever!" – Tenny Fau

Tenny Fau lost an amazing 46 lbs. and 8.3 inches off his waist in 16 weeks with Xenadrine ULTRA!
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‡In one study on the key ingredient combination (Yerba maté, Guarana, Damiana), subjects lost, on average, 11.24 lbs. in 45 days versus an average of 0.66 lbs. for the placebo group. ◆Another ingredient (Caffeine anhydrous [1,3,7 – trimethylxanthine]) boosts metabolism to burn more calories and increases energy. *Based on IRI F/D/MX dollar sales data 52-weeks ending September 6, 2009. Sensible diet and exercise are essential for healthy weight loss. Read entire label before use. © 2010.

The Truth about Oil

What you don't understand about cooking oil can hurt you. Use our guide to upgrade your diet—and your health

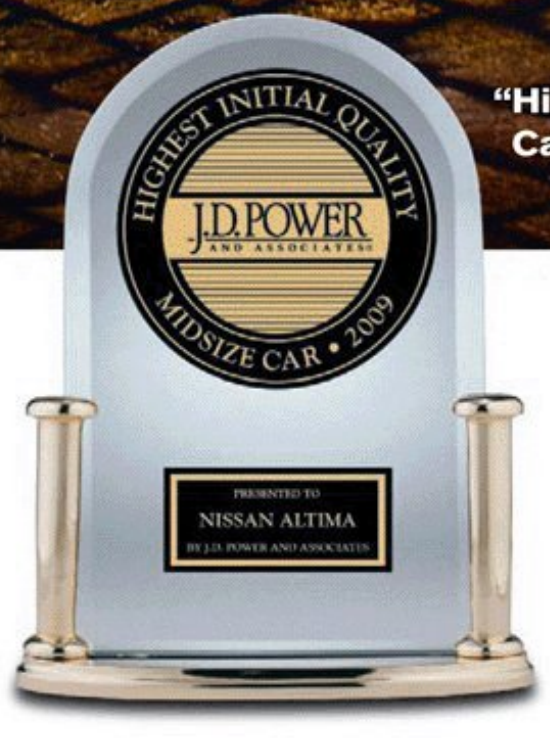
BY CLAUDINE KO

THEY CALLED IT FORMULA 47, after the total cost in cents of a burger, fries, and shake, circa 1960. Formula 47 was a blend of rendered beef fat and vegetable oil, which, when used to fry shoestring slices of Russet Burbank potatoes, imparted a flavor so rich and appetizing that it helped the restaurant selling the fries to become the world's dominant fast-food chain: McDonald's. • But that story turned into a cautionary tale whose lessons extend into every man's kitchen. • Health advocates blamed Formula 47 fries for raising customers' cholesterol, so the Golden Arches switched to what people assumed was healthier—100 percent vegetable oil. • The new oils were good fats that had been altered—hydrogenated—for flavor retention and longer shelf life. But that made them even more damaging to cardiovascular health than the saturated fats had been thought to be.

Christopher Griffith

The New Altima. Quality you can love.

"Highest Ranked Midsize Car in Initial Quality."
– J.D. Power and Associates



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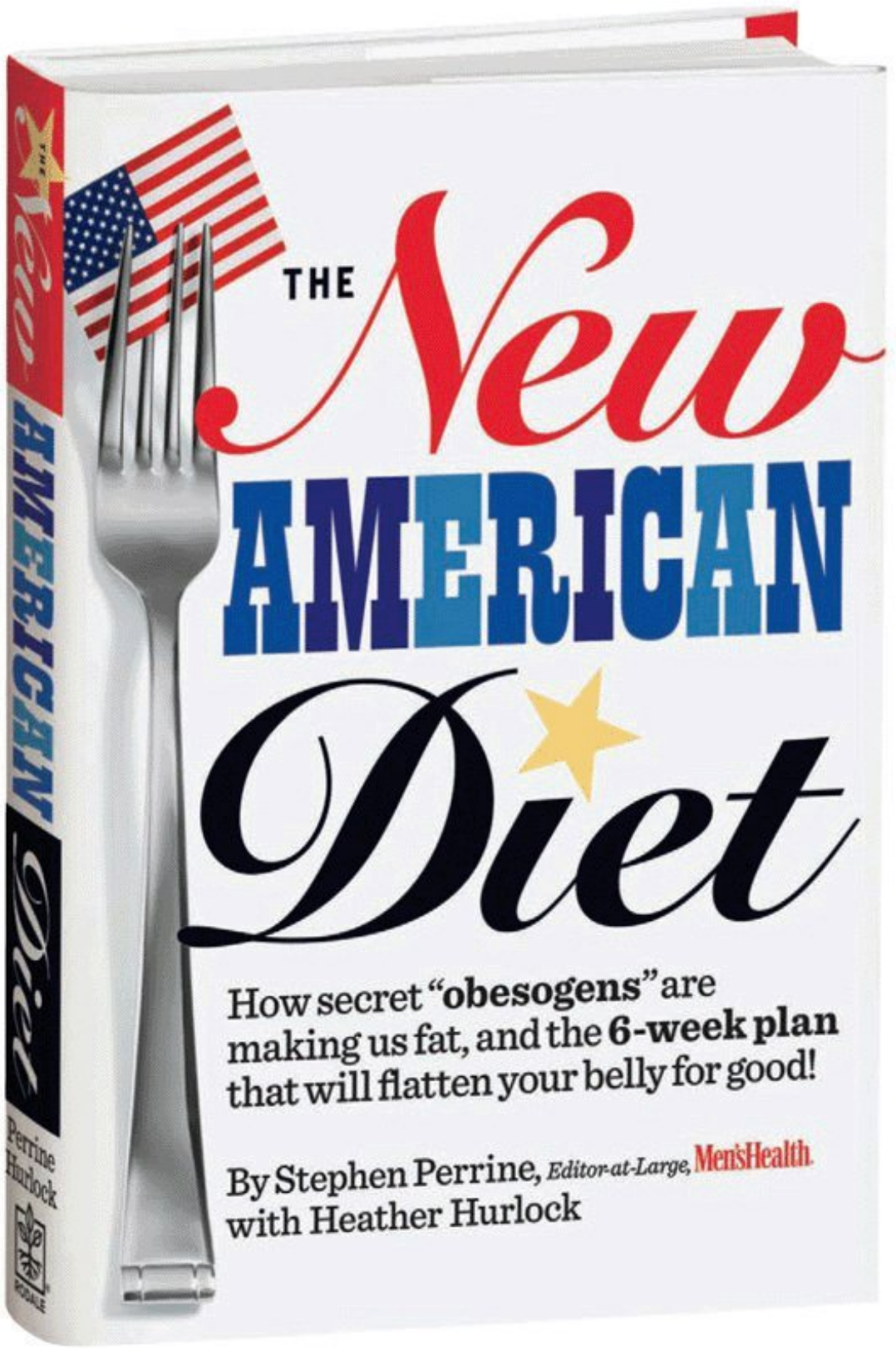

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Some public-health experts now blame the trans fats in hydrogenated oils for tens of thousands of premature deaths. According to a recent study review by the Harvard school of public health, trans fat may increase your risk of a host of chronic diseases and also promote weight gain. So McDonald's and others have once again reformulated their frying medium, using vegetable-oil blends that are free of trans fats.

In short, oils aren't as simple as they seem. Like McDonald's, if you cook with the wrong oil, you may be sabotaging your health. To protect your body, ease your mind, and please your palate, follow these rules.

Rule 1

Don't rely on vegetable oil

Corn, soybean, and other vegetable oils have high levels of omega-6s. These polyunsaturated fats aren't bad when they're balanced with plenty of omega-3 fatty acids, like the ones found in fish. But that often isn't the case in the typical American diet. "We now consume 20 to 1 omega-6s to omega-3s," says Jonny Bowden, Ph.D., author of *The 150 Healthiest Foods on Earth*. "Our inflammatory factory is overstaffed, and our anti-inflammatory factory is understaffed."

A high intake of omega-6 fats relative to omega-3 fats increases inflammation, which may increase your risk of heart disease, diabetes, and cancer, according to a 2008 review of studies by the Center for Genetics, Nutrition and Health. There are plenty of other choices.

Rule 2

Expand your tastes

Not all fats are created equal. Experts say the most nutritious way to go is with a few different cooking oils to help balance your intake of omega-3 and omega-6 polyunsaturated fats, as well as saturated and monounsaturated fats. "That's what most of the world has done. Old Mediterranean cultures had olive oil on salad, fish at night, and then cow or goat butter or cheese, and they were more or less accidentally coming up with the one-to-one-to-one ratio," says K.C. Hayes, Ph.D., a fats researcher at Brandeis University, in Massachusetts.

Here's an easy way to balance your diet: Match fats to the cuisine you're cooking. Making homemade spaghetti sauce? Use a drizzle of olive oil to sauté the onions. Try coconut or peanut oil when you're whipping up an Asian stir-fry. Start a French-style omelet by melting a pat of butter. The greater the variety of nonhydrogenated fats you incorporate into your diet, the better. A moderate intake of all types of nonhydrogenated fat is best, according to the American Heart Association.

Wait, did we just say butter?

Rule 3

It's okay to use butter

Here's great news. "The health scare surrounding saturated fat and cholesterol was overblown," says Walter Willett, M.D., chairman of the department of nutrition at Harvard University. A 2010 review of 21 studies, published in the *American Journal of Clinical Nutrition*, found no conclusive evidence that dietary saturated fat is associated with an increased risk of coronary heart disease, stroke, or cardiovascular disease. According to a review in the *European Journal of Nutrition*, a diet high in fat from dairy products like butter may raise levels of large LDL cholesterol, which is considered relatively harmless, while having no effect on levels of potentially harmful small LDL cholesterol.

Margarine, the once-sainted substitute, usually contains at least 80 percent vegetable oil, and that oil often contains trans fat. Butter also has trace amounts of naturally occurring trans fats, but not enough to cause concern. The point is that you can use butter; just don't go overboard, a caution that applies to any fat. Try whipped butter on your toast—you'll take in about a third less calories. Butter is known to be an excellent source of conjugated linoleic acid, which may be a cancer-fighting nutrient, according to Ohio State scientists.

That doesn't mean you want to kick traditionally healthy oils, like canola oil and olive oil, out of your kitchen. Just know that butter and other nonhydrogenated natural fats are not as bad as nutritionists once thought them to be. But there's one caveat.

Rule 4

Go easy in the kitchen

Oils typically contain 100 to 125 calories per tablespoon—all of them from fat—so use sparingly. Cook smart. Usually 1 tablespoon of any oil is enough to coat the pan you're using. Any more is overkill.

At the supermarket, limiting dangerous fats is easy: Check labels to find products without partially or fully hydrogenated oils or trans fats. At restaurants, it's a little harder. Only California has a statewide ban on serving trans fat in restaurants. (Nice, Arnold!) For a list of pending and enacted trans fat legislation in your state, go to ncsl.org and search "trans fat and menu labeling." Most fast-food chains are banning trans fats on their own, but without legislation, your primary defense is asking your restaurant kitchen directly. Or even better, use our chart (below) to cook healthier, tastier meals at home. ■

Which fat is best? Favor the left side of this chart; use those on the right sparingly.

The label "vegetable oil" can mean many things. It usually refers to soybean or corn oil, or a blend that may also include sunflower or canola oil. None of these blends is preferable to canola oil, developed in Canada from a hybrid of the rapeseed plant.

OIL	Canola	Olive	Butter	Peanut	Sesame	Vegetable	Margarine
OMEGA-6 TO OMEGA-3 RATIO	2:1	13:1	7:1	Not enough omega-3 to count	138:1	Varies	11:1
FAT FACTS	Near-perfect omega ratio	Loaded with disease-fighting antioxidants	May fight cancer; won't adversely affect cholesterol	May boost your HDL (good) cholesterol	Contains antioxidants and high levels of good fats	Avoid. Beware of it in processed foods	Avoid, unless it's a spread with healthy fats
WHEN TO USE IT	This should be your go-to option for everyday cooking. Canola oil can withstand relatively high heat, and its neutral flavor won't dominate a recipe.	Extra-virgin has a robust flavor and should be saved to dress salads, vegetables, and cooked dishes. For cooking, regular or light olive oil is fine.	It's a logical choice for baked goods and adds a rich note to sautés and sauces.	Because of its high smoke point, peanut oil should be your choice for wok cooking, stir-frying, and pan-searing meat or fish.	Use the dark variety, made from toasted sesame seeds, as a condiment over Asian noodle dishes. Save the light variety for high-heat cooking.	Leave it on the store shelf. Sure, it's cheap, but you're better off with canola oil.	Never use margarine that contains trans fat. Butter is better, or find a healthier version, like Smart Balance Buttery Spread with Flax Oil.

Gunnery Sergeant Antonio Cortez at the Culinary Institute of America: Ready, aim, learn.

Kitchen Boot Camp

The mission: sharpen the skills of America's best military cooks, and boost the health of our fighting forces. The result: damn tasty grub, and lessons all men can use

BY BOB DRURY • PHOTOGRAPHS BY BRIAN FINKE

"THREE THINGS I'VE LEARNED."

U.S. Air Force Technical Sergeant Raul Martinez leans into the conversation. "Never show an Afghan warlord the sole of your shoe. Never touch your food with your left hand in Iraq. And never, ever season the bone side of your fish fillet."

It is near midnight, and Martinez and I are talking food in the lobby of a motel in Hyde Park, New York. It's a few miles down the road from the Culinary Institute of America, where Martinez, a cooking-school newbie, is attending classes as part of his training for a Special Duty assignment as personal chef to an Air Force major general. The Institute, the country's other CIA, is the nation's preeminent cooking and restaurant-management school.

Although Martinez and I have never met before today, we both spent several cold months in the Afghan mountains after 9/11. Me as a reporter riding with the Northern Alliance; he

Lamb chops prepared by students at the Culinary Institute.

LEFT: CIA Chef John DeShetler (center) instructs Sergeant Brian M. Kauten (left) and Cortez.

as a *muj*-disguised Special Forces noncom doing personnel support for . . . I cannot tell you more.

But tonight our exchange does not run to the Taliban or poppy trails, or the efficacy of horses versus horsepower in the hills surrounding Mazar-e Sharif. Tonight we talk food. Cooking it. Savoring it. Eating it. Impressing women with it.

"So, you have any special techniques?" Martinez asks me.

I tell him about fine-dicing sun-dried tomatoes to knead into burger meat, and about the effect of drizzling Chinese baby-ginger liqueur into a vegetable stir-fry. "Women think you've been trained to cook somewhere in Canton," I say.

"Nice," Martinez says, and smiles. "I don't think there are a lot of women who will complain about a man who knows how to cook. On a first date, I like to ask a girl over for a late lunch. You can make more of a dinner meal, a braised lamb maybe, later in the afternoon. It's also a proper time for a nice bottle of wine.

"But those things you mentioned, they're more tricks than techniques," he says. "Don't get me wrong. Tricks are good. Like what we learned in class today about striping a boiled potato. Or using the fish drippings from the poaching pan to add to the sauce. But I'm talking about really cooking."

This is the conundrum. Accomplished chefs throughout history have nearly always been men. Still are. Yet in American households, it's the women who prepare meals. Some 10 percent to 20 percent of households claim "cooking equality" between men and women, up from 2 percent in 1992, according to the Council on Contemporary Families. Of the men who do cook, 82 percent say they are more likely to grill outdoors.

Martinez laughs at this. "You ask most men, 'Do you cook?' 'Yeah, I grill.' You can throw on a slab of steak, sausage, a hamburger. It's hard to mess up. But there's so much more to cooking. In just a week I've learned little things that I'd never even thought about before."

"In the kitchen or on the battlefield, you have to adjust," says Staff Sergeant Guy Winks.

Several of Martinez's classmates are also lodging at the motel, and a few drift through the lobby. I hear bewildering phrases—"reconstituting broken emulsions," "pillowing fish," and "temperature-coagulated pure protein." But Martinez and I are off on our own tangent, debating the mysteries of braising a halibut.

THE DAY HAD BEGUN AT 0700 HOURS WHEN I audited Soups, Sauces, and Stocks, a class taught jointly by CIA chefs David Bruno and John DeShetler—Chef D to the 27 students in the lecture hall. These included a smattering of civilians, Army, Navy, and Air Force cooks, and a squad of Marines taking a 6-week crash course in an attempt to earn their ProChef/Level 1 certifications—qualifications you'll likely find in line chefs at high-end restaurants.

Classes alternate between small lecture halls and one of the school's many kitchens. It's jarring to watch hardened war fighters in chef whites scamper among stainless-steel ovens balancing pots and pans. Jarring but fitting. The CIA began life in 1946, in New Haven, Connecticut, as a vocational-training school for returning World War II veterans availing themselves of the GI Bill. It has since evolved into the Harvard of American cuisine.

"In the kitchen or on the battlefield, you have to adjust," says Army Staff Sergeant Guy Winks, who has experience in both settings, including two tours in Iraq. "Downrange, if a door won't break down, you go through the window. In the kitchen, sauce doesn't come out right, you move away from the ingredients in the cookbook and improvise."

Thus far at the CIA, Martinez has been somewhat lost. Unlike most of the Marines, soldiers, and airmen seated around him, this is his first foray into organized chefdom. His classmates are accustomed to preparing meals for colonels and generals; one is the personal chef for the chairman of the Joint Chiefs of Staff, another cooks for the Secretary of the Navy.

But Martinez has had zero technical experience, he says, with any type of professional culinary training. "When I was small I used to help my mother around the stove. But compared with these other guys . . ."

His voice trails off; he shakes his head. "Hell, I was asking so many questions the first day—about terminology that went right over my head. I finally decided to just shut up and google the names later rather than disrupt the class. I mean, charcuterie? Vin blanc? Sauteuse? What's wrong with sauté pan?"

"The kid was overwhelmed when he first got here," Chef D confirms. "I'd watch him wandering around the kitchen, looking to the others for help. But he's coming, he's coming."

During that late evening at the motel, Martinez doesn't hesitate when I ask him to

name the five essential items every ordinary Joe should have—but maybe doesn't have—in his kitchen.

"Well, you always have to have a good wine to cook with," he says, because cooking with cheap wine degrades the meal. "Don't skimp. Why treat your food worse than your palate when you're drinking? The same with a good olive oil. Extra-virgin for dipping, as that has the most taste. And virgin for cooking. You don't want the taste of the oil to overwhelm your dish."

He adds sea salt to the list. "It not only seasons your food, but also tenderizes your meats and your thick fish—tuna, halibut—as they cook. And you can't go wrong with fresh lemons. Not only do their acids break down the protein during the cooking process, allowing the flavor to blossom, but they're also good for everything from garnishing a cocktail to zesting a little bit of the peel for your coffee."

And finally, he says, with a martial seriousness, "Anyone who has a kitchen has to have a set of good, sharp knives. Okay, they're expensive, but at least one good chef's knife is a necessity. Anything you cook, you have to have a clean cut on it. A bad cut could mess up your meal completely. You cut that meat a little bit off and it won't cook evenly."

Abrupt stop. Martinez appears to have surprised himself. "Hey! I got to five!" he says. "Didn't think I'd make it."

The comer

"He's right about the knives."

It's 5:30 in the morning, dark, about 10°F. The wind howling off the Hudson River chills my coffee in its paper cup. Gunnery Sergeant Charles Cox III, a 14-year U.S. Marine Corps veteran, greets me outside an entrance hall to the Culinary Institute with the bounce and verve of someone poised for an Iron Chef competition. As we head indoors, I mention Martinez's five kitchen essentials.

"Yes, sir, good knives are a must," he says as we find seats in the atrium. His posture, flagpole. His voice, a crisp medley of basso tones.

"Example: regular-guy food. Can't get much more regular-guy than **flank steak**. Inexpensive. Abundant. Reputation? Inferior meat. But, if it's marinated in the correct manner with a few ordinary ingredients—olive oil, salt and pepper, garlic or basil if you have it, citrus to break down the meat—and grilled, it's delicious in a taco or fajita. Or as the meat in a steak salad. The key?"

Yes?

"A flank steak must be cut against the grain with a good, sharp chef's knife. Sharp enough to field-shave with. There are technical, organic reasons for this. I won't bore you. Just remember: Flank steak cut with the grain? Chewy, leathery, tough. Flank steak marinated properly and cut against the grain? Delicious."

Several instructors have touted Cox to me as a strong contender, if not the front-runner, for the Ace Award, which recognizes the best student in the ProChef/Level 1 class. Cox tells me he enlisted in the military with the intention of becoming a cook. His "career" began at the age of 11 when, one hungry night in Baltimore, he found his mother's cookbook. He pawed through the pantry and scrounged enough ingredients to make a cheesecake. "It was about 5 pounds too heavy," he says. "But it served."

Each Marine recruit, no matter what his or her chosen career field, must also survive the Corps's rigid indoctrination and boot camp. The Corps has a saying: "Every Marine a rifleman." It resonates in Cox, who is currently a Marine aide for a brigadier general. Cox has attended classes at the CIA on four previous occasions. This year, his superiors decided the time had come for him to become a certified chef. He's a natural.

As we talk, the conversation turns to women. "To men who can cook, women really like it," he says with a reserved smile. "I suppose you've already been told this.

"But even for men who do cook, something they almost never do is take their seasonings and let a dish—red meat, fish, poultry—sit in a marinade overnight. There's no great trick to seasonings. Onion. Pepper and salt—good sea salt—Worcestershire sauce, nothing fancy. Even A1 sauce if you have it. But let the dish marinate 12 hours or so before you cook. You'll notice the difference in taste the first time."

The biggest downfall of American men in the kitchen, Cox says, is impatience.

"Rushing a meal. Rushing, rushing, rushing. Men take a piece of meat and they put it in a pan and smash it down, thinking it will somehow cook faster. You have to let it go. It takes time. Be gentle with your food. Also when men cook, especially when they grill, you see them tearing their food apart to see how far along it is. Man, that hurts the cooking process, but also . . . I mean, aesthetically, who wants to serve a meal that looks like it has already been gnawed on? Turkey in the oven? Chicken on the grill? They're either ripping it apart with a knife and fork or poking holes in it with a thermometer. Say you're cooking a whole chicken. You keep poking it with a thermometer, all those juices you strived to work in there by marinating it are now leaking out. That chicken is going to come out dry as dirt."

So how, I wonder, is an amateur to know how far along a meal is? First off, it helps to form whatever you're baking, broiling, boiling, or roasting into similar sizes. "Looks the same, cooks the same" is the rule. Beyond that, he says, learn to feel for doneness.

"You want to be able to use your finger to just barely touch the outside of a piece of

Treat meats gently for better results, Gunnery Sergeant Charles Cox III says.

GunSgt Cox's Chipotle Flank Steak Tacos

WHAT YOU'LL NEED

- 8 cloves garlic, roasted
- 2 Tbsp Worcestershire sauce
- 2 Tbsp red-wine vinegar
- 1 Tbsp red-chili powder
- Juice of one lime
- 1 Tbsp kosher salt
- 2 tsp freshly ground pepper
- 1 tsp ground cumin
- 2 tsp onion powder
- 1½ Tbsp chopped fresh cilantro leaves
- ¼ cup olive or other vegetable oil
- 2 tsp red-chili sauce
- 1 tsp chipotle puree
- 1 lb skirt steak, most of the fat trimmed
- 8 5½" soft corn tortillas

HOW TO MAKE IT

1 Combine the first 13 ingredients in a bowl. Rub the mix over the steak, cover, and marinate in the fridge overnight.

2 Wrap the stack of tortillas in foil and warm them on the coolest part of a grill set to medium.

3 Grill the meat over medium-high heat, seasoning it with more salt and pepper and flipping it once, 6 minutes total.

4 Remove the meat from the heat and let it rest for 15 minutes. Cut it into ¼" strips, or dice it into ¼" pieces.

5 Divide the filling among the tortillas, and top with salsa, lime wedges, finely shredded green cabbage, chopped onions, sour cream, and Mexican cheese. Grab, fold, and "Chow down Marines!"

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meat, of poultry, of fish, to know when it's done," Cox says. "You have to experiment a little, learn the feel for it yourself. But the general—and obvious—rule of thumb is that the softer the food, the rarer it is. Your steak is hard like a basketball? It's well done, sir."

Cox's first cooking class of the day is nearly upon us. What, I wonder, is the biggest mistake a neophyte chef makes in the kitchen?

"Nine times out of ten, men don't taste their food until it's being served." He shakes his head. "They just follow the recipe without even tasting it.

"You never see women do this. Women would never put something on a serving plate before they knew what it tasted like. But men, something they're cooking comes out of the oven bad, first time they realize it is at the table. They don't realize it's bad because they didn't taste it. Even bad meals can be saved in the kitchen before serving. It might turn into a little bit of a frenzy looking for seasoning, spices to add, clarifying butter, whatever. But it's better than serving bad-tasting food.

"Yeeesh," he says.

Cox would make a good teacher. When he departs for his class, I feel as if I have learned something about food.

The old pro

It feels like Hogwarts. I am deep in the bowels of the vast CIA, parts of which are a converted monastery so mysterious and portentous I would be lost without the guidance of Winks. With its labyrinthine corridors and cold stone walls, I half expect to find house elves underfoot. Winks escorts me past vast storerooms, each devoted entirely to nuts or to condiments or to cheeses. Winks himself is buff to the extreme, with tattoos snaking up both arms—the Soldier's Prayer and playing cards depicting his two daughters and four sons on his right; the words "peace," "love," "strength," "soldier," "warrior," "father," and "husband" inked in Japanese script up his left.

Winks's 16-year Army career boasts qualifications in mountain warfare, scuba diving, marksmanship, and parachuting, as well as gold medals and awards he earned in military culinary competitions. He is midway through a 12-month student/teaching tour as military liaison to the CIA. It's a new position in an Army program called Training with Industry.

"It's been around a long time in other jobs," he says. "A military finance officer, for example, might go work with Bank of America for a year. A JAG with a private law firm. They're picking up whatever the latest civilian trends in that particular industry are. But we've never done it with cooking until now."

In his orientation classes for incoming service members, Winks makes a strong case that tasty, nutritious meals elevate the morale of any military unit. He saw it with the Special Forces A-Teams he worked with overseas. This is the philosophical thread, he says, that will run through his curriculum when he returns to the Army as a cooking instructor. I assume the same can be said for cuisine in civilian life.

Do American men realize this?

"With guys, I suppose being against cooking is sort of bred into us from the Stone Age," he says. "Men hunt, kill the animal, bring it back. Women cook it. I think most guys are scared of the kitchen. . . . But I have to tell you, women love men who can cook as much as they love men who can dance.

"For me, food is love. I turn into a mother hen with my soldiers. I might be feeding 12 great big, mean, tough Green Berets, but sometimes I look at them and ask myself, 'Would they even survive if I wasn't here?' Relating that to civilian life, well, all I can say is that at home it makes my kids happy when I cook. I love making great meals for my family. And

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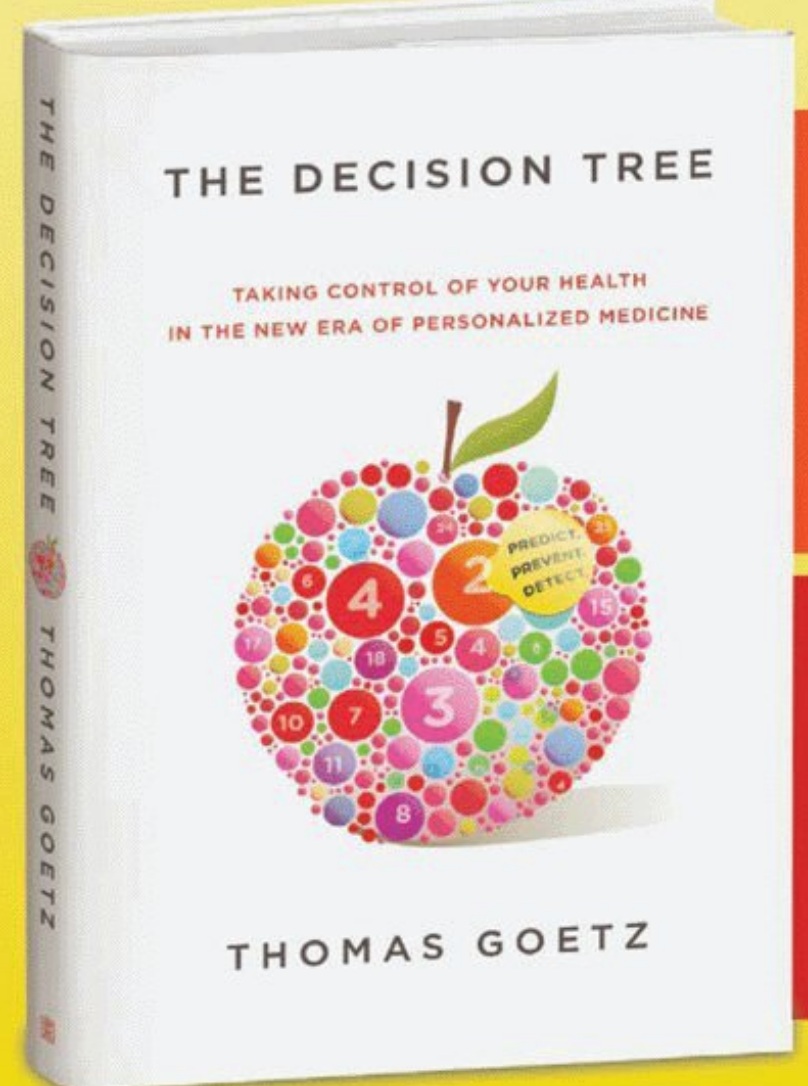

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I am so picky. I like to have that exact spice, that exact fresh vegetable that I need for a specific dish. And to make it from scratch, well—whether you're cooking for yourself or for your family or your guests, there's a sense of self-fulfillment from making a good meal.

"I think men take that same sense of accomplishment from work, or from the ball field, or from teaching their kids to fish or ride a bike. But they forget that you can reach the same feeling from preparing a wonderful meal. It sort of slips right by in the masculine zeitgeist. I don't know why."

Winks says his favorite dish to prepare, particularly in competition, is a chocolate liqueur soufflé. But he's also just as comfortable "talking burping-and-farting chili with the guys."

And that is exactly where our conversation heads. Ground beef versus shredding a slow-cooked pork shoulder. Adding black beans and corn to your kidney-bean base. "Cumin," he says. "I don't care what the recipe says, you can't make chili without cumin!"

By now I am, well, thirsting to go home to my kitchen. I'm thinking about Martinez's **braised halibut** recipe. I might buy a new knife. I will wear an apron and make a marinade with vin blanc and sauté in my sauteuse. And if anyone doesn't like it, well, they can tell it to the Marines. ■

TSgt Martinez's Braised Halibut

WHAT YOU'LL NEED

- 4 halibut steaks, 6 oz each
- 1 cup all-purpose flour (optional)
- 2 Tbsp olive oil
- 1 onion, minced
- 4 cloves garlic, minced
- 1 cup celery, chopped
- 1 cup carrots, chopped
- ½ cup dry white wine
- 1 handful French-cut string beans
- 1 cup cherry tomatoes, halved
- 3 Tbsp unsalted butter
- ¼ cup chopped parsley for garnish
- Vegetable stock as needed
- Salt and pepper to taste

HOW TO MAKE IT

1 Season the fish with salt and pepper. Place the flour in a shallow dish and coat the fish.

2 Heat the olive oil on medium high in a large sauté pan; cook the fish until browned, about 3 minutes on each side. Remove it from the pan.

3 Lower the heat, add the onion and garlic, and sauté for 2 to 3 minutes until they begin to caramelize. Add the celery and carrots, and season with salt and pepper.

4 Stir in the white wine, scraping up any browned bits. Simmer until the wine has reduced by half. Add the string beans and tomatoes. Place the fish on top of the vegetables and add enough stock to come up about halfway on the fish.

5 Cover and simmer on low heat until the fish is fully cooked, about 8 minutes. Remove the fish. Swirl the butter into the sauce and season it with salt and pepper.

6 Serve by placing some of the vegetables and sauce in a bowl and topping with a piece of halibut and some parsley.

MAKES 4 SERVINGS

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WHAT'S THE OPPOSITE OF GRAVITY?

From the laws of physics to the challenges of man, nothing seems to drag Dwight Howard down

BY CHRISTOPHER McDOUGALL
PHOTOGRAPHS BY RANDI BEREZ

D

"DEEBO!" SHOUTS JAMES KIRKLAND, ALL 5'3" OF HIM. HE SLAMS THE BALL DOWN ON THE FOUL LINE AND GIVES IT A WALLOPING ROUNDHOUSE SLAP, JUST IN CASE ANYONE WHO'S WITHIN EARSHOT MISSED THE POINT: DAVID IS CHALLENGING GOLIATH.

That's because Deebo is Orlando Magic center Dwight Howard, so nicknamed after the bruising badass in the 1995 Ice Cube comedy *Friday*. Howard is supposed to be posing for photos but keeps sneaking off to bomb behind-the-back shots from half-court. Kirkland, Howard's best friend since fifth grade, is patiently chasing down the misses that clang off the rim, backboard, and bleachers—and they're all misses.

When Howard turns to stroll back to the photo shoot, Kirkland issues his challenge: "Let's go," he goads. "Ten swishes for two thousand."

Howard freezes. Howard's sub-60 percent foul-shooting success is a humiliating hole in his awe-inspiring game. That's why best friends are great: No one is better at knowing exactly how and when to yank down your shorts in public.

Howard spins toward Kirkland. He lets out a braying Eddie Murphy laugh, and then freezes his face into a glare. "Lift your shield, Spartan!" he roars. "I knew you'd betray me!" He mutters an aside to me ("Remember the traitor in *300*, the little guy who sold out King Leonidas? That's James.") and resumes bellowing. "Don't make me send you home in your drawers. Again!"

Kirkland, suddenly losing interest in the bet, dribbles away.

During a pickup game in New York last summer, Kirkland had bet his pants on a similar challenge. Ten swishes later, he was walking through Manhattan in his underwear. It sure seemed like a safe wager at the time. But more than anyone, he should have known better.

Howard is such a provocateur that he reportedly got a player on another team in trouble: New York Knicks guard Nate Robinson incurred his coach's wrath in December while goofing around with Howard during pregame warmups.

Howard has also become known for . . . depositing a fart cushion on a teammate's chair; doing a cross-eyed impersonation of Shaq; and running up and down the halls of a hotel banging on doors at 2:30 in the morning. Naturally, he posted online videos of all these shenanigans.

And that's just the kid stuff. His wild side has landed him in grown-up trouble as well. His relationship with a Miami Heat dancer led to an unexpected infant and a flurry of lawsuits. Charles Barkley has ripped him for using only half his potential. Howard's own father admits that his boy can make "some bad decisions." And at this very moment, Howard is sabotaging an attempt to control his own damage. "I love to tweet," he's saying. Nearby, his publicist perks up, sensing trouble. "I tweet in my sleep. I tweet during practice—"

"No," the publicist pleads.

"I tweet during games!"

"No! No no no . . ."

Then something strange happens. Howard's boisterous bellow fades out, and a new voice takes over. It's solemn and almost too soft to hear. It's his mother's voice, as I'd later discover. And it begins telling a story.

"I've been playing with a smile on my face since I was 3," Howard says. "People keep saying it looks like I'm having too much fun. And I say, 'Yes, I am.' And it should be that way. I guess that can make me a little hard to understand."

Back in 2004, the Magic had first pick in the NBA draft and faced an easy choice: The team

Styling: Jason Samples and Janine Israel/Celestine Agency, grooming: Reginal Jones; Adidas shirt, shorts, and shoes

could go with either Emeka Okafor, the University of Connecticut star player and NABC Player of the Year, or this happy-go-lucky high-school kid with pipe-cleaner arms and no outside shot. The tale of the tape was all Okafor: He'd powered the Huskies to the NCAA national championship, led the nation in blocked shots, and earned both the National Defensive Player of the Year and Most Outstanding Player honors in the finals.

On the other side of the draft coin toss, well . . .

"Dwight was skinny when he got out of high school," says Otis Smith, the Magic's general manager. "You wouldn't have called him big, not compared with other guys he'd be up against."

Smith was talking about the twin earthshakers of this era, Shaq and Yao Ming. At 300-plus pounds apiece, both were *waaaay* bigger than Howard; with his 6'10", 215-pound frame, Howard would be giving up more than half a foot of height to Yao and a full 110 pounds to Shaq.

What's more, the intel about the kid's personal life was kind of hard to interpret. Howard's father was a Georgia state trooper, and his mother was one of the first women to play hoops for Morris Brown College. These were promising hints of a background of discipline and athletic ambition. His mother, Sheryl, is soft-spoken and gentle, and for much of her son's early life, her obsession was just keeping him alive.

"He was my miracle baby," Sheryl Howard told me when I met her after the Magic had played the Clippers in Los Angeles. Her baby had just turned 24 that day, and she'd celebrated by watching him block seven shots, grab 11 rebounds, score 25 points, and, defying all expectations, go 11 for 15 from the free-throw line as the Magic won 97-86. When her baby emerged from the locker room, her eyes were shining: He was crisp and handsomely dressed in an almost preppy combination of tailored jeans and a brown-and-lavender patterned shirt, with a subtly coordinated tie and pullover.

He's so attentive to his mother that a few seconds later I'm fumbling with his camera so he can pose between his parents for a birthday photo. Then the four of us lean our heads together to oooh and aaah over a new picture of Dwight's 2-year-old son. "Already dresses himself," Dwight says proudly.

"Now you know how I felt 24 years ago," Sheryl says, in that voice of calm honesty her son inherited. "I had five miscarriages between Dwight and his older sister," she explains. "Dwight was a preemie, and little—he was born 2 months early and weighed only 5 pounds, 5 ounces."

Growing up in Atlanta, Howard was never on the streets. Heck, he was rarely out of his parents' sight. He went to Southwest Atlanta Christian Academy, the straitlaced basketball powerhouse, and as soon as class let out, Dwight Sr. was right there. Trooper Dad also moonlighted as the school's athletic director. So the Magic had to wonder: Was this kid too coddled to cut it?

Big men are rarely top picks before they're truly big; most high schoolers who go in the low digits are sharpshooting guards and forwards who can fire from the safety of the wings without venturing under the basket. So what would happen when Rasheed Wallace bashed an elbow into Howard's teeth? Would he be Wilt, or just wilt?

Maybe the best hint came from James Kirkland, Howard's buddy, who let me in on a Howard family tradition: Smile through the blood.

"I'll tell you a secret," he tells me. "His dad goofs around more than Dwight. That's where Deebo gets it from."

Beneath the family's conservative demeanor, Kirkland says, is a core of fearlessness and self-confidence. "Whatever you had to do, you got down to it," Dwight Sr. would later tell me. Take Dwight Jr.'s ambidexterity. He's actually a lefty, but when he broke his left wrist in eighth grade when an opponent low-bridged him, he taught himself how to handle the ball with his right hand and kept right on playing.

times with your arms overhead, and you'll soon realize how exhausting it is to be a true ball hawk. When Howard's teammates wouldn't feed him the ball inside, Howard didn't mope; he crashed the board and racked up points on putbacks. Back on defense, he seemed to be covering five guys at once, constantly darting out to double-team and then sliding back before his man could receive a pass. It looked like he was running twice as much as any other player on the floor.

"I've never seen a big man with his stamina," Orlando coach Stan Van Gundy would later say.

Howard wasn't a basketball player, the Magic realized; he was a once-in-a-generation athlete. During a predraft visit to Orlando, Howard leaped up and slapped a sticker onto the backboard at the Magic's practice court. It's still there, 2½ feet above the rim. It's become kind of a tourist attraction. Everyone who visits the gym tries to touch it. According to Brian Schmitz, a sportswriter for the *Orlando Sentinel* who covers the Magic, no one else ever has.

a Sith warrior in a witness-protection program. True, it's freezing cold and rainy outside, but that's outside. I have the feeling that Ewing's hood is less about warmth and more about cold, hard seriousness. I'm a distraction, so he's semi-shutting me out. When the ball is in play, it's no time for talking.

"Center is a very tactical position," Ewing says. "You have to learn how to hold people off, be coy, take a hit, give it back. You can't let emotions take you over."

As soon as the Magic brass made Howard the number one pick in the 2004 draft, they got busy with their throwback experiment. Smith's plan was to revive an ancient weapon that had disappeared from pro hoops: the all-around, old-school, multithreat big man. What he wanted was a guerrilla who could operate deep inside enemy lines, someone who could block the paint, own the airspace, fire laser-sharp passes, finesse finger rolls, and never, ever foul out.

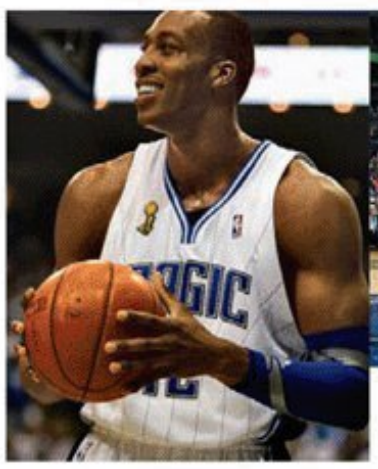
In a word: Wilt.

THE DWIGHT HOWARD WORKOUT

He may have the best body in the NBA, but he built it with exercises you're already doing. The difference: Howard's trainer, Bryan Meyer, C.S.C.S., tweaks common moves to increase their difficulty so that his client's body can be prepared for Shaq Attacks and other hazards of life in the lane. The results are awe-inspiring. Right: three of Superman's favorite body transformers.

Hesitation pullup

This pullup variation is a staple of Howard's strength work. It fires up muscles in your back, shoulders, and biceps, and should help you pull down more rebounds. Do 4 sets of 5 reps, using different hand positions for each set: 6 to 8 inches apart, wider than shoulder width, alternating grip, and with a towel wrapped around the bar. To improve his grip strength and body control, Howard also holds his body at different points of the movement. Take 5 seconds to raise your body and another 5 seconds to descend.



"That's the way he's always been," his father says. "He told me at 11 years old that he wanted to make it to the NBA. I explained that it would mean missing things—not seeing movies sometimes, not going out with his friends. That was okay with him. He made his decision at 11, and stuck to it till this day."

During Howard's senior year in high school, Magic GM Smith was surreptitiously finding this out for himself. He liked to sniff out players' backgrounds incognito, so he would settle in among the fans during Southwest Christian's games and listen to the Howard family's church friends tell stories about Dwight: how hard he worked and what a gentleman he was. "People from church like to talk a bit," Smith notes.

One thing that caught Smith's eye was the way Howard kept pogoing up and down for rebounds. Relentlessly. Try jumping as high as you can five

Buried deep inside a dark-blue hoodie as he watches a team practice from the sidelines is Magic assistant coach Patrick Ewing—the Beast, as he was known to his Knicks teammates. His job is to play Yoda, both on and off the court, to this young Jedi. According to the NBA's weird protocol, the highest-paid man on a team is also its leader, even if said leader is barely past drinking age. That's why Ewing, one of the finest-shooting centers to play the game and the longtime warrior soul of the New York Knicks, was brought on board as Howard's personal mentor.

"He could be one of the best to ever play the game, but he has to stay focused," says the voice from under the hood. I keep craning around to see Ewing's face, but all I can make out is a single eye. His head is so shrouded it's like interviewing

But Stilts are built, not born. During his career, Wilt Chamberlain painstakingly layered on pounds of muscle to withstand what one Celtic rival called "the most brutal pounding of any player, ever." (In college, Chamberlain finished one game with bite marks on his arm.) At the same time, he maintained his other skills. With a speed of 10.9 seconds in the 100-yard dash, he could move down the court like a sprinter. He had the springs to slam from the foul line, the stamina to average more minutes on the court than there are in a game (overtimes jacked up his totals), and the sharp eye to become the only center to ever lead the league in assists.

Right from the start, Howard set out to follow in the Stilt's steps. "Dwight was so raw when we first had dinner together, he was excited that Kobe had just dunked on him," says Bryan Meyer, Howard's performance coach. "Instead

From left: Elsa/Getty Images, Scott Cunningham/NBAE/Getty Images, Ron Turenne/NBAE/Getty Images

of getting mad, he knew this was all part of the game, and that he belonged among the NBA elite. And he knew that he and Bryant would meet up again soon."

What immediately impressed Meyer wasn't the rookie's size or even his work ethic. It was Howard's quickness in grasping Meyer's argument that the most important workouts would be hard and unglamorous, and the results in his physique would be invisible to the average fan.

"The first questions people ask about Dwight are, 'How much does he bench? What's his shoulder workout?'" Meyer says. "I couldn't care less. Dwight understood that. He wanted to focus on core strength, and not just the meathead powerlifting stuff."

The key to explosive sports isn't blasting off; it's learning how to hit the brakes. "For movement athletes, the biggest factor is how they absorb or slow momentum," Meyer says. "Most injuries are caused by deceleration, not acceleration. For long-term success and building power, it's crucial to work on keeping things stable that need to be stable, and allowing things to move that ought to move."

You can spot a stiff athlete right away by the way he reacts to a shove: A limber, more efficient athlete will instinctively drop his center of gravity and move his butt toward the ground, while a more rigid, immobile athlete will stand taller when he should be crouching.

"Playing ball, you're in lots of extreme circumstances," Meyer says. "You have to be able to move quickly from side to side, and then have the ability to push back against a 300-pounder trying to clear the lane. That's why you have to work on rotation through the hips and ankles, open up the shoulder blades and thoracic area, strengthen internal and external obliques—all those fancy words that allow proper movement and stability."

The result: "Dwight texted me from preseason camp one year, all excited," Meyer recalls. "We'd spent the summer doing all these weird exercises on his hips and ankles, but when he arrived at camp, he was the strongest guy on the team." He'd put on 10 pounds of pure muscle, he'd added an incredible 38 pounds to his 1-rep max in the bench press, and he was twice as powerful as the rest of his teammates on the grip-strength test.

"The guy is freakishly indestructible," marvels Orlando sportswriter Brian Schmitz. His durability shows the value of building all your muscles, not just the ones that bulge. "For a man who's in the air that much, you'd think he'd come down hard at least once. But he never gets hurt."

Or tired—by the time he turned 23, Howard's unstoppable engine had powered him to the Defensive Player of the Year crown in 2009, plus three selections to the All-Star Team, an NBA Slam Dunk title, and a gold medal at the 2008 Beijing Olympics.

know, chill out a little and ease up just a bit on public criticism of the team.

"I tore two pictures out of a magazine, one of me and one of him, and I said, 'Look, coach—we're not on the same page,'" Howard riffs. "Then I told him, 'Sir . . .'" Howard snaps to attention, his hand cocked in a salute. "'Sir, you've got one soldier ready to die for you! One soldier in your army always ready to take on the enemy!'"

He's improvising as he goes, and the room is cracking up. But Howard's clowning is a kind of genius. He's answering truthfully, at least in his own way—if there was any bad blood between him and the coach, it's obviously gone now. But no matter how invasive or tedious the question, he manages to come up with a reply that lets him exercise his wit, playfulness, and right to privacy. He's taken the one drawback of celebrity life and turned it into a kind of mental sparring practice.

And isn't that everyone's quest in life? To find pleasure in work, and joy in the everyday grind?

But each strength has a matching weak spot.

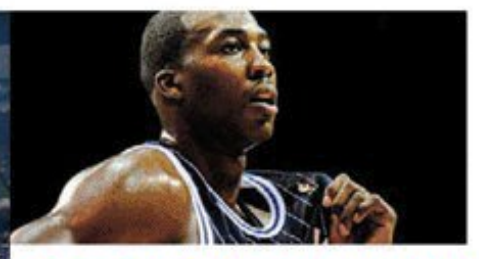
Crossover pushup

Meyer works Howard's core with pushups by having him move his upper body laterally while bracing his abs. Start in a normal pushup position, and cross your right hand over your left as far as possible without rounding your back. Then uncross your arms by bringing your left hand back next to your right, and perform a pushup. Repeat the move in the other direction for 8 to 12 reps on each side. Do this after a weight exercise, like the bench press, to improve your upper-body explosiveness.

Cable step-back row

"Centers need mobility to box out opponents for rebounds and improve their offensive game," says Meyer. In this exercise, Howard works on his upper-body strength while in a basketball position. Hold a cable attachment in your right hand at hip height, your feet in an athletic (well-balanced) stance. Then step back with your right leg (like a drop step in basketball) so your feet are staggered. Your hips should rotate to your right as you pull the cable toward your upper abs. Hold for 1 to 2 seconds, and return to the starting position.

Adam Bornstein



HE'S AN OFF-COURT JESTER AND TWITTER WIT (@DWIGHTHOWARD), BUT HE'S ALSO A SERIOUS HARDWOOD HEADBANGER. HOW SERIOUS? HE'S THE YOUNGEST PLAYER IN NBA HISTORY TO LEAD THE LEAGUE IN REBOUNDS AND BLOCKED SHOTS. THE YOUNGEST PLAYER TO REACH 5,000 REBOUNDS. THE YOUNGEST TO RECEIVE A DEFENSIVE PLAYER OF THE YEAR AWARD. HE HAS THE MOST BLOCKED SHOTS EVER IN AN NBA FINALS GAME. (TAKE THAT, KAREEM.) HE'S MISSED THREE GAMES IN 5 YEARS DUE TO INJURY. BUT HIS MOST IMPRESSIVE NUMBER IS A SMALL ONE: HE'S JUST 24 YEARS OLD.

"What did you think of your performance?" a reporter asks. It's long after the Clippers game has ended, and Howard's friends are waiting to take him out for his birthday. Every other player on the team is long gone, but Howard is still patiently taking pointless questions from the press. Seriously, is there really any mystery surrounding how he feels about leading the team in points, blocks, and boards, and setting a club record for road wins? On his birthday? "It sucked," he says. "I didn't fire up enough threes."

"How's your relationship with Coach Van Gundy?" another reporter asks. A couple of weeks earlier, Howard had advised Stan Van Gundy—a man twice his age and the scion of a family of pro coaches—that he ought to, you

A reporter starts, "Back when Vince Carter was a star . . ."

"He's still a star," Howard snaps. "He's . . ."

Howard pauses, calming himself. When he starts to speak again, it's in his mother's voice. "He's a senior star. That's even better than a regular star."

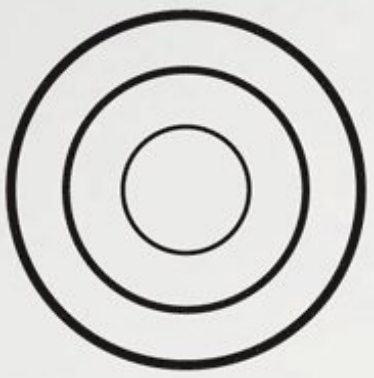
No wonder, then, that even the vets whose spotlight he's stolen, those same vets who find fart cushions on their chairs and mysterious food orders on their room-service bills, are fiercely protective of this kid.

"We've got to watch out for him," Vince Carter had told me earlier that same night. "Sometimes I think he's too good a guy to be wandering the streets on his own." ■

For Dwight Howard's complete off-season workout, visit MensHealth.com/dwighthoward.

From left: Jesse D. Garrabrant/NBAE/Getty Images (2), Sam Greenwood/Getty Images

Pound your fist here.



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15 WAYS TO CHANGE THE WORLD (and your life)...

"CONVENTIONAL"

ORGANIC

ONE APPLE AT A TIME

What organic can do for you

By Maria Rodale

PHOTOGRAPHS BY STEPHEN LEWIS

THE AVERAGE GUY WALKS INTO THE AVERAGE GROCERY STORE AND, THIS BEING 2010, HE FACES A CHOICE.

Well, actually, 47,000 choices of products, many with labels touting their health benefits. Low-fat. High fiber. Natural. Free range. No high-fructose corn syrup. Organic.

Most of the label language is marketing crap.

Some of it is more important than you know.

Organic brands are taking up more and more shelf space, especially in produce sections. Initially, the classier (i.e., pricier) the store, the more organic labels were sprouting among the arugula. But Walmart has now cleared space for them, too. And unless the average guy treats money like so many cabbage leaves, he also notices some unaverage prices on those organic items. He's likely to wonder: Could these foods possibly be worth it? And if I have a cartful, will women like me more?

The answer to the first question is yes, which means the second one probably merits an affirmative as well. In my experience, smart women are sensitive to health issues, and the organic movement is all about health.

I know, because my family started it.

My grandfather J.I. Rodale launched *Organic Farming and Gardening* magazine in 1942—and with it the organic movement in America. My father was a "locavore" before there was such a word; he believed in supporting local farmers and buying local foods. He devoted his life to his

THE BIRTHPLACE OF THE ORGANIC MOVEMENT, IN 1940: THE RODALE FARM, IN ALLENTOWN, PENNSYLVANIA.

father's mission of improving our health and environment through food and how it is grown. Both men knew that organic foods and farming methods were healthier and better for the environment. But in the mid-1960s, they still hadn't proved it to the world. Many people considered them crazy, in fact, or at least highly eccentric. So they set out to prove, unequivocally, the wisdom of their ideas.

Before my father died, he began what is now the longest-running scientific study comparing synthetic-chemical agriculture with organic methods. He bought land, hired scientists who were willing to put up with the ridicule of their peers, and made a commitment to keep going as long as necessary. Over the years, the government finally did help fund and support the research.

Some brave and industrious researchers have since joined the movement. They've been willing to buck the tide of the first and now the second "green revolution"—a hype-driven phrase for chemically and genetically altered foods—to demonstrate the advantages of organic farming and the foods it produces. (In both cases, the "green" in these revolutions stands for more money for chemical companies.)

I was born into the organic movement, so I have plenty to say about it. But I'll spare you. You're probably just looking for something that tastes great and is good for you. And if you can heal the planet for dessert, that's fine.

So let's bring it down to the most basic level—right to your shopping cart. By choosing the foods labeled organic, you may . . .

+ **Cut your risk of diabetes**
+ **Decrease global warming (whether you believe it exists or not!)**
+ **Reduce the chances that your children will be autistic**
+ **Save the oceans from dead zones**
+ **Build more muscle and burn fat**
+ **Increase your chances of siring healthy offspring (sons in particular)**

Do I at least have your attention now?

THE AVERAGE GUY'S GUIDE TO TOTALLY ABOVE-AVERAGE FOOD

I'm motivated to eat the best foods. You are, too. Follow the bullet points before your next grocery-store visit, and see if I can't convince you that those great foods are in the organic aisle. Why?

+ **Organic foods are safer. If you want to protect yourself and your loved ones from harm, you'll choose organic.** No food system will ever be 100 percent safe: Processing facilities and home kitchens can be unsanitary, and there's the chance of wind transferring pesticides and pollen from genetically modified crops to organic farms. But organic foods are safer because they are produced without dangerous chemicals and preventive antibiotics. Organic producers also eschew cheap but risky practices (to say nothing of disgusting ones), like feeding dead cows to living cows or dumping human sewage sludge onto farm fields. Yes, you still have to wash your hands and organic produce before you cook. But you'll be that much further along in assuring food safety if you start with organics.

+ **Your kids may be healthier if they eat organic foods.** Children are more likely than adults are to experience health complications from pesticides, according to the Environmental Protection Agency. Because their organs are still developing, children might not be able to excrete harmful chemicals from their bodies. Plus, pesticides can block the absorption of nutrients that children need in order to grow. In one study published in the journal *Environmental Health Perspectives*, researchers found that when children ate their regular diets of conventionally grown foods, their urine had detectable levels of organophosphorous pesticides. But after eating organic diets for just 5 days, their urine concentrations of those compounds fell to

undetectable levels. (Returning to their original diets only spiked their levels again.) Allergies, asthma, autism, ADHD, diabetes, and childhood leukemia have all been linked to exposure to chemicals. And that includes the fertilizers and pesticides you use on your lawn.

+ Organic farming is better for the environment. Growing foods organically prevents thousands of toxic chemicals from entering the environment and poisoning our soil, our wells, our wildlife, our children, and ourselves. Organic farming produces better-quality soil than conventional farming does, a USDA study revealed. What's more, the organic plots in the study also yielded more crops. Growing foods organically also restores the earth's ability to process and store carbon, so it significantly reduces the atmospheric problems causing the climate crisis. Even more important, restoring the earth's ability to store carbon will help us all keep breathing.

+ Organic foods may have more nutrients. Studies show that some organic foods have more disease-fighting antioxidants than chemically farmed (a.k.a. conventionally farmed) foods do. A 2007 study from the University of California at Davis may provide the best evidence to date: The researchers grew organic and conventional kiwifruit on the same farm, for the same amount of time. After harvest, they discovered that the organic kiwis contained more antioxidants, including vitamin C, than the conventionally grown ones. The theory: Because the organic kiwis weren't grown with pesticides, which fight off environmental hazards, the fruit had to produce more antioxidants naturally in order to survive. What's more, research also shows that organic dairy foods contain more conjugated linoleic acid, a powerful cancer-fighting nutrient.

WHY YOU SHOULD WORRY ABOUT CHEMICALS IN YOUR FOOD

Until this point, I've been writing about the reasons it pays to spend extra for organic foods. And there are plenty of them, starting with the taste. But the picture isn't complete without exploring the substantial downsides of the chemicals we've been using for the past 100 years to grow our food, maintain our idea of landscape perfection, and make our lives easier and "cleaner" and our food "cheaper."

Most of us probably think the world's biggest problems, aside from the global economic collapse, have to do with energy and energy dependence. The debates over global warming, the climate crisis, and environmental destruction have focused almost entirely on energy usage—how we drive our cars, heat our homes, and power our affluent, well-lit lifestyles. We haven't made the full connection: The way we grow our food has an impact on the climate crisis *and* our health crisis.

Nature, when it's given optimal circumstances (mainly, when we leave it alone) heals itself. Regeneration is necessary to repair the damage we have already done to ourselves and to the environment. And in any case, chemicals are not necessary for growing food. Virtually every food in the world has been successfully grown and made organically in modern, productive, and regenerative ways—from fine wine and white flour to apples, cherries, the most delicious gourmet beef, olive oil, and even lard.

You think there's no problem inherent in continuing to eat the way our world has been eating? There's plenty of scientific evidence to the contrary.

+ Pesticides may harm your brain. Exposure to some widely used pesticides—diphenyl, paraquat, and maneb—can damage nerve cells and deplete your brain's supply of the feel-good chemical dopamine. This could potentially lead to Parkinson's disease, according to a recent British study review.

+ Pesticides may lower your sperm count. Nearly 100 different pesticides are thought to disrupt your body's hormonal balance, which could reduce fertility, British scientists say. And even trace amounts in food may be enough to damage sperm. That's because low doses of toxins don't trigger a chemical cleanup in your body and can still harm reproductive cells.

+ Chemicals in animal feed may cause cancer in humans. Chemical farmers often lace feed for their pigs and poultry with arsenic. It promotes growth in livestock—but may also cause a number of cancers that affect humans, including prostate cancer, according to a recent Johns Hopkins University study. The government sets dosage thresholds, but feed formulations are considered confidential and monitoring is limited. There are other problems with feed as well. Growth-promoting hormones added to cattle feed not only toughen the meat but also may be linked to hormone-dependent cancers, according to a recent Spanish study.

+ Pesticides may weaken your immune system. Certain pesticides may inhibit the growth of immune cells, a recent Italian study found. This weakens your body's ability to fight off invaders, and may also allow cancer cells to proliferate unchecked, the study says.

+ Nonorganic meat may upset your intestinal balance. Chemical farmers may legally administer antibiotics to livestock *before* disease strikes. This allows drugs to accumulate in meat—which, once consumed, may alter the natural bacteria in your bowels and increase your susceptibility to pathogens, according to researchers in Spain.

+ Agricultural chemicals could be making you fat. Synthetic chemicals may cause obesity in adults by altering hormone levels or by changing the way certain genes work, according to a recent French study. Plus, it's a vicious circle: The more fat your body has, the more toxins you store.

+ Pesticides may cause you to develop allergies. Certain agricultural chemicals, such as the widely used insecticide chlorpyrifos, may cause your immune system to overreact to harmless antigens. This may trigger an allergic reaction, Italian researchers say.

+ Small doses of chemicals can be just as dangerous as large doses. Most of the government regulations on chemicals are based on estimated safe amounts of exposure. Doctors and scientists are finding, however, that small doses—especially over time—can be just as toxic as large ones.

+ Genetically modified organisms have never been tested on humans, and now results from animal studies are showing kidney and liver failure. In a recent study in the *International Journal of Biological Science*, rats that ate a diet of genetically modified corn (which we ingest in large doses every day) had internal damage to their organs, especially the liver and kidneys. The only way to ensure you're not eating any of these widespread, potentially harmful organisms is to seek out food with the USDA Organic label.

THE DIRTY DOZEN

Best and worst picks in the most pesticide-laced section of the supermarket

12 foods you should always buy organic

PEACHES, APPLES, SWEET BELL PEPPERS, CELERY, NECTARINES, STRAWBERRIES, CHERRIES, KALE, LETTUCE, IMPORTED GRAPES, CARROTS, PEARS

Prop styling: Sara Wacksman/Jed Root; courtesy of Rodale Family Archive (Rodale farm)

The 20 Best Organic Foods for Men

Your Earth-healing, palate-pleasing, diet-improving shopping list for healthier, tastier meals all day long

BREAKFAST

Best eggs
EGGLAND'S BEST ORGANIC
Scrambled, fried, or poached, these heart-healthier eggs cook up flavorful and fluffy.
One large egg: 70 calories, 6 grams (g) protein, 0 g carbs, 4 g fat

Best cereal
KASHI WHOLE WHEAT BISCUITS, CINNAMON HARVEST
One serving is nearly 20 percent of your daily fiber, and it doesn't taste like the box it came in.
2 oz: 180 calories, 6 g protein, 43 g carbs (5 g fiber), 1 g fat

Best milk
STONYFIELD ORGANIC REDUCED FAT
It's creamy, without the calories of whole milk.
1 cup: 130 calories, 8 g protein, 13 g carbs, 5 g fat

Best coffee
STUMPTOWN COFFEE ROASTERS ORGANIC FRENCH ROAST
"Direct trade" means the roasters buy directly from growers and then ship this dark, rich coffee to you.
1 cup: 2 calories

LUNCH

Best bread
BREAD ALONE BAKERY ORGANIC WHOLE GRAIN HEALTH LOAF
Sweetened with honey and topped with sesame and sunflower seeds, it's the perfect slice for sandwiches.
1 slice: 140 calories, 5 g protein, 27 g carbs (4 g fiber), 2 g fat

Best lunch meat
APPLEGATE FARMS ORGANIC ROASTED TURKEY BREAST
Try some of this lean, luscious protein rolled and slathered with pesto.
2 oz: 50 calories, 10 g protein, 1 g carbs, 0 g fat

Best deli cheese
APPLEGATE FARMS ORGANIC MILD CHEDDAR CHEESE
Serve your next grilled cheese without a side of hormones.
1 slice: 85 calories, 5 g protein, 0 g carbs, 6 g fat

Best condiment
ANNIE'S NATURALS ORGANIC DIJON MUSTARD
It has no calories, tons of flavor, and goes great with our pretzel pick. (See "Best crunchy snack.")

Best frozen meal
AMY'S ROASTED VEGETABLE TAMALE
It's satisfying enough to stave off hunger, but sanely portioned to prevent a gut bomb.
Per meal: 280 calories, 9 g protein, 46 g carbs, 7 g fat

AFTER YOUR WORKOUT

Best recovery drink
ORGANIC VALLEY REDUCED FAT CHOCOLATE MILK
Stocked with the protein your muscles need to rebuild quickly.
Per cup: 170 calories, 8 g protein, 24 g carbs, 5 g fat

DINNER

Best meat
FULL CIRCLE BISON RANCH ORGANIC GRASS FED BUFFALO (RIB EYE)
This steak outranked all the organic beef brands we sampled.
3 oz: 150 calories, 25 g protein, 0 g carbs, 5 g fat

Best organic spice
McCORMICK 100% ORGANIC CAYENNE RED PEPPER
After you hit your steak with salt and pepper, ratchet up the heat with a shake of this. (0 calories)

Best cooking oil
SPECTRUM ORGANIC CANOLA OIL
Use this for medium-to-high-heat cooking.
1 Tbsp: 120 calories, 0 g protein, 0 g carbs, 14 g fat

Best beer
SAMUEL SMITH ORGANIC ALE
Consider this balanced, full-bodied ale your new warm-weather brew.
12 oz: 150 calories, 2 g protein, 15 g carbs, 0 g fat

Best wine
SCRIBE 2008 PINOT NOIR
Alice Waters of Chez Panisse, in Berkeley, California, gives it the thumbs-up. We second.
3.5 oz: 84 calories, 0 g protein, 2 g carbs, 0 g fat

SNACKING

Best fruit snack
PEELED SNACKS MUCH-ADO-ABOUT MANGO
Only one ingredient: dried organic mangoes.
Per bag: 120 calories, 2 g protein, 28 g carbs (2 g fiber), 0 g fat

Best fiery snack
EDEN ORGANIC SPICY PUMPKIN SEEDS
Seasoned with soy sauce, garlic, and cayenne, these put spicy chips to shame.
¼ cup: 200 calories, 10 g protein, 5 g carbs (5 g fiber), 16 g fat

Best crunchy snack
NEWMAN'S OWN ORGANICS HONEY WHEAT MINI PRETZELS
Not too sweet. Amazing with peanut butter.
20 pretzels: 110 calories, 2 g protein, 22 g carbs (3 g fiber), 1 g fat

Best sweet snack
NEWMAN'S OWN ORGANICS CHAMPION CHIP DOUBLE CHOCOLATE MINT CHIP COOKIES
Indulge your chocoholism without overeating.
4 cookies: 160 calories, 2 g protein, 21 g carbs (1 g fiber), 8 g fat

Best yogurt
STONYFIELD OIKOS ORGANIC GREEK YOGURT WITH HONEY
Sweetened naturally (and organically) without added preservatives.
5.3 oz container: 120 calories, 13 g protein, 18 g carbs, 0 g fat

BEST BRANDS

Amy's
Just because you eat organically doesn't mean you should sacrifice your favorite foods. Amy's delivers big on flavor while sticking to its organic guns. Look for Amy's oat-meals, soups, chili, frozen entrées, and cakes (yes, cakes!) nationwide.

Cascadian Farms
This company calls northern Washington home, where it produces more than 75 organic products—from frozen fruits and vegetables to granola and cereal.

Newman's Own Organics
The Towering Inferno was good, but Paul Newman just may cement his legacy with organic cookies. Try the Oreo alternatives, and pick up his popcorn, tea, and Fig Newmans while you're at it.

Diamond Organics
Bookmark this company (diamondorganics.com) as your mail-order source for organic products you can't find at the supermarket. Beef, chicken, dairy, produce, mushrooms—they're at your doorstep with a few clicks.

PAUL KITA and SARA CANN

People who eat the 12 most contaminated conventionally grown fruits and vegetables consume an average of 10 pesticides a day, according to the Environmental Working Group. Those who consume the least contaminated produce ingest fewer than two pesticides a day. Of course, the optimal number is zero. *MARIA MASTERS*

15 foods that are relatively pesticide-free

ONIONS, AVOCADOS, SWEET CORN, PINEAPPLES, MANGOES, ASPARAGUS, SWEET PEAS, KIWIS, CABBAGE, EGGPLANTS, PAPAYAS, WATERMELON, BROCCOLI, SWEET POTATOES, TOMATOES

WHAT DOES "ORGANIC" MEAN?

Organic: Products given the USDA Organic stamp of approval must be made up of at least 95 percent organically produced ingredients. The other 5 percent can be nonorganic, but only if the ingredients are not commercially available in organic form and are on the USDA's list of approved substances for such use. Any food labeled USDA Organic was grown without the aid of genetic engineering, ionizing radiation, or sewage sludge (yes, it's what you think it is), and without pesticides disallowed for organic agriculture by the USDA. If it's meat, the animal was raised without antibiotics and growth hormones and fed an organic diet. The USDA classifies organic foods as 100 percent organic only if *all* the ingredients and processing aids are made organically.

Made with organic ingredients: The USDA defines a product as being "made with organic ingredients" if the food contains at least 70 percent organic ingredients. (Hey, it's better than nothing.) In addition to this, you can be assured that the product wasn't made with methods that are not approved in organic agricultural practices, like the use of sewage sludge or ionizing radiation.

Natural: Foods labeled "natural" aren't necessarily organic. Except for meat and poultry, no official standards legally define "natural" for producers or consumers. Nevertheless, the term often refers to foods with no preservatives or artificial ingredients. There is no independent confirmation of that—it's just a word that can be used on any food label. Organic foods follow standards defined by the USDA, and compliance is independently verified by inspectors.

Local: The local-food movement has been very important in revitalizing small farms and communities, and bringing fresh, seasonal food to many more people. However, as a means of saving the planet and improving health, it goes only so far. Local chemical farming contaminates communities and actually increases their carbon footprint and energy usage. Local *organic* farming cleans up local communities and decreases their carbon footprint and energy use.

Studies show that being organic is much more critical than being local when it comes to a food's carbon footprint. In one study commissioned by PepsiCo, an independent researcher determined that the most significant component of the carbon footprint for Tropicana orange juice (a PepsiCo product) wasn't transportation or manufacturing, but the production and application of fertilizer to grow oranges.

Continued on page 138

AMANDA RIGHETTI, star of the hit CBS show *The Mentalist*, wishes you'd lead with conversation, not compliments. Turn the page to find out which opening lines work best on her.

100 FIRST DATES

Photographs by Sasha Eisenman

Within 5 minutes of meeting you—and sometimes sooner—a woman knows whether she's interested or not. Are you making the most of that time?

The *Men's Health* Girl Next Door set out to meet 100 men and see how they used the opportunity. Learn from them

By Carolyn Kylstra

Last summer I had a date with a prison guard named Shawn. He had tattoos on his neck: "Alisha" and "Jasmine." The names of his daughters, it turned out—not ex-lovers sharing everlasting real estate on the banks of his carotid artery.

I have no desire to speak with Shawn again, for reasons unrelated to his all-too-visible life decisions. What disqualified the guy was his earnest, unending, obvious monologue about the importance of family. Blood runs thick, you know. Loyalty, fraternity, on and on for what felt like eternity.

But it was only 5 minutes. Then the bell rang, and Shawn moved on to the next woman.

I went on 100 first dates last year. Fifteen dates one night, 12 another, and more the next. The typical setup: A speed-dating company rents out a room in a bar and sells seats for about 30 bucks a pop. Usually, more women than men show up. The women stay seated while the men rotate through.

For 2 to 6 minutes, we meet, greet, bedazzle, or bore one another, and decide, *Yes, I'd like to see more of this one*, or *Next, please. Please, please.* Then we stand, shake hands, switch partners, and repeat. At the end we turn in a sheet indicating which ones we'd like to see again. When two people show mutual interest, they receive contact info. And a beautiful love is born.

That's the idea, anyway.

My mission was to meet 100 men and assess their first-impression skills. It was efficient and it felt legit: Relationship researchers are now using speed dating in their laboratories o' love.

Like Paul Eastwick, Ph.D., an assistant professor of psychology at Texas A&M, who says speed dating has real-world parallels: "Everyone goes to parties or bars and has brief conversations with people they've never met before. The lessons apply to all initial romantic encounters." Fair enough.

Let's look at a few of the men I met, and see what I learned about first impressions.

LEAVE A LASTING IMPRESSION

Sorry, guys: Amanda Righetti, star of the hit CBS series *The Mentalist*, is married. She's also beautiful, so she's fielded plenty of come-ons in her life. Here are her three rules on how to leave a woman wanting more.

SKIP THE BAR

"A bar is the worst place to ask a woman out on a date," Righetti says. For starters, drinking doesn't help you put your best foot forward. "Men who hit on women in bars tend to be obnoxious. It comes off as desperate." Try the bookstore, Righetti says—the conversation can let you flex your intellectual muscle.

BE POSITIVE

Laughter works, but a lighthearted attitude is what matters most. "A sense of humor is great, but if you're trying too hard, it's off-putting," Righetti says. "Don't take yourself too seriously. Have fun."

TURN OFF THE CHARM

Open with conversation, not compliments. "Some men think paying a compliment will open a door for them, but in my experience it never really does," Righetti says. Conversation, not flattery, is what will really make you stand out from the guys who are always trying out lines.

Styling: Arianne Tunney/traceymattingly.com, hair: Johnny Stuntz/Bumble and Bumble/photogenicsmedia.com, makeup: Mai Quynh/Mark Cosmetics/The Wall Group, manicure: Jenna Hipp/SpaRitual/celestineagency.com

INSIGHT 1

WE DON'T KNOW WHAT WE WANT

CALL HIM The Total Package
FIRST NOTICED Sharp clothes, great smile
THOUGHT TO MYSELF
Stop flirting with her! Look at me!

His name was Jake. Really. Chiseled jaw, broad shoulders, big brown eyes. Swoon. He was smart, driven, and thoughtful. We liked the same music, we'd read the same books. On paper, perfect.

He was also arrogant as hell, and boring. Afterward I did not mark "yes" next to his name.

Ask a woman about the traits she looks for in a boyfriend or husband, and she'll rattle off a list of requirements strict enough to make you surrender your man-card on the spot. My advice: Just ignore the damn list. It means next to nothing.

In one study of over 10,000 members of the speed-dating service HurryDate, researchers from the University of Pennsylvania and Arizona State University found that, aside from race, a woman's list of preferred characteristics didn't correlate much with the men she actually liked.

We all have misconceptions. A study of 163 college speed daters conducted by Eastwick and Eli Finkel, Ph.D., of Northwestern University, found that men, contrary to their stated assumption, care just as much about a mate's earning potential as women do.

And women are just as motivated by attractiveness as men are. "People have these elaborate theories about the qualities they're looking for in a partner, but ultimately they have little real insight into themselves," Eastwick says.

YOUR MOVE

Don't try to be the man she wants you to be

"Being too agreeable and connected actually hurts you," Eastwick says. "If you agree with everything she says, you come across as submissive or weak. You're not her best friend yet; you're still trying to establish yourself as someone unique and interesting." Throw in some lighthearted teasing or a contrasting viewpoint. We like the give-and-take, and you'll stand out from the spineless, personalityless crowd.

INSIGHT 2

YOU CAN'T REALLY READ HER

CALL HIM Presumptuous Peter
FIRST NOTICED Graying hair, refined; coat and tie
THOUGHT TO MYSELF *Loosen up—this is pleasure, not business.*

Peter looked about 15 years older than I am—fine by me, as long as the gent makes me laugh and treats me as an equal. We chatted amicably, and I asked him what he did for a living.

He paused. "I'd rather save that information for the next date, sweetheart."

What next date, hotshot? The condescending "sweetheart" was bad enough, but in my mind, playing coy about his employment implied that he thought I was interested in his money. He wasn't being friendly, so he never had a shot.

The cold truth is that we sometimes make up our minds within 5 minutes of meeting someone. The scarier truth is that the criteria we use to judge strangers are often skewed and irrelevant.

Psychologists classify personalities in five dimensions: agreeableness, extroversion, conscientiousness, openness, and emotional stability. Upon meeting someone, we most often judge their agreeableness, researchers from Columbia University found. But the same research also shows that this is precisely the dimension we're least accurate in judging.

YOUR MOVE

Smile. Make good eye contact. Smile some more

Be as friendly as possible. No posing, please. Researchers from Texas State University at San Marcos surveyed speed daters' "thin-slice judgments," based on 30 seconds of interaction. Women who had positive first impressions gave five reasons. Three of the five: The man communicated well, had a great smile, and acted friendly. Do you notice a trend?

INSIGHT 3

WE CAN BE AS SHALLOW AS MEN

CALL HIM Ugly Owen
FIRST NOTICED Wonky teeth and worse hair—wispy and thinning and wild, like a meth-head clown
THOUGHT TO MYSELF *No, thank you.*

Owen was from London. He was delightful, a music producer and a fascinating conversationalist. A friend and I agreed: Owen is awesome. Just, not for us. "I almost want to mark 'yes' next to his name so that we can hang out and be friends," my friend said. Talk about the kiss of death.

Beauty rules early on, says Shanghong Luo, Ph.D., an assistant professor of psychology at the University of North Carolina at Wilmington, who conducted a speed-dating study testing the principles of attraction. "In the first 5 minutes, you don't have that much other information about the person besides what he or she looks like."

Great news for men like Jake. But what of the others? Eastwick weighs in: "You might not be the most attractive person in the room, but some people in that room are going to think you are."

YOUR MOVE

Sell yourself

In that thin-slice judgment study, women listed attractive traits. "Tall" and "handsome" were there—but so were "clean-cut," "neatly groomed," and "stylish clothing." So packaging matters. I might have marked "yes" if Owen had tamed his mane. A close cut is superior to the circus look.

INSIGHT 4

YOU CAN PLAY THE ODDS

CALL HIM Card-carrying Kevin
FIRST NOTICED His stack of notebook cards
THOUGHT TO MYSELF *I'm curious.*

Kevin fanned the cards in his large hands and then asked me to pick one and read it. "If you could have dinner with three people, living or dead, who would they be?" His answers: Barack Obama, Martin Luther King Jr., and Britney Spears.

This guy was good. By the time the bell rang, I was smitten. Then Kevin sat down with the woman to my left, and out came the cards and canned answers. I pouted as I erased the "yes" by his name. Mine was a typical reaction: According to Luo's research, people are attracted to those who like them (big surprise), but only if the interest seems unique. Poor Kevin was a perfect example. I loved our connection, but then felt slighted when I saw I wasn't the only queen in his deck.

YOUR MOVE

Be an open book

If you're jonesing for pretty lady number 9, make it clear how you feel, says Luo. Compliment her, but drop in a line about how great it is to meet someone you can connect with. Singling her out as above the rest will make her remember you.

INSIGHT 5

YOU *CAN* CONNECT IN 5 MINUTES

CALL HIM Barbecue Ben
FIRST NOTICED He looks like Michael from *Lost*.
THOUGHT TO MYSELF *Great smile!*

Ben did everything right. He said he'd seen me from across the room before the event and was eager to talk to me—a textbook "you're special" ego boost. Within 30 seconds, we learned that we were both from North Carolina, and a lively conversation about NC barbecue commenced. My energy was higher than it had been with any of the dozen or so guys who came before him. Our back-and-forth made me laugh and eager to hear what he'd say next. When the bell rang, we were shocked—5 minutes was up already?

Ben received a definite "yes."

YOUR MOVE

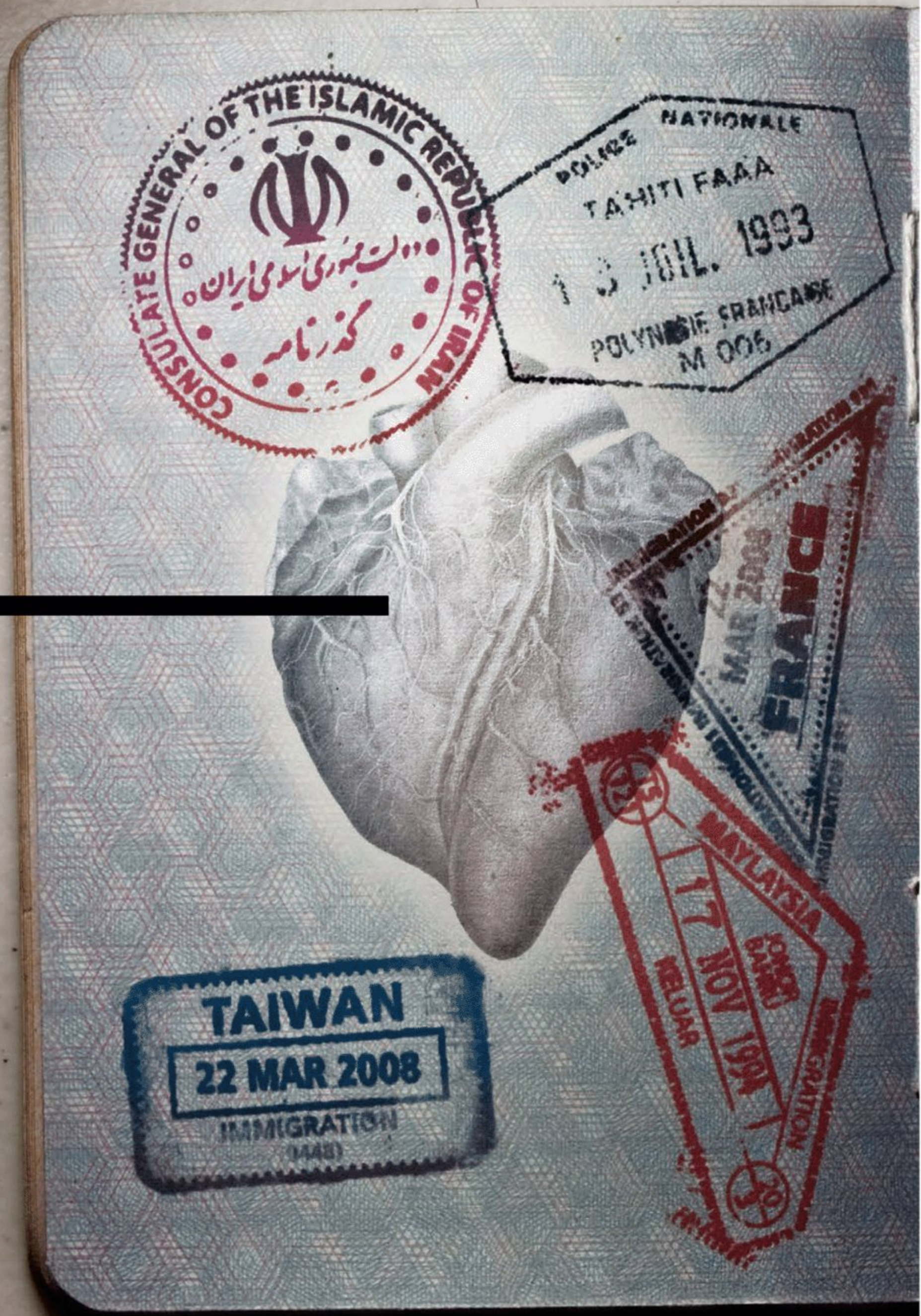
Have a conversation

Eastwick's research reveals that both men and women say the best dates have a 60-40 split—you talk about the other person 60 percent of the time, and yourself 40 percent. So ask questions, listen, and respond accordingly. You want to focus mostly on her while still communicating information about yourself. Easy enough, right?

One last point. Research shows that women are much better at faking interest than men are. I met a few guys who sized me up from word one and checked out immediately. Mistake. Because if I run into one of them, I'll tell my hot girlfriends that he's the one from speed dating who couldn't stop looking at his watch.

In other words, just be polite. Remember: You only have to keep it up for 5 minutes. ■

my *illegal* heart



Facing death inspires desperate measures. Like having your stem cells drawn in Florida, sent to Israel for processing, and shot into your ailing heart in the Dominican Republic. How far would you go to save your own life?

BY MARK COHEN
PHOTOGRAPHS BY MAURICIO ALEJO

Ron O'Leary, 36, has never felt so exposed. Naked from the waist down, the 6′2″, 210-pound man is lying atop an x-ray table, shivering in the air-conditioned chill. His blue eyes are fixed on the flexible 4-foot catheter about to be threaded through his femoral artery to his heart. He's flown 1,000 miles from his home in Florida to the Dominican Republic because parts of his heart are dead.

Now, an ECG broadcasts the plodding clunk-clunk of his scarred heart, which is pumping at 30 percent of its normal capacity. The nurses begin slathering his privates with a dark-brown antiseptic solution. Thoughts flit through his mind.

Boy, is that cold . . .
Is this going to hurt? . . .
I just want my heart back . . .

It's 2 p.m. in the dimly lit fourth-floor cardiovascular department at Centro de Otorrino, a private hospital in downtown Santo Domingo. O'Leary suffers from idiopathic dilated cardiomyopathy, a condition in which the heart muscle has stretched and then becomes weak and starts dying off. His heart is so damaged that it struggles to pump blood to his lungs, leaving the former restaurant owner unable to work and barely able to walk 40 yards without wheezing. His doctors in Florida counseled him that he needed to adjust to this new reality and prepare himself for a heart transplant in a few years if his condition deteriorated. Faced with this dramatic decline in his quality of life, O'Leary, who had been in good health 11 months prior, has flown to one of the poorest countries in the Caribbean for a new type of cardiac therapy. Doctors are going to use O'Leary's own stem cells to repair his heart. There's only *un problemita*. It's not legal, at least in the United States, because the U.S. Food and Drug Administration classifies the adult stem cell as a high-risk biologic product, and requires a rigorous review of its safety and effectiveness before it can be marketed. Prior to leaving home, O'Leary had signed 12 pages of waivers exempting the doctors who would be inserting the catheter from any kind of malpractice suit.

As a nurse places a sheet over O'Leary's groin, Dominican cardiologist Roberto Fernández de Castro, M.D., picks up a polypropylene syringe from a stainless-steel surgical tray and gives it a slight shake. Inside, suspended in a yellow slurry of plasma, are 95 million of O'Leary's stem cells. They were grown from his own blood, which was extracted a week earlier at the offices of Regenocyte, the Naples, Florida–based company overseeing this procedure.

Next, Dr. Fernández screws this small syringe into the opening of a foot-long black plastic syringe. It's then attached to the specially designed catheter that his partner, Héctor Rosario, M.D., has begun feeding through a spot on O'Leary's upper-right thigh, up into the lower-left chamber of his heart. On the black-and-white fluoroscopy monitor, the catheter snakes into view. Its tip flicking in and out in response to Dr. Rosario's touch, the needle probes for a fertile site on the interior wall of O'Leary's left ventricle. Dr. Rosario turns a dial at the end of the syringe to lengthen the tip, and with the help of a plunger, implants the stem cells directly into O'Leary's heart.

"Ouch . . . pain, definitely a little pain there," says O'Leary.

On the ECG, O'Leary's rhythm spikes into a pattern of rapid squiggles. Dr. Fernández mutters under his breath in Spanish, and Dr. Rosario adjusts his grip on the needle. "That's actually a good sign," says Dr. Rosario. In his broken English, he explains that the pain shows there's enough healthy tissue in the heart muscle to react to being jabbed, which should help the stem cells take root and start growing new blood vessels. Then he maneuvers the needle to a second spot on the ventricle wall and fires off another 3 million cells.

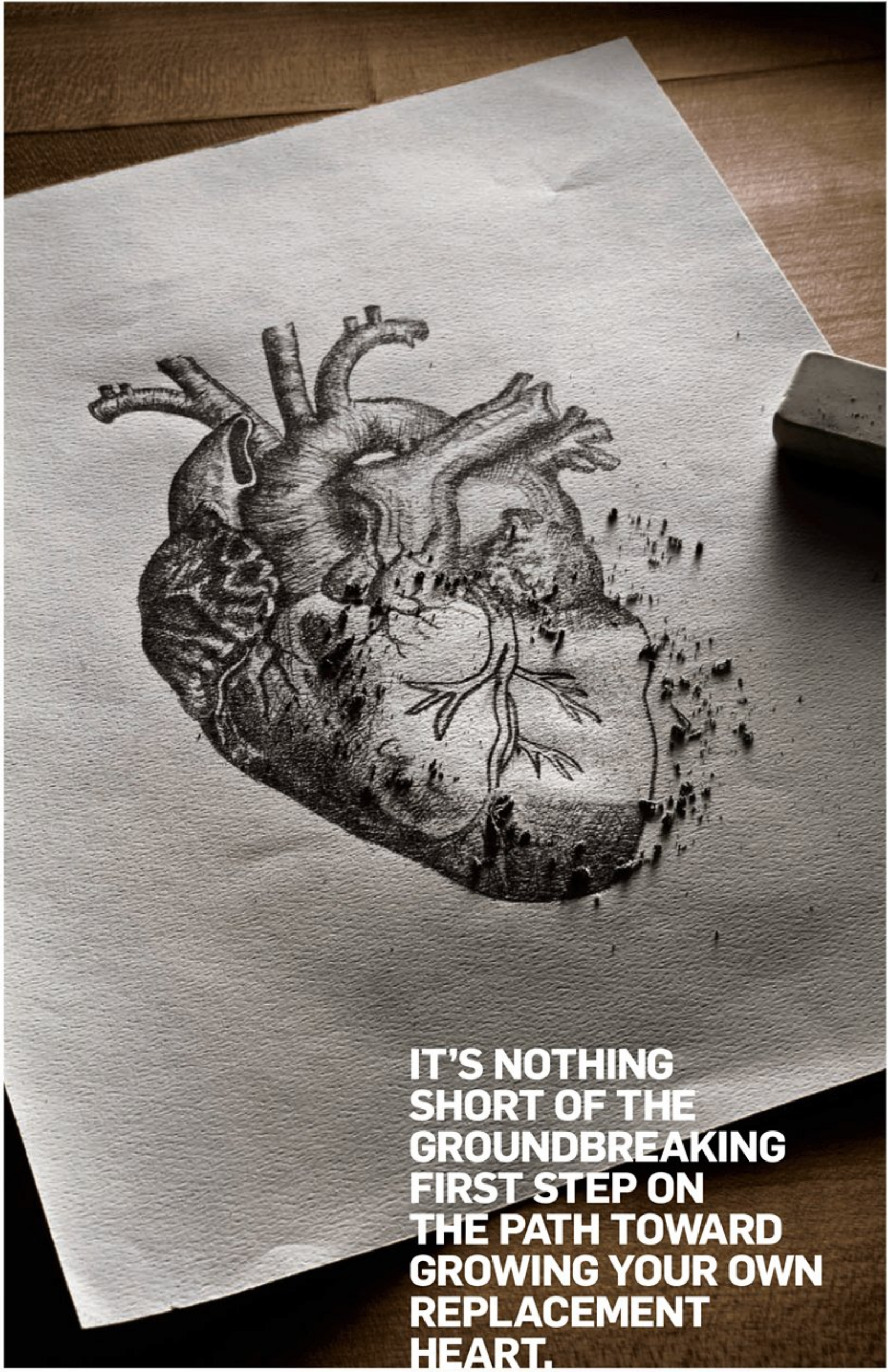
Despite all the billion-dollar research, medical advances, and new life-extending recommendations of the past 50 years, there still isn't much you can do for a damaged heart. If you suffer a severe heart attack or an enlarged heart like O'Leary's, your choices are limited: Downshift your daily life so that watering the garden ranks as your most strenuous activity, or get in line with the other 3,000 Americans waiting for one of the 2,200 donor hearts available annually. The human heart may be one of our most mechanically sophisticated organs, but it's just not a good healer. With its own

AMÉRICA CENTRAL
“IT’S A QUESTIONABLE PRACTICE. THEY’RE CHARGING BIG BUCKS FOR AN EXPERIMENTAL

electrical system and unique muscle tissue beating 100,000 times a day, the heart is just too complex and too busy to repair itself significantly. Deprive critical cardiac tissue of oxygen, even for just a few minutes, and it dies. Weaken a single chamber or a single valve, and pumping efficiency plummets. Allow the damaged parts to dip below a certain baseline level of functioning, and they only become worse, never better.

Which is why stem-cell therapy is so intriguing—and potentially so lucrative. Of the 17 million adults in the United States who have suffered heart attacks or other major cardiac malfunctions, 5.7 million have started on the inexorable slide toward heart failure. And more than 3 million of them are men. If science could harness the regenerative powers of the patients' own stem cells to reverse that slide, the savings in terms of lives and dollars would be enormous. It's nothing short of the groundbreaking first step on the path toward growing your own replacement heart. "Stem-cell therapy shifts the whole paradigm for treating heart disease, whether it's caused by heart attack, arrhythmia, or cardiomyopathy," says Joshua Hare, M.D., a cardiologist and the director of the University of Miami's interdisciplinary stem-cell institute. "My prediction is that in 10 to 15 years, thanks to this new ability to repair damage, heart disease will no longer be the number one killer in the country."

Dr. Hare is overseeing four of the 21 phase 1 and phase 2 cardiac stem-cell-therapy clinical trials now under way at 43 research institutions around the country. While scientists race to win approval from the FDA, they're playing by the rules—they're following the systematic, government-regulated route of testing experimental medical treatments to make sure they're safe before they can become standard practice. Researchers estimate the cost of a three-phase stem-cell trial will be upward of $50 million, with a 10-year timetable. Regenocyte and the nearly two dozen other for-profit offshore stem-cell clinics are taking a shortcut, but at whose expense?



Since Regenocyte began offering treatments in the Dominican Republic in February 2008, its doctors have performed 75 of what it calls myocardial cellular regeneration procedures, at a cost of $64,500 a pop—not a penny of which is covered by insurance. The process kicks off in Naples, Florida, with a blood draw; the blood is then immediately whisked by courier to the lab of Regenocyte's affiliate, TheraVitae, in Tel Aviv, Israel, for centrifuging and culturing. After a 5-day incubation period, which increases the stem cells' numbers a thousandfold, a TheraVitae representative boards a flight with the stem cells in a temperature-controlled tissue container, and arrives in Santo Domingo on the morning of the procedure. Shuttling cells back and forth across six time zones and performing the procedure outside the United States allows the company to operate without interference from U.S. authorities. The FDA's jurisdiction extends only to products manufactured within the United States; as it is, the only step of the process the company carries out on American soil is a needle stick to the arm.

"It's a questionable practice," says Emerson Perin, M.D., Ph.D., the director of clinical research for cardiovascular medicine at the Texas Heart Institute, who's supervising five of the clinical trials. "They're charging big bucks for an experimental procedure that will require years of rigorous research before we know if it will benefit patients. It's a total gunslinger mentality, and that's coming from someone in Texas." Concerned about the rise in "stem-cell tourism," the nonprofit International Society for Stem Cell Research recently

produced a handbook for patients who are considering experimental therapies. It outlines the risks, which are physical, financial, and psychological.

The greatest danger in adult stem-cell cardiac treatments derives from the fragility of patients with terminal heart disease. "They can die if they sneeze the wrong way," says Amit Patel, M.D., the director of clinical regenerative medicine in cardiac surgery at the University of Utah, who is overseeing a phase 2 clinical trial using stem cells to treat dilated cardiomyopathy. If a patient's weak condition causes some other medical problem, many smaller clinics simply don't have the resources to provide emergency help, he says. A further concern for patients is the cost of that emergency care and the burden of additional fees.

That said, the technique and cells Regenocyte's doctors are using are low risk. "This modified catheterization approach has had few complications," says Dr. Patel. However, as with any heart catheterization, there is roughly a 1 percent chance of perforation of the heart, which would likely result in death, he says. Dr. Patel also notes that although adult stem cells have been used in phase 1 and phase 2 clinical trials, long-term concerns about safety and efficacy remain, because there is no long-term data yet.

Even when patients understand and accept these risks, they still need to ask the next question: Does the treatment actually work as advertised? A peer-reviewed clinical trial is the gold standard for verifying efficacy. The consensus in the medical establishment is clear, as Clyde Yancy, M.D., president of the American Heart Association and medical director of the Baylor University heart and vascular institute in Dallas, explains: "We do not encourage patients to pursue any therapy that has not met the standards of evidence-based medicine or is not a part of an established study." If the treatment doesn't work, patients find themselves both out of money and out of options, which can be psychologically devastating.

There is also a concern that what companies like Regenocyte are doing creates a dangerous precedent that could lead to patients rolling the dice with other stem-cell therapies that have less scientific merit. "There's no way you can let stem cells go unregulated," says Doris Taylor, Ph.D., the director of the cardiovascular repair center at the University of Minnesota stem-cell institute. And yet, perhaps because Taylor is so familiar with stem cells' potential, she also makes an interesting concession for a scientist at an elite research institution. Asked if she might advise someone she loved who was dying of heart failure to book a flight to the Dominican Republic, she replies, "You know, I'm not sure. But I would discuss it first with my colleagues."

Adult stem cells usually aren't associated with controversy. Embryonic stem cells, the kind grown from cryo-frozen fertilized eggs stored in liquid nitrogen in fertility clinics, are the ones that have been at the flash point of moral agonizing. The use of these cells to find cures for Parkinson's and Alzheimer's has been hotly debated in presidential elections, taken up by celebrity advocates like Michael J. Fox, and recently restarted by President Obama with the approval of the first cell lines available for research using federal funding. But something curious happened while the ethics debates raged: The cardiac-research community's enthusiasm for embryonic stem cells waned. "Many of us found the whole embryonic-cell debate to be overstated," says Dr. Hare. "The cells are unpredictable and have the tendency to turn cancerous. They're almost too powerful."

So doctors began shifting their research to a more reliable and readily available type of stem cell. Like days-after-conception stem cells, adult stem cells can morph into virtually any other kind of cell, but they're found in the blood, bone marrow, and many organs of every living human. "Ten years ago, we didn't even think organs like the heart had stem cells or were capable of regeneration," says Dr. Hare. "We now realize that the body has a much greater capacity for rejuvenation. It just needs some help."

Dr. Hare's office is on the eighth floor of a glass tower near downtown Miami. From there it's a 3-hour drive west through the Everglades to Regenocyte's Naples headquarters. On a monthly basis, Dr. Hare finds himself competing for prospective trial participants who have heard the Regenocyte pitch on organ-transplant blogs or on the radio ads the company airs. "What I find frustrating is that they're preying on people's desperation. Stem-cell therapy has great potential, but there's so much about it we're still figuring out."

For the past 5 years, Dr. Hare and his colleagues have been struggling to answer a host of important questions: What's the correct dosing, the optimal delivery method, the ideal wait time between heart attack and treatment? Another pressing area of exploration: Which of the hundreds of types of stem cells will prove the most practical and effective for cardiac repair? Dr. Hare and Dr. Patel have been focusing on one especially promising

5 stay-safe rules for the desperate patient

If conventional medicine fails, use these guidelines to find an alternative—whether it's an offshore therapy, a clinical trial, or a holistic approach.

one

SEEK A SECOND OPINION

Discuss with your primary-care physician any unsanctioned treatment you're considering. He or she knows the full history of your condition, says Sam Moon, M.D., M.P.H., a Duke integrative-medicine clinician. And unlike the doctor administering an unsanctioned treatment, your doctor can help you weigh the pros and cons.

two

DISREGARD PATIENT TESTIMONIALS

"Patients' stories are not objective," says Heather Rooke, Ph.D., science director for the International Society for Stem Cell Research. Even when improvement does occur, it may be independent of the treatment or exaggerated, she says. Ask how the clinic measures improvement and if an independent committee has reviewed the treatment.

three

INVESTIGATE YOUR TREATMENT

Surf the WHO Registry Network (who.int/trialsearch), or the NIH clinical trials registry (clinicaltrials.gov) for human clinical research on the treatment. For disease-specific therapies, check the trial's inclusion criteria—participants should share your age, diagnosis, and treatment history, says Jeffrey Karp, Ph.D., a stem-cell researcher at Harvard's medical school.

four

CHECK BEYOND CREDENTIALS

The title "doctor" is vague, says Zhaoming Chen, M.D., Ph.D., executive board chairman of the American Association of Integrative Medicine. Contact your state medical board—or if abroad, the department of health—to confirm a physician's credentials, licensure, and specialty. Ask how many times the doctor has performed the procedure: You don't want to be among first 50 guinea pigs.

five

BE PREPARED FOR THE WORST

No procedure is risk-free. The key: "Balance hope for long-term gains against the risks of treatment," says Dr. Moon. Make sure your patient consent form clearly outlines the care and potential side effects, and allows you to withdraw from treatment. Check the clinic's capacity for emergency care and find out what follow-up is provided.

LAURA ROBERSON

type of bone-marrow-derived stem cell. Another group at the University of Pittsburgh is investigating the stem cells found in *fat* tissue, which may lead them down the mind-bendingly circular road of one day curing patients' heart conditions with a by-product of their own liposuction procedures.

Exactly how stem cells work their biological magic is still not fully understood. "We think the cells might send out signals to other cells to migrate to the area to help with the repair," says Dr. Hare. "Or they might awaken the stem cells in the heart itself." Another thing researchers need to determine before the FDA can approve stem-cell therapy for general consumption is how *well* they work.

A landmark study published in the December 2009 *Journal of the American College of Cardiology* showed definitively for the first time that treating a patient with adult stem cells after a heart attack can repair—not just manage—damaged heart tissue. The double-blind, placebo-controlled study, part of a phase 1 clinical trial led by Dr. Hare, found that the patients had significant improvement in heart and lung function and experienced lower rates of side effects, such as cardiac arrhythmia. For instance, the patients averaged a 6.7 percent gain in their heart's pumping function. Called "ejection fraction," this common measure of heart function records the percentage of blood flowing into the left ventricle that's pumped out with each heartbeat. A healthy heart should expel 55 percent to 70 percent of the blood that flows into it. The heart-attack victims in the study averaged an ejection fraction of 50.4 prior to treatment. So a 6.7-point bump puts them back into the normal category.

Another recent study, a multicenter phase 2 trial of 167 heart-attack patients presented at the meeting of the American Heart Association, found that those treated with stem cells added 120 seconds to the length of time they could walk briskly on a treadmill. Each 60 seconds of treadmill improvement is thought to equal about 15 minutes of normal activity, says lead researcher Douglas Losordo, M.D., a professor of cardiology at Northwestern University. That 120 seconds was just an average (one outlier saw a nearly *10-minute* gain), but is not insignificant when it extends your range from the distance between bed and bathroom to a stroll around the block.

The typical adult-stem-cell trial is divided into three equal groups: patients who receive the optimal dose, those who receive a reduced dose, and the placebo group. That means if you're a study participant, the chances of your damaged heart receiving a cutting-edge application of sugar water is 33 percent. It usually takes 12 to 18 months to even find out which group you're in. "Most people are okay with that," says Dr. Hare. "They understand that when you walk into a pharmacy and put an FDA-approved pill in your mouth that you're 99 percent sure is safe and effective, it's because generations of people before you went along with this approach. But I do hear some who say, 'I understand, doc, but I don't want to take my chances. I just want the cells.'"

Like many of the estimated 300,000 American men under 55 suffering from some kind of cardiomyopathy, Ron O'Leary had next to no warning of the illness that would turn his high-functioning heart into a swollen lump of scar tissue. With his outgoing personality, mop of blond hair, and nose bent from an old football injury, he reminded people of a stocky Owen Wilson. Suddenly, in September 2007, he noticed his energy level dropping and had difficulty catching his breath during his long shifts at the restaurant. After several days, O'Leary went to a hospital emergency room, was told he had pneumonia, and left the ER clutching a prescription for an antibiotic. A week later he was coughing up blood and went to an ER at a second hospital. Doctors there ran an ECG and admitted him for additional tests.

The diagnosis: idiopathic dilated cardiomyopathy. The doctors couldn't even be sure what had caused O'Leary's heart condition, because it didn't run in his family. The most likely culprit was a viral infection. One doctor told O'Leary his was the weakest heart he'd ever seen. It was emptying just 8 percent of the blood that flowed into it before his doctors loaded him up with diuretics, beta-blockers, and ACE inhibitors, which boosted his ejection fraction to 30 percent.

"Numb. Just floored," O'Leary recalls of his reaction. "I mean, I'd never even really been sick before. The only medical professional I saw on a regular basis was my dental hygienist. My cardiologist put in a defibrillator, kept me on the medication, ordered regular tests, and told me I might eventually need a transplant."

And under most circumstances, that would have been that. But O'Leary lives in Sarasota, close to the burgeoning South Florida stem-cell belt. After an article about his plight appeared in a local newspaper, O'Leary received an unsolicited call from a satisfied Regenocyte customer. Two months later he attended his first informational seminar and was, as he describes it, just blown away by the patient testimonials. (See "5 Stay-Safe Rules for the Desperate Patient," earlier in this story.)

How stem cells can repair your heart

To find out which of the stem-cell therapies being tested are the most promising, we surveyed key researchers. Here are their predictions.

If you suffer dilated cardiomyopathy

Amit Patel, M.D., a researcher at the University of Utah, is overseeing a clinical trial that he expects will enter its final phase in July 2010. Patients have 200 million of their own cultured bone-marrow stem cells injected into their heart muscle through a catheter. The stem cells may secrete growth factors, and then other cells in the heart help out by remodeling scar tissue, growing new blood vessels, and boosting heart-muscle function.
Estimated time to FDA approval: 2 years

If you survive a heart attack

Jay Traverse, M.D., a cardiologist at the Minneapolis Heart Institute, is using bone-marrow-derived stem cells to treat people within 3 to 7 days of a heart attack. In his phase 1 and phase 2 clinical trials, doctors infuse 150 million stem cells into patients' hearts using a modified catheter. The stem cells may improve the efficiency of their hearts by growing new blood vessels.
Estimated time to FDA approval: 5 years

If you have heart failure

Joshua Hare, M.D., director of the interdisciplinary stem-cell institute at the University of Miami, is leading a phase 2 trial to treat heart-failure patients. The patients have 20 million to 200 million bone-marrow stem cells, either theirs or ones derived from a donor, put into their hearts through a catheter. The benefits are due to a combination of blood-vessel regeneration, new cardiac-tissue growth, and scar-tissue reduction.
Estimated time to FDA approval: 4 to 5 years

If you have heart disease

Douglas Losordo, M.D., director of cardiovascular regenerative medicine at Northwestern University, recently completed a phase 2 trial of patients suffering from chronic chest pain due to blocked arteries. Stem cells harvested from the patients' blood are injected into their hearts and arteries through a catheter. The stem cells improve bloodflow by stimulating the growth of new blood vessels and expanding the diameter of coronary arteries.
Estimated time to FDA approval: at least 5 years

If you need a heart transplant

Doris Taylor, Ph.D., director of the cardiovascular repair center at the University of Minnesota stem-cell institute, is using human heart stem cells to grow live hearts on cadaver scaffolds. The cadaver heart is stripped of cells and then stem and progenitor cells are introduced. A beating heart develops in about a week. She's working on animal studies and expects the first human implant trial to start in a few years.
Estimated time to FDA approval: 10 years

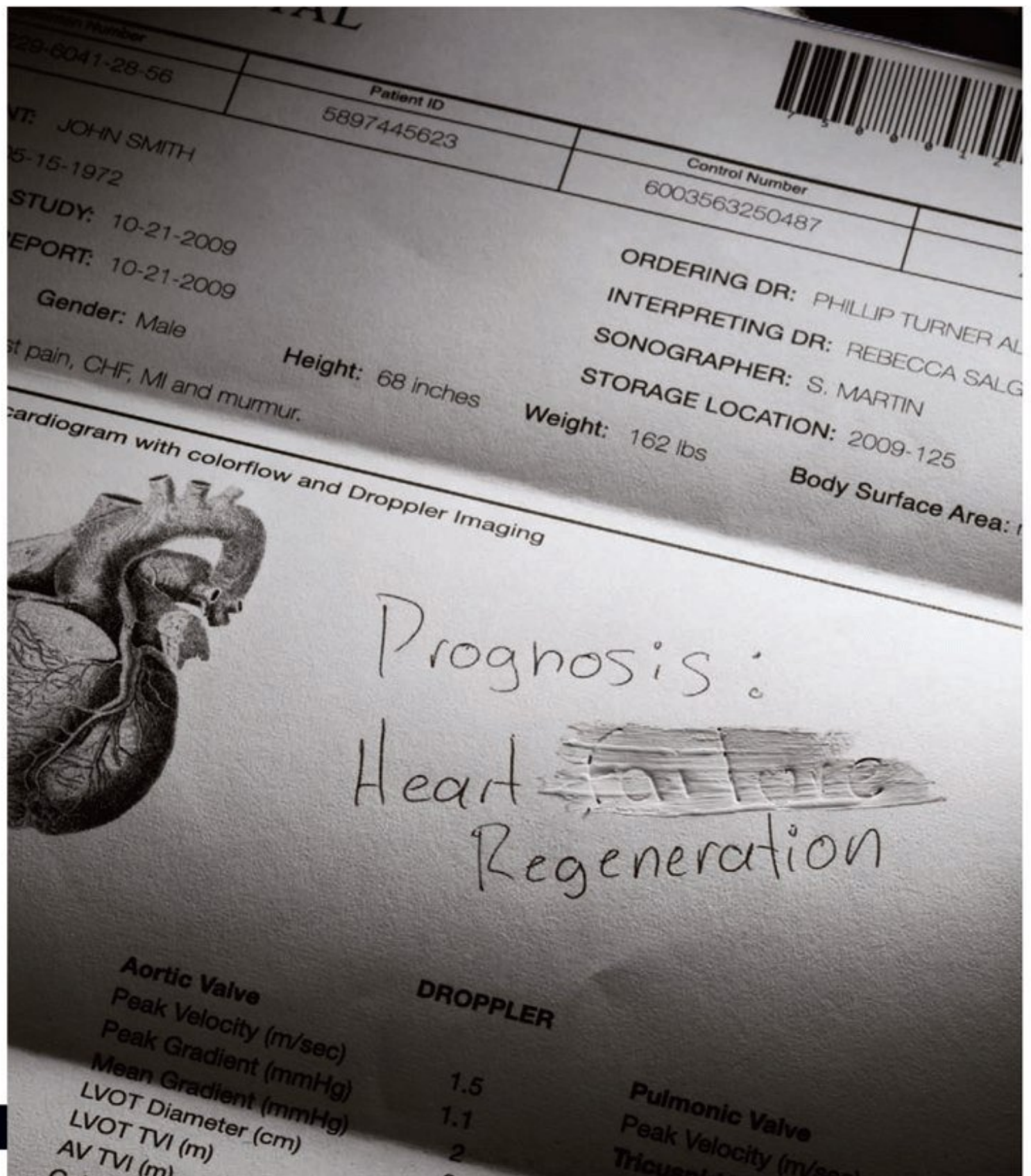
HEATHER HURLOCK

Regenocyte's founder, 44-year-old Zannos Grekos, M.D., is an experienced interventional cardiologist who estimates he has performed more than 10,000 angioplasties, angiograms, and pacemaker implants. Early in his career, Dr. Grekos and the hospital he worked in were sued for malpractice after one of his patients died. The woman's family claimed he waited too long to refer her for a coronary bypass after it should have been apparent that a cardiac catheterization he'd performed hadn't worked. Dr. Grekos's insurance company settled the case out of court for $600,000 in 2001. It's not uncommon for interventional cardiologists to face such suits, because these procedures are high risk. But the incident left the young physician cynical about the legal and regulatory aspects of his business. "It can make you question whether you want to be in a profession where you do everything you can to help a patient, work 100 hours a week, and end up having lawyers still question what you do," he says.

Four years ago, Dr. Grekos was working at his cardiology practice in Naples, Florida, when a longtime patient, a prominent local businessman, phoned to tell him that he'd scheduled to have stem cells injected into his heart. In Bangkok. "I said, 'You scheduled *what?*'" says Dr. Grekos. But he checked into the company—TheraVitae, which had state-of-the-art facilities in Bangkok and Israel—and decided it looked legit. "So I told him, 'I'll go over with you, but if anything doesn't look quite right, you're taking the next plane home.' Then I met the doctors and realized it was the most fantastic development I'd ever seen. I also realized that there were things about it we could do better if we licensed the technology ourselves and performed the catheterizations closer to home, saving patients from sitting on a plane for 36 hours."

Dr. Grekos studied pioneering research being done by Dr. Patel (then at the University of Pittsburgh), Dr. Perin at the Texas Heart Institute, and Dr. Losordo (then at Tufts), among others. Various pilot studies examining the safety and efficacy of injecting adult stem cells into the heart, either by surgery or through a modified angioplasty catheter, indicated that stem-cell treatments held promise. Dr. Grekos believed using a catheter that allowed him to implant the cells directly into the heart wall might work better. He found a Florida-based company called Bioheart that had created the MyoCath, a catheter with a retractable needle tip to implant stem cells, and trained to use it at the University of Florida in 2008. (A phase 2 clinical trial treating patients with heart failure using the MyoCath and delivering stem cells derived from thigh muscle is under way at the Duke University heart center.) Based on what he learned in Thailand and from other research, Dr. Grekos decided to use the MyoCath with stem cells cultured by TheraVitae. He teamed with Dominican cardiologists and trained them to use the MyoCath.

How does Dr. Grekos respond to those who say he is exploiting desperate patients and who question his ethics for charging for an experimental treatment? "I'm just trying to help my patients," says Dr. Grekos. "In our experience, we see a 21-point ejection fraction gain. I actually think it would be more unethical to administer a placebo." However, until Dr. Grekos publishes the data in a peer-review forum, there is no way for anyone to really know if these numbers are accurate.



In the one pilot study that Dr. Grekos has made public, he presented data about 20 ischemic cardiomyopathy patients at the New Cardiovascular Horizons conference in 2008. The group's baseline average ejection fraction was 28 percent (range 14 percent to 42 percent) at the start. After treatment and 6 months, it was 49 percent (range 38 percent to 56 percent). He says he's compiling more data and that he's waiting until he has the results from 100 patients, including follow-up stats after a year, before publishing it. But on average, he says, he's still seeing a 21-point gain.

Some cardiologists, such as Dr. Patel, who is conducting a stem-cell cardiomyopathy trial, believes the treatment could be that successful. "Most heart-attack patients have very little change in their ejection fraction, but these heart-failure patients have 10 percent to 30 percent," says Dr. Patel. "When you start with patients with more-advanced heart failure, such as cardiomyopathy, there's a lot more room for improvement. Regenocyte could be seeing gains that high."

To the researchers who say Regenocyte's $64,500 fee is double what the procedure should cost, Dr. Grekos counters, "How do they know what our expenses are? The cell culturing and couriering back and forth to Israel alone costs $20,000. I'm just glad we're making some profit on it, because if not, the treatment wouldn't be available." He also notes that Regenocyte has an impeccable

Continued on page 138

Why Cars Move Men

By Dan Neil

Photographs by Christopher Griffith

In 2009, the number of cars on U.S. highways dropped for the first time since 1950, by 4 million. Some say this means our love affair with cars is ending.

That makes us laugh. Guys love cars. We know that. So we asked a lifelong chronicler of our national automotive obsession, who also happens to be the auto industry's sharpest critic, to tell us why this is so—and always will be.

Eight years ago, I discovered that my then-wife had been cheating on me in lurid and public fashion. This negatively impacted our relationship. In the finest tradition of wounded animals, I retreated to my lair, the garage, to spend time with the one faithful thing in my life, a lovely girl with big hips and beady eyes—a red British sports car, an MGA.

(See, I just did it. I personified my car. Pathetic, I know, but there's a scientific reason for it. More on that later.)

She was born in Abington, Oxfordshire, in January 1960, and by the time I met her in the late 1990s, she'd been passed around a bit. Somebody in her checkered past had crushed her right front fender and, like a person who'd had facial reconstruction, her features never lined up exactly plumb again. When I bought her, she was a trembling, stinking pile of rust, a fuse-popping, mouse-bitten, oil-spilling mess, with the air of shattered beauty that only fallen angels have.

I put her back together, rescued her. From headlights to taillights, from master cylinder to drum brakes. I reupholstered her in cathouse-red leather and transplanted a bored-out motor from an MGB. Roller rockers, ported and polished manifold, racing headers, high-performance clutch, the works. By the time I was finished, she was exactly as I wanted her, my Galatea.

And then, in the wake of marital disaster, a weird thing happened. As if directed by a survival instinct, I went to the garage, pulled off the canvas cover, and started taking my perfect MGA apart again, nut by bolt, wire by bulb, for no particular reason. It took me 4 months of obsessive labor to disassemble and reassemble her, endless hours of cursing and fiddling and knuckle busting. I remember the final night of these labors, as I struggled with the windshield's soft brass Whitworth screws (a positively idiotic design that made me marvel, and not for the first time, how the British ever won the war). Done. I stepped back to appreciate the MGA, now completed and sitting expectantly under a single buzzing shop light, and realized the heartache was gone. The car had restored me.

the average guy + cars

Men and cars. We get this, don't we? If you have testes jangling in your jeans, you understand that guys love cars, even if you can't quite articulate why. They make us feel cool. They look sexy, and make us look sexy (maybe). They are fun and loud and empowering and dangerous at a time when society conspires to take those manly thrills away from us in a thousand subtle ways. Young or old, gay or straight, hair-highlighted hipster or bush-bearded loner, guys dig cars. It's the one machine that defines our tribe.

Here we ask . . . why?

OUR CARS MAKE MEN OF US

Men sure love to drive. In fact, we do most of it. Scan the vacationers pulling into rest stops—it's almost universally dads at the wheel. Same with couples out on dates. It's the guys driving. A recent University of Minnesota study uncovered two reasons why men crave their wheel time: the appeal of asserting masculinity through technology, and the appeal of being in control of our own "destiny." Whether our cars put us in control of our destiny is arguable, of course, but they certainly put us in control of our destinations.

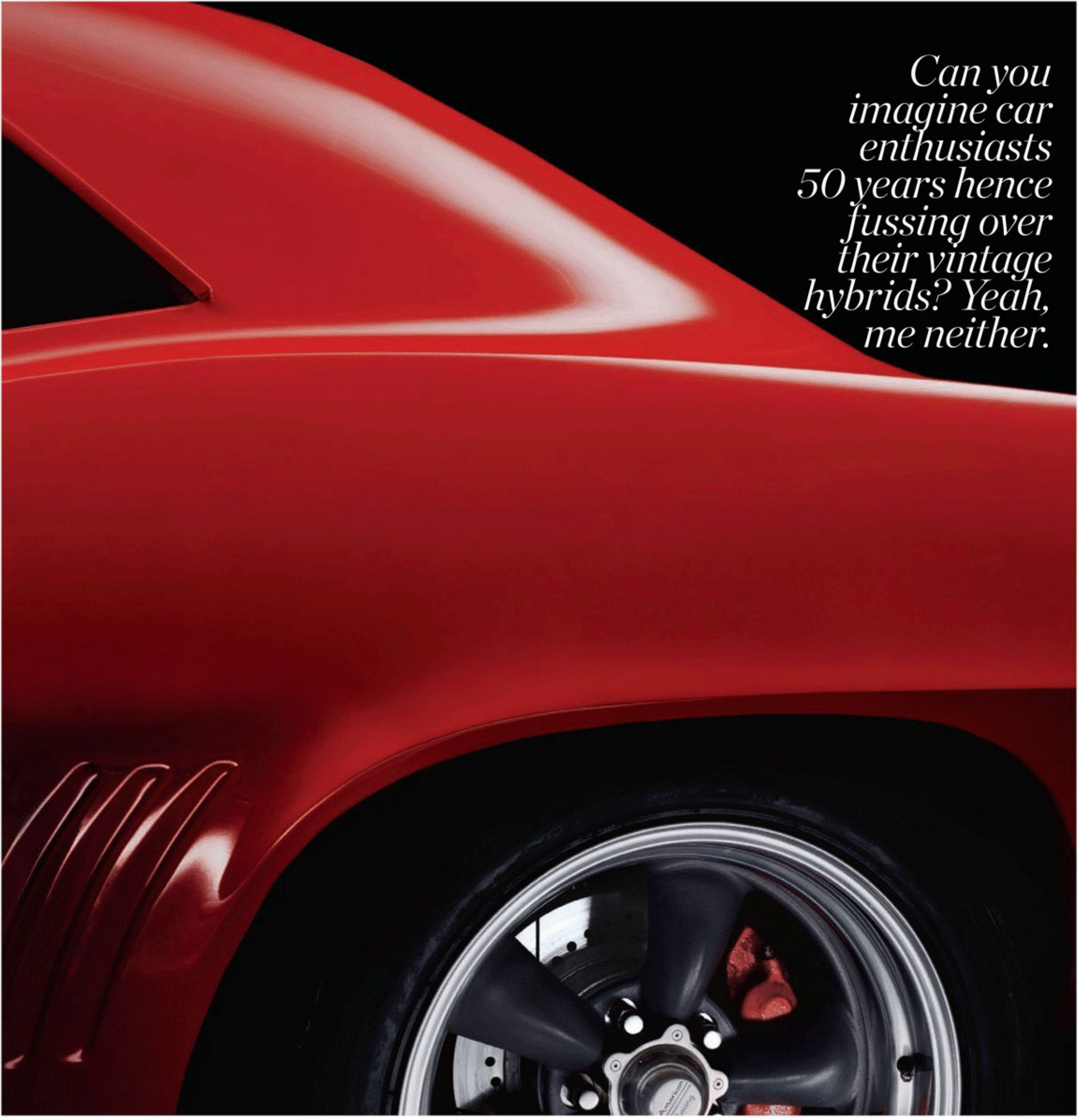
It's also true that the car is a masculine space. BMW once recalled its GPS systems because some owners would not take instruction from what they perceived to be the computer's nagging *female* voice. The carmakers had inadvertently picked a scab of long-standing male resentment about being told how to drive by women. Now you can often customize a nav system to speak in either a male or female voice, or with an American or British accent—because, of course, we don't mind being told what to do by Simon Cowell.

Becoming a driver is also an enormous landmark in a man's life—his mechanical bar mitzvah, if you will. With it comes his identity. A 2003 study from the United Kingdom

tame your gas guzzler

The easiest way to squeeze better fuel economy out of your car: Drive the tachometer, not the speedometer. I took a 2009 Dodge Viper—a 600-horsepower menace with a thirsty V10 engine—on a 200-mile round-trip from Pennsylvania to New York City and managed 25 mpg, which is 3 mpg better than the EPA's best-case rating for that vehicle. How? I cruised at 1,500 rpm, which kept me at 60 mph, and in city driving, I always shifted before that mark. (This is far short of the 6,000 rpm that produces the car's maximum power.) ▪ You can force upshifts with an automatic simply by backing off the throttle. Experiment to find the shift point that's low enough to save fuel, but high enough to accelerate with reasonable gusto. *ERIC ADAMS*

94 Percentage of men who currently own a car | 152,137 Miles the average car lasts | $25,500 Price of the average new car in 2009, including finance charges | −$3,429 Change in that price since 2008 | 3,300,000 Number of commuters who drive 100+ miles (round-trip) a day



noted that while men and women both enjoy psychosocial benefits from access to automobiles—feelings of autonomy, protection, and prestige—only men derive measurable increases in self-esteem. The study also found that car *type* brings psychological benefits to men, but not women. There's your sports-car demo.

Yet whatever it is between cars and men, whatever symbiosis, whatever sympathetic vibration, it is fair to say it's no longer our exclusive province. It was, at the dawn of the automotive age, and for very good reason. Early automobiles were enormously physical machines to operate, and the U.S. road system amounted to a web of muddy wagon trails. Changing a tire involved a deft touch with a 5-pound sledge. The very notion of a woman driving an automobile was so scandalous that when, 100 years ago, a 22-year-old Vassar grad named Alice Huyler Ramsey drove a 30-horsepower Maxwell across the country, it was headline news.

Interestingly, the early gender coding of cars was that men drove gas-powered automobiles—powerful, troublesome—and women drove small electrics, which made up 38 percent of the market until 1920. As we face a future dominated by electric cars, are we not also looking at a kind of emasculation of mobility? Things will definitely be missing. Fire. Thunder. Chrome hearts and iron blocks. Man stuff. Can you imagine car enthusiasts 50 years hence fussing over their vintage hybrids? Yeah, me neither.

the average guy + cars 32 Number of meals a year the average American eats in a car | 72 Percentage of men who admit to talking on their cellphones while driving | 18.5 Additional distance, in feet, phone-talking drivers travel before braking

OUR CARS UNDERSTAND US

Let's be clear: Cars give our primal urges a 4,000-pound sword. Data reveals that while women have more accidents per mile, men have far more traffic fatalities, due to speeding and general white-knuckle aggression, among other factors. Seventy-five percent of the fatal crashes between 2003 and 2007 that involved drivers ages 20 to 40 had men at the wheel, according to a 2010 AAA Foundation for Traffic Safety study, and male drivers were four times more likely to be identified as aggressive drivers.

Whether it's at a stoplight on Detroit's Woodward Avenue or on the high banks of Daytona International Speedway, the automobile has provided an outlet for our ancient gladiatorial impulses. "Of course, driving is not in our evolutionary history," says David C. Geary, Ph.D., a psychologist at the University of Missouri. "But a tendency for boys and men to approach life in a more aggressive and risky manner is a reflection of our evolutionary history—male-male competition in particular."

Our auto-themed competitiveness is refracted by geography: In the Deep South, where soft red clay is in abundance, dirt ovals sprang up. In the American West, where millions of acres of unpatrolled back roads beckon, Baja-style off-road racing became popular. In the vast asphalt sprawl of Southern California, fast and furious street racing became a phenomenon (and inspired at least one too many movies).

Sure, it's infantile. You want to fight about it? Vipers at dawn?

This is a huge difference between men and women. Yes, women drive, too, and some drive fast, but with a few gender-defying exceptions—Shirley Muldowney, Danica Patrick—women don't express aggression with four-wheeled machines. And here's the problem that's unremediated by all the safety legislation in the world: Going fast feels good. It's wretched fun. Cars are industrialized society's first and most popular X game.

So far, so good. Cars are a focal point for testosterone. We kind of figured that, didn't we? Men romanticize things that embody power, fearlessness, speed. But what accounts for the tremendous intimacy between men and cars? Men don't simply own cars—they have *relationships* with them.

We have a century's worth of scholarship about the nature of maleness to explain this. Among the most recent developments: A meta-analysis published in the July 2009 *Psychology of Men & Masculinity* notes that men are more likely to have difficulty identifying and verbalizing emotions. It's called alexithymia. In other words, from a psychological perspective, we're kind of tongue-tied, emotionally stunted clods.

The beauty of all machines, but particularly automobiles, is that they don't *require* emotional intelligence. Automobiles are rational and finite. They are self-evident and orderly systems of steel and fire and electricity. Cars allow men to switch off their inferior and often inconvenient right-cerebral hemispheres, to silence the inner Oprah. Whether you are talking about a 20-year-old stuffing a monster turbocharger under the hood of a Mitsubishi, or some old fart polishing his Buick Riviera Boattail, a man savors the process more than the results, the hours of purposeful tranquility when it's just a bolt, a tool, and a job to get done. "A lot of times my wife chases me out of the house," says Craig Larsen, a hot rodder from Duluth with a primer-gray '29 Ford Model A Coupe in the workshop. "Working on the hot rod makes me happy. It's peaceful. I can do it for hours."

Also, automobiles are good listeners. In a fascinating study, Jameson Wetmore, Ph.D., an assistant professor in the School of Human Evolution and Social Change at Arizona State University, argues that the impulse to humanize cars, to name them, to talk to them, arises out of our attempt to "mediate" the technology, to come to grips with the automobile's mysteries. (Think of the mad muttering you do under your breath as you attempt to dislodge an overtorqued oil filter.) "When people give their cars human names, it can smooth the interactions they have with a complicated mode of transportation," says Wetmore. Through anthropomorphism, he argues, we transform broken gas gauges, missing gears, and occasional stalls from intimidating and perhaps even unsolvable technical problems into curious quirks that can be mediated by our own interactions with them.

Another theory: Cars are perfectible. The world is a messy place, full of entropy and disorder. In so many ways, our fellow humans are failed creatures who inevitably disappoint. Men tend to search for outlets through which they can impose order, completeness, perfection—stamp collecting, ships in bottles. The automobile, given enough

keep your baby beautiful

You wouldn't wear a dirty suit to the office, so why would you drive a filthy car? This is bad for your rep *and* your car; built-up salt and grit can corrode paint and cause scratches. ▪ If your vehicle is heavily soiled, run it through an automatic car wash—you'll use about half the water of a home wash. But do your routine cleaning at home, advises Wesley Berg, a BMW body and paint technical business specialist. Any car wash that uses brushes can cause microscratches to accumulate over time, says Berg. ▪ Here's how to bring out a perfect shine in your driveway.

1 **Use two buckets, one for soapy water and one to rinse your brush or sponge so the accumulated grit doesn't scratch your finish. Buy a gentle, detergent-free formula, such as Mother's California Gold Car Wash ($9 for 64 oz., mothers.com) or Griot's Garage Car Wash ($8 for 16 oz., griotsgarage.com).**

2 **Use a microfiber wash pad, which won't retain grit as much as a sponge, or a brush made of boar's hair, which is softer than synthetic bristles. We like the Montana Original boar's hair brush with telescoping handle ($80, autogeek.net) and Griot's Micro Fiber Wash Mitts and Pads ($12 for two).**

3 **Start with the roof and work your way down. "Heavier contaminants stick to the lower panels," says Chuck Sulkala, executive director of the National Auto Body Council. "If you wash down there first, you may bring it up and scratch the paint."**

4 **Dry the car with a microfiber cloth or a silicone blade. Choose a synthetic wax, such as Griot's Paint Sealant ($12 for 8 oz.) or Meguiar's Mirror Glaze Pro Polymer Sealant ($22 for 16 oz., meguiarsdirect.com). These last a full year. A natural liquid carnauba-based wax typically lasts only 3 to 5 months, but gives the greatest depth and clarity to your finish. Try Zymöl's Creame Wax ($50 for 8 oz., zymol.com) or Pinnacle Liquid Souverän Wax ($40, pinnaclewax.com). Before waxing, you may want to gently run a lubricated clay bar, such as Zymöl's Lehm Klay ($40), on paint surfaces to dislodge embedded particles. Follow directions carefully—using clay improperly can strip paint.**

5 **For anodized or painted wheels, avoid spray-on/rinse-off wheel cleaners; these can be corrosive. Loosen brake dust and tar with a wheel brush and a gentler, low-pH cleaner, such as P21S Regular Formula Wheel Cleaner ($16, autogeek.net) or Zymöl Brite Wheel Cleaner ($21). Remove "dead" rubber from your tires with a synthetic-bristle tire brush and rubber cleaner, such as Griot's Rubber Cleaner ($10 for 35 oz.). Finally, shine your tires with a polymer-based spray, such as Meguiar's Hot Shine High Gloss Tire Spray ($9).**

LAURA ROBERSON

44 Percentage of men who fess up to texting at the wheel | 23 Number of times more likely you are to crash while texting | 37 Percentage of men who say they've fallen asleep at the wheel | 1 in 4 Number of men who've given their car a name | 1 in 3 Number who consider their car "family"

carnauba wax, 30-weight oil, chrome, and paint, can be raised to a Platonic state, made immaculate . . . virginal, if you like. If happiness is the culmination of many small successes, working on an automobile is a uniquely bliss-making endeavor.

Men are also innately territorial. It seems significant that the automotive aftermarket industry is worth a mind-boggling $32 billion a year, representing sales of everything from special rims and custom gearshift knobs to seat covers and trunk carpet—millions of bits and pieces to modify and accessorize cars, a market that guarantees that a man (and hands-on car hobbyists are almost always men) can create a car that is unique, fully personalized, fully *his*. This isn't a hobby. It's the quest for individuality.

Consider the most baroque form of car customization: the lowrider. Go to a convention and you'll see some of the most astonishing craftwork in the world—'62 Chevy Impalas with purple metal-flake engine blocks and mirror-chromed air cleaners engraved with scrollwork worthy of Beretta shotguns; Ford truck interiors upholstered in crushed velour and red velvet and looking like a Versailles sitting room; religious murals across the bodies of Mitsubishi Eclipses that wouldn't look out of place on a cathedral ceiling. It's hard not to see lowrider artisanship as a demand for respect, and a claim of pride, and a statement of ownership, coming out of the machismo of a Latino culture that has had to fight for all those things.

OUR CARS LURE WOMEN

And then there's sex. From the moment Karl Benz lit that puddle of gas in the throat of his Motorwagen in 1885, we've puzzled over the exact nature of cars, masculinity, and sexuality. Inculcated by Freud, we sense some relation between the distinctly phallic, long-nosed 1961 Jaguar XKE and virility, but we haven't really put our finger on it. Raised on Darwin, we assume that the chrome bling of an Escalade is analogous to the iridescence of a peacock's feathers; that the 200 mph Ferrari is the modern equivalent of the Renaissance codpiece.

In 2008, British luxury-auto insurer Hiscox (really—that's the company's name) issued the results of a study that seemed to confirm everything we wish were true. A group of 20 men and 20 women, ages 22 to 61, were exposed to 30-second recordings of revving engines—Lamborghini, Maserati, Ferrari, and a tepid Volkswagen Polo for contrast. The women, it turned out, were sexually aroused by the snarl and cackle of the high-performance sports car. "We can confidently conclude that the roar of a luxury-car engine actually does cause a primeval physiological response," reported study author David Moxon.

The Hiscox study set off a Web storm of discussion, with every male commentator taking the results as evidence of a transcendental fact of nature, like gravity. Of *course* women are turned on by hot cars. It's the *American Graffiti* effect. Here, finally, was clinical proof that horsepower equals panties on the rearview mirror.

If it were only that uncomplicated. Granted, I'm sure there are boys in Alabama who get laid because some hometown honey wants a look inside that 12-foot-high pickup; and I *know* girls in my old high school would put out for a ride in a Trans Am. Girls like bad boys and, by logical extension, their badass cars. But we're wrong if we assume it's the car, the machinery itself, that turns them on. Cars are aphrodisiacs only insofar as they suggest money, status, and success. "Males as mates are valued for their wealth and power, their capacity to assist in raising offspring," says Satochi Kanazawa, Ph.D., a professor at the London School of Economics and Political Science and coauthor of *Why Beautiful People Have More Daughters*. "Females are valued for their youth and attractiveness. That dynamic hasn't changed in millennia.

"To the extent that cars are a signal to females," he continues, "they are only a quick and reliable index of our material affluence, our tribal status."

Do we really need men in white coats to tell us this? Probably not. If you don't have a decent car, you're easily dismissed as ineligible for dating and mating. It has always been. Mobility equals nobility, precisely as the horse bestowed knightly status on chevaliers.

Of course, the nature of the influence wielded by our modern-day chariots of choice can change. The Corvette driver once epitomized American coolness. But

Grooming: Amanda Beczner

the average guy + cars 76 Percentage of men who've gotten lucky in their cars | 65 Percentage who believe that what they drive affects their chances with women | 28 Percentage who'd rather have the dream car than the dream woman

On the first day of a road trip, I rehash old arguments with girlfriends. On the second day, I commune with the spirit of my father, gone 30 years. By day three, I start thinking about changing the world.

lately he's become a stock comic character in the opera of sexuality—gold chains, hair plugs, man-tan, and Viagra headache—a figure more to be pitied than scorned. Look at the cars with the highest percentage of male ownership: Dodge Viper, Lamborghini, Aston Martin, Ferrari. There's something, well, *suspect* about certain drivers of these cars.

A young woman named Katherine, whom I met in the parking lot of the Roosevelt Hotel on Hollywood Boulevard on the way to her boyfriend's Prius, summed it up nicely. "Ferrari drivers have tiny penises and they are trying to overcompensate!" she screamed gleefully. (She may have been a little drunk.) "And they wear all that Ed Hardy shit!" Ouch.

So sure, maybe they are trying to overcompensate. But they're doing a hell of a job.

OUR CARS GIVE US AN ESCAPE ROUTE

It's a trope of pop psychology that a man needs time to sulk and suck his paw—that men are different from their it-takes-a-village counterparts. And yet it's the truth. This bit of wiring in a man's brain may be the evolutionary product of eons of lonely hunting and gathering; however he came by it, his impulse to be alone runs deep.

The solo car trip is one of the few activities that lets men be alone without having their solitude pathologized. Try telling your friends and family that you'll be spending a few days at the beach alone, or going off sailing by yourself. The reaction is likely to be disbelief or worry. One of the many amusing aspects of South Carolina governor Mark Sanford's fall from grace was his alibi—that he was hiking the Appalachian Trail alone. (He was in Argentina, in fact, visiting his girlfriend.) The very notion of hiking alone seemed enough to make people doubt his mental health. What if he'd said he was just going for a drive?

Long-distance driving has emerged in literature, from Jack Kerouac to Stephen King, as a kind of American zen, a practice of falling into the massive hypnotism of the road, mindful of the moment, the scenery scrolling by in its peripheral totality. A week on the road alone is a rare and fantastic gift to myself. I can start to hear myself think. On the first day, I rehash arguments with former girlfriends and wives. On the second day, I commune with the spirit of my father, gone 30 years. By day three, I can actually start producing new thoughts. I start thinking about changing the world.

A bad day on the open road is . . . well, there is no bad day.

Last June I made my nearly annual pilgrimage to the Le Mans 24 Hours, the classic endurance race in the French countryside. At around midnight I caught a shuttle through the woods to the Hunaudieres *chicane*, one of the circuit's most dimly lit corners. Cars roared out of the dark, materializing in a tumult of noise, headlights, glowing brake discs . . . and fire. The exhaust pipes incandesced in golden-yellow flames, illuminating the gatherings of fans—nearly all men—who sat on the hills in folding chairs, with weirdly blissed-out expressions on their faces, like pyromaniacs who'd just torched a building.

I've seen it elsewhere too, at nighttime drag races, where jets of exhaust pierce the sky. We gape at the spectacle—it's the damnedest thing. And the phenomenon doesn't even require the melodrama of dancing flame. I recall hobbyists standing around a car with its hood up, for hours, watching an engine do its thing. Maybe they'd reach in and give the throttle linkage a tug to rev the engine. Maybe not.

Ultimately, the male experience, the male *appreciation* of the automobile, has been shaped by the technology, the mighty, piston-pumping internal-combustion engine. And this is a problem. The power and the glory, the fire and thunder, the indefinite range of the automobile as we've known it, is predicated on gasoline.

A gallon of the stuff weighs 6.3 pounds and contains a devastating amount of energy—124,000 or so BTUs. In terms of raw power, nothing—no nanolithium-iron-phosphate hyperbattery—can touch it. A typical gasoline-powered car can go 250 to 500 miles on a tank and require only a few minutes to refuel at one of the nation's 117,908 filling stations. We've taken this arrangement for granted, but the convenience is amazing. Is a head-clearing road trip of 1,000 miles or more even possible with an electric car, which could require hours to recharge?

As we imagine the world 50 years from now, it's worth asking if our enthusiasm for the automobile will then seem quaint and misguided, or even criminally wrong-headed. The oil-based machine certainly has caused enough problems, from our supplicating need for foreign oil to the billowing carbon microclimates about our freeways. This is a doomed technology.

It's easy to think that our passion for our cars will die with it. With electric cars—and gas-electric hybrids—the rib-rattling blast of exhaust will go away, the exquisite moment when a revving engine twists in its cradle and rocks the whole car will be no more. All that will be replaced by a slight electric hum and whine, about as thrilling as a kitchen appliance.

Unless.

I'm reminded again that when it comes to cars, men are in charge. We not only drive them, but also design and build them. Walk the Detroit Auto Show and you'll see very little evidence that the car industry is an equal-opportunity employer.

I should probably point out that this gender disparity is a shame, that we'd all benefit if more women were involved. But I won't. The fact is, as long as men are manufacturing cars, our love affair will go on. It will survive the recession, it will survive incompetent corporate leadership, and it will survive our quest for fireless transport. Already we know that electric cars will be fast, and fast means dangerous, and dangerous means fulfilling and defining. In fact, future electric cars—thick with torque—will be quicker and more powerful than their gas-powered predecessors. They'll just be quieter, and I bet we can fix that, too.

And let's not forget that manufacturers like Tesla and Fisker are already producing *fully electric supercars*. They understand that our automobiles—even the green cars of the future—are about more than mobility. Cars are our cave, our cudgel, our fire, our tribe. ■

85 Percentage of guys who think men are better drivers than women | 3.4 Number of times more likely a man is to be cited for reckless driving than a woman | 120 mph Fastest speed the average guy has driven | 1 in 2 Number of men who've challenged another driver to a street race at a red light

→ CHANGE THE WORLD | *Continued from page 117*

AND FOR DESSERT, HEAL THE PLANET

By selecting organic products, you can bring about positive change to the planet. And that's a lot to do over dinner. Consider these benefits.

We can feed the world with organic food and farming. Contrary to the propaganda churned out by biotech and chemical corporations, organic farming *can* feed the world. Transferring our chemically dependent agricultural system to other nations is a sure way to bring about global environmental collapse. The energy expenditure, the toxicity of the chemicals, and the soil degradation would be catastrophic. Instead, we need to export the knowledge we've gained about successful modern organic farming and help others adapt these practices to their climates, regions, and cultures.

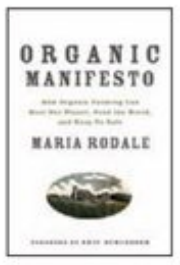
Organic living can stop the climate crisis (whether or not you believe it exists). When you combine the impact of protecting the beneficial mycorrhizal fungi in the soil (which absorb and neutralize carbon) and eliminating all the toxic chemicals (and their packaging and the energy spent producing them), the carbon problem in our atmosphere is practically solved. We still need more renewable energy, but restoring the earth's ability to sequester carbon is a good place to start. And you'll do it *while eating*.

It's not too late to change—and be healthier *and* happier. People who switch to organic foods reduce their pesticide intake. Further, research by University of Colorado neuroscientist Christopher Lowry, Ph.D., found that certain strains of soilborne bacteria not only stimulate the human immune system but also boost serotonin levels in mice. Serotonin is essential to fighting depression. Perhaps if we all farmed and gardened the organic way, we would not need the antidepressant drugs that are being pissed out into our water supply.

I COULD GO ON

In my book, *Organic Manifesto*, I do just that. (And I include the shocking and bizarre history of how we got into this chemical quagmire in the first place.) But the bottom line for me is this: If you do just one thing—make one conscious choice, take one simple, easy action that can change the world—then go organic. Buy organic food. Stop using chemicals and turn your support to organic farmers. No other single choice you make for the health of your family and the planet will generate greater positive repercussions for our future. ■

AVAILABLE WHEREVER BOOKS ARE SOLD. FOR MORE ORGANIC TIPS, OR TO BUY A COPY, GO TO MENSHEALTH.COM/ORGANICMANIFESTO.



→ MY ILLEGAL HEART | *Continued from page 129*

safety record and that no patients have died during the procedures.

Dr. Grekos even tries to turn the tables on the FDA by invoking "the practice of medicine," the long-held precedent granting physicians wide latitude in applying established procedures in new combinations. He says his treatments are little different from those of a physician who orders a special formulation from a compounding pharmacy or prescribes the off-label use of a drug approved for one condition to treat another. "It's the same way in vitro fertilization developed in this country. It was never 'approved' by the FDA. It developed as the field established its own standards and governed itself under the practice of medicine. I don't see how adult stem cells, which are a patient's own cells and not even mixed with someone else's, should be treated any differently than IVF was treated."

This sounds reasonable, but from the FDA's perspective, it flies in the face of logic. "Cellular therapies that are more than minimally manipulated, even if they're used in the same person they come from, are regulated under the Public Health Services Act and require premarket approval," says FDA spokeswoman Karen Riley. As soon as you start taking cells from one part of the body, adding things to them to make them grow, and putting them in the heart, you're doing more than minimal manipulation in the eyes of the FDA. Doctors are in essence functioning as drug manufacturers when they prepare and use these stem-cell treatments, so they are subject to federal regulations.

The FDA is making the same argument against Regenerative Sciences, a for-profit stem-cell company (in the relatively low-risk arena of joint and disc repair) that treats its patients within U.S. borders. When in July 2008 the FDA informed the Denver-based clinic that it couldn't promote its stem-cell treatment like a drug treatment, Regenerative responded by filing a suit saying that what it was doing was out of the agency's jurisdiction. The case is now in early pretrial proceedings in U.S. District Court in Colorado.

Dr. Grekos says he has already begun planning for the day when stem-cell therapy becomes available in the United States, and he is working on a two-pronged strategy: moving treatment for any approved uses to his cardiology practice in Naples, and continuing to use unapproved treatments offshore. He says he just gained approval to treat patients in Freeport, in the Bahamas.

Recognizing that little can be done to stop the offshore clinics, and in an effort to review those clinics' claims, a group of scientists and doctors recently teamed up to create the International Cellular Medicine Society (ICMS). At this online registry, offshore clinics have patient results tracked and verified by an objective third-party source. But of 20 offshore clinics contacted for a survey, only 11 responded, and only one met the criteria used by the ICMS to ascertain safety: TheraVitae. The report concluded that the most troubling aspect about the stem-cell clinics was a lack of transparency: "Nearly all the evaluated clinics refused to answer all questions posed."

Regenocyte did not participate because the survey was only for companies that process their own stem cells. But Regenocyte is not sharing its results with the ICMS. "When I first talked to Dr. Grekos last summer, he seemed interested," says Christopher Centeno, M.D., the Denver pain-management specialist and ICMS member who founded Regenerative Sciences. "Then he had me talk to his business manager, who later got back to me and said they'd decided not to participate. The way he put it to me was, he just didn't see what's in it for them." By joining such a registry, Regenocyte would be opening up its treatments to the same statistical metrics used by clinical trials. Patients who failed to respond as favorably would be lumped in with the star performers who achieved 10-minute gains in their treadmill times. The focus of prospective patients could start to shift from the anecdotal evidence that now dominates the company's marketing to the law-of-averages bottom line.

Ron O'Leary answers the phone. He sounds out of breath. "Hey . . . How are you doing?" he says, his voice ragged and halting. "Sorry," he goes on. "I just got in from a bike ride." It's been 6 months since his stem-cell procedure and O'Leary, now 37, sounds to be settling back into his old routine. That is, his *old* old routine, the one he had before a freak-of-nature heart malady reduced him to puttering around like a geriatric.

A few weeks earlier, O'Leary traveled to Naples for his 6-month follow-up. His ejection fraction had increased to 44, which was 14 points above where it was before the doctors repaired parts of his heart. He didn't experience the 21-point jump that Dr. Grekos says is typical, but 14 points is a significant improvement.

For O'Leary, though, the most telling test may have been one he administered to himself a week before his office visit. He'd ventured out onto a local bike trail for a 20-mile ride with two friends. "It's not like I was racing Lance Armstrong; these guys are in their 50s," he says. "On the way back I took off for a stretch. I left them behind. That's when I knew. I feel like there's nothing I can't do." ■

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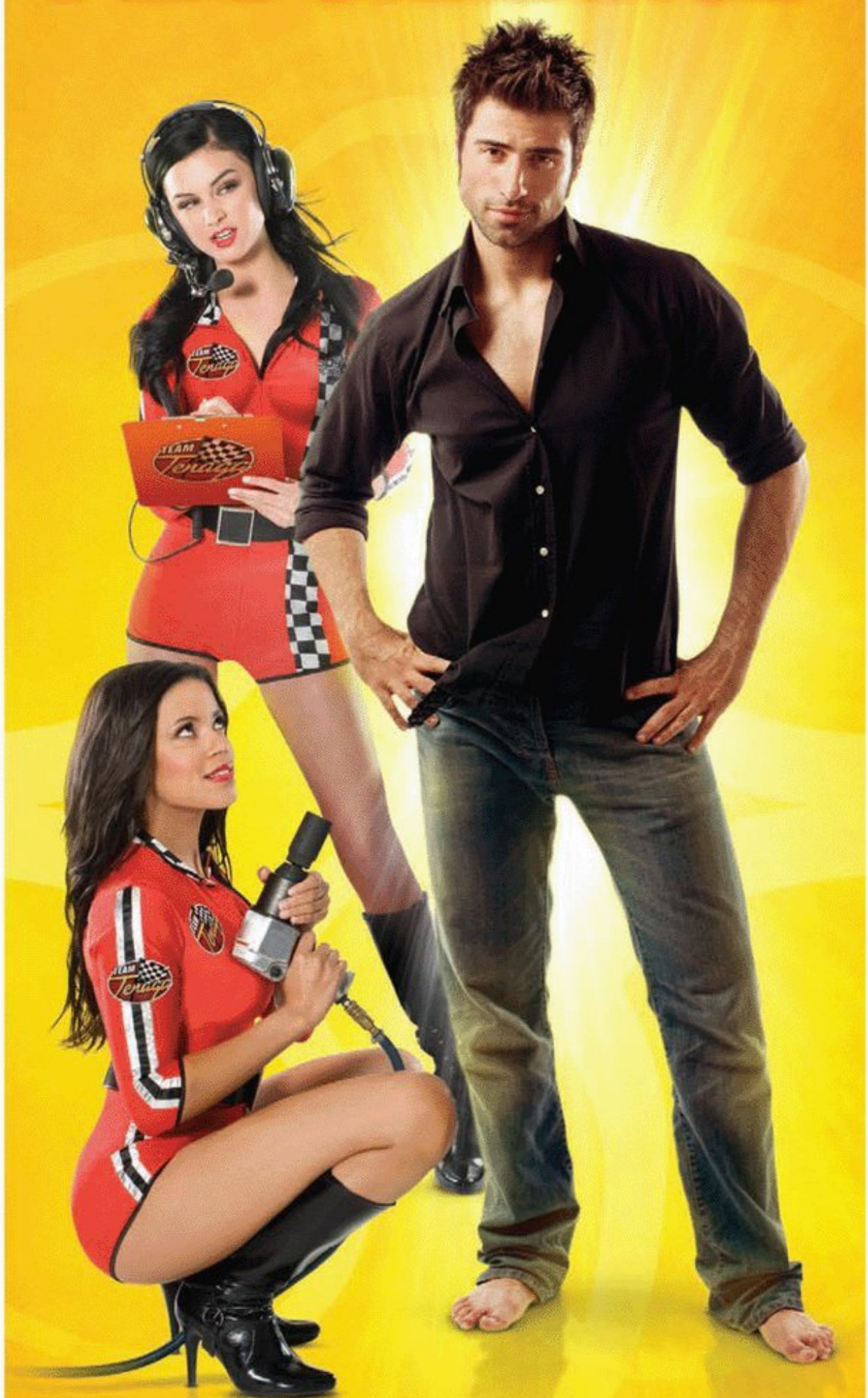

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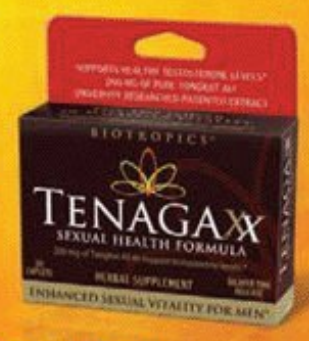

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BY KYLE WESTERN

Hospital admissions

WE DIG UP THE VITALS ON GUYS' VISITS TO COUNTY GENERAL

Number of men who find themselves in emergency rooms every year: 41,420,342

Odds the average guy won't make it out alive: 1 in 140

Amount of time the average guy spends flipping through magazines before being seen: 56 minutes

Number of men who give up and walk out of emergency rooms untreated each year: 797,280

Percentage of men's ER visits caused in part by alcohol: 4

Percentage decrease in mortality rates of trauma patients who were drunk before being injured: 65

Percentage of men who say hospitals scare them: 33

Percentage who won't visit hospitalized friends or family because of that fear: 6

Number of dependable friends who've smuggled junk food into a buddy's hospital room: 1 in 4

Percentage of men who prefer airline fare to hospital grub: 49

Percentage of teaching hospitals with a fast-food restaurant on site: 42

Annual amount of health-care cash spent on obesity-related illnesses: $147 billion

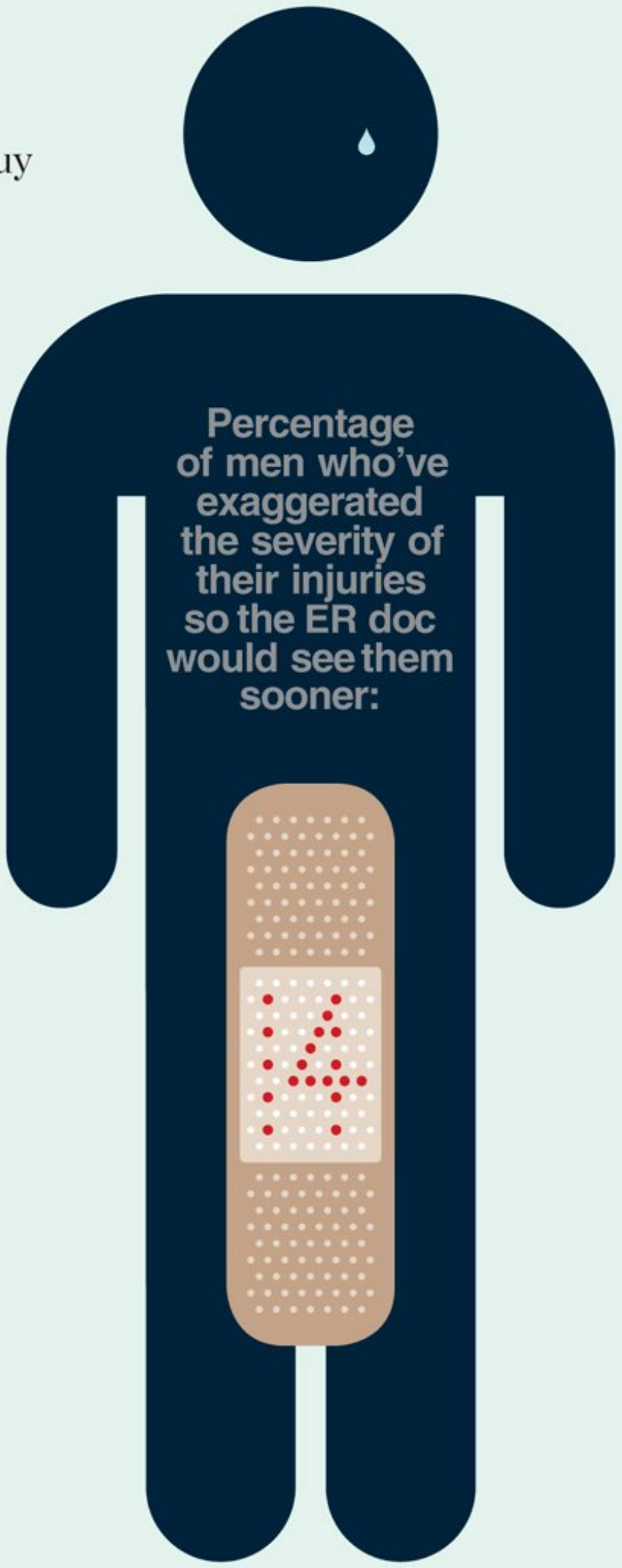
Number of annual deaths caused by infections acquired during hospital stays: 99,000

Percentage of doctors' neckties harboring potentially harmful bacteria: 48

Length of the average guy's hospital stay: 5 days

Cost of that involuntary vacation: $9,973

Hospital-themed TV show in which he'd want to be the star patient: *House*



Number of men who say they'd be furious if they were in a coma and weren't visited regularly: 9 in 10

First thing the average guy would want to do after waking up from a coma: Have sex

Percentage who say they'd check their 401(k)'s instead: 6

Average guy's odds of surviving cardiac arrest if it occurs in a hospital: 1 in 3

Odds he'll pull through if he's stricken at a casino: 1 in 2

Worst days to be admitted to a hospital after cardiac arrest: Saturday and Sunday

Percentage increase in a person's risk of death if admitted on those days: 13

Percentage decrease in a man's chance of dying of any cause if he stays at a top-ranked hospital: 52

Percentage of men who say they'd rather have a sexier nurse than a more competent doctor: 21

Number of registered nurses who are men: 1 in 10

Percentage of men who say they wouldn't want a guy tending to them: 74

Number of men who have refused to go to a hospital during an emergency because they lacked insurance: 1 in 5

Number who've fast-tracked a medical procedure in the past year because they feared they'd lose coverage: 1 in 12

Number of hospital bills that contain errors: 4 in 5

Percentage of bankruptcies caused by medical expenses each year: 62

Percentage of those bankrupt patients who had health insurance: 78

Illustration by CARIN GOLDBERG

SHOP FOR SURGERY If you're going to be footing part or all of a surgery bill, head to vimo.com. This site will provide the national average cost for your procedure, your preferred hospital's list price, and the average negotiated price. For instance, the sticker price for a knee replacement is $41,400, but the average negotiated price is only $13,000. According to a 2005 *Wall Street Journal* Online/Harris Interactive poll, only one in 11 patients have asked a hospital for a price break, but 70 percent of those who did were successful. "Hospitals don't like even the thought of eventually going to collectors; it's ugly and costs money," says Davis Liu, M.D., the author of *Stay Healthy, Live Longer, Spend Wisely*. "It never hurts to ask."

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