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DROP
THOSE
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5 RULES OF
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9 SECRETS
OF STRESS-
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Story on p. 98.

MAY 2009

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MAY

VOLUME VI, NO. 4 2009

ON THE COVER

GET BACK IN SHAPE

Learn the fastest ways to gain muscle, shed pounds, and upgrade your image (page 44); boost your energy—and build a rock-solid stomach—with four must-do abdominal moves (page 52); and discover the ultimate three-day, 30-minute, age-defying workout (page 78). This month, *Best Life* delivers everything you need to build your best body at 30, 40, 50+.



36 The most livable city in the world



54 A better way to pound the pavement



47 Fire up your diet.



53 A perfectly aged Ferrari

HOW SMART MEN LOSE WEIGHT

Sugar, salt, and fat make food compelling—indulgent, even—which is exactly why they are the primary weapons in a multimillion-dollar war to control your mind and appetite. Venture inside the wild world of food processing and find out how you can keep “easy calories” from dismantling your diet. A *Best Life* special report. By David A. Kessler, MD

SEX SECRETS OF EROTIC MARRIAGE

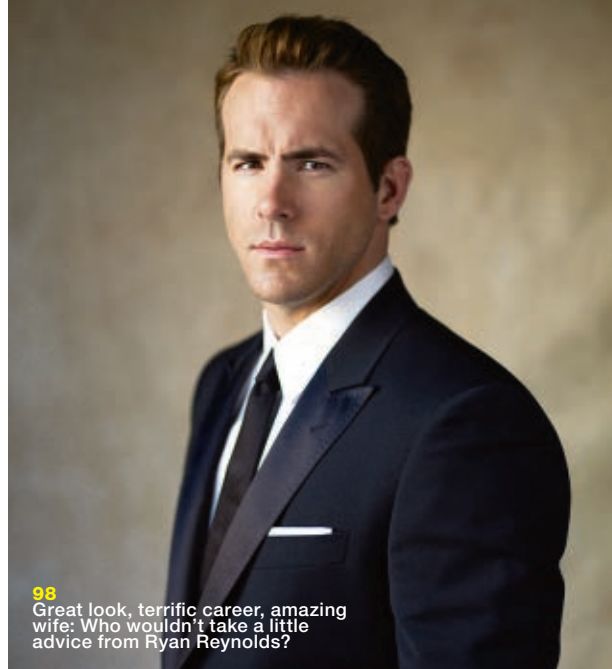
Understand how a woman's sensual desires evolve with age and she'll reward you with a lifetime of pleasure. An insider's guide to the multiple mysteries of the fairer sex, starring *Terminator Salvation* star Moon Bloodgood. By Jardine Libaire

33 BRAINPOWER SUPERFOODS

The country's top nutritionists dish on key dietary changes you can make to become leaner, stronger, smarter, and more energetic. By Heather Hurlock

PLUS A perfect day of eating: the definitive health-boosting menu for the 40-plus man

BEST LIFE



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ELEGANCE MADE EASY

Whether he's starring in a summer blockbuster, basking in Hollywood's limelight, or enjoying a quiet moment with wife Scarlett Johansson, there's no denying that actor Ryan Reynolds is one lucky man. But when it comes to his personal style, the 32-year-old star of *X-Men Origins: Wolverine* doesn't take any chances. A lesson in leading-man fashion. By John Mather **PLUS** Six ways to upgrade your wardrobe with a bit of blue By Heather Shimokawa

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1,789 LIFE-CHANGING SEX, MONEY, FITNESS, AND NUTRITION TIPS

Start a fine-art photography collection, overcome office rage, make a mint in corporate bonds, seduce any woman, escape to the world's most livable city, discover the secrets to perfect health, and learn 273 must-have guy skills. **PLUS** The coolest shades, Earth-friendly motorbikes, and the 12 people, places, and things that every guy should have on his radar this month

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HEALTHY, WEALTHY & WISE

When a man turns 40, he either begins to grow old or engages in the battle to stay young. Whether you want to sharpen your mind, shrink your waist, sculpt your body, fill in your coif, or turn back the clock, we have the tools you need to defy aging and achieve ultimate health. By John Brant

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Your forties are
the crucial decade.
Master it!



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Burn fat with beans, tame a sugar addiction by indulging your sweet tooth, and learn why communal eating is the secret to staying lean for life.

Edited by Ben Court

5 RULES OF PERFECT HEART HEALTH

Think vegetarianism is for sissies? A plant-eating, firefighting triathlete explains how to butch up vegetables so you can build lean muscle and a healthier, stronger heart.

As told to Max Alexander

9 SECRETS OF STRESS-PROOF LEADERSHIP

In order to lead by example, sometimes you have to learn from the worst. A short list of notoriously nightmarish managers, and how to avoid their missteps. By R.C. Pharcy

IT WORKS FOR ME

A Manhattan entrepreneur explains how to follow your dreams (even in tough times); a civic activist reveals how to make your community a healthier, more valuable place; a continent-hopping designer offers his style inspirations; and author Thomas Beller comes clean about his addiction to summer hoops.

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Sixty miles
per hour—
and all electric!

WHAT MADE BERNIE DO IT?

President Clinton lied about Monica, Eliot Spitzer lied about hookers, Bernard Madoff lied about \$50 billion, and they all paid the price. Why do highly successful men cheat and steal and scheme, knowing it will catch up with them? Columnists Billy Goldberg, MD, and Mark Leyner wade into the world of self-sabotage to get some answers. **PLUS** How to save face when you've done something you regret

THE NEXT BULL MARKET

Wall Street is in tatters, real estate is reeling, and the global economy is gasping for air, making now the perfect time to invest overseas. Why some of the world's smartest money managers think emerging markets are poised for takeoff, and how you can get in on the action. By Mike Zimmerman **PLUS** Three ways to add some serious growth to your IRA

THE TROUBLE WITH SALMON

Salmon is supposed to be the perfect health food, but thanks to industrial-scale fish farming, once-healthy salmon have morphed into a fattening, nutrition-deficient food that's bad for our bodies and our planet. By Taras Grescoe **PLUS** The five best fish to consume—for the ocean's health and your own well-being

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ON THE COVER Clothing by Dolce & Gabbana. Photograph by Richard Phibbs. Fashion director: John Mather. Grooming by Kim Verbeck/Exclusive Artists. Production by Scott Boucher/Kranky Productions.

(CLOCKWISE FROM TOP LEFT) RONALD CADIZ; ROBERT ASHCROFT; ROB HOWARD; MARVEL

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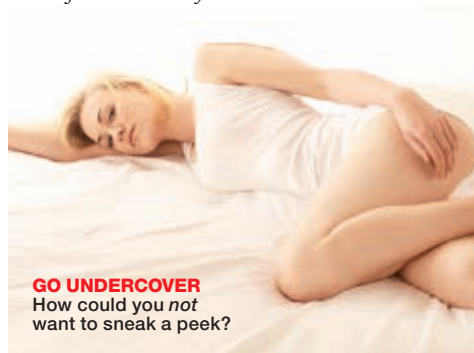
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What you'll find on *BestLifeOnline.com*

Television's Sexiest Spy

Yvonne Strahovski plays gorgeous CIA agent Sarah Walker on the hit NBC series *Chuck*, posing as the title character's girlfriend in order to protect him. (She even does her own fight scenes!) Find out what it takes to win her over on page 39, and see more photos from our shoot at *BestLifeOnline.com/yvonne*.



GO UNDERCOVER
How could you not want to sneak a peek?

Burn Fat Faster Than Ever!

Density and *intensity* are the new workout buzzwords. Read about the new science of fitness on page 78, then visit *BestLifeOnline.com/elsey* for an exclusive workout designed by Athletes' Performance trainer Kevin Elsey.

Boost Your Nutrition IQ

It's no secret that portion sizes have doubled in the past 20 years, but new research shows that we'll eat what is put in front of us, regardless of how much (or little) we're served. Visit *BestLifeOnline.com/dietquiz* to take our test and learn about upgrades that will help you shed pounds.

Share Your Defining Moment

Join President Barack Obama, Tom Brady, Tim McGraw, Mark Wahlberg, Mike Huckabee, and more: Share your Defining Moment with *Best Life* and become part of the biggest book of the spring! In May, our popular back-page column evolves into a new book by *Best Life* editor-in-chief Stephen Perrine and coauthor Mike Zimmerman. *The Defining Moments* features insights and advice from the world's most successful men. Send your story to *Best Life* at mydefiningmoments@rodale.com. **Plus:** Order your advance copy today!

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Ceaselessly Onward

Bad news is best delivered quickly and succinctly, so I'll pass it on in just that manner: What you hold in your hands is the final issue of *Best Life*. Despite the extraordinary product we've produced, and the passionate devotion of readers like you, business is, in the end, just like comedy: It's all about timing.

As yet another ship founders in the ongoing economic storm, it's easy for us to embrace fear—to batten down the hatches and just hope the rocking ends. But I've been through too many challenges like this over the years not to understand one singular truth: You have to keep doing what you do, as courageously as you can do it. I was reminded of that early in 2009, when my last surviving grandparent, Eleanor Brendel, passed away just shy of her 96th birthday.

According to family legend, as a little girl growing up in Queens, my grandmother had a friend whose name was also Eleanor. And her friend had a younger cousin who sometimes tagged along with the two girls; his name was Anthony Benedetto. He later grew up to be a singer and changed his name to Tony Bennett.

Now, more than eight decades had passed since then, and my grandmother wasn't entirely certain that the legendary crooner was indeed the same Anthony Benedetto she remembered from her youth. But any brush with fame is worth adding to a family's history, and so we adopted it as part of our clan's official tale.

In autumn of 2007, my wife, Jennifer, and I were facing a difficult choice. We were trying to decide whether to bring another child into our lives. I already had two teenagers and was at war with the thought of revisiting the land of leaking diapers and, more painfully, the land of financial uncertainty. At a time when I needed to be stout at heart, my core felt more like an overripe avocado. Jennifer and I needed to have The Big Conversation.

That conversation began to unfold during one of our travels, in a random diner in Kansas City, Missouri. And as we sat there, struggling within our hearts, trying to meld our rational and irrational feelings into one sound decision, looking for a sign, the unexpected happened.

Into that diner in Kansas City strolled Tony Bennett.

I wanted to walk up to his table and ask him if he ever knew my grandmother, if her recollection was correct, if he even had a cousin named Eleanor, and what the hell he was doing in a diner in Kansas City. But I didn't really want the answers. I didn't need to know the facts, because I had just figured out the truth.

Yes, these are uncertain times, times of recalibrating, retrenching, rethinking. And that uncertainty means that we need to set aside some of our dreams and endeavors for now. We don't know what the future holds, but we do know that there are two ways to handle a challenge: One can shrink from its uncertainties, or embrace them with conviction and courage. In that Kansas City diner, Tony Bennett—still rocking along at nearly twice my age—sent me a sign. This isn't a time for batten down the hatches. It's a time for opening up the sails and charging forward.

That's a code the *Best Life* staff, and the *Best Life* reader, will always live by. It's a code I'll enjoy sharing with our baby daughter, Zoë, over and over again.




STEPHEN PERRINE

ON OUR MINDS THIS MONTH

INSIGHTS AND ADVICE FROM
INSIDE THIS ISSUE

—
“Happiness, like so many things, is a choice. So many people don't choose it.”

Actor Ryan Reynolds, “Ryan Reynolds's Rules for Living,” page 98

—
“The constant question you should be asking yourself is, ‘Will this make me stronger?’”

Steven Lamm, MD, “The Crucial Decade,” page 72

—
“For every Madoff, there is a Gates. For every Blagojevich, an Obama. Good ones are out there.”

Billy Goldberg, MD, “What If You Were Going to Get Caught?” page 58

—
“Sometimes people confuse nonaction with weakness, but letting anger hook you is true weakness.”

Alex von Bidder, managing partner of the Four Seasons restaurant in NYC, “End Office Rage,” page 33

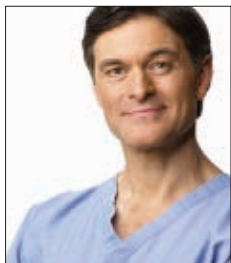


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GREAT MINDS THINK ALIKE

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MEHMET OZ, MD

“Obsessing about fitness is a healthy addiction.”

Contributor: “The Crucial Decade,” page 72 **What I learned:** “Your body is the best workout tool you have.” **About Dr. Oz:** As a professor at Columbia University and a health authority on the *Oprah* show, Dr. Oz knows what it’s like to have a full schedule. “The question I ask myself every day is, *Is my life so out of control that I can’t find 20 minutes for myself?* If I can’t, I make changes,” he says. For the workout that keeps him in shape, turn to page 80. Dr. Oz’s new book is *You: Being Beautiful*, and he’ll launch his own syndicated TV show this fall. He lives in Cliffside Park, New Jersey. **My best life:** “Playing a game called ‘ball tag’ with my kids. It builds camaraderie and teamwork.”



JARDINE LIBAIRE

“Always try to stay strong, sexy, and interesting.”

Writer: “A Woman in Full,” page 84 **What I learned:** “In the morning, men want a sweetheart. But late at night, they need someone reckless.” **About Libaire:** Reviving a long-term relationship might seem like an impossible task, but Libaire—who frequently writes about love, sex, and relationships—says the key is to keep hope alive. “You pull through the difficult spots and walk into new territory that you could never have hoped for,” she says. Libaire is working on her next novel, a reimagination of her father’s life. She lives in Austin, Texas. **My best life:** “Traveling to southeast Asia with no agenda, no deadline, and no map, and completely losing myself.”



DAVID A. KESSLER, MD

“Food is more powerful than we realize.”

Writer: “The War on Our Waistlines,” page 68 **What I learned:** “High-fat, high-sugar foods excessively activate the reward centers in our brains.” **About Dr. Kessler:** Every time he lands at the San Francisco airport, Dr. Kessler craves Chinese dumplings...and he needed to find out why. His new book, *The End of Overeating*, answers that question and more. “Eating is learned behavior,” he says. “If we don’t see the foods we want, our cravings disappear.” Dr. Kessler has served as the commissioner of the U.S. Food and Drug Administration. He lives in San Francisco. **My best life:** “My goal is to understand and answer the questions people have about their health.”



ARIANE deBONVOISIN

“The truth will set you free, but first it will piss you off.”

Writer: “The Change Manual: New Rules for a Man’s Forties,” page 79 **What I learned:** “We all have a change muscle that can be strengthened.” **About de Bonvoisin:** As managing director of a Time Warner venture-capital firm, de Bonvoisin had money, power, and prestige, but she wasn’t happy until she gave it all up to pursue her dream of helping others. “I had this inner voice that got louder and louder, until I knew I was in the wrong job,” she says. The New York City-based de Bonvoisin interviewed successful people from different cultures, industries, and religions for her book, *The First 30 Days*, a guide to making and facing any life change. **My best life:** “Skiing in Verbier, Switzerland.”

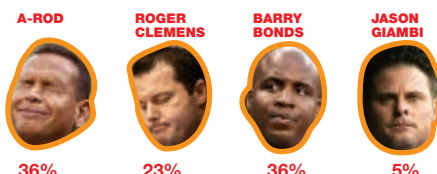
Readers’ Poll

Here is what you told us on *BestLifeOnline.com*

Q If you were a professional athlete, would you consider using steroids?

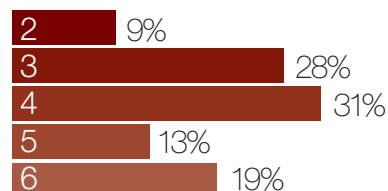
YES 38%
NO 62%

Whose link to steroid use has hurt baseball the most?



WHY DO ATHLETES—AND OTHER HIGH-PROFILE FIGURES—KEEP LYING? TO FIND OUT, SEE PAGE 58.

Fill in the blank: Breakfast cereals contain up to _____ different kinds of sugar.



THE CORRECT ANSWER IS FIVE. FOR MORE SHOCKING TRUTHS ABOUT YOUR FAVORITE FOODS, TURN TO PAGE 68.

(FROM TOP) SIMON AND SCHUSTER; JUSTINE GILCREASE; COURTESY OF DAVID A. KESSLER, MD; YOLANDA PEREZ (ATHLETES, FROM LEFT) GETTY IMAGES; AARON SPRECHER/EPACORPIS; SPORTS ILLUSTRATED/GETTY IMAGES; GETTY IMAGES



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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TICKET TO RIDE



Riding a bike is good for your health, good for the environment, and just plain fun. Here are some tips to help get you going.

READY? GET SET... Sure, bicycles are marvels of efficient transportation, but they're also really fun to ride—something you'll remember with your first pedal strokes. Haven't used your bike since...? Take it to your local full-service bike shop for a tune-up—all it may need is a little air in the tires and some lube on the chain. One more thing: before you ride, get your seat height right—your knee should have only a slight bend at the bottom of the pedal stroke.

BETTER THAN EVER Looking for a new ride? Today's bikes are comfortable, they shift and stop easily, and some have options galore—lights, racks, fenders, you name it. Visit your local full-service bike shop for expert shopping help. While you're there, grab a new helmet and wear it every time you ride. It's the one must-have accessory.

RECONNECT WITH YOUR RIDE Find a traffic-free area for a quick practice spin, and work on these three basic skills:

- Quick stopping: The front brake is a powerful stopper. Use both brakes to stop; on casual rides, use more rear brake (right lever) than front.
- Solid shifting: Shift frequently to keep your legs spinning comfortably. Don't flail wildly or push too hard.
- Looking around: Work on keeping your bike moving straight while you look behind you over your shoulder—useful for busy roads.

PROTECTIVE POINTERS Ride on the right-hand side of the road, never on the sidewalk. Always signal a turn, even if you just point to where you're going. Be careful of parked cars—check side mirrors for drivers who may open a door unexpectedly.

REAP THE BENEFITS Biking lets you enjoy a low-impact aerobic workout and connect with the world around you. Thinking about commuting by bike? It means one less car and a lot less pollution. It's a simple way to make the world a better place.

HOW EASY IS IT TO GET STARTED CYCLING?

FIND OUT



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Prices good through June 30, 2009.

Good Karma?

The Fisker Karma ["Green Means Go," March] is the sexiest hybrid I've ever seen. I have to ask: Does the Fisker have a supercar growl like a Ferrari, or is it whisper quiet like a Prius? *John Martin, via e-mail*

Writer Josh Dean responds: *The electronic engine is quiet, but Fisker has built internal and external speakers on the Karma that will emit a sound...they just haven't decided yet what it will be.*

In Character

I'm fascinated by Stan Lee—his influence on pop culture rivals even Steven Spielberg's—so I enjoyed his Defining Moment ["A Hero's Journey," March]. How does Lee create his superheroes? Are they based on traits he wished he had, people he knows, or characters from his dreams? *Joe Stanton, Burlington, Vermont*

Stan Lee responds: *I don't know anyone with superpowers (except for me, of course!) and, alas, when I wake up each morning, I can never remember what I dreamed about. So I guess my superheroes are characters I make up when I'm killing time, like waiting in doctors' offices or answering questions from Best Life readers.*

Tuition Accomplished

I was surprised to see you didn't include Guaranteed Savings Plan 529s in "Tuition Control" [March]. My wife and I started a PA-GSP 529 when our son was 2; he's now 8 years old, and the account value is more than \$35,000. Even though the stock market is declining, GSPs increase in a safe, secure way. *Dan Tabaney, via e-mail*

Editor's note: *Guaranteed Savings Plans grow at the same rate as a particular school's tuition, which means they've been a much better investment than stocks in the past year. But not all states offer them. And while there's no way of knowing for sure, we believe that in the next 18 years, stocks will rise faster than college tuition.*



Best List: Gourmet Coffee

In our March issue, Duane Sorensen, owner of Stumptown Coffee Roasters (stumptowncoffee.com), shared his master brewing techniques. Here's what the barista drinks when he's brewing his own and when he's on the road.

Best Medium-Roast Beans: Ethiopia Wondo
"It smells like hibiscus and tastes like raspberry, red currants, and cherry, with a black-tea finish."

Best Full-Roast Beans: New Seasons Blend
"It has a floral aroma and flavors of chocolate and allspice."

Best Espresso Beans: Hair Bender Blend
"This is Stumptown's most popular coffee, probably because of its milk chocolate and caramel flavors."

Best Ice-Coffee Beans: Guatemala Finca El Injerto Pacamara Varietal
"Its maple-syrup-like sweetness makes it perfect on the rocks."

Best Chain-Store Coffee: None
"In desperate times or on the road, I'll drink Coca-Cola. I can't stomach the bad stuff."

Send your suggestions to bestlife@rodale.com and see results at BestLifeOnline.com/bestcoffee.

Letter of the Month

UNCONDITIONAL LOVE

"Raising the Obama Generation" [March] reminded me of an incident at our dinner table when my son was 4. I'm black, my wife is white. After I told him to finish his vegetables, my loving son replied: "I wish I had a white father." Race had never been an issue for us before that moment. After processing the shock, I said, "You'd still have to eat your vegetables." The "vegetables lesson" reinforced that race is secondary to the love between a father and son. Vegetables suck, and life can be unfair, but honesty is essential in any relationship. *Chako Benford, via e-mail*

BEST LETTER WINS IT

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Readers' Poll (Continued from page 12)

What type of woman do you find most attractive?

A DOMESTIC DIVA: I LOVE WHEN A WOMAN TAKES CARE OF ME
A SEXUAL ADVENTURER: EXCITEMENT IN THE BEDROOM IS A TOP PRIORITY
A DAMSEL IN DISTRESS: I LIKE PLAYING THE STRONG ALPHA MALE
AN INDEPENDENT WOMAN: I LOVE A WOMAN WHO CAN TAKE CARE OF HERSELF

25% 23% 13% 39%

TO LEARN HOW TO BEGIN SEEING YOUR WOMAN WITH FRESH EYES—AND TRANSFORM YOUR RELATIONSHIP—TURN TO PAGE 84.



If your son were a straight-A student or a stellar athlete like Michael Phelps, would you still punish him if you caught him smoking marijuana?

YES 45% NO 33% MAYBE 22%

ARE YOU BEING A GOOD ENOUGH FATHER? FIND OUT ON PAGE 62.

Have you ever secretly wished you would get laid off?

YES 32% NO 68%

A BAD ECONOMY DOESN'T MEAN YOU CAN'T FOLLOW YOUR DREAMS. TO LEARN HOW, TURN TO PAGE 79.

If you did get laid off, what would you do with your newfound free time?

CONSIDER A SECOND CAREER 30%
RELAX FOR A FEW WEEKS, THEN LOOK FOR A NEW JOB—FAST 52%
THINK OF IT AS AN EARLY RETIREMENT AND PURSUE A LIFELONG DREAM 8%
START MY OWN BUSINESS 10%

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Giorgio Armani

ARMANI code

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to discover
ARMANI code

AVAILABLE AT MACY'S

MOTHER'S DAY GIFT GUIDE

Make this Mother's Day unforgettable with these hot items for the best moms. On this page, you'll find ideal gifts for mothers of all ages. Show your wife how much you and your family appreciate her, or thank your own mom for always being there.



Introducing the Verizon Hub.

Make mom's life a little easier with the brand new Verizon Hub. From its interactive touchscreen, to its messaging, calendar, video content and internet radio, it's the home phone reinvented. Verizonwireless.com/hub



The new TAG Heuer 27mm Ladies Carrera features the automatic Calibre 4 movement with a diamond dial and diamond bezel. For an authorized retailer near you, visit www.tagheuer.com or call 866.675.2080.

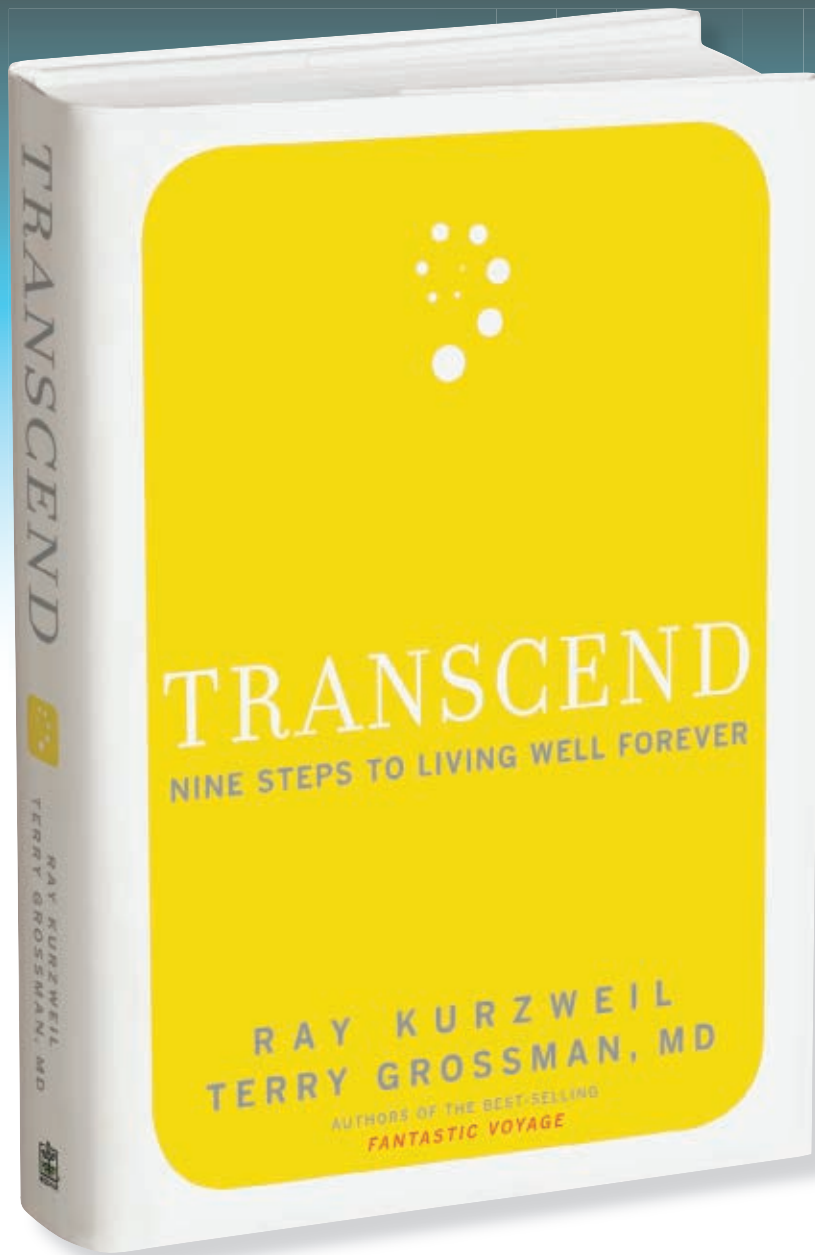


Jolene Tote

Whether you're flying first class or taking a joyride, this large travel bag carries all your must-haves for overnight adventures. Polished silver-tone hardware

GUESS

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—*Dean Ornish, MD, founder of the Preventive Medicine Research Institute and author of The Spectrum*

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FATHERHOOD

SEX

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CAREER

TECH

URGENT QUESTIONS

TOP EXPERTS

DEFINITIVE ANSWERS

HANG MAN
Curate your quarters
with tips from *Best
Life's* Nate Berkus.



How can I group picture frames on a wall for maximum impact? >>

LIMITED-EDITION PHOTOGRAPHS ABOVE AVAILABLE AT RICHARDPHIBBSFINEART.COM EDITED BY TREVOR THIEME PHOTOGRAPH BY RICHARD PHIBBS

THE BEST ADVICE

(Continued from page 19)

First, look through your collection of art, photographs, and mementos, and select five, seven, nine, or 11 images that conjure the biggest smiles. Then follow this formula, which has always worked for me: Combine a favorite piece of art (anything from your child's first finger painting to an Audubon print), a few old photos (think vintage black-and-white family portraits or bright beach shots), and a couple of mementos with strong sentimental value (such as your tickets to the Inaugural Ball or honeymoon boarding passes). I've found that an odd number of images, and a variety of sizes, frame colors, and mats, create a good balance that's more forgiving and engaging than any kind of institutional-style uniformity. Before you start hanging your frames, cut their shapes out of brown packing paper and play with their arrangement on the wall, using painter's tape to hold the cutouts in place and spacing adjacent edges two to four inches apart. This will help you get a sense of the overall design—the big picture, so to speak—before you commit to it. You'll know when you have an arrangement that works. When you do, start hanging the frames, using a level to make sure the top edges aren't slanted, then discard the corresponding paper silhouettes. This is also a great way to start a collection, because it makes you think in terms of clusters and how disparate pieces of art can complement each other. **NATE BERKUS** Berkus runs Nate Berkus Associates, a Chicago-based design studio, and has his own line of home products, including furniture, which is available through hsn.com. To find out what inspires Berkus, turn to page 53.

THE BEST WAY TO

MINIMIZE SCARRING FROM A DEEP GASH

Heed the Band-Aid advice: Keep your wound covered and moist. Moisture accelerates healing by facilitating cell regeneration, while a bandage shields the wound from dirt and sunlight, both of which can cause discoloration. Here's how a dermatologist would do it:

Apply the right ointment. Grease your gash with Polysporin, not Neosporin, before you cover it with a bandage. Neosporin's active ingredient, neomycin, can cause an allergic reaction that actually slows the healing process.

Lighten up. For a deep wound, consider having a pulsed-dye laser treatment (PDL), which costs about \$250 and can prevent a scar from forming if it is done within a week of the injury. Most silicon-based antiscar ointments found in drugstores, such



SKIN GUARD Act fast to unmake your mark.

as Mederma and Scarguard, on the other hand, won't. And "natural" skin healers such as vitamin E and aloe vera can actually make scarring worse, according to a recent study at Columbia University.

Consider laser surgery. If it's too late to prevent a scar, consider having laser surgery, which uses thin beams of light to whittle away discolored scar tissue. The cost starts at \$250 and varies depending on the size and severity of the scar, but it's a relatively inexpensive way to erase a grisly blemish. **TINA ALSTER, M.D.**

Dr. Alster is a dermatologist at the Washington Institute of Dermatologic Laser Surgery, in Washington, D.C.

CAREER

How can I become a better speaker in board meetings?

Powerful presentations follow a simple formula: Know your audience, be brief, and limit the use of visual aids. Start by outlining your talk on note cards and preparing answers to anticipated questions. Rehearse both until they're second nature, and then follow these tips from history's most famous speakers to make sure you ace your delivery.

Know when to shut up. Abraham Lincoln delivered the Gettysburg Address, the most acclaimed speech in American history, in less than two minutes. Follow his lead. Board members have remarkably short attention spans, and the more succinct you are, the more likely your audience will be to hear (and appreciate) your message.

Go easy on the PowerPoint. Flashy slides distract people more than they support your message. That's why good speakers use them sparingly. Witness President Obama: Many experts credit his powerful, PowerPoint-free talk on race relations in

THE BEST ADVISORS

DIET

John Foreyt, PhD
Foreyt is a professor in the departments of medicine, psychiatry, and behavioral sciences at Baylor College of Medicine, in Houston.

HAIR LOSS

Robert M. Bernstein, MD
Dr. Bernstein is a clinical professor of dermatology at the College of Physicians and Surgeons of Columbia University.

ENDOCRINOLOGY

Martin J. Abrahamson, MD
Dr. Abrahamson is an associate professor of medicine at Harvard Medical School and medical director of the Joslin Diabetes Center.

ALTERNATIVE MEDICINE

Mark A. Moyad, MD
Dr. Moyad is the Jenkins/Pokempner director of preventive and alternative medicine at the University of Michigan Medical Center.

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PLASTIC SURGERY

Haideh Hirmand, MD
Dr. Hirmand is an assistant attending plastic surgeon at New York-Presbyterian Hospital/The Weill Cornell Medical Center.

GROOMING

John Allan
Allan is the founder of five men's grooming clubs in New York and Chicago that bear his name, as well as his own line of hair and skin-care products.

Q: Can B vitamins really help keep my brain sharp?

Of the eight B vitamins available in our diet, at least five are essential for proper neural functioning: folic acid, B₁, B₃, B₆, and B₁₂. They boost cellular energy, help repair DNA, and charge memory-signaling pathways, so a B deficiency can increase your risk for depression, stress, memory loss, and neurological complications. Recent studies also underscore B vitamins' ability to prevent age-related cognitive decline. If you eat a balanced diet of leafy greens, fruit, eggs, dairy, poultry, fish, and whole grains, your B bases are covered. For added assurance, pop a daily supplement (try GNC's Vitamin B-Complex 50, \$6, gnc.com) and ask your doctor to test you for a deficiency.



BRAIN HEALTH

P. Murali Doraiswamy, MD
Dr. Doraiswamy is the chief of biological psychiatry at Duke University and coauthor of *The Alzheimer's Action Plan*.

Philadelphia last year as a key moment that helped propel him to the Oval Office.

Visualize success. Arnold Schwarzenegger chalks up his improvements as a public speaker to the same visualization techniques that he used to reach the top ranks of bodybuilding and acting. Just 10 minutes of meditative breathing and visualizing success will increase your odds of achieving the real thing.

Keep your humor. No matter what you think of Warren Buffet, there's no denying he has a sense of humor—especially about himself—and that's precisely why he is such an effective communicator. Laughter triggers feel-good biochemical reactions that cause people to feel bonded, according to a recent study at the University of Missouri at Columbia. The greater the bond between you and the board, the more favorably your message will be received.

WALLY COYLE, PH.D.

Coyle is an adjunct professor of management at Boston College's Carroll School of Management, where he teaches the course "Communication Skills for Managers."

HEALTH

Is aspirin good for my heart or not?

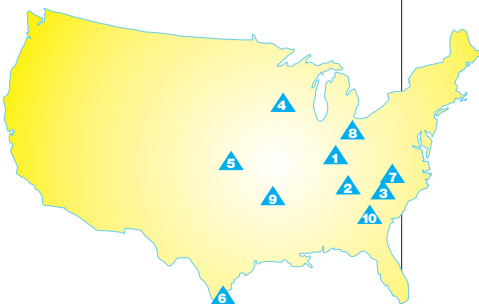
If you have had a heart attack, or are at a moderate to high risk for having one, take aspirin. If not, don't. Although aspirin can be a powerful tool for preventing heart attacks and strokes, a recent meta-analysis shows that even low doses (75 to 325 milligrams a day) can increase the risk of

CLEAR THE AIR

An insider's guide to beating outdoor allergies

More bad news for the 36 million Americans who suffer from seasonal allergies: Symptoms are flaring up earlier and earlier each year, and some cities are worse than others, according to the Asthma and Allergy Foundation of America, which recently released its annual list of allergy capitals for 2009. Here are the top 10 most challenging places to live if you suffer from spring allergies, as well as the five best ways to breathe a little easier.

		● WORSE THAN AVERAGE ◐ ABOUT AVERAGE ○ BETTER THAN AVERAGE		
Rank	City	Total score (average: 73.27)	Pollen score*	Medicine utilization per patient
1	Louisville, KY	100.00	●	●
2	Knoxville, TN	99.38	◐	●
3	Charlotte, NC	95.52	●	●
4	Madison, WI	93.75	●	●
5	Wichita, KS	92.07	●	●
6	McAllen, TX	91.85	◐	●
7	Greensboro, NC	91.23	●	●
8	Dayton, OH	91.20	●	●
9	Little Rock, AR	90.68	◐	●
10	Augusta, GA	90.46	●	○



SOURCE: "THE 2009 SPRING ALLERGY CAPITALS," ASTHMA AND ALLERGY FOUNDATION OF AMERICA

BREATHE RIGHT

Five ways to keep your allergies at bay



WASH YOUR EYES

Gently cleansing your eyelids with a tear-free baby shampoo will remove allergens and pollutants that could otherwise leave you itching, says Clifford W. Bassett, MD, an assistant clinical professor of medicine and otolaryngology at Long Island College Hospital.



CHILL OUT

The extent of your allergy suffering is directly related to how much stress you're under, according to a recent study from Ohio State University. The researchers found that as anxiety levels rise, so does the severity of allergy symptoms—in some cases, making them four times worse.



TAKE A VACATION

Plan a spring getaway based on the pollen count. The American Academy of Allergy, Asthma and Immunology posts a national forecast at aaaai.org. "Pollen counts tend to be lowest near water," says Dr. Bassett, "so I often suggest that allergy sufferers hit the beach."



WORK OUT LATER

If you exercise outdoors, wait until late in the day, when most pollen counts tend to be lower. Pollen counts are highest on warm, dry, windy days, and lowest on cloudy, wet, windless days, says Dr. Bassett.



GET YOUR PROBIOTICS

A daily dose of "good bacteria" from yogurt or kefir can boost the immune system's response to grass pollen, the most common allergy trigger, according to a recent study by the Institute of Food Research, in England.

developing an ulcer (and, thus, internal bleeding). That's why most doctors now recommend aspirin only to moderate- to

high-risk patients (people with a family history of the disease, high cholesterol or blood pressure, or diabetes) and those

THE BEST ADVISORS

SEXUAL HEALTH AND UROLOGY

Ridwan Shabsigh, MD
Dr. Shabsigh is the director of the division of urology at Maimonides Medical Center in Brooklyn, New York, and author of *Sensational Sex in 7 Easy Steps*.

STRENGTH SPECIALIST

Alwyn Cosgrove
Cosgrove is the owner of Results Fitness in Santa Clarita, California, and the author of *The New Rules of Lifting*.

EXERCISE PHYSIOLOGY

William J. Kraemer, PhD
Kraemer is a professor of kinesiology in the Human Performance Laboratory at the University of Connecticut at Storrs.

DERMATOLOGY

Bruce Katz, MD
Dr. Katz is a clinical professor of dermatology at the Mount Sinai School of Medicine in New York City.

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MENTAL HEALTH

Mario Alonso, PhD
Alonso is a psychologist, executive coach, and expert in leadership development. His new book is *Family Business Survival*, and he is based in Allentown, Pennsylvania.

WEIGHT LOSS

Cynthia Sass
Sass is a registered dietitian, board-certified in sports dietetics, and coauthor of *Flat Belly Diet!*

Q: Which should I stop contributing to: my 401(k) or my kid's college fund?

If you currently make the maximum allowable contribution to your 401(k), scale it back to match the contribution made by your employer. That should create some financial wiggle room. If not, consider dipping into assets elsewhere in your portfolio to temporarily fund your retirement and college-savings plans (especially if the latter is a 529, which offers valuable state-tax advantages). Bottom line: Organize your investments so that you don't have to compromise your future or that of your child.



PERSONAL FINANCE

Gary Schatsky
Schatsky is a fee-only personal financial advisor and the founder of Independent Financial Counselors and ObjectiveAdvice.com.

THE BEST ADVICE

whose medical histories include at least one “cardiac event.” If you don’t fall into either category but still want to safeguard your ticker, start exercising vigorously for at least 30 minutes a day and eat more omega-3-rich fish, such as salmon, tuna, and mackerel. Just three servings a week can reduce your heart-attack risk by 24 percent, according to a recent study. If you’re not keen on fish, take an omega-3 supplement, aiming for 1,000 milligrams a day. The best is Lovaza, a prescription brand that is more concentrated and purified than over-the-counter varieties. Also consider adding 2,000 milligrams of vitamin D to your supplement list; men with low levels of this vitamin have a higher risk of cardiovascular disease.

BARRY J. BELLOVIN, M.D.

Dr. Bellovin is a cardiologist at North Shore University Hospital, in Manhasset, New York, and a clinical instructor in medicine at New York University Medical Center.

TECH

How can I protect myself against “cyberspite”?

Manage your online reputation like a politician controls his public image: Focus the bulk of your efforts on pursuing your own positive agenda, and have someone else take care of day-to-day slanders. Why is it so important to protect your online image? Eighty-three percent of executive recruiters said they use the Internet to uncover additional information about

candidates, according to a recent survey by ExecuNet.com, a job-search site for executives. Here’s what to do:

Harness the power of Google. Google’s search bots already scour the Internet for information to index, and if you sign up for Google Alerts (google.com/alerts), you’ll be notified every time they find something related to your name or business.

Watch where you post. Use only Web sites that give you control over who can access and comment on your personal information. LinkedIn, for example, allows users to micromanage other users’ access to nearly every aspect of their accounts, and Craigslist supplies anonymous IDs to protect its users.

Strike cyberspite from the record.

Rather than waste time and energy trying to remove slanderous content yourself, hire an online watchdog to do it for you. Editor’s suggestion: Enlist the help of Reputation Defender (reputationdefender.com). For \$15 a month, this company will monitor what’s said about you online and attempt to remove any content you deem undesirable.

Bury slanderous gossip. If you’re unable to remove slanderous material (newspaper articles, for example, are nearly impossible to take down), bury it. Web sites such as claimid.com and naymz.com allow you to consolidate favorable Internet content, and then have that information pop up whenever someone types your name into a search engine. Best of all, both services are free. M. RYAN CALO, J.D.

Calo is a residential fellow at the Center for Internet and Society at Stanford Law School.

FATHERHOOD

Should I offer cash incentives for good grades?

No—reach for your wallet only as a last resort. If you pay for good grades, you may fail to address the real reasons that your kid is struggling. Use these tips to help your child stay motivated:

Focus on the good. Praise can be a powerful motivator, especially when it’s specific (e.g., say “Your description of life in covered wagons is vivid” rather than “Nice job”). Also, praise what matters: effort and persistence (e.g., “I’m proud of the way you’ve stuck with this math assignment; I know it’s challenging”).

Encourage realistic goals. Your daughter might have her sights set on a spelling-bee championship, but make sure she understands that you’re pleased more by her hard work than a medal. By encouraging kids’ sense of accomplishment, you’ll also help them build self-confidence.

Foster a culture of learning. Make a habit of discussing what your kids are learning at school at the dinner table. Spend less time watching television and more time reading together. Most important, share your own enthusiasm about what you learn each day. In the end, your actions speak much louder than what you say...or pay.

DEBORAH STIPEK, PH.D.

*Stipek, a professor and the dean of the School of Education at Stanford University, is the author of *Motivated Minds: Raising Children to Love Learning*.*

THE BEST ADVISORS

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DENTISTRY

Steven M. Butensky, DDS
Dr. Butensky is the director of aesthetic dentistry at New York University College of Dentistry.

FITNESS

Mark Verstegen
Verstegen is the founder and chairman of Athletes’ Performance elite performance training centers and the author of *Core Performance*.

WELLNESS

Steven Lamm, MD
Dr. Lamm is a professor of medicine at New York University Medical Center and the author of *The Hardness Factor*.

MARRIAGE AND FAMILY COUNSELING

Scott Haltzman, MD
Dr. Haltzman is a clinical assistant professor of psychiatry and human behavior at Brown University and the author of *The Secrets of Happily Married Men*.

SEX AND RELATIONSHIPS

Lori Buckley, PsyD
Buckley is a clinical psychologist who specializes in couples, relationship, and sex therapy in Pasadena, California.

NUTRITION

James O. Hill, PhD
Hill is the director of the Center for Human Nutrition at the University of Colorado and cofounder of America on the Move, a national weight-gain-prevention initiative.

Q: My friend was laid off. Should I pay for his lunch every time we meet?

Yes, but resist the temptation to use your corporate plastic to treat him to \$25 cheeseburgers at the same places you used to haunt when you both had jobs. We’re in a recession, buddy. Executives who used to fly the corporate jet now fly commercial. Once-generous senior managers are now squabbling over restaurant bills. Adjust your spending habits accordingly. Keep your business expenses low and your generosity on a personal basis. But by all means, buy him a club sandwich. Providing free bacon is what friends are for.



BUSINESS MANAGEMENT

Gil Schwartz

Schwartz is an executive vice president at a Fortune 500 company in New York City.



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WORK SMARTER, PLAY HARDER

How to succeed at work and play

WORK SMARTER

> Just Say No

You can't be everything to everyone. If an obligation keeps you from doing something more important, learn to say "no" gracefully. You'll have more time to pursue your goals.

> Put Your Best Face Forward

With increasing competition in the marketplace, projecting a successful image has never been more important. Your face is the first thing people notice when you walk into a room. Take time to round out your look by using NIVEA FOR MEN® Face Care products that will soothe and moisturize your face for a confident appearance.

PLAY HARDER

> Play Date

If you want to play hard, you need to make it a priority. Schedule time in your calendar once a week that is devoted to extracurricular activity and stick to it, no matter what. You'll find that devoting this time to play will help you keep your mind flexible, your batteries charged and your life in balance.

> Fit for Business

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WHAT MEN WANT



AGE ERASERS

Breaking News on the Science of Staying Young

HEAVY STUFF

Hit the leg-press machine to relieve knee pain. Mayo Clinic researchers tested the quad strength of 265 people with arthritis of the knee over 30 months and found that those with the strongest quads had the least amount of knee pain and 60 percent less risk of losing knee cartilage.

is work
killing
you?

Add sleep apnea to the list of health issues that can result from too much sitting. (Other problems include neck pain, back pain, and varicose veins.) Canadian researchers

determined that sitting for long periods increases apnea risk among non-obese men, which helps explain why 60 percent of sufferers are normal weight. The study revealed

that sitting increases the volume of fluid in the legs, and this fluid is shifted to the neck overnight, obstructing airways. Contracting your muscles during the day can help

prevent fluid buildup, so make an effort to take a walk around your office every hour. Sleep apnea can increase your risk for high blood pressure, heart attack, and stroke.

DRINK UP

Imbibing moderately in your fifties will help reduce the likelihood of suffering from a disability as you age. Research published in the *American Journal of Epidemiology* found that light to moderate drinkers had 25 percent lower odds of physical impairments that would prevent them from carrying out daily activities such as household chores compared with abstainers. Chase your cocktail with a shot of espresso to get extra brain protection: A Finnish study found that drinking three to five cups of coffee a day reduces the risk of cognitive impairment by 65 percent.

MRSA cure?

MRSA, the skin infection that is spreading in locker rooms across the country, is notoriously resistant to antibiotics, so infections can be deadly. But researchers from the New York Institute of Technology were able to kill the bacteria by zapping them with a wavelength of

blue light. The treatment destroyed 90.4 percent of the bacteria colonies in the lab, and researchers expect similar results in patients. This is good news, considering that roughly 32 percent of Americans harbor the bug that causes MRSA, leading to 94,000 infections a year.

EAT LESS, REMEMBER MORE

German researchers report that cutting calories can improve memory and brain function. The researchers speculate that consuming fewer calories helps reduce levels of inflammation, a known risk factor for cognitive decline. Study participants cut 30 percent of their daily calories, which is 750 calories (about five and a half cans of cola) if you are consuming 2,500 calories a day.

Minutes of high-intensity exercise needed to reduce blood-sugar levels and

risk of diabetes. When researchers had 16 men do 15 minutes of cycling sprints three days a

week, they found that the men's insulin levels dropped 37 percent within two weeks.

< 15

2.94

Times more likely you are to develop a cold if you sleep fewer than seven hours a night, according to a study from Carnegie Mellon University

50 >

Percentage less likely you are to develop dementia if you are calm and outgoing, and have an active social life



Bell & Ross

TIME INSTRUMENTS

NEW BR03 INSTRUMENT TYPE AVIATION

MILITARY SPECS | CHRONO, ALARM, SECOND ZONE TIME, TIMER...

THE BEST | ST

THE 273 BEST WAYS TO INVEST YOUR TIME AND MONEY THIS MONTH

Edited by Jessica Lothstein

PHOTO SHOP

The best way to start a fine-art photography collection

The list of things you can now buy on the Internet seems endless, from books and groceries to real estate and classic cars. Just a click of the mouse and that '68 Ford Mustang Shelby is yours. But when it comes to fine-art photography, you still have to show up in person at the gallery. One woman in Vienna, Austria, wants to change that. Andrea Preiss, a serious art collector who worked for 20 years as the manager of a successful advertising agency, has decided to use her professional contacts (that would be the world's most famous art, fashion, and celebrity photographers) to create an online gallery where their work can be sold 24-7 all over the world. After an intense two years of negotiating with artists to sign with her (the roster includes Nigel Parry, Patrizio Di Renzo, and Russell James), her Web site now features a rare and extensive portfolio of strictly limited original prints, all signed by the artists and officially certified. The site also caters to niche markets with "art of the month" picks (individual prints and photos available for the first time) and a "collectors' lounge," where prints are categorized according to subject matter (legends of music, faces of fashion, intimate moments). Prices range from \$2,600 for one of photographer Timothy White's 11 prints of Bruce Springsteen (shown here) to \$11,000 for one of the five "Big Nudes" archival pigment prints by Antoine Verglas. photographerslimitededitions.com

PHOTO BY TIMOTHY WHITE





GUITAR HERO
Bring home the Boss.

Frame Job

Ray-Ban revives a retro classic

Browline glasses had their heyday in the 1950s and '60s, when rebels such as Malcolm X and Buddy Holly favored them, but they never faded away completely. The acetate frames were formally reintroduced when Ray-Ban unveiled the Clubmaster in 1986. And thanks to Hollywood's helping hand—think Matt Damon in *The Talented Mr. Ripley* and Kevin Costner in *JFK*—they've held their own as chic fashion accessories ever since. Now, as part of Ray-Ban's Icons collection, these classic frames are being released again in seven new colors (including bright blue, red, gold, and silver) as well as in the original black and tortoiseshell models. They are available as sunglasses or with clear prescription lenses. As Kevin Bacon noted at the relaunch event in New York, "They just always look cool." MICHAEL SLENSKE



WHERE TO BUY? SEE PAGE 110

Scotch Guard

A British knitwear designer pushes the boundaries at Pringle

Unless you're a kilt-and-stockings man, no other garment defines Scottish style more than a cashmere argyle sweater. And few companies are more closely identified with argyle than Pringle of Scotland, the 194-year-old firm credited with launching the British knitwear industry. Today, Pringle is looking far beyond its diamond prints, thanks to the creative direction of Clare Waight Keller. The London-based designer—who joined Pringle in 2005 after holding top posts at Calvin Klein, Ralph Lauren, and Gucci—has married the brand's sartorial heritage with the future of modern menswear.

"It's very easy to pull an argyle from the archive and reinvent it, but I think it's much more interesting to go out there and push it into new territory," says the 38-year-old mother of two, whose updated styles have attracted numerous fans, including Ewan McGregor and David Beckham. Keller has made Pringle relevant again by introducing items such as rich handkerchief-weight linen cotton jerseys in Hockney-inspired hues and close-fitting suits in glen plaid or Prince of Wales check patterns, and, in a nod to the environmental movement, using fabrics derived from bamboo. "The feel and touch is very important in clothes," she says. "When you realize there's a person's involvement in something, there's a dimension you don't get from fabric you buy off the roll." MICHAEL SLENSKE

"Men want to look clean and crisp, but not too styled. It's no longer about the bling watch or belt. Take everyday pieces—a cashmere sweater, a cotton polo—and pair them with beautifully tailored trousers."

WHERE TO BUY? SEE PAGE 110

RICHARD PHIBBS

BestLifeOnline.com

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Juicy Returns

Corporate bonds are low-stress investments for high-stress times

When the financial markets imploded last year, it was losses in stocks and real estate that grabbed the headlines and probably hammered your net worth. But a lower-profile market also took it on the jaw: corporate bonds. For the 12-month period ending in February, the Dow Jones Corporate Bond Index was down 6.31 percent, a jumbo hit for a sector whose moves are monitored in fractions of a percentage point. Some savvy investors think you can profit by betting on a rebound. In fact, financial planners say they've rarely seen investment-grade bonds look more attractive than they do now.

Bonds are simply corporate IOUs; a company borrows money by issuing securities that pay interest. Those bonds are then traded on the open market. Here's where it gets interesting: If the price of the bond falls, the yield climbs. For example, the Dr. Pepper Snapple Group, which owns a big portfolio of beverages including Canada Dry and Mott's, issued bonds last year that paid 6.8 percent

interest. But after the credit market froze, investors were unwilling to buy those bonds at face value. In early January, they were selling for 96 cents on the dollar. At that price, the same payout amounts to a higher yield: 7.3 percent. That looks pretty juicy when compared with CDs or Treasury bonds paying 2 or 3 percent.

If the market returns to normal, the bonds should trade at 100 cents on the dollar (or higher), so the holder gets a 4 percent gain (or more) on his investment, plus the 7.3 percent yield. Even if the market doesn't return to normal, the company is obligated to pay the interest and return the bondholder's cash at the end of the bond term. In other words, your principal is in danger only if the company goes bankrupt. And even then, bondholders are among the first in line to be reimbursed, unlike stockholders, who get wiped out. That sounds pretty good to investors who still have nightmares about the plummeting stock market.

"The attractiveness of the credit market versus equities

is as high as it has ever been," says Steve Walsh, chief investment officer of Legg Mason's Western Asset Management division.

For all that attractiveness, though, buying bonds can be a confusing and expensive process. So most financial advisors recommend that individual investors get their exposure through mutual funds run by an astute pro. "In an environment like this, you want an active manager who can do the research and avoid companies with poor credit risks," says Lane Jones, of Evensky & Katz Wealth Management.

To be sure, managers can make mistakes, and a worsening economy could lead to bankruptcy filings. But there are hints of good news: Bond yields headed lower in January, suggesting that the market was gaining more confidence. What's more, bond investors have a big, powerful ally: the U.S. government. One reason for pumping hundreds of billions of stimulus dollars into the economy is to improve the credit markets, because policy makers believe that's the best way to goose the economy. And your retirement nest egg could probably use a little goose too.

DEVIN LEONARD



BEST LIFE

FRUITFUL INVESTING

Think inside the box.

BOND AMBITIONS Three great funds, from somewhat daring to ultrasafe

SAFE Loomis Sayles Investment-Grade Bond Fund (LIGRX): Bond veteran Daniel Fuss had a miserable 2008, but his long-term record is stellar. Most of this fund is invested in the debt of U.S. companies. With the rest, Fuss can venture into foreign debt, including emerging markets. That strategy has some risk, but also the potential for higher returns.

SAFER PIMCO Investment-Grade Corporate Bond Fund A (PBDAX): PIMCO founder Bill Gross may be the nation's shrewdest bond investor. At the end of 2008, this fund was loading up on bonds issued by companies that Gross thinks will benefit from the government bailout. It also holds healthy mortgages, international corporate debt, and municipal and U.S. government credit.

SAFEST Vanguard Short-Term Investment-Grade (VFSTX): The trouble with bonds is that inflation can eat away at your buying power over the long-term. That's a significant concern now that interest rates are at historic lows and government spending is climbing fast. This fund minimizes that risk by holding short-term bonds. If rates rise, it can load up on new ones with higher yields. D.L.



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End Office Rage

The Four Seasons' Alex von Bidder on how to keep your cool

Can you believe he took all the family silver?" Michelle asks her assistant, with fury in her eyes. "He will regret this. I will make sure. Just wait and see."

It's only Monday morning and already this manager is letting her anger at her soon-to-be ex-husband poison the new day for all within earshot. This has been going on for weeks. Hell hath no fury like a woman scorned, but why are we the recipients of this fury? How is it possible to work in an atmosphere full of unwanted and inappropriate sharing?

For some, the home and family are a sanctuary, but for others, the workplace serves as the safe place to be. When the two become entangled and poisoned, relationships fray and sometimes explode.

Everyone gets angry sometimes. Even practicing Zen Buddhists are affected by this all-too-human emotion. It's one of the three poisons (the other two are greed and ignorance). There is, however, a system for coping.

First, notice and admit that you are angry. This sounds simple, but some people don't like to state the obvious for fear of the reaction. Second, check what triggered the anger. Your mind creates this emotion, usually as a method of self-defense. This self-evaluation may help you identify the trigger in time to



BREAKING POINT
Keep your anger behind you.

choose a different approach. If you are still angry after identifying and acknowledging the source of your anger, what do you do?

Practice simple patience, which means not reacting or speaking. Sit with the heat and tension of your anger, and silence the internal chatter of blame on yourself or the other person. Go for a walking meditation down the hall, or take a time-out in your office. Anything that puts a little space between you and the situation will help.

Sometimes people confuse nonaction with weakness,

but letting anger hook you and jerk you around is true weakness. It takes strength to acknowledge and examine your anger. It takes discipline to then conquer it with nonanger.

Even if at first you do not succeed, keep practicing patience with yourself. Realize that letting yourself get all freaked out isn't going to improve any situation; it will simply add to your unhappiness. All you need to do is be alert and patient while you wait for the inner witness to know and tell you what comes next.



Alex von Bidder is the managing partner of the Four Seasons Restaurant in New York City and a certified yoga instructor. He operates a restaurant that sees more power personalities than even the White House, and he calms his mind on the yoga mat.

ASK THE CAREER COACH

Insider advice for leadership success

The economy has dashed any hope of my getting a raise. How can I stay motivated?

As the job climate falls to its knees and coughs up what remains of its last lung, staying driven is becoming increasingly easier. Simply stare into the eyes of a formerly employed colleague. See the look of desperation. Watch as his hand never reaches for his wallet when the bill arrives. Motivated yet? Good. Redouble your efforts to make yourself popular, efficient, and creative at work. Understand that your plight is shared by most of the world's working stiffs, and that, like

BYE, GEORGE
Shred your expectations.



you, most of them now handle workloads that were formerly divided among two or three employees. Also, remember that while the boys upstairs might say the well is dry, their noses remain miraculously wet and shiny. In my experience, that prosperity always trickles down to a fortunate few—recession or no—so make sure you're in a position to catch their attention. I also strongly suggest doing a search for the term "economic panic" on Google. You'll find a fascinating array of economic disasters throughout history that have decimated societies not unlike our own, and in most cases those societies recovered nicely (and quickly) once the disaster subsided. Keep that in mind as the clouds hover overhead.

Gil Schwartz is an executive vice president at a Fortune 500 company. Submit questions to careercoach@rodale.com.



BY FERRAGAMO

This woody blend of black pepper and coriander infused with tonka bean (a South American seed that has a distinct aroma of vanilla, cinnamon, and cloves) smells like an Indonesian spice farm.

Wild Thing

Use fragrance to lure a mate

Why do women go weak in the knees for a man who smells like musk? Researchers at the University of Liverpool have finally come up with the answer, and it has nothing to do with smell. The study, reported in the *International Journal of Cosmetic Science*, found that the act of applying a fragrance boosts men's self-confidence to such an extent that it increases their sex appeal. Scientists aren't entirely sure why, but women who watched videos of the men (before and after they applied fragrance) said the "after" shots were much more attractive than the "befores." It's believed that the self-confidence-boosting properties of cologne work much like the effect of getting a new haircut or sporting a new suit. Here are this season's latest offerings.

ASHLEY MULDOON

**212 MEN ON ICE
BY CAROLINA
HERRERA**

Herrera's latest offering for men is a big hit of fresh citrus (grapefruit, tangerine, and bergamot) anchored by sandalwood and musk.

NAUTICA OCEANS

Nautica literally captured the smell of the ocean in a bottle by using a technique that extracted the odors present in the air around a weathered, salty sail from a racing boat.

**HUGO ELEMENT**

This heady mix of cedarwood, coriander, and Calone (an ingredient that gives the olfactory impression of the seashore) smells a bit like a beach bonfire.

**CALVIN KLEIN
ETERNITY FOR
MEN SUMMER**

A modern blend of oakmoss and lavender infused with bergamot and basil. The result is a scent that almost reminds us of the smell of a gin and tonic with fresh lime.



WHERE TO BUY? SEE PAGE 110



DICK-TATORS
"And in this corner office..."

Night(mare) Managers

The world's 10 craziest bosses BY R. C. PHARCEY

10 MICHAEL PARKER This landscaper stabbed an employee in the buttocks with a pitchfork and whacked a chain saw into his groin. Yet the employee, who also had his teeth punched out by Parker, kept reporting back to work, fearful that his deranged boss would come after his family. Parker, now in prison, is reportedly seeking a gardening gig at Guantánamo.

9 Steve Jobs

The CEO of Apple has been known to hold the First Amendment a little too close to heart, as evidenced by this interview with a prospective employee: "How old were you when you lost your virginity?" queried Jobs, out of the blue. "Are you a virgin? How many times have you taken LSD?" he continued, this time accompanied by turkey noises. "I guess I'm not the right guy for this job," the candidate responded. "I guess you're not," blurted Jobs.

8 Nicholas Cuneo

Garden City, New York (population: 21,753), owes a debt of gratitude to the man who put it on the map. Cuneo, the branch manager of brokerage Shearson's Garden City office in the mid-1980s, stewarded the outpost into a world-renowned bastion of male chauvinism. The office's "Boom-Boom Room" featured strippers, raucous keggers, and even a toilet bowl

hanging from the ceiling. Cuneo often employed the word *whore* and once welcomed a female trainee into his office by brandishing a gun.

7 George Hearst

Father of William Randolph, this gold fetishist spearheaded much of the mineral exploitation of late-1800s South Dakota. So consuming was his passion for the precious metal that he had his workers shower over traps in order to collect errant flecks of the stuff. Heaven help you if you were caught pilfering a nugget in your cheeks (either set). Naturally, Hearst's mining management style gave rise to the term "getting shafted by the man."

6 Naomi Campbell

The supermodel's housekeeper sustained a head laceration when Campbell threw her jewel-encrusted cell phone at her noggin, incensed that a pair of jeans had gone missing. Campbell was later

accused of abuse by prior maids and found guilty of spitting at police officers in London. As for the aforementioned maid, no word on whether her legal settlement included the seven-carat stone lodged in her cranium.

5 Bobby Knight

Chair-launching tirades were the province of pro wrestling before this former Indiana University basketball coach went ballistic during a game. Knight went on to bigger and better altercations, such as choking a player and roughing up a student for asking "Hey, Knight, what's up?" In Knight's words: "When my time on earth is gone...I want them to bury me upside down, and my critics can kiss my ass!"

4 Bill Lumbergh

Asshole bosses the world over first met their benchmark in *Office Space*. Actor Gary Cole's Lumbergh was that universally familiar passive-aggressive micromanager who hid behind the hatchet work of consultants and bullshit pleasantries such as "Yeah, that's great...." The sociological upshot: On the film's 10th anniversary, to "Lumbergh" might finally earn a place in the dictionary.

3 Al Dunlap

This CEO of Sunbeam proudly earned the sobriquet "Rambo in Pinstripes" for firing thousands and slashing operations at Scott Paper and Sunbeam in the 1990s. His Sunbeam "turnaround," it turns

out, was implemented with the help of earnings manipulation. His reign nevertheless earned him more than \$100 million. "I'm a superstar in my field," he once boasted, "much like Michael Jordan in basketball...." Then he forked over \$15 million to resolve a shareholder settlement.

2 Kim Jong Il

The lilliputian North Korean is not just about starving and freezing his people. The despot's portfolio of atrocities spans forced abortions and infanticide on top of slave labor and public execution. Meanwhile, back at the palace, Kim's personal chef was a prisoner himself and was forced to partake in Dear Leader's staffed orgies.

AND THE WINNER IS...

1 Hussein & Sons

A few clicks west in the Axis of Evil, of course, was Saddam Hussein's Iraq. The Ba'athist dictator had a penchant for tongue-slicing, mustard-gas-bombing, and executing foes and apparatchiks alike. Son Qusay enjoyed liquidating whole prison populations and running suspected enemies through wood chippers. At least older brother Uday opted for more lighthearted sadism. When he wasn't raping or assassinating, he forced his pals to drink so much that they had to be connected to a stomach-pumping machine... assuming, of course, they didn't first respond to being locked in a cage and mauled by Uday's drunken pet monkey, Louisa.

By Design

To see the future of America's new green-energy economy, all one has to do is catch a flight to Denmark

As we begin construction of a new green-energy economy, it's easy to look back with regret at America's first energy crisis in the 1970s. What would life be like today had we not chosen to mortgage our future in exchange for cheap gas and easy credit? What if Ronald Reagan hadn't torn the solar panels off the White House roof? What if, instead of digging and drilling for every last scrap of fossil fuel, the nation had instead invested earnestly in energy independence and sustainable living? And what if, in place of McMansions and SUVs, our cities had been outfitted with hyperefficient district heating plants and carefully tended bike lanes and pedestrian-only streets? Where would such thinking have led?

The answers to these questions can be found by visiting the capital of Denmark. Recently named the world's most livable city by Europe's ultrahip journal *Monocle*, Copenhagen didn't have bottomless fossil-fuel reserves to rely on as the first energy crisis wound down. Instead, Copenhagen became the model for the "reconquest" of the urban landscape by taking the city back from the automobile and the unsustainable social order it birthed.

Here you'll find hypermodern design shops such as Hay and Normann tucked in along old cobblestone streets, while the sleek, black, cantilevered roof of Henning Larsen's space-age Opera House gestures like an outsized arm across one of the city's many canals. Across the water, you'll find the timeless pastel-colored facades of a row of harbor-front warehouses, which themselves house stylish cafés. And all of it is laced together by the world's most extensive pedestrian-only street network, a multipronged promenade that teems with vibrant urban life at all hours of the day. An extensive network of canals encircles downtown Copenhagen, and locals and tourists alike crowd onto sightseeing boats to survey the city's architectural wonders.

One of the best ways to experience the city's pioneering urban design, though, is

to join the masses of bicycle commuters. You don't even need to bring your own bike. Outside most subway stations are racks of basic single-speed bikes available for nothing more than a 20-kroner deposit (about \$4). Pop a coin into the slot on the handlebar to release your bike, pedal off to see the sights, and return the bike to any rack in the city to reclaim your deposit. Dedicated bike lanes throughout the city provide such an enticing ride that about 36 percent of Copenhagen's residents commute by bicycle, and a state-of-the-art subway and commuter-rail system awaits everyone else. Spend a week here and you'll never once need to see the inside of a motor vehicle, and by the end of your stay, you'll wonder why every city doesn't do this.

I find my two-wheeler outside the Central Station and follow a wide bike lane painted on the nearest thoroughfare. It is a smooth ride, and Copenhagen is flat enough that I don't miss the absence of gears. Before I know it, I've crossed right through the heart of the broad square in front of the city



SOLE POWER The Strøget, Europe's longest pedestrian zone, has been car free since 1962.



HARBOR SECRETS

The colorful Nyhavn neighborhood, once a seedy sailor district, now boasts a vibrant restaurant and bar scene.



hall and down a busy, car-free shopping promenade. I find myself in an orderly line of two-wheel commuters pedaling past medieval churches and baroque palaces, as well as Arne Jacobsen's bold, modernist National Bank building. I've managed a sightseeing tour of the inner city without even trying.

I come eventually to Christianshavn, the old naval port, which is now home to the avant-garde exhibits of the Danish

Architecture Centre and the quasi-legal, self-governing "free city" of Christiania, whose claim to fame was its warren of cannabis-friendly café pubs. I find a network of hiking and biking paths that wind through the nearby forest and past whimsical homes, many of which were designed and built by Christiania's residents. A rural commune tucked into the middle of the city is typical, I am learning, of Copenhagen's collaborative, human-scale approach to urban living.

Copenhagen's main retail street and pounding heart is the Strøget, the world's longest pedestrian street, closed permanently to automotive traffic in 1962. I've been spending part of pretty much every day there, and one sunny May afternoon, I decide to hike the whole thing.

I start at the corner of the busiest intersection in town, where I find an inconspicuous monument to Copenhagen's

slick urban planning—a traffic signal, that is, hanging over a bike lane. Until recently, this was the city's most dangerous intersection for bicyclists, because cars turning right were frequently plowing into bikes going straight ahead (the dreaded "right hook" well known to urban cyclists the world over). So the old traffic light was duly replaced by two new ones: a right-turn signal for cars, and a second, which goes green when the turn signal switches to red, for the crowded lane of bike traffic headed straight through the intersection. At rush hour on a fine spring day, I stand curbside at the intersection for a good half an hour, gawking at the orderly traffic as if it were a masterpiece hanging in the Louvre. It is just so clever, so simple and efficient. So *civilized*.

Finally breaking from my musing, I stroll up a side street toward the busy Strøget. I come to a broad plaza called Kultorvet,

which is encircled by café patios and sprinkled with fruit stalls and kiosks. There is still a bit of Scandinavian bite in the air, so the café owners have all placed fleece blankets on their chairs for customers to curl up in. I wrap myself in one and enjoy a crisp Carlsberg in the sun, watching young Danes from the nearby university strut and flirt in the square.

Farther along on the Strøget, I window-shop at the trendy design stores and flow with the crowd toward the Nyhavn, a line of brightly painted warehouse buildings along the harbor that now houses cafés.

In pictures of this scene from the late 1970s, just before Nyhavn was closed to motor vehicles, a thin curb separated the buildings from a busy two-lane street, and the strip of pavement next to the wharf was filled with diagonally parked cars. On this day 30 years later—a sunny but not particularly warm spring day—Nyhavn is packed as densely as the grandstand at an outdoor concert. Tightly assembled outdoor café seating, all of it full to capacity, gives way to a wide, pedestrian thoroughfare. The strip of cobblestone next to the old dock pilings, installed only in 1996, is filled with a makeshift bazaar. Handicraft hawkers jostle for space with snack vendors and young men drinking lager out of king cans, and all of it is set to the swinging rhythm of a two-piece jazz band.

I eventually find a café seat and watch the sun set over the stately Danish Royal Theater. This is not a tourist scene. This is the kind of thing the locals do on any day the sun shines. And once the sun goes down, I stumble across the nearest square into another timeless tableau. At a cozy old basement restaurant serving Danish comfort food, I feast on roast pork and boiled potatoes to a live soundtrack of Danish folk songs being pounded out on the house piano. I am the only one who doesn't know all the words, but I pretend to sing along all the same. It's another one of those things about Copenhagen: You want to do a little more than simply visit the place. You want to join in. CHRIS TURNER



Master Plan

Three more examples of forward-thinking, eco-friendly urban design

< Melbourne, Australia

Working in partnership with Danish urban-design guru Jan Gehl, Melbourne has transformed itself in the past quarter century from centerless “doughnut” city to world-class pedestrian metropolis. Highlights include the concert halls and stylish restaurants of Federation Square (the city's new central plaza) and a series of formerly derelict “laneways” throughout the inner city, now dense with café patios and funky little shops.



CITYSCAPES (from top) Melbourne's Lygon Street; Bogotá's Plaza de Bolívar; and the Chinatown Street Market in Singapore



^ Bogotá, Colombia

Until recently a crime-plagued basket case, Bogotá is in the midst of a startling urban renaissance that began under the turn-of-the-century reign of visionary mayor Enrique Peñalosa. Visit on *Día Sin Carro* (Car-Free Day) in February to enjoy the widened sidewalks, expanded network of bike paths, and efficient TransMilenio bus system at their best, or wait until 2015, when the inner city goes car free year-round during rush hour.

< Singapore

Singapore pioneered the downtown congestion charge nearly 30 years ahead of London and has been one of the world's least traffic-choked cities ever since. The result: Singapore boasts the Pacific Rim's best mass-transit system, one of its best and most pedestrian-friendly shopping avenues (Orchard Road), and a citywide network of open-air hawker markets selling some of the world's best street food.

INTREPID TRAVELER

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PINs, gym-locker combinations, your kids' ages...you already have enough numbers to remember, never mind the combination for a lock you might use only a few times a year. A former Apple vice president has finally come up with a solution. It's called the Wordlock, and it uses letters instead of numbers. You can create up to 10,000 easy-to-remember four-letter combinations, including close-to-your-heart words such as D-U-D-E and B-E-E-R, because unlike your credit-card number, you won't ever have to repeat this one out loud over the phone. \$20, wordlock.com ALISON KOTCH



What She Wants

Chuck's Yvonne Strahovski explains

When it comes to men, the karate-kicking actress charged with protecting the geeky title character on NBC's *Chuck* admits to having fallen for more than a few guys with nerdy sides. "It's endearing," she says. Here are six more qualities she looks for in a mate. JAMIE MALANOWSKI

☐ NO GAMES

"I like a man who lays it all on the line and says exactly what is on his mind. I'm very upfront about what I want, and I have no patience for a guy who beats around the bush."

☐ GETS DIRTY

"I'm one of those one-with-nature people. Usually, the dirtier I get, the more fun I'm having, and I like a guy who feels the same."

☐ HAS THE TOUCH

"He has to know how to grab me. Nothing's sexier than a confident guy who isn't afraid to dive into the physical and who knows what to do with a woman's body."

☐ WORKS HIS OWN STYLE

"It's important for a man to have a sense of fashion. Not that he always dresses up, but that he has his own sense of style. Clothes reveal a person's character."

☐ ROCKS THE APRON

"A guy once came over in the morning with groceries and proceeded to cook me breakfast. I loved that he had the confidence to come over and take charge."

☐ THE DEAL BREAKERS

"Smoking and drugs. I want somebody who wants to be high on life and nothing else."



RAMBLING MAN Jay McInerney believes all contemporary fiction is informed by *Ulysses*.

The Book That Changed My Life

By Jay McInerney

I encountered *Ulysses*, by James Joyce, in my junior year at Williams College. It pretty much convinced me, first of all, that I wanted to write fiction, but at the same time I almost wondered what you could do after that because it was such a comprehensive and exhausting manual of every narrative style and every mode of literary meaning. For me, it was kind of a textbook of a novel, but underneath it all is a sort of compelling human drama, which I think is ultimately a prerequisite for a great novel. I'm not a fan of metaphysical, technical tours de force that don't really tell a story or aren't populated by recognizable human beings. *Ulysses* taught me a lot about prose, about language, about symbolism, and about how language works. I think most writers borrow, in a way, from the stream of consciousness of *Ulysses*. Most contemporary novelists—even those who haven't read *Ulysses*—are influenced by it. They don't realize they're imitating writers who were imitating it. It has just become part of the cultural landscape.



Jay McInerney's new book, *How It Ended: New and Collected Stories*, has just been published by Knopf.



BEST LIFE

QUICK READS

Samples of great new writing, compiled by Kyle Smith

THE FOOD OF A YOUNGER LAND

By Mark Kurlansky
(Riverhead)
NONFICTION

The timing of New England's famous flaming fall foliage has become unpredictable. In the first half of the 20th century, 80 percent of the world's maple syrup production was from the United States, but today 75 percent is Canadian. There are fewer and fewer maple trees, and scientists suspect that climate change is not the only problem. Acid rain caused by pollution is altering the chemical composition of the soil and making it less favorable to sugar maples.

Food journalist Kurlansky, author of *Cod: A Biography of the Fish That Changed the World*, happily delves into the files of an abortive Works Progress Administration project about American eating habits to produce a quirky inquiry into how our nation has changed along with its meals.

GABRIEL GARCÍA MÁRQUEZ: A LIFE

By Gerald Martin (Knopf)
BIOGRAPHY

The Nobel season was approaching once more and, as in previous years, García Márquez's name was being mentioned again, only this time even more insistently. All the more surprising, then, that he chose, less than a month before the award was announced, to launch a withering attack on Israeli leader

Menachem Begin—and, by direct implication, the Nobel Foundation, which had awarded him the Nobel Peace Prize in 1978.

This major biography investigates the many men within Gabo—the Colombian journalist, political activist (he supported Castro, which earned him the stamp of "unscrupulous propagandist for communism"), and Nobel laureate novelist whose masterwork, One Hundred Years of Solitude, was partly inspired by his own gnarled family tree.

APACHE

By Ed Macy
(Atlantic Monthly)
NONFICTION

It would take the Dushka gunner's rounds four seconds to reach us, up at 4,000 feet, so he needed to predict where we'd be four seconds after he pulled the trigger. I had a reaction time of perhaps half a second from the moment I saw the tracer or heard the Boss's or the wingman's shout. Ugly Five One was a weighty beast and it would take a second to overcome its inertia and change direction. So that gave me two and a half seconds, maximum, to take evasive action.

The Apache helicopter is the world's toughest to fly and so sheathed in mystery that the United States requires its pilots to sign an agreement never to divulge details of their experiences flying it. But a British pilot puts the joystick in your hands as he recounts a heart-stopping 2007 rescue mission in Afghanistan.

(FROM TOP) TOM MACDONALD; MARION ETTINGER

The Hit List

BY ANTHONY DECURTIS

The people, places, and things that should be on your radar this month

My Time



Memories of Myself

BY DANNY LYON

Lyon's intimate portraits changed the face of photojournalism. The photo essays in this collection were

shot all over the world, from street life in Chicago to the brothels of Colombia. The book also includes the photographer's more recent work in Cuba. phaidon.com

Free Comic Book Day

MAY 2

Once a year, the Free Comic Book Day panel offers a variety of titles gratis at local indie outlets (check the Web site for a list of participating stores). This year's freebies include big names such as *Archie* and *Transformers*, as well as a Matt Groening comic. freecomicbookday.com

Townes

STEVE EARLE

Earle has dedicated this album to the music of the man he regards as his most inspiring teacher: the late, great Townes Van Zandt. Earle hits some of Townes's high points (e.g., "Pancho and Lefty"), but also looks well beyond the obvious. Beautiful and scarifying. steveearle.com

Guy Time

Stagecoach: California's Country Music Festival

INDIO, CALIFORNIA, APRIL 25-26

It seems Kid Rock has gone country, because he's lined up with Brad Paisley, Kenny Chesney, and the legendary Jerry Jeff Walker. It's California, so plenty of camping is available onsite and off. stagecoachfestival.com

Army Experience Center

FRANKLIN MILLS MALL, PHILADELPHIA

May is the month of both Memorial Day and Armed Forces Day, so if you want to find out what the Army is all about, check out the dozens of gaming stations as well as simulators for Black Hawk and Apache

helicopters at the Army Experience Center. Be forewarned: The soldiers on hand wouldn't mind recruiting you, but if you don't ask, they won't tell. thearmyexperience.com

Star Trek

With *Lost* creator J. J. Abrams

directing, you don't have to be a Trekkie to be excited about *Star Trek*. Yeah, serious fans will be treated to lots of little bonuses, but this movie follows the crew of the *Enterprise* in their youth, so there's really no knowledge prerequisite. startrekmovie.com

Date Time

Fantasies

METRIC

Singer Emily Haines (of Broken Social Scene) is finally back with her band's fourth album. The songs rock in a way that suggests that jumping into flames to see what burns off is the best way to figure out what's real in your life. Mesmerizing.

The Edge of Love

Released last year in the U.K., *The Edge of Love* is poised to open in art-house theaters in the United States this spring. Sienna Miller and Keira Knightley fight over Matthew Rhys as the Welsh poet Dylan Thomas. Definitely an inspiration to get down with a little verse...and some Irish whiskey. imdb.com

Vegas Uncork'd

MAY 7-10

In the past 10 years, Las Vegas has gone from all-you-can-eat prime rib to Western outpost for many of America's hottest chefs. This action-packed weekend features food and events with Iron Chefs Cat Cora and Bobby Flay, as well as big names such as Daniel Boulud. vegasuncorked.com

Family Time



The Three Robbers

BY TOMI UNGERER

Maurice Sendak once declared that illustrator Ungerer "influenced everybody," and the striking images in *The Three Robbers* (a French children's classic presented here in a new English-language edition) demonstrate why. phaidon.com

Cinco de Mayo Celebration

EL PUEBLO DE LOS ANGELES HISTORICAL MONUMENT, MAY 3-4

Skip Cinco de Drinko and take the kids to the slightly mellower, more educational fiesta at Central Plaza and Olvera Street in

Los Angeles. The day commemorates the Mexican triumph over the French in 1862. Music, dancing, and piñatas will have the kids saying "Que bueno!" lacity.org/elp

Family Time

ZIGGY MARLEY

Having done voice-overs for *Dora the Explorer* and other kids' shows, the reggae star now goes all the way with his own children's album. Willie Nelson, Jack Johnson, and kid-music superstars Laurie Berkner and Elizabeth Mitchell join in the fun. Willie, put down that joint! ziggy.marley.com



It's Electric

The new motorbikes that are set to change everything

If you happened to amble into certain Best Buy stores in Oregon, Washington, or California late this spring, you might have noticed a peculiar new section of the store—one that is devoted to Brammo and has a display of its brand-new product, the Enertia electric motorcycle. Brammo is the brainchild of Craig Bramscher, who was profiled in these pages nearly two years ago for his investment in the Ariel Atom sports car. He has since diverted to alternative-energy vehicles, starting with the Enertia, an electric plug-in bike. Best Buy invested in Brammo last year and will serve as a distribution point for the Enertia, which costs a hair under \$12,000.

Selling vehicles alongside televisions is a radical move for the electronics chain, but the Enertia is a new kind of machine, more akin to an appliance than a gas-powered motorcycle. While electric cars are still largely unproven and currently not available in any volume, electric motorcycles are a perfect application for the technology as it stands. They are low weight, need much less power than a car, don't require crash testing, and don't have to pass emissions standards (they produce none).

"A motorcycle doesn't take much power to get it moving," says Neil Roth, president and COO of the Las Vegas start-up Xtreme Green Products, which is also rolling out an electric motorcycle, the X Rider, this year. His bike weighs 266 pounds and has two little-brother machines, both of which are more scooterlike and start at \$5,500. The Enertia weighs about 275 pounds. A third bike, the small but powerful Zero X from Zero Motorcycles in the Bay Area, weighs just 140 pounds. It is a dirt bike meant for off-roading and has the smallest battery pack of them all: a nontoxic, landfill-approved pack that charges in two hours. "You could actually eat it," says Neal Saiki, Zero's founder. Saiki, who used to work at NASA, says he targeted the dirt-bike market



Brammo Enertia

COST: \$11,995 **RANGE:** 45 miles
WEIGHT: 275 pounds **TOP SPEED:** 53 mph
CHARGING TIME: 3 hours



Zero X

COST: \$7,500 **RANGE:** 40 miles
WEIGHT: 140 pounds **TOP SPEED:** 55 mph
CHARGING TIME: 2 hours



Xtreme Green X Rider

COST: \$7,999 **RANGE:** 95 miles
WEIGHT: 266 pounds **TOP SPEED:** 65 mph
CHARGING TIME: 2 to 3 hours

because of its noise factor. But that was just a start: Up next is a street version of the Zero X, called the Zero S. And later this year, Zero will produce a "mini sport bike" capable of going 100 miles per hour.

Bramscher, Roth, and Saiki are all bullish about the market. Each is quick to point out the other benefits of electric-powered motorcycles: They are quiet, they have just one speed (no clutch, no shifting gears), and they are far lighter than gas-powered bikes. Translation: The target market extends far beyond men in leather jackets.

"My daughter goes to school in Boston," says Roth. "I refuse to buy her a car, but I'll give her one of these. It's perfect for college kids. It's easy to use, easy to charge, and easy to park." It's also cheap to operate, once you're past the purchase

price. The three manufacturers do their math differently, but each figures the cost is in the range of \$0.01 to \$0.30 a mile. Bramscher says that if you compare it with gas, economically, riding the Enertia is the equivalent of getting more than 300 miles a gallon in a combustion-engine vehicle.

Soon, these three manufacturers will have company, and not just from other start-ups. Honda is working on an electric motorcycle that should be ready by 2010. Yamaha and Austrian dirt-bike maker KTM also have plans to enter the fray. JOSH DEAN

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Lean for Life

Weight-management science for the 40-plus man

Eat Beans, Stay Lean

Yes, beans are good for your heart, but new research shows they're also good for your waistline. People who eat $\frac{3}{4}$ cup of beans daily weigh 6.6 pounds less than those who don't eat beans, even though the bean eaters consume 199 calories more a day, according to a presentation at the recent Experimental Biology Conference. A study in the *Journal of the American College of Nutrition* found that people who eat one and a half servings of beans a day ($\frac{3}{4}$ cup) have lower blood pressure and smaller waist sizes than those who skip beans in favor of other proteins. Aim for $\frac{3}{4}$ cup a day and choose varieties that are high in protein and fiber (see chart, right) for maximum weight loss, says study author Victor Fulgioni III, PhD.

Boost Your Health With Fiber

Salmonella in peanut butter, *E. coli* in spinach and beef...harmful bacteria seem to be as ubiquitous as the Jonas Brothers. But certain fibrous foods actually provide protection against these bacteria, according to a recent study in the *Journal of the Science of Food and Agriculture*. Sesame seeds, yeast, tomatoes, and pumpkins act as binders for *E. coli* and *Salmonella*, so some of the bacteria attach themselves to these foods instead of your gut cells. The researchers say that fibrous foods are critical to gastrointestinal health and can reduce the severity of symptoms caused by *E. coli* and *Salmonella*.

Behave Around Beverages

Americans are consuming 46 calories more per day from sugar-sweetened beverages than they were 20 years ago, which translates to an extra five pounds a year, according to a new study in *The American Journal of Clinical Nutrition*.

MAGIC BEANS Get an ever-lovin' spoonful.



VARIETY	FIBER (G/100G) (COOKED)	PROTEIN (G/100G) (COOKED)	ANTIOXIDANTS (μ MOL/100G) (RAW)	CALORIES (PER 100G) (COOKED)
Soybeans	6.0	16.6	5,764	173
Navy beans	10.5	8.2	1,520	140
Pinto beans	9.0	9.0	7,779	143
Black beans	8.7	8.9	8,040	132
Garbanzo beans	7.6	8.9	847	164
Red kidney beans	7.4	8.7	8,459	127
Green snap beans	3.2	1.9	759	35

It may not sound like a lot, but after 10 years, that's a keg-size 50-pound gut. Soft drinks are the largest source of sweetened-beverage calories in the American diet, with one 20-ounce cola containing almost 250 calories. If you swap just 250 beverage calories a day for water, you'll lose 2.1 pounds a month. There's a latte effect we can live with.

Sit Down to Slim Down

Take time to sit down and eat, or your flat belly will start to bulge, according to a recent study of 1,700 people at the

University of Minnesota, in Minneapolis. The researchers found that eating on the go caused both men and women to consume more saturated fat and soft drinks than those who took the time to enjoy their meals sitting down. A good way to ensure healthier eating habits is to dine with other people, say the researchers. Schedule lunches with friends and coworkers just as you schedule meetings, and try to make every dinner a family event. If you really can't avoid eating on the run, lead researcher Nicole I. Larson, PhD, advises "packing your own healthy drinks and snacks, such as bottled water, fresh or dried fruit, baby carrots, string cheese, or whole-grain cereal."

ASK THE WEIGHT LOSS COACH

Your nutrition questions answered

What can I do to tame my sweet tooth, and how long will it take?

Benefits of cutting back on sweets begin within a week, and you'll be close to cured in three months. First, realize that a "sweet tooth" is a euphemism for the addictive quality of sweeteners. Then consider how addictions work: The more you get, the more you need. So stop giving yourself so much. Easier said than done, of course, since sugar is in everything, often in the form of high-fructose corn syrup. You'll even find it in salad dressing, pasta sauce, bread, and chips. But if you eliminate these extraneous sources of sweetness from your diet, you'll be able to reduce your sugar intake and indulge your sweet tooth when it matters most: dessert.

David L. Katz, MD, is the director of the Prevention Research Center at Yale University School of Medicine. Submit questions to weight-loss@rodale.com.



SNACK BAR What to nosh to stay lean and strong

Food Should Taste Good Buffalo Tortilla Chips These zesty tortilla chips are made from whole corn (a member of the whole-grain family), along with cayenne pepper, garlic, and high-oleic sunflower oil. Many chip ingredients read like a science experiment and include corn oil, which is lower in heart-healthy monounsaturated fat than sunflower oil. Pair these chips with fresh salsa and you have a perfect vehicle for delivering an extra serving of veggies. foodshouldtastegood.com

GETTY IMAGES



Edited by Ben Court

Looking Great

New ways to upgrade your look and build the body you want

Build Muscle Faster

Adding amino acids to your postworkout shake accelerates strength gains, suggests the International Society of Sports Nutrition (ISSN) in its newly released position on nutrient timing. Research shows that men who ingest all eight essential amino acids (EAAs) before and after exercising gain up to twice as much muscle as men who skip this step. "EAAs boost protein synthesis, increasing muscle growth," says ISSN spokesman Chad Kersick, PhD, an assistant professor of exercise physiology at the University of Oklahoma. Kersick's favorite formula is Champion Nutrition Amino Shooter (\$40, champion-nutrition.com). Take 10 grams before exercising, and mix 9 grams into your postworkout shake.

Banish Bad Breath

When it comes to clean-smelling breath, not all mouthwashes are created equal, report researchers at the Cochrane Collaboration, in Baltimore. The white-coats found that mouthwashes containing antibacterial agents and odor neutralizers, such as cetylpyridinium chloride and zinc, reduce bad breath better than those that mask it with essential oils such as menthol and eucalyptol. So ditch the Listerine and rinse with BreathRx or Crest Pro-Health instead. But buyer, beware: The study also found that antibacterial rinses containing chlorhexidine (often found in prescription rinses) can stain teeth, so stick to over-the-counter brands.

A Wrinkle in Botox

The very cosmetic procedure that is supposed to reverse the signs of aging can actually accelerate



BUILD IT LIKE BECKHAM
Strength is essential.

them...both in body and mind, according to a recent Italian study. That's bad news for the 296,000 men who underwent Botox treatments in 2007. "Studies have shown that Botox's paralyzing effect can cause facial muscles to atrophy, resulting in sunken depressions that resemble sarcopenia [age-related muscle loss]," says Valori Treloar, MD, founder of Integrative Dermatology, in Newton, Massachusetts. Repeated injections can also increase the risk that Botox will migrate to the brain, where it can have the same paralyzing effect on neurons, according to the Italian study. "Using it once or twice is probably safe," says Dr. Treloar, "but try not to make it a habit." Minimize wrinkles with sunscreen, stress-reduction techniques, and moisturizer instead.

Curb Hunger With Cardio

As little as 30 minutes of hard running can reduce appetite by 50 percent for up to two hours, according to scientists at Loughborough University, in England. "Running's effect appears to be threefold," says study author David Stensel, PhD. "It increases the production of peptide YY (an appetite suppressant) and decreases the production of ghrelin (an appetite stimulant), and the jarring motion disturbs the digestive tract, quelling the impulse to eat." If you're not a runner, hit the weights. The study also found that strength training reduces ghrelin production by up to 25 percent.

ASK THE EXERCISE GURU

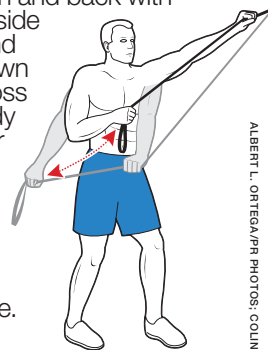
Essential moves for a genius workout

What's the single best core exercise?

High-Cable Split Stability Chop

It doesn't matter if you're pulling, pushing, lifting, jumping, or throwing: All movement starts from your pillar, the armada of muscles that ripples from your hips to your chest and shoulders. That's also what makes the following exercise so effective: It hits all these muscles, fostering rock-solid functional strength to help you meet all of life's demands.

How to do it: Stand in an in-line scissor stance with your hips perpendicular to a rope-handled high-cable pulley machine (or simply run a length of rope through the pulley's eyelet). Your outside leg should be back, and your inside leg should be forward. Grab the top of the rope with your inside hand, and position your other hand 18 to 24 inches farther down the rope. Simultaneously pull down and back with your outside hand, and push down and across your body with your inside hand. That's one rep. Do 10 on each side.



ALBERT L. ORTEGA/PR PHOTOS; COLIN HAYES ILLUSTRATION

SAVE FACE Dermatology secrets that will keep you looking your best

ERASE FATIGUE Plunging your head into ice water (à la Paul Newman) will wake you up, but if you want a less drastic way to look alive, remember this mantra: Exfoliate, moisturize, and lighten. First, wash with a light scrub such as ClarinsMen Active Face Scrub (\$19.50, clarinsusa.com) to enliven dull skin. Then apply a cooling moisturizer that contains camphor or menthol, such as Kiehl's Facial Fuel (\$20.50, kiehls.com), to reinvigorate your disposition. Finish with a caffeinated under-eye serum such as Zirh Restore (\$28, zirh.com) to shrink dark circles. **BRUCE KATZ, M.D.**



Mark Verstegen is a world-renowned performance coach. Can Mark help you? Submit your questions to exercise@rodale.com.



Edited by Trevor Thieme



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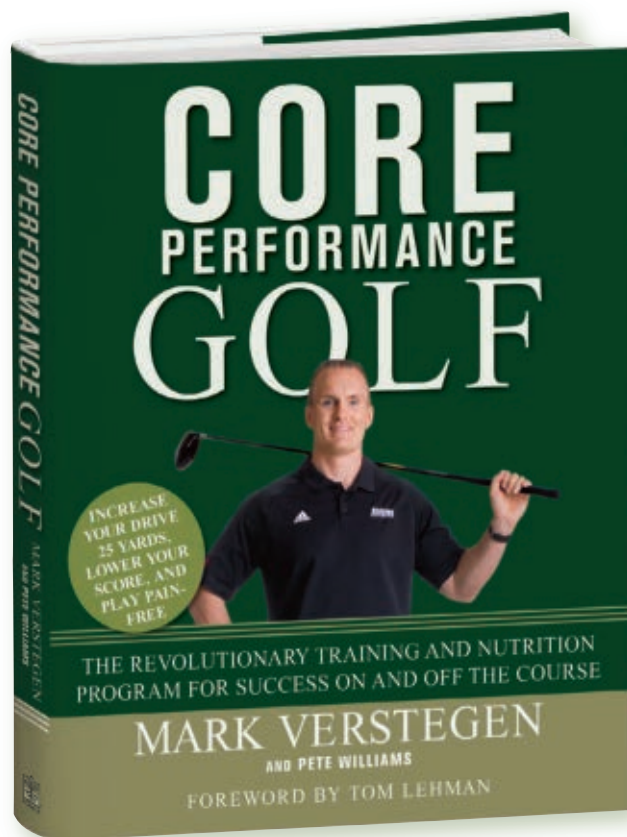
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it works for me

MY SECOND ACT 49

How to launch a business in tough times, by entrepreneur Michael Dorf

MY CAUSE 50

Learn the secret behind the best places to live, by civic activist Dan Burden

MY WORKOUT 52

Reap the rewards of beating stress in the gym, by venture capitalist Andrew Zalusin

MY STYLE 53

Refine your palate with the unique obsessions of designer Nate Berkus

MY PASSION 54

Honoring the best game for a sunny afternoon, by author Tom Beller

my diet

rip esselstyn

Fire Up Your Food

How a plant-eating triathlete uses simple sauces to dress up his vegetables

As a firefighter who doesn't eat meat in the chili-con-carne country that is Texas, I've heard just about every Popeye-and-spinach gag in the book. (A favorite jab of mine: "Rip, you don't eat food, you eat what food eats.") But the jokes about munching twigs are finally subsiding. In my 12 years at the station, I've taken first place at the World Police & Fire Games, I've competed in world-class triathlons,

A SPARK THAT SPREAD
This firefighter's healthy cuisine rang his station's bell.

PHOTOGRAPHS BY BRAD DECECCO



A SAUCY IDEA
Upgrade your greens with unexpected combinations.

and I recently became a master's national champion in swimming. More and more of the firefighters in my station began following my lead, and whenever they did, they lost weight and saw remarkable improvements in their health. One guy was a walking heart attack with a whopping cholesterol level of 344. After a month of grains, legumes, vegetables, and fruits, it was down to 196.

When it comes to nutrition, vegetables are the Olympians of food. The best of them, dark leafy greens, are gold-medal winners containing ridiculous amounts of macro- and micronutrients, phytochemicals, bioflavonoids, antioxidants, vitamins, fiber, protein...the list goes on and on. But you can bring only so many bowls of steamed broccoli into an environment like a firehouse, where there's a cultural tradition of family-style meals called "wagons." So to get the guys onboard my veggie-heavy wagon, I got creative with unique recipes and ingredients, and prepared things like homemade sauces, which are delicious and much easier to prepare than you'd think. They've proved to be so good that now firefighters from other stations stop by regularly to sample our healthy, life-changing cuisine. Here are some of my favorite ways to dress up five of the most nutritious vegetables.

AS TOLD TO MAX ALEXANDER

mustard greens

Like all other dark leafy green vegetables, mustard greens permit the silky lining of your arteries to produce nitric oxide. This element helps to not only clean the blood but also widen the vessels, which lets more blood flow to your heart and your brain (not to mention something else that's pretty important to men). Mustard greens have a strong, salty flavor. After blanching them for 5 minutes, I top them with a sauce I make in my blender. Combine $\frac{1}{2}$ cup cashews, 1 Tbsp. tamari (a rich Japanese soy sauce derived from more soybeans and less wheat than common soy sauce), 2 garlic cloves, and enough water to give the sauce the consistency of a smoothie.

beets

Brightly colored plants deliver massive doses of vitamins and nutrients. Beets are high in folate and betaine, which reduce the risk of heart disease by working together to protect blood vessels. I like to boil beets for 45 minutes and then top them with a sauce made of toasted sesame seeds and honey. To make the sauce, toast the seeds for 4 minutes at 400°F, grind, and then mix with 1 Tbsp. honey and 2 tsp. tamari. The same sauce also tastes great with green beans as well as onions.

broccoli

A single stalk of broccoli packs more than 3 grams of protein. But as much as I love eating vegetables raw, broccoli is one that I find difficult to eat plain, so I soak it in a marinade. Mix the juice of 2 lemons, 3 Tbsp. soy sauce, 1 Tbsp. each of freshly grated ginger and molasses, and $\frac{1}{2}$ tsp. minced jalapeño pepper. The flavors will penetrate deep inside the broccoli if you let it soak for an hour or two, and you'll down the bowl in no time. I often use the same marinade for bell peppers.

romaine lettuce

Iceberg lettuce is a joke. It lacks not only flavor but also nutritional value. For the foundation of your salads, cut romaine into cubes. Its robust, crunchy leaves are low in calories and high in vitamin C and beta-carotene (a form of vitamin A), which together prevent plaque from clogging arteries. My default dressing combines 2 Tbsp. each of balsamic vinegar and nutritional yeast (which contains vitamin B₁₂, a key nutrient plants can't provide humans), 1 Tbsp. each of tamari, mustard, and honey, 1 tsp. Worcestershire sauce, and a splash of water. A little of this dressing goes a long way. Try it on baby spinach too.

swiss chard

Many people discard the spines of Swiss chard, not to mention those of collards and kale. Don't. They're full of fiber, a nutrient most Americans get only 10 to 15 grams of a day. I consume about four times that much, because plant-based foods are the only ones that contain fiber. Chop the spines into tiny pieces and sauté them or add them to soups. Sauté chard leaves with $\frac{1}{4}$ cup orange juice and 1 tsp. each of finely chopped garlic, pepper, and chili flakes for about 5 minutes. I sauté broccoli like this too, but I cut the orange juice in half with carrot juice.

*Three-time All-American swimmer and former professional triathlete Rip Esselstyn, 45, is a firefighter in Austin, Texas, and the author of the new book *The Engine 2 Diet*.*



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INTRODUCING



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FOR MEN

Liquid Courage

A winemaking concert promoter explains how you can follow your dreams...even in tough times like these

When I opened the Knitting Factory, a music

venue in Lower Manhattan, I knew very little about the music business. I just wanted to hang out in a Jack Kerouac-inspired jazz club and listen to avant-garde musicians such as Sonic Youth and Yo La Tengo. Six years ago, I sold the business and decided to try my hand at something else I knew nothing about, which is how I ended up owning Manhattan's only winery.

The two oldest businesses in the world are prostitution and... winemaking. One is currently illegal in the majority of the world, so that means the other is arguably the most successful business of all time. My brother got me started. He knew I had an interest and a little money, so he called me one afternoon to say an award-winning California winemaker had extra cabernet grapes from his harvest. "If we buy them, he'll teach us how to make wine," he proposed.

The wine ended up being quite good, and I loved giving bottles to my friends. The response was always the same: "I want to do that!"

The epiphany came shortly thereafter: Combine wine and music in



GRAPE EXPECTATIONS

Dorf's new venue fuses music, food, and winemaking.

a single venue. Make-your-own-wine establishments are popular in other urban areas, but no one dared to try it in New York City because real estate is too expensive to make the business profitable. But if I sold concert tickets *and* wine, I'd be offering something new and different. I opened City Winery this past December.

Some of the country's best vineyards ship their grapes to City Winery, so you can make anything from an Oregon pinot noir to a New York Riesling for about \$28 a bottle. But we have a lot more than stainless-steel vats; the wine aging in the club is ultimately just the golf course in a real-estate development. Sit at a private table and you'll have access to 500 bottles from both new-world and old-world wineries, you'll order from sommeliers instead of waiters, you'll drink from Riedel glasses, and you'll eat food that complements your wine, all while watching performances by singer/songwriters such as Joan Osborne and musicians like Philip Glass. Here's how I created my second act and how you can too. AS TOLD TO JOEL WEBER

DREAM IN WORD, THINK IN EXCEL

"When you come up with a good business idea, write down why it's so exciting. Then open Excel. I live in spreadsheets because they help me figure out if an idea has moneymaking potential. Creative people tend to fear spreadsheets, probably because they're reminiscent of boring accounting classes. Just keep it simple: two columns. One tallies potential revenue, and the other tracks expected costs. The difference is the bottom line, and the bottom line doesn't lie."

GENERATE MULTIPLE REVENUE STREAMS

"One out of every 10 restaurants survives its first three years. The ones that stick around can make a lot of money, but it's still a risky proposition. I've designed City Winery to be a lean, maneuverable machine whose sum is greater than its parts. It's a functional winery, yes, but it's also a wine bar, a restaurant, and a turnkey production house that can do high-end concerts, bar mitzvahs, and even short-film festivals. As long as each operation is well managed, each will prove profitable."

CREATE VALUE

"I think my customers are a lot like I am, and I'm very selfish with my time. I have a wife, three kids, and a second home. My wife and I barely go out these days, and when we do, it's either to dinner or a show. I'll happily experiment with a new activity, but it has to hit my sweet spot. Serve me good wine in real glasses, seat me at a private table, and let me watch a performance. That fires on all the important cylinders. And if it's going to work for me, it's going to work for someone else."

YOUR BUSINESS SHOULD FIT YOUR LIFESTYLE

"When I was 23 years old and running an edgy club, I was really trying to challenge my audience. I used to think, *What would William Burroughs have done?* Now I'm in my forties. I don't listen to much cutting-edge music anymore, and I'd rather be comfortable when I go out. I've matured along with my business, in other words."

PLAN FOR SCALE

"Two years ago, I was already thinking *What's next after City Winery is up and running?* Granted, the flagship location has to work first, but I can imagine this business model expanding internationally. That's why this initial facility is called City Winery: New York City. Chicago, London, San Francisco... each could happen eventually, and I've already laid the foundation by thinking big early on."

Michael Dorf, 47, founded the music club Knitting Factory and now owns City Winery, a winemaking and concert venue.

Walk This Way

A civic activist explains how you can make your community a healthier, more valuable place to live

Americans collectively spend more time gridlocked in traffic than ever before—4.2 *billion* hours annually, according to a recent study by Texas A&M University. When you consider how much time we spend in our cars, it's not very surprising to learn that the cities with the worst traffic congestion—Los Angeles, Houston, Detroit, and Atlanta—also have high health-care costs. People who live in pedestrian- and bike-friendly communities, on the other hand, have

lower rates of obesity and depression, smaller carbon footprints, and higher property values. The correlation is clear: The more time you spend in a car, the more your quality of life deteriorates. And according to another recent study, this one from the University of South Florida, vehicle miles of traffic increased as much as three times the rate of population growth in the past eight years.

As the founder of Walkable Communities, a nonprofit organization, I've helped citizens in 2,500 cities around the world make their



Widen the Sidewalks

"Building a sidewalk isn't enough to inspire people to use it. In commercial areas, they should be 10 feet wide with another few feet of landscaping to buffer pedestrians from the roadway and make them feel safely separated from traffic."

Protect Bicyclists

"Like pedestrians, cyclists feel safer around traffic when they have their own space on the roadway. Five-foot-wide bike lanes tell drivers that cyclists have a legitimate place on the road, while adding a visual cue for motorists to slow down."

Reduce the Number of Lanes

"Sometimes cities can't widen the roadways to accommodate improvements such as medians and bike lanes. In that case, I recommend what I call 'the road diet.' Say there are two lanes of traffic in each direction. I propose slimming the roadway to

three lanes: one in each direction, with a turn lane in the center. The extra space from the fourth lane can then be converted into pathways for pedestrians and cyclists."

Go Narrow

"When drivers are confined by narrower lanes, traffic slows down and motorists become more alert. Every foot removed from a lane causes drivers to reduce their speed. Most states require 11- to 12-foot-wide lanes, but Robert Noland, of

London's Imperial College, analyzed 15 years' worth of U.S. data and found that 9- to 10-foot-wide lanes may lead to fewer accidents. The secret is building lanes wide enough for all users but maintaining them at a narrower width."

Separate Traffic With Medians

"Medians invite foot traffic. Pedestrians have to cross only one or two lanes before reaching security, which is much more appealing than having to run across five lanes of two-way traffic."

communities more conducive to walking. For the first 35 years of my life, I lived in Columbus, Ohio, and Missoula, Montana, two cities that urban planners praise for having “good block form,” or a mix of residential housing, locally owned stores, and public parks linked by sidewalks and mass transit. Both locations helped me learn that cars have a place in our cities, but proper urban planning allows people to walk rather than forces them to drive.

A great example of a city that came to this realization is University Place in Washington State. Being only 30 miles south of Seattle, the town of 27,700 faced serious growth issues in the 1990s. Developers wanted to build big-box stores, lay more roads, and widen streets—typical American sprawl. But locals weren’t so sure about that vision and invited me for a visit. I spent a day walking and photographing the streets, and while the city’s views of Puget Sound amazed me,

its streets proved extremely frustrating to navigate on foot. Creating an environment for people to walk and ride their bicycles, I told the residents of University Place, is as much about controlling traffic as it is about creating sidewalks and bike lanes. The key would be slowing traffic to 30 miles an hour; any faster and pedestrians no longer feel safe enough to walk near roads. I showed them how to redesign many of their streets to encourage foot traffic, and they took my advice. Within five years, the city has transformed itself into the hottest real-estate market in the region. The city recently began construction of a \$250 million retail and government district called Town Center, and the area’s premier golf course opened in the summer of 2007. As you’d expect, both are a short walk from downtown.

Here are the simple things any community can do to improve its quality of living. AS TOLD TO WILL RIZZO



Replace Traffic Signals With Roundabouts

“Drivers in cities that have roundabouts get home quicker, even though they’re traveling at a slower speed. Roundabouts may force drivers to proceed at 15 to 20 miles an hour as they approach their turns, but roundabouts move 30 percent

more vehicles than traffic signals do. This is because if a driver tries to beat a traffic signal and turns across an intersection, other drivers are forced to wait. Roundabouts are also much safer than intersections.

Their circular shape makes all the drivers travel in the same direction, and this reduces serious crashes, such as head-on collisions, by about 90 percent.”

Paint Fog Lines

“Visual tricks can make lanes seem narrower. Most fog lines, the shoulder’s painted boundary, are four inches wide. On University Place’s busiest streets, we made them eight inches. Drivers feel more enclosed by the bolder lines and travel slower.”

Plant Trees

“When trees line streets, they create a sense of security and separation from the roadway that attracts pedestrians and gives drivers a reference point for their speed. Urban trees also increase property values by up to 20 percent. Buy and maintain

three trees for \$1,000 in front of a \$400,000 home, and eventually they’ll return \$60,000 in added value. Trees save money too. By reducing the air temperature, trees can yield huge energy savings for nearby homes and businesses.

And according to Forest Service research, urban trees can be about 10 times as effective as forest trees for lowering carbon dioxide in cities. Sycamores are especially efficient at gobbling polluted air.”



Dan Burden, 65, is the founder of the nonprofit Walkable Communities Inc. (walkable.org). He is also a principal of Glätting, Jackson, Kercher, Anglin Inc. (glatting.com).

Power Moves

A moneyman's secret to beating stress *and* getting leaner abs

Telling people I'm a venture capitalist with happy investors right now is almost asking them to punch me in the stomach. But really, there's no need; the best investment I've ever made already does that for me.

Pressure will always be part of my job, and as stressful as the past year has been, I still love what I do. The tremendous burdens of this tough economy have taken a noticeable physical and mental toll on many of my friends. But I have two young boys depending on me, so I've tried to maintain a little bit of steadiness in my life by focusing on the investments I can influence, like my health. My tried-and-true routine: Hit the gym for an hour before work. Not only do these morning workouts pay dividends on the mental front by providing a welcomed stress outlet, but also, they've made me into the best shape of my life at 44. In the past year, my body fat has dropped below 8 percent, my resting heart rate has decreased to an incredible 33 beats a minute, and I've dropped from 190 pounds to 185 pounds, thanks to an increased metabolism that demolishes even my indulgent chocolate desserts.

A lot of the credit goes to my personal trainer, John Sitaras—the stomach puncher. In our weekly sessions, he has taught me to incorporate simple but excruciating abdominal exercises throughout my workouts rather than just tacking them on at the end, which is when you're most likely to be exhausted or just get lazy. Sitaras's take: Why would you want to shortchange your core, the most important muscle group in your body? Overlook strengthening it, he says, and your back will absorb the pressure instead, and that's just asking for trouble, especially as you get older. My hard-earned core strength has made all the difference in the world. In the gym, I lift surprisingly heavy weights for dozens of repetitions. On the weekends, I'm a faster cyclist. Best of all, I have so much energy left at the end of each day that I can still tire out my 7- and 9-year-old sons. Here are four of my favorite moves for a firm core.

AS TOLD TO GREG MELVILLE



Andrew Zalasín, 44, a general partner with the venture-capital firm RRE Ventures, is a competitive cyclist on the weekends. His Manhattan gym, Sitaras Fitness, caters to high-profile CEOs, bankers, traders, businesspeople, and athletes.



FIND STRENGTH
Lifting weights will lift your spirits too.

1 Hanging Leg Lifts

Hang from a chin-up bar. Your hands should be slightly more than shoulder-width apart and your feet shouldn't touch the floor. (Use arm straps if you don't have strong upper-body muscles.) Keeping your back straight, slowly lift your knees until your thighs are parallel to the floor and your calves are perpendicular to it. Hold this position for one or two seconds, then slowly lower your legs. On the 10th and final rep, hold the raised-leg position for 10 seconds. Do three sets. As you become stronger, add sets until you can complete 10 sets of 10 reps with perfect form.

2 Inverted Pulsating Abs

Raise an inverted sit-up bench to its highest angle. Put your feet into the foot supports and lie flat on the bench. Extend your arms so that they're perpendicular to your torso. Keeping your back straight, slowly lift your head, neck, and shoulders off the bench by two to three inches. Hold this position for one or two seconds, then lower yourself back to the bench and repeat. Do three sets of 20 reps.

3 Lower-Abs Reverse Curls

Stay on the inverted sit-up bench (keep it raised to its highest angle), but this time lie on your back with your head resting on the foot supports. Firmly grasp the foot supports with your hands; your elbows should point forward while your forearms gently touch your ears. Position your legs so that your knees are bent and your heels are touching your buttocks. Slowly raise your legs up to your chest as far as you can, keeping your heels at your buttocks. Hold the position for one or two seconds, then lower your legs. Do three sets of 12 reps.

4 Freestyle Full-Range Sit-ups

Lie flat on the floor. Bend your knees at a right angle and raise them into the air, as if you were resting your calves on a bench. Extend your arms above your head. Reach forward from this position, touch your toes, and then roll back to the floor. Do three sets of 20 reps.

Interior Motives

A continent-hopping interior designer and his eclectic new line

Nate Berkus is everywhere. When he's not in front of the camera (he hosted *Oprah's Big Give*) or designing interiors for the W Hotels or Billy Joel's new house in the Hamptons, the Chicago-based interior designer is traveling from Milan to Mexico, looking for inspirations. "I'd say 80 percent of what I use in any design project is vintage, whether it's furniture or lighting or a mix of antiques with modern upholstery," says Berkus. For the other 20 percent, he launched an eponymous (and affordable) home collection with the Home Shopping Network last fall. Melding his love of antiques and vintage pieces (he loves 19th-century French and 1970s Italian furniture) with some of his best finds, the line features items ranging from Ikat picture frames and marble lamps to 600-thread-count sheets and plush bath towels made from 100 percent free-trade African cotton. "I wanted to create a line of products of very high quality at really accessible prices that hold their own—whether you're in your first apartment, a dorm room, or a multimillion-dollar interior," says Berkus, who opened his firm in 1995. Here, he gives us an inside look at the things that keep his personal space brimming with innovations. **MICHAEL SLENSKE**

DRINK: "I love red wine. My dad introduced me to a winery in California called Ferrari-Carano. They have a cabernet that's absolutely incredible." ferrari-carano.com

GUILTY PLEASURE: "The perfect hot dog is at Crif Dogs, in New York City. I get the classic with onions, ketchup, yellow mustard, and relish." 212-614-2728

LUGGAGE: "I'm obsessed with luggage. One of my favorite pieces is a leather Louis Vuitton duffel from the Utah collection. I've used it to death. Something about the patina makes it more special." louisvuitton.com

PHOTOGRAPHER: "For fashion photography from the 1960s and '70s, I go to Staley Wise on Broadway in New York City. It's an unbelievable gallery for photographers such as Chris von Wangenheim." staleywise.com

DESIGNER: "I've always been fascinated by David Hicks and the symmetry he used to arrange his rooms and how he took very historical settings and added modern elements. His house in Oxfordshire is amazing." dh1970.com



Disorder on the Court

The heat, the grit, the aggression, the asphalt facials—it's everything I love about pickup basketball

Poke, poke, poke went his finger against my head. I was playing basketball at my local public court, and some static had developed between me and this guy nicknamed Homicide. I stared straight ahead, trying to ignore his jabbing finger. "You stink!" he yelled, barking right into my face. He was six feet three inches, not as tall as I am, but much stronger, a white guy with impressive hops, good ball skills, a gangster roll, and a smooth hip-hop lexicon. Everyone at the park seemed to know him, yet I first laid eyes on him just a few weeks earlier, in spite of having come to this playground for upwards of five years. So where had he been for the past five years? My thoughts circled back to his nickname. Pop quiz: How long does it take to regress to the primal fear of the playground in junior high school? Everyone knows the answer to that. No time at all. I wasn't terrified, exactly. I was petrified. Poke, poke, poke. I stared straight ahead and wondered if he was holding his fingers in the shape of a gun.

At last play resumed. For a while I suffered abuse both verbal and basketball, but finally my game showed up: I scored a couple of times and then blocked Homicide's next shot. It wasn't anything glamorous, just my typical, intense style. Of course, he then elbowed me in the face. I went crashing down and, giving in to my rage, took him with me. The freaky sound of my head against the pavement—closer to a *pop* than a *thud*—was the only reason the situation didn't escalate into a fight. Everyone freaked out and intervened,

though not before Homicide got in another elbow to my throat. I walked it off and the game went on. Even more weirdly, or maybe this was inevitable, Homicide and I became not exactly friends, but communicants. I always played him hard, and I showed up all the time. He dunked a lot; I was the other guy in the poster. After a full summer occupying the same cosmology—our local basketball court—he even treated me with something approaching respect.

to jog so as to warm up. It was about six blocks. After a few times, I realized I wasn't really jogging, I was running. I ran straight down the center of the street with an urgency that suggested I was either running away from something or toward something that would leave without me if I didn't get there soon enough—it was the desperation of the addicted.

Oddly enough, my first encounter with street ball took place in the winter. I was

Suddenly, the public court gets personal. You are isolated one-on-one, the guy with the ball versus his defender, and the unspoken question arises again and again: What are you going to do now?

Basketball in America has two discrete seasons, which makes it unique among the major sports. Hockey is a winter sport. Baseball is a summer sport. Men's basketball, however, is a winter sport for everybody playing or watching organized team ball, from junior varsity on up to the NBA. The other side of this seasonal coin is the great wellspring of athletic joy that bears fruit in the warm weather: the public-playground pickup game. For most people who actually play, basketball is a summer sport.

I've always had a nearly addictive relationship with playground hoops. I tend to think of my local court the way some people think of their local bar: as the home, living room, and commune of like-minded brothers. Since I've stopped going to bars, or at least stopped drinking in them, my feelings toward pickup basketball have only intensified. For a long time I rode my bike to the playground, but at some point I started

12 years old, bundled up, wearing black wool gloves, bouncing a new ball on an empty, frozen asphalt court with battered metal backboards and bent rims. I've heard of similar beginnings from other people; at that age, between 10 and 12, you can start to interact with a basketball. It's around then that the strange, gravity-defying feel of the ball returning to your hand takes hold. Or maybe you become hypnotized by the sight of the ball arcing up into the air and into the basket.

I returned to the playground again and again, always by myself. It's possible that part of my initial attraction to the game had to do with just how deep you can get into it while alone. Surely every superstar—Magic, MJ, Kareem, Kobe—has put in thousands of hours by himself, playing out elaborate fantasies, losing phantom defenders with vicious crossovers, and hitting last-second shots over and over and over. They've had prolonged sessions of sustained basketball orgasm in which streamers continuously rain down from the rafters and teammates



Thomas Beller's collection of essays, *Lost and Found: Stories From New York*, will be published in May. He teaches at Tulane University.



INSIDE DEFENSE
The street game is totally improvised, democratic in nature, and volatile.

perpetually rush onto the court to lift you onto their shoulders.

Spring brought a new development: other players. Early one afternoon, three guys showed up, joking around and casually shooting the ball in what seemed like the street-ball version of spring training. They were, to my 12-year-old eyes, formidably grown-up. All of them were black. One of them wore a sweatshirt with the homemade logo FUNK MOB, which at the time I thought was a kind of benign gang logo...maybe a gang I could belong to. As it happens, they were the trio of players who dominated the action on that court in New York City's Riverside Park in the late 1970s. People called them by their real names—Frank, Joe, and Otto (the guy with the Funk Mob shirt)—out of respect. Most of the other denizens of that scene had nicknames I still remember 25 years later: Puppet, Tweetie, Red. I hovered at the edge of this world for

a long time, frightened. I must have gone to that court for two years before I had the courage to get into a game.

As I grew up, basketball began to occupy an essential part of my own cosmology. To me, the winter game was cold in every sense, including the chilly gymnasiums where coaches drilled you in repetitive moves, trying to squeeze as much of the unpredictability of the game out of it as possible. Street games were the opposite: The sun was out, the days were hot, and everything flowed. It was total chaos and improvisation, all sorts of bullshit that would get you benched immediately if you tried it in the cold season.

In the winter, you are part of a team. In the summer, you become a member of an impromptu congregation in the church of hoops. To play on a high school or college team is, after all, to join a preexisting context with its own structures, traditions,

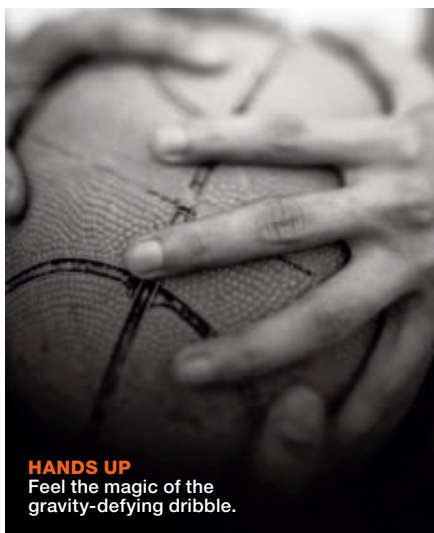
and funding. The street game comprises a community that is entirely improvised. Citizenship demands some skill, energy, and talent. In the summer, the city's baked asphalt courts give off a kind of energy. You become inured to the heat and the grit, and it gives you a kind of hard, flexible strength. You'd better stay loose; you're up against kids and geezers, pot smokers, drinkers, fitness freaks, guys who like to spit a lot, and lunatic ballers, many of whom look totally undistinguished as athletes until they start tossing the ball up and it goes into the hoop again and again and again, and you realize that this is it, their true talent, the magic trick they will never get sick of performing.

The democracy of playground basketball is one of the great things about the sport. You go down to the local court, see who is there, and get picked up for a game or call "next" if no one will have you. Or maybe you

belong to the genus of street-baller who likes to assume the role of general manager, scouting players, holding spots for talented players who might lose and become available for drafting. There was this kid Elvis, who I believe delivered pizza for Little Caesars. I knew him when he was a shrimpy teenager, then one day he was grown-up and just amazing, a kind of South American Iverson. The joy in his game and his badass trash-talking laughter are still with me now, years after I last laid eyes on him.

The playground is like family, but one in which strangers are always showing up to sit in your living room. Often these strangers travel in packs, three buddies who have descended from uptown or Queens to check out the competition. They muscle in, do their thing, and either prevail or get slapped down by the locals. And then there are the lone gunslingers who don't seem impressive until they unleash their jump shot or their crossover, and you realize they have come loaded and they want to embarrass you. Suddenly, the public court becomes small and personal. You are assigned a specific role, isolated one-on-one, the guy with the ball versus his defender, and the unspoken question arises again and again: *What are you going to do now?*

If a fight breaks out, there is nobody around with a whistle, no authority to



HANDS UP
Feel the magic of the gravity-defying dribble.

appeal to in case of a flagrant elbow, no gym teacher, not even the agreement that comes, say, from being able to use a college gym. Yes, there are always the police or concerned citizens, but they're on the other side of the fence. The higher power on the playground is the same one that prevails on the sidewalks of the city—that unseen fabric of shared assumptions that allows people to navigate around one another without sneering or shouting, a civility that rises to the surface out of an awareness that civility is the only

higher power to turn to. If that doesn't work, you can always call 911.

Showing up to play basketball on a summer playground is a slightly peevish experience. Everyone arrives in a mood to insult and prepared to defend against insults, basketball-related or otherwise. I like it; I think it's part of my addiction. It's not like I play ball to fight, but I crave the intensity. And my game is respected for that reason above all others. For a long time now, that has been my thing—to be intense, to play hard, to exhibit a certain smug satisfaction at hitting shots, to want to win, to relish nifty passes, to clap and congratulate my teammates, to be loud, to be a dick, to stir the pot so that the people I'm playing against feel annoyed and insulted, so they try harder. Afterward, everyone seems to feel the game has been better for it.

I've learned all this from years and years of being taunted and abused on various public street-basketball courts in various cities and locales. Inside the fence, you're all alone in a kind of free-trade zone of aggression and hostility and whatever else you wanted to trade in. Buckets, for example, or pride. You feel as if anything could happen. All that hostility, in the context of such a devotional love of the game, is a good way to make friends, even if you don't know their real names. ■

balls out!

Step up your game with these outdoor basketballs

To get the most out of your outdoor hoops session, don't settle for that old ball in the back of the garage—all basketballs aren't created equal. Unlike indoor balls, which are covered in microfiber or even leather, outdoor basketballs have a composite or rubber covering that doesn't rip and scuff easily on concrete. "Baden's

indoor 'game balls' also have a patented cushioning that provides a softer feel for a shooter's touch," says Brent Weidenbach of Baden Sports, which has supplied balls for the Chicago Bulls and L.A. Lakers. "An outdoor ball needs to withstand hard times." Here are three that are built to endure (almost) any weather. ALISON KOTCH



THE BADEN EXPLOSION

This basketball features a color composite cover for a game-ball feel. \$20, badenball.com



WILSON WAVE

The raised lines across the surface of the ball ensure a secure grip. \$40, wilson.com



SPALDING NEVER FLAT

It is guaranteed to stay inflated for at least a year, 10 times longer than standard basketballs. \$40, spalding.com



If you can't take the heat, stay out of the test facility.

**LOOK
CLOSER**

The Nissan Altima

Nissan Delivers. Our heat and humidity chamber is just one of over 5,000 quality and durability tests the Altima must withstand. But it doesn't stop there. We demand that it be fuel efficient, getting 32 hwy mpg: Of course, it must be fun to drive. Yes, we ask a lot from the Altima and that's exactly what we get. That and a *Consumers Digest* Best Buy Award. **Starting at \$19,900. NissanUSA.com**



SHIFT_ the way you move

As shown, \$21,040, Altima 2.5 S. Prices are MSRP excluding tax, title, license, options and destination charge. Dealer sets actual price. *2009 EPA fuel economy estimates, 23 city/32 highway for Altima 2.5 S with 6-speed manual transmission. Actual mileage may vary. Dramatization. Always wear your seat belt, and please don't drink and drive. ©2009 Nissan North America, Inc.

THE BODY ECCENTRIC YOUR ANATOMY EXPLAINED



What If You Were Going to Get Caught?

Why do men steal and cheat and scheme like Ponzi,
knowing it will eventually catch up with them one day?

BY BILLY GOLDBERG, M.D., WITH MARK LEYNER

To: questions@drbillyandleyner.com

Dear Dr. Billy and Leyner,

I need your help! I have become obsessed with reading about the Madoff scheme and the Blagojevich impeachment. I feel like I can't trust anyone anymore...especially men. President Clinton lied about Monica, President Bush lied about the weapons of mass destruction, A-Rod lied about steroids, and Eliot Spitzer lied about the hookers. What ever happened to honor? I find myself thinking that there just aren't any honest men left. Please, I need a man's perspective, not the women's magazine spin. What's up with your gender as a whole?

Lucy Simpson, Bloomington, Indiana

Dear Irked in Indiana,

I'm not sure Bernie Madoff and Rod Blagojevich represent "the best and brightest" of our gender as a whole, but you definitely have touched on something that many people have been wondering. It's uncanny timing, because Leyner and I just came back from an evening-long discussion about male truthfulness, and maybe this could shed some light on your concerns. Allow me to elaborate....

It was a Friday night, and Leyner insisted on getting together with our wives for a celebratory dinner. When I asked what we were celebrating, he said, "It's 2009, the year of the ox, 5769, my Hebrew brother...we have a lot to celebrate. And I'm feeling unusually prosperous lately. Let's live it up a little. As they say in North Korea: 'May the people's prosperity bring a sea of fire and destruction to the running dog lackeys in the South.'"

My wife and I arrived at a new, superposh Korean restaurant downtown—supposedly the only purveyor of authentic 14th-century Joseon dynasty court cuisine in the United States, and the hardest spot to get into in the whole city. We found Leyner and his wife at the bar, he halfway through a large bottle of soju. Looking haggard and sporting a straggly three-day goatee, he greeted us with a bow and mumbled something incoherent about Kim Jong Il. Leyner obviously had some evil master plan for the evening as he presented bouquets of flowers to both of our wives.

We settled in amid the exotic strains of the Korean *bipa*, an ancient pear-shaped string instrument being plucked by a young, voluptuous Korean woman in traditional garb. Rising to his feet, Leyner poured shot-glasses of soju for each of us, lifted his glass, and began to speak: "Here's to marital fidelity, everlasting friendship, and hard work and its just rewards."

Two waitresses brought us a lavish spread of appetizers. Leyner had taken care to order for all of us before we'd arrived.

"Isn't that beluga caviar?" my wife exclaimed.

"WE NEED SIN. WE SEEK IT OUT IN ORDER TO HAVE SOMETHING TO CONFESS, SOMETHING TO BEG FORGIVENESS FOR."

"Indeed it is," said Leyner. "That's \$200 an ounce, my friends. No cause for panic. This entire spread is on *moi*. My treat. Scarf it down."

The *bipa* player had inexplicably veered off into a lilting rendition of the Little River Band's "Reminiscing."

"You're probably all wondering why I'm feeling so exuberant and flush with cash. Well..." Leyner paused for effect, "I'll have you know that I just got off the phone with my new agent...and..." Leyner paused again, basking in the suspense he thought he was creating, "some say publishing is dead, but I just made a new book deal...a seven-figure advance. That's right, I'm the last motherf--kin' John Wayne in this town!"

Leyner called for the waitress. "I want a bottle of...of...whatever costs the most."

I nudged Leyner and whispered into his ear, "Buddy, you know you don't have to overdo it here. You've told me yourself, it ain't a deal till you cash the check. Maybe we ought to go a little easy tonight, okay? And who is this new agent you're talking about? Bernie Madoff Jr.?"

"Dude, it's my memoir, my life story," said Leyner. "I got it all figured out. Marketing, movie rights, reality show. It's going to be massive! It's the most inspiring story ever written. Young, sensitive, intelligent Jewish boy, born to a hard-drinking military father and a loving but unfulfilled mother with ambitions to act on the stage. The father is sent on a black op mission in Kuala Lumpur.

When Dad goes MIA, Mom is reduced to selling her body on the streets of Jersey City. The scholarly, insulated son uses his vast library skills to track down his father in the malaria-infested jungles of Malaysia. Unable to cope with the suffering of his parents, the boy applies his encyclopedic knowledge of exercise physiology and military history to train his mind and hone his body into a lethal fighting machine and go rescue his pops. He finds his father being held by a cadre of sadistic tribal cannibals with a strange fascination for the music of Frankie Valli

and the Four Seasons. After fighting his way into the heart of the compound and brutally assassinating the tribe's leader with a pair of Malaysian chopsticks, he charms the rest of the captors with a heart-wrenching rendition of 'Walk Like a Man'...."

"None of that happened!" Leyner's wife exclaimed. "It's appalling! What about the truth? You men think you can get away with anything, don't you? Bilking charity groups and universities for billions of dollars, buying a \$35,000 toilet while your company is circling the drain, banging \$4,500 hookers at the Mayflower Hotel on government time, lying on *Oprah* about your drug recovery...."

"Yeah, so, what's your point?" asked Leyner.

"Do you have any idea what the ramifications are for totally fabricating your life story?" I asked. I ticked off the potential consequences on my fingers. "One: They're going to cancel your book deal and make you pay it back with interest. Two: You could be prosecuted for fraud and libel. Three: You will become the laughing stock of the literary world. Four: You'll never work in this town again. Five: You will cause your family and friends enormous embarrassment and pain."

"Yup. Exactly my plan!" Leyner added gleefully, and then whispered, "I want to get caught. Nothing beats a good redemption story. First you get busted, then you grovel and repent. Great media exposure. Look at Clinton, Edwards, Spitzer, Madoff, Blago, A-Rod. You know what I think?" he asked,

pensively kneading his whiskered chin. “I think they all wanted to be caught. In fact, I think getting caught is the whole point.”

“That’s ridiculous!” I countered. “You think Madoff wants to spend the rest of his life in prison, or that Spitzer wanted to resign his governorship in disgrace, or that John Thain planned to end his career at Merrill Lynch being known as the guy who gave up his golden parachute for a platinum potty?”

“I think that men in our culture spend their entire lives trying to be perfect,” Leyner responded. “Perfect students, perfect boyfriends, perfect employees, and perfect husbands. We devote our lives to being these paragons of virtue who want nothing more than to toil indefatigably for our families and ensure their well-being and happiness. But unfortunately, none of us is perfect. We are flawed from the very beginning, from the time we’re little boys. And we harbor tremendous guilt.”

“This is called ‘original guilt,’” he continued. “We have the guilt, but most of us don’t have the commensurate sin to go along with the guilt. So we can’t purge the guilt. We need sin. We seek it out in order to have something to confess, something to beg forgiveness for. Then—at that news conference, with the dutiful, long-suffering wife at our side—we finally achieve that complete catharsis, that great cleansing psychic enema we’ve needed since we were toddlers.”

Leyner paused proudly, allowing a moment for his words to register.

I turned to look at our wives, and they looked as though they were about to vomit. I quickly grabbed Leyner by the scruff of his neck, excused ourselves from the table, and dragged him to the bathroom.

“What the hell is wrong with you?” I demanded. “I didn’t want to attack you in front of your wife, but I think you’re turning into a pathological liar. You know they’ve found evidence that there’s a neurological basis to lying, cheating, and manipulating? Maybe we could just pop you into the MRI and watch your prefrontal cortex glow.”

“I love it!” Leyner exclaimed. “We’ll use that in the reality show! Look, dude, this isn’t about lying, it’s about confessing. Men need to confess. We need to throw ourselves on the ground and writhe around and admit

what awful monsters we’ve become and beg for forgiveness. It’s our way of collapsing, of checking out. It’s the successful man’s route back to the womb, back to innocence. It’s like the end of those old monster movies, when the mutant morphs back into the handsome, charming suitor.”

“Oh. Can I confess something?” I asked.

“Please,” said Leyner, obviously feeling a degree of satisfaction that I’d engaged him on his terms.

“I have to confess that you’re a pompous ass. Let’s get back to the table.”

Leyner had a radiant, almost rabid look on his face.

“That’s fantastic,” he said. “Do you have an agent?”

Well, Lucy, the rest of the night is irrelevant. These are desperate times, but where there’s light, there’s hope. From an evolutionary perspective, in primates, a larger brain is correlated with an increase in deceitful behavior. Young children tend to be very poor liars, but by age 10, they become more adept. So duplicity and deceit may be hardwired in our brains. And some of us more

SOMEDAY WE MIGHT BE ABLE TO SCAN A PERSON'S BRAIN AND KNOW FOR SURE WHETHER HE'S FULL OF SHIT OR TELLING THE TRUTH.

At that moment, a toilet flushed and a portly Korean gentleman emerged from a stall and bowed to Leyner. “He’s right. You are a pompous ass. Now, I need to confess something: I’m the owner of this restaurant. This place is a money pit. I’m bankrupt. You see all those people out there? They’re all family and friends, and they’re eating for free. This isn’t 14th-century Joseon dynasty court cuisine. The caviar is from Costco, the chef is some Albanian guy who lives in Queens, and that signature sauce we use? It’s Big Mac sauce with a splash of kimchi juice.”

He bowed again. “I am deeply ashamed.”

than others. Pathological liars tend to have an increase in their prefrontal white matter and a decrease in their gray/white ratio. This might mean that someday we’ll be able to scan a person’s brain and know for sure whether he’s full of shit or telling the truth.

But please keep in mind that, although there may be a biological basis for deceit, it doesn’t apply to our whole gender. Don’t lump us all together. For every Madoff, there is a Gates. For every Blagojevich, an Obama. Good ones are out there. Just try to avoid repentant men emerging from restroom stalls, and above all, steer clear of writers. ■

THE ART OF THE APOLOGY

Damage control for when you’ve done (or said) something you regret

The truth hurts, but not as much as being caught in a lie. “When you lie, you’re almost always digging a deeper hole for yourself,” says Gary Seigel, PhD, author of *The Mouth Trap*. So does that mean you should always come clean? Most of the time, yes. “Very seldom will you resurrect yourself from a lie, theft, or confrontation with a client at work,” says Seigel. But if you’ve already dug your own grave, here are three reputation savers.

TAKE FULL RESPONSIBILITY

“If you’ve missed a deadline, you’ve missed a deadline. Admit it, acknowledge it, and recognize the problem,” says Seigel. Or if your wife asks why you’re late, don’t say you were at the office if you were having drinks with friends. “A piece of the puzzle might be discovered later on, which can lead to tremendous mistrust.”

KNOW YOUR AUDIENCE

Just because an apology worked with your wife doesn’t mean it will work with your children, boss, or coworkers. “Men don’t always think things through ahead of time. It’s important in any relationship to find out what is truly irreparable,” says Seigel.

DO IT IN PERSON

Unless you’re fighting with someone overseas, it’s never wise to apologize via e-mail. “It’s impersonal and cold, and you can’t see the person’s reaction,” says Seigel. “In a live conversation, you can tell if your apology is accepted.”

ALISON KOTCH



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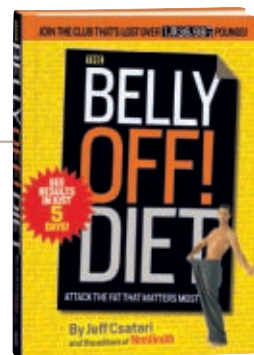
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Your Dad Score

Test your fatherhood IQ with this guide to stress-free parenting **BY HUGH O'NEILL**

Of all the great things about sports, The Score is the best of all. It's a wonderful thing, The Score. Unlike everything else, it isn't nuanced, ambiguous, or any of the other adjectives that describe subtlety. It's just...The Score. Cavs: 90, Lakers: 84. It tells us where things stand.

Fatherhood has no such handy feature. Kids are maddeningly unique and mysterious. How do we know if we're behind by a bucket or coasting with a 20-point lead? If we're in the middle of a masterful dad turn or headed for fame as the parent of a notorious fugitive?

Reliable dad metrics are hard to come by. But here are 10 useful indicators. If none feel familiar, add a couple to your game plan. If you read this and bells ring, you're doing well.

You sometimes miss a game. It's great if you get to your kids' events. Children need to know Dad supports them. But do *not* win the perfect-attendance pin. The boy needs to know that the world isn't Jason-centric. If Obama sees every soccer game at Sidwell Friends and the economy keeps heading south, that makes his girls *too* important. Even if you're not the most powerful man in

the world, your work matters—a lot—and the kids should know it. Two other bennies derive from missing a game. First, it gives the kids privacy in which to fail. Dad doesn't need to see every dropped pop-up. Second, it teaches kids that they can succeed *without* the old man, that they have wings of their own.

You're cool with their not being at all like you. A great challenge of being a father is the obligation to honor The Other. Any egotist can love his little clone. But if you played small forward at Seton Hall and are still crazy about your geeky comic-book boy, that's a feather in your dad cap. It takes integrity to happily watch our kids tread different trails. Keep in mind the Jewish wisdom that when you appear before God, he won't gripe if you weren't as brave as Moses, but he might well complain if you never became yourself. The assignment is to help your kids grow into themselves. Step one: Accept who they are.

You top your ice cream with berries. A passion for health is as important as anything you might teach your kids about

carpentry or character. So, too, is a joy in life's treats. So dietary discipline is the daily baseline rhythm; your house should teem with broccoli and bananas, peaches and bran. But indulgence is the exuberant riff. The ultimate Dad logo shows a bowl of ice cream heaped with berries. Throw in a commitment to exercise and you multiply your kids' chances at a joyous life by a factor of a google. »

Portfolio



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THE KIDS NEED YOU TO SET LIMITS. OTHERWISE, HOW WILL THEY KNOW THEY SHOULDN'T HAVE DONE THAT TO THE NEIGHBOR'S LABRADOODLE?

You're comfortable with kid anger.

From time to time, you and your kids are going to be at odds. They'll do stupid things that require you to drop the hammer. And they, in turn, will pray for your death. Righteous fathers can't quail in the face of kid loathing. So what if they don't like you right now? The best fathers neither seek confrontation nor shrink from it. The kids need you to set limits. Otherwise, how will they know they shouldn't have done that to the neighbor's Labradoodle?

Your kids aren't amazing. If you've resisted the self-esteem-building silliness that is in the parenting saddle these days, here's looking at you, Dad. You're helping your kids if you *don't* always go on about how they leap like LeBron and add like Einstein. Note: Motive matters here. If you withhold praise because you're reenacting the sins of your father, who never said a single supportive thing to you when you were a boy, you get no points, you grumpy bastard. But if your heart is pure, resisting kid puffery is a sign of being a good dad. The psychodynamic dominoes of the overpraise game fall like this: "Since I'm perfect—such a good athlete, such a bright kid—failure is shameful." For kids who are overpraised, successes are to be expected, and setbacks can be disabling. The trick is to make them feel qualified, not special. Don't worry: If a LeBron or Einstein is lurking within, those skills will find their way forward.

You touch them a lot. Words are overrated as parent tools. Even if you're gifted with words, kids rarely hear what you mean to say. So don't lean too heavily on talk. Use your hands to endorse your kids. Touch them often. A shoulder squeeze, a kiss on the neck, an ear pinch, a solidarity fist bump...all are powerful connectors, especially in adolescence. Words can confuse, but a loving pat is eloquent. Make contact. Think of your devotion as a force flowing through your hands.

You smile when they come around the corner. You won't always feel a smile in your heart, but trust the idea that if we behave as though we have certain feelings,

we may start to develop them. So every time your kids walk through the door, greet them with a warm smile; genuine is best, but phony will do. Nothing huge is required. Don't stop what you're doing to make them the white-hot center of your attention. But send the message that the world just got a touch brighter.

You let them see you struggle. The best way to teach kids that failure is a part of life is to give them an occasional glimpse at your bloopers reel. This is no case for full disclosure. The kids don't need to know you just dropped a grand because the idiot Seahawks kicker missed an extra point. But if you have a professional setback, you'll do your kids a service by letting them see you deal. It's handy to know that even a hero—a smart, successful, hardworking man like Dad—bollixes up something from time to time. The best fathers aren't up on Mount Olympus. They're hardworking stalwarts, not supermen who glide from success to success.

You worry that you're doing it wrong. Few people who think they're great parents actually are. Humility is the key. There's a

parenting pothole at the other end of the confidence spectrum as well. If you fret over everything and constantly second-guess yourself, you'll raise anxious kids who don't know the serenity that underlies a sweet life. But there's a difference between what you project and what you're feeling. Though you should appear to be fairly sure-footed, the best fathers love their children enough to crack open their favorite certainties, to take a second look at all of their assumptions. The best fathers let the particularities, the unique spirits of their children, be the engine of the stewardship, not conventional wisdom. There are fewer "shoulds" than most of us imagine. The best fathers are seekers, always gently challenging their own beliefs and the world's.

You ride to the rescue less and less often. Sure, sometimes you'll need to intercede. If a kid gets Mirandized, for example, it's nice to have Dad around. But the central challenge of being a good parent is figuring out how to allow the kids, inch by inch, to have ever more freedom to work things out for themselves, to grow into their skills. If you meet every need instantly, your kids have almost no chance of becoming resourceful. Be there for them when they *need* help, but don't solve their problems for them before they try to do it themselves. Easy transits are rarely the road to resilience and character. ■

SHORTEN YOUR BLOOPER REEL

Four booby traps on your path to the Dad Hall of Fame

Just as your parenting successes are rarely met with a roar of approval from the viewing audience, missteps pass without a ref tossing any yellow flags. Avoid these offenses:

You focus on "quality time." Despite the extra hours you log at the office looking for new revenue streams, you carve out a few hours to mind-meld with your offspring. Don't pat yourself on the back just yet, says Yale psychologist Alan Kazdin, PhD, author of *The Kazdin Method for Parenting the Defiant Child*. "You have to devote *quantity* time to your kids," he says, in order for them to tell you what's really on their minds. Don't sit face-to-face in armchairs. "Just be in the same

room doing nothing," says Kazdin. "You want the stuff to pour out."

You swoop in and cheer them up. As the saying goes, a family is only as happy as its least happy member. So the temptation to fix whatever's troubling your kid is strong. Resist, says Nancy Samalin, author of *Loving Without Spoiling*: "If you don't allow your child to make mistakes and learn from them, you become the responsible one instead of the child."

You have nothing to hide. Children are selective little sponges. They filter out the lessons you preach and absorb the ones you teach by example. "Don't come home and talk

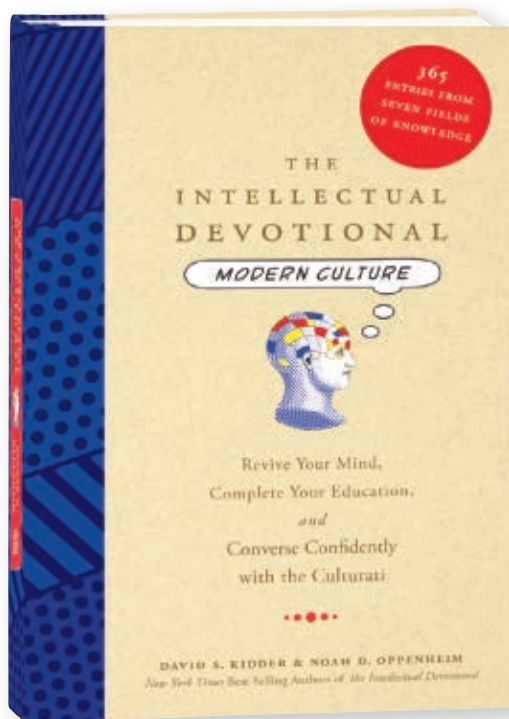
about the supplies you took from the office," says Kazdin, unless, of course, you'd like to see Junior follow in your footsteps in potentially more destructive ways.

You're always fair. Your children see you as the court of appeals, and sometimes you may want to overturn a decision your wife has handed down. ("Mom said no sleepovers until report cards arrive? That's crazy!") "Even if you think your significant other is wrong, resist contradicting her in front of the kids," says Samalin. "A flag will go up in your kid's head: *Hey, I can play the divide-and-conquer game!*" Stick with Mom's precedent; you two can discuss matters in chambers. MARK ADAMS



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The Next Bull Market

Some of the world's smartest money managers, including one who predicted the crash, think emerging-markets stocks look cheap again. Here's how to invest.

BY MIKE ZIMMERMAN

Last October, Templeton Asset Management executive chairman Mark Mobius, PhD, did a whirlwind speaking tour of six European cities in six days, addressing big rooms filled with hundreds of money pros. Mobius, who manages eight emerging-markets mutual funds with a reported \$20 billion in assets, told them all that he thought emerging-markets stocks, after being pounded throughout 2008, looked cheap again. Their reaction made him grin: "Stunned silence. They just looked at me. It's not a common reaction that you get."

Perhaps not in the good ol' days of 2006. But today? Yeah, it's easy to see why investors, even jaded pros, would be skeptical of emerging markets. The elephant in this particular room trumpets, "Why the hell would anyone put his money in a risky asset right now?"

For one, analyze Mobius's reaction: a smile. Why? To him, it meant that maybe he was on to something, that fear still reigned, that common sense remained bound and gagged in the root cellars of a lot of intelligent brains. To a shrewd investor who has seen downturns run their course before, that spells M-O-N-E-Y. "Look at it this way," says Mobius, who has more than 30 years of experience investing in emerging markets. "A lot of people have lived through the previous booms and busts, and they're smart enough to know this is a great opportunity." And yet they still weren't ready to invest. Such overwhelming negative sentiment is great news to a market vet, because it suggests everyone has already sold. If that's true, there's nowhere to go but up.

And a few other contrarian investors share Mobius's optimism. No less than Mohamed El-Erian, co-chief investment officer at PIMCO, is on the record as an emerging-markets bull. Jeremy Grantham, chairman of investment management firm GMO and

widely regarded as one of the world's greatest investors, outlined his case for buying into global equities in his quarterly letters to investors last October and again in January 2009. Over the next seven years, he predicts emerging-markets stocks will return a smokin' 9.9 percent a year *after inflation*. "We will therefore be steady...not necessarily rapid...buyers at these prices."

Still skeptical? Note Grantham's record as an emerging-markets investor: In his previous "seven-year forecast" in 2002, Grantham predicted a 9.4 percent annual return in emerging-markets equities. The actual return: 9.9 percent. He also nailed U.S.

stocks, predicting, to some derision from Wall Street at the time, that the S&P 500 would be lower in seven years. Understand that spot-on forecasts for that kind of time frame aren't run of the mill, they're uncanny. Oh, and Grantham was a big investor in emerging markets until last summer, when he told his clients to get out—just before the crash.

Going Where the Growth Is

So the smart money says go for it. But no one is suggesting you go nuts and dump whatever's left of your retirement account into third-world stock markets. Last year was all about nuts. We've had enough nuts. The idea is to



GAINING CURRENCY
Despite the downturn,
emerging markets are
growing.

start building a small position in emerging markets now, and add to it over the next year or so. If the worst is over, you'll watch your investment grow. If you're lucky, however, the worst is *not* over, and you'll buy even cheaper in the next few months. This is a long-term play.

Why are emerging markets a great place to park your hard-earned cash? In a word: growth. Exhibit A: China, the poster child for the emerging-markets boom of the past few years. It has devoured commodities like oil, steel, and copper. The value of Chinese firms like oil giant PetroChina have exploded.

Or perhaps you've heard of the BRICs, which stands for Brazil, Russia, India, and China. For the past few years, these four economies sizzled, then bubbled. The MSCI BRIC Index rose 138 percent between the beginning of 2006 and a peak in May 2008. A broader measure, the MSCI Emerging Markets Index (which comprises 26 countries including Korea, Turkey, South Africa, Taiwan, Israel, and Mexico), rose 73 percent in the same time period. (By contrast, the U.S. market was up just 13 percent.) Then came a thunderous pop. In 2008, both indices dropped more than 60 percent.

Cleaning Up Their Finances

Think of these countries as hot, young companies like Microsoft and Apple back in the day. Their economies are well behind the developed world, which means they have further to go. They have burgeoning middle classes and natural resources the world wants. And their stocks took it in the chops last year, putting all that potential growth on sale.

Perhaps the most important factor weighing in their favor is their financial condition. In decades past, these countries were loaded with debt and racked by inflation. Today, their balance sheets look better, by some measures, than the U.S. of A.'s. "We're in a different situation than we were in 1997, when emerging markets were essentially broke and couldn't pay their debts," says Mobius. "Now their debt as a percentage of gross domestic product is lower than developed countries'. China has \$1.6 trillion. Russia has \$500 billion. That adds to my confidence." Compare that with the U.S. national debt, which is at \$10 trillion and rising fast.

"And then, of course, you have the markets themselves," says Mobius. "Stocks overdo it, as you know. We've now seen a massive correction, which, in my opinion, is clearly overdone. And the media are telling us things

are going to get tough in 2009. That's the time you want to put some money to work, because that's when you find values."

This helps transform the question of "Why should I invest in these equities?" into "*How* should I invest?"

Thinking Conservatively

Fran Kinniry of the Vanguard Group doesn't care if emerging markets are cheap or not. "Investors should own emerging markets," he says, "but just because something comes down in price doesn't make it a screaming buy. No one is saying, 'Hey, the auto industry is down 90 percent; let's put all of our money in it.'"

Rather than do homework on individual countries or stocks, Kinniry, a principal of Vanguard's Investment Strategy Group, sees emerging-markets index funds as a permanent part of any investor's portfolio. His main reason? "Diversification."

Index funds don't try to predict which companies will do better than others. Vanguard's Emerging Market's index fund includes 786 companies from dozens of countries. "The lesson from 2008 is that you cannot be diversified enough," says Kinniry. "A lot of people who bought individual stocks in these markets got absolutely slaughtered."

"Emerging markets represent a different return stream, which means it's not correlated

with the U.S. or the developed world," he says. So if your U.S. stocks go down, emerging-markets stocks might not, which "reduces your volatility without reducing your return."

To get broad exposure to the emerging-markets universe, investors can choose either the index-fund option or an actively managed fund run by money managers who try to find the best companies and the most promising countries. The advantage of an index fund is price: They're among the cheapest mutual funds to own because you aren't paying stock pickers. Vanguard, for example, charges a quarter of 1 percent of your balance annually (in investment parlance, that's "25 basis points"). In other words, you'd pay \$25 a year on a \$10,000 investment, versus an average of 2 percent (\$200) for an actively managed fund.

That said, actively managed funds do hold some appeal, especially in the wild, wild world of emerging markets. Index funds have to own everything in the index, but an active manager could decide to avoid, say, Venezuela, for fear that the government will nationalize everything, or Russia, if he thinks the prime minister will have all the capitalists arrested.

Acting Aggressively

Mobius is so bullish about emerging markets that he has been investing more of his own money in his funds. *Continued on page 110*

EMERGING MARKETS: A BUYER'S GUIDE

Three ways to add some growth to your IRA

Hundreds of emerging-markets investment options exist: You can buy funds that own only Malaysian companies or Brazilian currency, or you can short emerging markets. To keep it simple and safer, stick with portfolios that are broadly diversified. Here are four of the best, according to Bill Rocco, a senior analyst at Morningstar. "ETFs and index funds charge lower management fees," he says. But a managed fund can benefit from good stock picking. Which should you choose? Read on.

EXCHANGE-TRADED FUNDS (ETFs)

You can buy and sell these shares through a broker or online, just like any stock. You'll pay the usual commission, plus a management fee. The Vanguard Emerging Market ETF (VWO) charges a 0.25 percent fee annually (\$25 per \$10,000 invested), which Morningstar says is the cheapest in the industry.

INDEX MUTUAL FUNDS

Again, the Vanguard

offering is cheapest: The Emerging Markets Stock Index Fund (VEIEX) charges a 0.37 percent fee, plus a 0.25 percent fee when you buy and sell shares.

ACTIVELY MANAGED FUNDS

Buying an actively managed fund is a bet on the skills of the portfolio manager. "Good active managers can pick the best stocks in each region or market and beat the index funds," says Rocco. You pay

to play: Expect to shell out as much as 1.5 percent for an actively managed emerging fund (\$150 per \$10,000). Rocco likes these two funds, which are a bit cheaper and have good records: **T. Rowe Price Emerging Market Stock Fund (PRMSX)**: "This fund has a deep emerging-markets team, and the expenses are very reasonable (1.21 percent)," says Rocco. **American Funds New World Fund (NEWFX)**: "The fund is

conservative and tends to do relatively well during downturns, which limits your downside, but it doesn't do as well when things rocket," says Rocco. That outperformance in bear markets "has allowed [the fund] to beat index funds long-term." The management fees are just under 1 percent, but this is a load fund, which means you'll pay your broker 5.75 percent when you buy it, unless he cuts you a deal. M.Z.

The War on Our Waistlines

Inside the wild world of food processing
BY DAVID A. KESSLER, M.D.

Higher sugar, fat, and salt make you want to eat more,” a high-level food-industry executive tells me. I’ve already read this in the scientific literature and heard it in conversations with neuroscientists and psychologists. Now an insider is saying the same thing.

My source is a leading food consultant, a Henry Ford of mass-produced food who agreed to part the curtain for me, at least a bit, to reveal how his industry operates. To protect his business, he doesn’t want to be identified.

But he is remarkably candid, explaining that the food industry creates dishes to hit what he calls the “three points of the compass.” Sugar, fat, and salt make a food

in restaurants, and most of them hit the three points of the compass. Sugar, fat, and salt are either loaded into a core ingredient (such as meat, vegetables, potatoes, or bread), layered on top of it, or both. Deep-fried tortilla chips are an example of loading; the fat is contained in the chip itself. When a baked potato is smothered in cheese, sour cream, and sauce, that’s layering.

I ask the food consultant to describe the ingredients in some of the foods that are commonly found in today’s popular restaurants.

Potato skins, for example: Typically, the potato is hollowed out and the skin is fried, which provides a substantial surface area for what he calls “fat pickup.” Then some combination of bacon bits, sour cream, and

Chicken tenders are so loaded with batter and fat that my source jokes about their being a UFO: an unidentified fried object. Salt and sugar are loaded into the fat.

The White Chocolate Mocha Frappuccino served at Starbucks is coffee diluted with a mix of sugar, fat, and salt. The whipped cream is optional.

Bloomin’ Onions—a trademark Outback Steakhouse appetizer—are very popular. They, too, provide plenty of surface area to absorb fat. Fried in batter and topped with sauce, their flavor comes from salt on sugar on fat.

Salads contain vegetables, of course, but in today’s restaurants the vegetables are more than likely to be smothered in a cream-based ranch dressing and flavored with cheese chunks, bacon bits, and oily croutons. The food consultant calls this “fat with a little lettuce,” although salt is in the salad as well. Even lettuce has become a vehicle for fat.

I begin reading a menu from the Cheesecake Factory to my industry source. He calls the chain, known for its vast spaces and equally vast portions, “an icon of indulgence.”

We start with the appetizers.

“Tex Mex Eggrolls: Spicy chicken, corn, black beans, peppers, onions, and melted cheese. Served with avocado cream and salsa,” I read. The food consultant says the avocado alone is about 15 to 20 percent fat, and that’s before any mayonnaise or heavy cream is loaded in. A fried outer layer wraps fat and salt around more fat.

“Roadside Sliders: Bite-sized burgers on minibuns served with grilled onions, pickles, and ketchup.” The words suggest a cute little hamburger, but he says there’s salt and fat in the meat, and sugar and salt in the caramelized onions and ketchup. In reality, this dish is fat surrounded by layers of sugar on salt on sugar on salt, making it another grand slam.

SUGAR, FAT, AND SALT MAKE A FOOD COMPELLING. THEY MAKE IT INDULGENT. THEY MAKE IT HIGH IN HEDONIC VALUE, WHICH GIVES US PLEASURE.

compelling, he says. They make it indulgent. They make it high in hedonic value, which gives us pleasure.

“Do you design food specifically to be highly hedonic?” I ask.

“Oh, absolutely,” he replies without a moment’s hesitation. “We try to bring as much of that into the equation as possible.”

The past two decades have seen an explosion in our ability to access and afford highly palatable foods. Restaurants—where Americans spend 50 percent of today’s food dollars—sit at the epicenter of this explosion.

Countless new foods have been introduced

cheese is added. The result is fat on fat on fat on fat, much of it loaded with salt.

Cheese fries “take a high-fat food and put more fat on top of it,” he says. The potato base is a simple carbohydrate, which quickly breaks down to sugar in the body. Once it’s fried and layered with cheese, we’re eating salt on fat on fat on fat on sugar.

Buffalo wings start with the fatty parts of a chicken, which are then deep-fried. Then they’re served with creamy or sweet dipping sauces that are heavily salted. Wings are usually par-fried at a production plant, and then fried again at the restaurant, which essentially doubles the fat. That gives us sugar on salt on fat on fat on fat on fat.

“Spinach dip” is a misnomer. The spinach provides little more than color and a bit of appeal; a high-fat, high-salt dairy product is the main ingredient. It’s a tasty dish of salt on fat.

David A. Kessler, MD, is the former commissioner of the U.S. Food and Drug Administration. This excerpt is from his new book, The End of Overeating (Rodale), about America's obesity epidemic.



FINGER ON THE TRIGGER
Processed food has become much too easy to swallow.

“Chicken Pot Stickers: Oriental dumplings panfried in the classic tradition. Served with our soy dipping sauce.” Frying the pot stickers replaces the water in the wrapper with fat. The layer of meat inside is loaded with salt, while the outside layer of sauce is rich with sugar and salt. “That’s hitting all the points,” my source says, sounding almost rueful.

“Buffalo Blasts: Chicken breast, cheese, and our spicy buffalo sauce, all stuffed in a spiced wrapper and fried until crisp. Served with celery sticks and blue cheese dressing.”

For a moment, the food consultant just laughs. “What can I say? That’s fat, sugar, and salt.” Chicken breast allows us to suspend our guilt because it suggests a low-fat dish, and the celery sticks also hint at something healthy. But the cheese layer

is at least 50 percent fat and carries a load of salt, and the buffalo sauce adds a layer of sugar on salt. That dough wrapper—a simple carbohydrate—is fried and so absorbent that he calls it a “fat bomb.”

Just as chicken becomes the carrier for fat in the Buffalo Blasts, pizza crust can be a carrier for sugar and fat. Caesar salads are built as an excuse to carry fat and salt. French fries are double-fried, once at the manufacturing plant and then again at the restaurant. Hamburgers are layered with bacon and cheese. Cheese is added to spinach, fish are battered before they are fried, and Mexican food is slathered with cheese. As foods are prepared in these unhealthy ways, they “become more compelling, more hedonic,” says the consultant.

As our conversation winds down, he walks

me to the door of his office and pauses, as if choosing his words carefully. Then, with the certainty of an insider, he observes that the food industry is “the manipulator of consumers’ minds and desires.”

Animals, humans included, seem to have a built-in preference for features that are larger than what occurs naturally. Ethologists, scientists who study animal behavior, have tried to understand the attraction of “supernormal stimuli.”

Consider the oystercatcher, a shorebird with black-and-white plumage, a red bill, and brightly colored legs. Back in the 1950s, Dutch ethologist Nikolaas Tinbergen conducted now-classic studies of the bird’s incubation behavior and discovered

SPECIAL REPORT

THE FOOD INDUSTRY'S DIRTY SECRETS

BITTERSWEET

Food architects are tricking our taste buds.



EVOLUTION DICTATES THAT “A LOT” SEEMS BETTER THAN “A LITTLE.” SPECTACLES SUCH AS VEGAS AND DISNEYLAND ATTRACT US IN MUCH THE SAME WAY.

something astonishing: When presented with a choice between brooding its own small egg and the giant egg of a much larger bird, the oystercatcher invariably chose to sit on the giant one.

Research of the herring gull and the greylag goose uncovered the same thing. Both birds prefer an egg that is biologically impossible for them to have laid.

We also see this with butterflies. When a male is courting, he is drawn to the female by the rate at which she flickers her wings. But when a male butterfly is presented with some kind of artificial stimulus that flickers even faster, that's what he prefers.

Most of the relevant research about supernormal stimuli was conducted decades ago, although some contemporary writers and scientists have taken on the topic as it relates to food in recent years. I wanted to speak with one of the original researchers in the field. John Staddon, now a professor of biology and neurobiology at Duke University, seems startled to be tracked down as an expert on the subject. “I wrote some stuff on this years and years ago,” he tells me, surprised that I had uncovered his work.

His early findings seem to deserve new scrutiny as I consider the possible analogies to food.

Staddon and I talk about the concept of “asymmetrical selection pressure.” From the

standpoint of evolution, a bird's preference for a larger egg over a smaller one makes sense. Smaller eggs are more likely to be nonviable, so birds that consistently choose them would not be likely to survive as a species. Their preference for a giant egg is a logical extension of a preference for the egg that seems most likely to be viable.

I ask Staddon about the kind of food we eat today. “Now we're eating very energy-dense sugar and fat,” I say, “and we've created it artificially. It didn't exist in the wild. Is this a supernormal stimulus?”

It would be, says Staddon. “It is not only exaggerated, but also never seen in nature.” Those features define the term.

“Why do I prefer an exaggerated stimulus?” I ask.

“Your ancestors were punished for preferring a smaller-than-normal stimulus, but not punished for preferring a larger-than-normal stimulus,” explains Staddon, harkening back to asymmetrical selection pressure. He talks about the “gradient of preference” established by evolution; whether it's a gigantic egg or a hyperpalatable food, “a lot” seems to be more desirable than “a little.” An entertainment spectacle such as Disneyland or Las Vegas attracts us in much the same way.

Today's choices push us farther along that gradient. “In the selection pressures

acting on the species, more sugar has always been better than less sugar,” says Staddon. The amount of sugar in food today goes beyond the level we could have experienced naturally...and that just means we desire it all the more.

The modern American diet is mostly made up of “easy calories.” According to Gail Civile, a food-industry consultant and the owner of Sensory Spectrum, Americans of the past typically had to chew a mouthful of food as many as 25 times before swallowing; the average American today chews only 10 times.

In part, this is because fat, which has become ubiquitous, is a lubricant. We don't eat as much lean meat, which requires more saliva to ready it for swallowing. “We want food that's higher in fat, marbled, so when you eat it, it melts in your mouth,” says Civile. Food is easier to eat when it breaks down more quickly in the mouth. “If I have fat in there, I just chew it up and—*whoosh!*—away it goes.”

John Haywood, a prominent restaurant-concept designer, agrees. Processing, he says, creates a sort of “adult baby food.” By *processing* he means removing the elements in whole food—like fiber and gristle—that are harder to chew and swallow. What results is food that doesn't require much effort to eat. “It goes down very easily. You don't even think much about eating it,” says Haywood.

The food consultant who shared his industry's secrets has much the same perspective. “We've gone through some kind of metamorphosis over the years. We've made food very easy to get calories from.” He talks about the greater degree to which foods are now refined; an example is how the bran is milled away from brown rice and whole-wheat flour. As a result, the food “is light and white and very easy to swallow. It doesn't obstruct you in any way. It's easy to get a lot of calories without a lot of chewing.”

Because this kind of food disappears down our throats so quickly after the first bite, it readily overrides the body's signals that should tell us “I'm full.” The consultant offers coleslaw as an example. When its vegetable ingredients are chopped roughly, they require time and energy to chew. But when cabbage and carrots are softened in a high-fat dressing, they cease to be foods “with a lot of innate ability to satisfy.”

Contrast apples with applesauce and we see the same phenomenon. When the peel is removed, much of the fiber is lost. “Then we add sugar to it,” says the consultant, “and we make it so that you can practically drink it. It doesn’t provide the satiation of a fresh apple that you have to chew on.”

That’s not to say the food industry wants us to stop chewing altogether. It knows we want to eat a doughnut, not drink it. “What are you going to do with the sugar, put it on your tongue?” asks the food consultant. “I want to chew. I want to feel it in my mouth. The key for the food industry is to create foods with just enough chew... but not too much.”

Foods that go *whoosh* don’t leave us with a sense of being well fed. By stripping food of fiber, we also strip it of its capacity to satisfy. In making food disappear so swiftly, fat and sugar leave us wanting more.

Instead of paying attention to what goes into our mouths, we’re engaged in a “shoveling process,” says Nancy Rodriguez, an expert on the sensory properties of food and head of the product development firm Food Marketing Support Services. “We eat to be belly-filled,” she says.

There’s a contradiction in all this. While manufacturers are making so much stimulating, high-fat, high-sugar food so readily available, they’re also responding to consumer concerns about health. Indeed, this is a substantial area of activity and profit for the industry.

Many food producers and restaurants now provide nutrition calculators on their Web sites, allowing consumers to add up the calories in their foods and find out how much fat, sodium, carbohydrates, and sugar they’re eating. And some surprising alliances have been formed in the name of health. T.G.I. Friday’s partnered with Atkins Nutritionals to create a menu that appeals to people on the low-carbohydrate Atkins diet. Wendy’s is working with the American Dietetic Association to offer consumers educational tools about nutrition.

That kind of paradox reflects broader industry trends, according to Datamonitor, a leading supplier of business intelligence. In one of its consumer-trends reports, the company declares that “the desire for health and indulgence represents a trend clash.” Consumers who are looking to satisfy their

seemingly contradictory desires represent an important market opening, according to the report, which proclaims: “Healthy indulgence is a vast opportunity that is underdeveloped by the food-and-drinks industry.”

Increasingly, the industry is supplementing its products with chemicals to persuade consumers that the food is good for them. It’s all about grabbing the consumer’s attention by making compelling claims that sometimes “seem to be an exercise in creative writing,” admit industry experts.

Apparently, the strategy is working. What used to be the domain of small, specialty health-food stores has attracted national competitors. Kellogg’s, for example, introduced candy bars containing the chemical DHA (a fatty acid), labeled them “Live Bright brain health bars,” and made bold claims about their value in sustaining brain health. Whatever the merits and potential health benefits of DHA, if any, the other ingredients are no surprise: mostly sugar and fat.

Most restaurants don’t make these kinds of claims for their meals, but those that sell the most indulgent sugar-on-fat-on-salt combinations often market low-fat meals as well. Hardee’s, home of the Monster Thickburger, proudly announces that its health-conscious customers need not “leave taste behind” and offers up a charbroiled barbecue chicken sandwich with 340 calories and 4 grams of fat. Chili’s includes Guiltless Grill listings on its menu, with “more choices for your healthy lifestyle.” McDonald’s is marketing its Fruit and Walnut Salad aggressively, with photos of the new dish prominently displayed at drive-through lanes and near in-store order counters.

But are these products selling? One food-industry executive shrugs off the question. “Who cares?” he asks. What he means is that as long as there is the illusion of healthfulness, people will continue to overeat and overindulge, and the vicious circle will restart itself. ■



INFANTRY VINTAGE JUBILEE EDITION

A special chronograph for a special year. Our 125th as a company. Our 20th as a maker of fine timepieces like this one. Featuring a distinctive, olive-drab dial inspired by the U.S. Army in Europe during World War II and an engraved anniversary caseback. It's Swiss-made, but it won't be made for long. After 2009, it will be history.



40

THE CRU

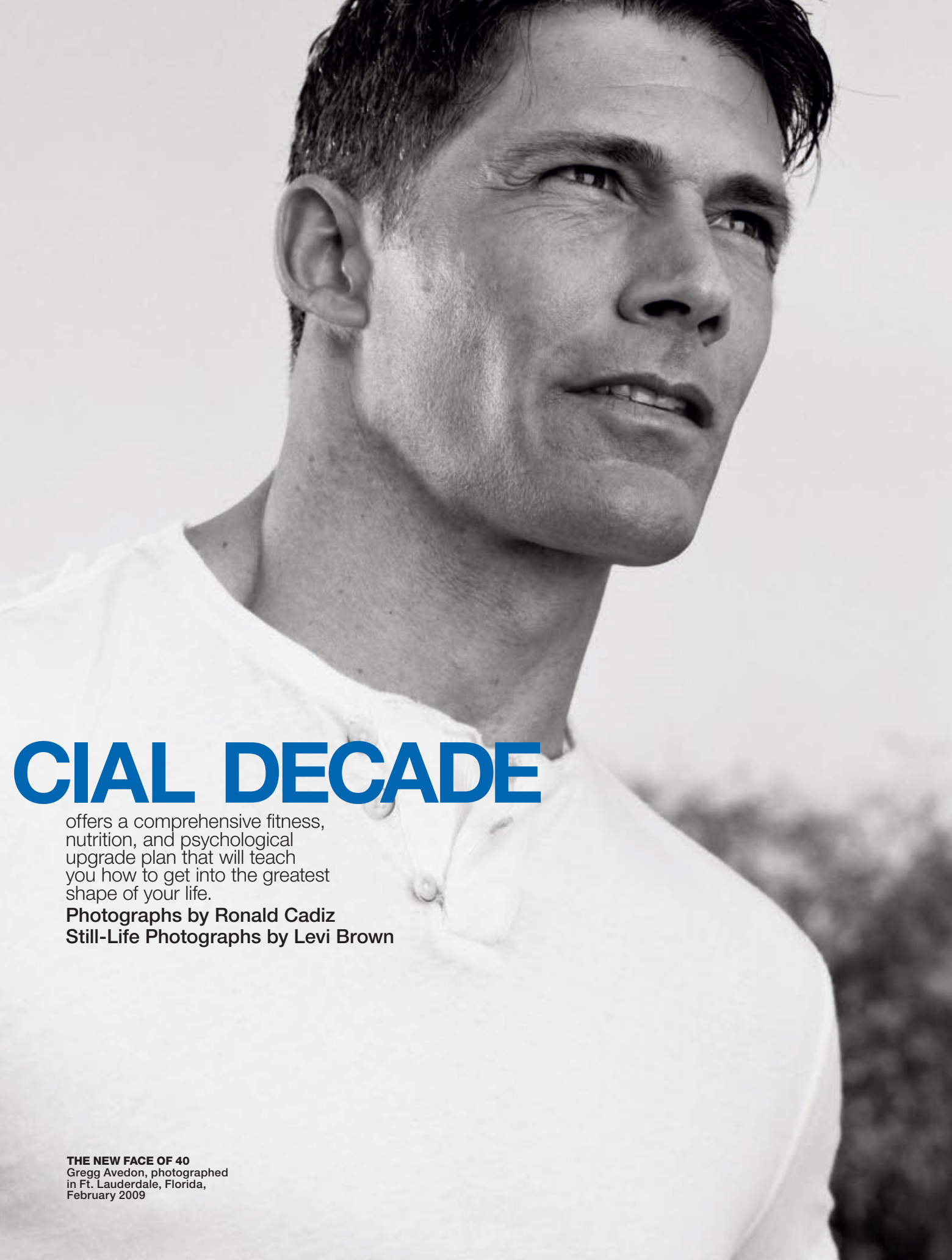
It's in his forties that a man either begins to grow old or engages in the battle to stay young. For those who are ready to fight the physical and emotional erosion of age, *Best Life*

PART ONE

The *Best Life* Diagnostic

A 10-point self-assessment for the healthy and successful 40-plus man BY JOHN BRANT

It's not about the photo shoots in Maui, Gregg Avedon makes clear. Nor is it about the book deals, the Web sites, or the career as a personal trainer that's growing along with his standing as one of the world's top models. Instead, he says, it's about being mindful. "It's about cultivating a different type of thinking," says Avedon. "So you're driving home from work, thinking about walking into the house, and you welcome the idea that your

A black and white portrait of a man with dark hair, looking upwards and to the right. He is wearing a white polo shirt. The background is a soft-focus outdoor scene.

CIAL DECADE

offers a comprehensive fitness, nutrition, and psychological upgrade plan that will teach you how to get into the greatest shape of your life.

Photographs by Ronald Cadiz

Still-Life Photographs by Levi Brown

THE NEW FACE OF 40
Gregg Avedon, photographed
in Ft. Lauderdale, Florida,
February 2009

kids are jumping on you, and your wife wants to give you a kiss. That's where life is, that's where you find the balance."

At 44, an age when most trainers are cutting back their schedules, Avedon is employing this balance—this precious, elusive "it"—to redefine his profession and the relationship between his outward appearance and inner health. Avedon demonstrates that appearance is about more than vanity; it also mirrors a man's degree of physical and psychological well-being. "Maintaining an emotional, physical, and spiritual balance is what defines me," says Avedon. "Whatever success I've achieved lies in striking a balance between the demands of family and career, of effort and recovery, and of self-discipline and flexibility."

With increasing certainty, experts in health and wellness have determined that a man's forties are the most crucial years of his adult life. Here is the juncture at which he forges a realistic contract with his mortality, gains a transformational awareness of his powers and limitations, and truly comes of age. At 40, scientists have found, men still have plenty of potential to improve their vitality, get leaner and fitter, and swap old habits for new tricks.

How to accomplish this? Answering that question is the mission we've set for ourselves in this special issue of *Best Life*. Here, we've asked four physicians to help us craft a proven, workable strategy to make a man's forties the best decade of his life, coming at it from every possible angle. All four agree there are no shortcuts, magic potions, or secret formulas, but that's the extent of their bad news. The good news is that an improvement in one area of a man's life inevitably leads to upgrades in another. If you sharpen your workout, your sex life will take a tick upward. If you take care of your emotional issues, your career will reap the dividends. Ask yourself these 10 questions:

1. Do You Make Healthy Decisions?

At least 70 percent of all diseases stem directly from lifestyle decisions, not from genes or other factors, says Stephen Lamm, MD, an internist at the New York University School of Medicine and the author of *The Hardness Factor*. Your health, in other words, is overwhelmingly in your hands.

40+ Diagnostic: "The simple question you should constantly ask yourself is, *Will this make*

me stronger?" says Dr. Lamm. "Should I order red wine or beer? Should I eat grilled chicken or a burger and fries? Should I skip this workout? The answers are usually obvious."

2. How Is Your Heart?

You need not fret over which new diet or exercise program to follow, or anxiously try to match the latest fashionable herb extract to the specific malady it's purported to remedy, says Mark Moyad, MD, who holds a patient-funded chair of preventive and alternative medicine at the University of Michigan Medical Center. "The bottom line," he says, "is that a heart-healthy lifestyle—featuring regular exercise and a diet that's rich in produce and whole grains and low in saturated fat—also proves to be the best lifestyle for managing problems relating to the brain, colon, vision, joints, prostate, and skin, as well as sexual dysfunction."

40+ Diagnostic: Along with the traditional blood lipid profile and PSA test, Dr. Lamm suggests having two new tests. The endothelial function test uses blood-pressure cuffs and a computer to measure the workings of a thin membrane that lines the inside of the heart and blood vessels. Endothelial dysfunction is an early warning for atherosclerosis. A heart-rate variability test, administered with EKG equipment, measures the balance between the sympathetic and parasympathetic nervous systems. An overly active sympathetic nervous system indicates you are responding poorly to stress and may be susceptible to heart disease.

3. Do You Pop Too Many Pills?

Dr. Moyad argues against any medication unless it specifically treats a disease or medical problem. If you have trouble falling asleep one night, don't reflexively reach into the medicine cabinet for a sedative. Rather, think about the reasons you're awake and worrying instead of asleep and dreaming.

40+ Diagnostic: "I ask my patients two questions," says Dr. Moyad. "One: If you're taking six pills a day when you're 43, how many do you think you'll be taking at 53? And two: Is that what you want your future to look like?"

4. Do You Sleep Deeply Enough?

Mehmet Oz, MD, a professor of surgery at Columbia University and author of the new

Body Builder

Ten lean-and-strong tips from Gregg Avedon, one of America's top trainers

There comes a time in every man's life when he looks in the mirror and an older reflection stares back. "For me, it happened when I turned 40," says Gregg Avedon, 44, a certified personal trainer and the author of *Muscle Chow*. "I didn't *feel* old, but I realized I had a few things working against me: My metabolism was slowing, my testosterone was waning, and it was becoming harder to gain muscle and lose fat." In short, Father Time was tightening his grip. So Avedon fought back. "I started dialing in certain aspects of my life to rebalance the things that mattered most."

TAKE A T-TEST. "The first thing I did when I turned 40 was get a blood test to gauge my testosterone levels," says Avedon. "That gave me a baseline I could use to monitor the effectiveness of the changes I was making." To increase his testosterone, Avedon began augmenting his diet with two supplements: Tribulus terrestris and 6-OXO. "Tribulus terrestris boosts testosterone production, while 6-OXO decreases estrogen," he says. "After six weeks, my testosterone levels doubled and I felt more energetic."

HANG TIGHT. Much of Avedon's modeling success can be boiled down to one core attribute: six-pack abs. "Do I have a secret for building a ripped midsection?" asks Avedon. "Yes, I do: hanging leg raises." Crunches and sit-ups focus on the upper abs, whereas hanging leg raises work the entire abdominal area, accelerating muscle gain. "I combine them with lying leg raises, because those target that hard-to-get lower-abs area," he says. "They're the first two exercises I do when I hit the gym: three sets of 30 reps each."

CALM YOUR MIND. "The average person has 80,000 thoughts a day, and about 60 percent of them are negative," says Avedon. "That's a recipe for stress, which increases cortisol, which, in turn, promotes the storage of fat." To combat



flat-belly upgrade | THE THREE-MINUTE REV-YOUR-METABOLISM EXERCISE

Mark Verstegen, 39, is the founder and chairman of Athletes' Performance Institutes in California, Arizona, and Florida and the author of *The Core Performance System*.

"To maintain my abs, I do pillar-bridge diagonal-arm leg lifts every day. Starting in the plank position, reach your right arm forward as far as you can and lift your left leg. Your back should feel long from hand through heel. Hold for 30 seconds on each side. That's one rep, and I do two or three. For beginners, I recommend holding each side for three to 10 seconds and doing three to six reps on each side. This exercise fires all the muscles in your pillar, as well as the major muscles in your arms and legs."



relationship upgrade | **WASH HER HAIR SENSUALLY**

John Allan, 52, is the founder of John Allan's grooming and lifestyle clubs.

"The scene in *Out of Africa*—using a water pitcher and leisurely pouring the water from behind—is the right vibe. But if you can both fit into a bathtub, even better. This approach has worked for my wife and me. I cover her eyes with a warm washcloth, to relax her first. Then I gently massage her head. I start with my fingertips on her temples and my thumbs on her crown and trace small circles, then I increase the pressure of my thumbs and move my hands toward the back of her head. But the truth—and this holds true for any aspect of a successful relationship—is that it's all about communication. Listen and let her sighs guide your hands, and you'll get great results."

book *You: Being Beautiful*, places sleep at the top of the to-do list. Why? Between the ages of 20 and 60, levels of human growth hormone drop 80 percent. However, HGH replenishes during sleep, especially REM sleep. "HGH is a key hormone in maintaining overall vitality," he says. Lack of sleep also challenges the immune system. "No sacrifice you make for your family is going to be more valuable than thinking of sleep as a craft and getting the proper amount."

40+ Diagnostic: Keep a sleep diary for a week and see how much you're really getting. If it's fewer than seven hours a night, rededicate yourself to your craft and make getting enough sleep one of your top priorities.

5. Do You Eat Too Much?

When it comes to food, less is more, says Mark Liponis, MD, medical director of the Canyon Ranch Health Resorts and author of *Ultraprevention*. "Overeating is the driver behind most age-related disease processes," he says. And don't expect to solve the problem with a vitamin pill: "No vitamin is an antidote to a crappy diet."

40+ Diagnostic: Do this test from Dr. Oz: Calculate the ratio between your waistline and height. This is an accurate barometer of wellness. If your waist measurement, in inches, is half your height (or less), you're probably in good shape. If not, eat less.

6. Are You Inflamed?

Doctors now know that inflamed, bloody gums can signify body-wide wellness issues. Dr. Lamm and Dr. Liponis recommend adding an annual blood test for C-reactive protein levels. The test measures the degree of inflammation throughout your body.

40+ Diagnostic: The CRP test can be run concurrently with standard blood tests and costs around \$30. "A normal measurement of less than 2 milligrams per liter indicates the absence of disease, but a better goal is to test under 0.7 mg/L," says Dr. Liponis.

7. Is Your Workout Still Working?

Dr. Oz rates exercise programs for 40-year-olds based on whether they reduce waist circumference (a key indicator of body fat) and build core strength (which prevents functional



anxiety, Avedon meditates. "Sitting and focusing on my breathing for 10 minutes a day calms my mind and energizes my body."

CUT BAD HABITS IN HALF. "People know what foods they should avoid, but they lack an effective strategy to act on that knowledge," says Avedon. "So let me give you one tip: Take your worst dietary habit and cut it in half." If you eat four slices of pizza twice a week, for example, start eating four slices once a week, or two slices twice a week. "Just making that one change will cause you to lose weight, gain energy, and form a mind-set toward achieving your best body," says Avedon.

SUBSTITUTE YOUR CRAVINGS. Healthy eating isn't about denying yourself, it's about making smart choices. "Rather than having a chocolate cake for dessert, for example, mix

a scoop of chocolate whey protein into a cup of low-fat yogurt," suggests Avedon. "You'll satisfy your sweet craving with a quarter of the calories and 10 times the protein."

TRY A NATURAL SLEEP AID. "Beauty sleep is not a misnomer," says Avedon. "I try to go to bed and wake up at the same times every day, even on weekends. I also prepare my body for sleep by eating a cup of cottage cheese. The calcium boosts melatonin production, and the casein protein preserves lean muscle tissue until I 'break fast' when I wake up."

STAY HYDRATED. Avedon puts six rubber bands on his left wrist every morning and takes one off every time he drinks a 16-ounce bottle of water. "Make sure the water is chilled," he says. Cold water elevates metabolism for more than an hour.



management upgrade | CUSTOMIZE YOUR MOTIVATION

Chester Elton, 50, is the author of the best-selling book *The Carrot Principle*.

"High-performing employees need some kind of specific encouragement once every seven days, according to the latest research. General praise has no effect. 'Hey, great job' or 'You rock!' doesn't mean anything. Be frequent, specific, and timely: 'Thanks for staying late and making sure Big Project X was done on schedule.' Don't wait until the end of the week or the end of the quarter—do it right now. Recognition is a great communicator, and if you say something right away, it communicates value. Also, get into the habit of mailing handwritten thank-you notes to your employees at their homes. Mailing it lets their families share in the experience."



COUNT CARBS. “To rev my metabolism, I reduced my carb intake,” says Avedon. First, he ate more lean meat and fibrous carbs (fruits and vegetables) for several days. Next, he fasted for three days, drinking only freshly pressed juice. Finally, he went back to solid food, but eliminated simple carbs for 14 days—no pasta, no potatoes, no rice, no starches of any kind. Period. “My diet is now about 50 percent carbs, 30 percent protein, and 20 percent healthy fats.”

MOISTURIZE YOUR HAIR. As a model, Avedon has tried thousands of hair-styling products, but his favorite is surprising: water-soluble Jergens hand lotion, scented with a drop of essential oil.

EXERCISE SMARTER. “My emphasis has shifted from power lifting to body shaping,” says Avedon. “I’m going for tone, not bulk, so I focus

more on my core, but still challenge myself with weights. Ultimately, it’s not rocket science. You have to be consistent and work out at least three times a week.”

BONUS TIP: THE BEST RECOVERY MEAL.

After a hard strength session, Avedon eats an egg-salad sandwich and a 1.5-ounce box of raisins. “Eggs are one of the highest-quality, most bioavailable proteins around,” he says. “I mash two hard-cooked eggs and four hard-cooked egg whites with a tablespoon of Bookbinder’s chipotle mustard and a teaspoon of fish oil. I add a dash of paprika and black pepper, and then spread the mixture on two slices of toasted Ezekiel 4:9 Organic Sprouted 100 Percent Whole-Grain Flourless Bread. The raisins help boost glycogen-replenishing carbs.”

TREVOR THIEME

injuries and requires the muscle mass that is critical to disease prevention).

40+ Diagnostic: The pull-up was the killer test in grade school and it still is now that you’re 40. Two sets of seven is a reasonable target for a 40-year-old man, says Dr. Oz.

8. How Deep Is Your Wellness Supply?

Your degree of tumescence, Dr. Lamm points out, stands in inverse proportion to your risk for colon and prostate cancers, glaucoma, diabetes, and cardiovascular disease. Dr. Oz agrees: The penis serves as a dipstick that measures your wellness supply.

40+ Diagnostic: “Hard is good,” says Dr. Lamm. “Harder is better.” You’ll have to gauge this one yourself!

9. Do You Have Enough True Friends?

“Throughout most of your life, you generate self-esteem through success in your work and by providing for your family as your father provided for you,” says Dr. Oz. “Now, in these difficult times, that rhythm has been interrupted for millions of men.” This can be stressful if you don’t have multiple sources of self-esteem. Dr. Oz cites a study showing that going through bankruptcy can take eight years off a man’s life, but if a man is closely connected to his family or other sources of emotional support, the average loss is only one year.

40+ Diagnostic: “In school and college, you probably had dozens of friends. But as you’ve been preoccupied building your career and family, those friendships have probably melted away,” says Dr. Oz. “If you want to be well, you need a friend just as much as you need sleep, exercise, and good food. You need to have a deep discussion with that friend—no superficial stuff. You need to hear and ask the big question: How is your life going?”

10. Do You Like What You See in the Mirror?

Dr. Oz suggests another low-tech tool for gauging your wellness: the mirror. “Never underestimate the importance of looking pretty,” he says. “We look for beauty because thousands of years of evolution have taught us that an attractive mate offers the best biological shot for prolonging the species.”

40+ Diagnostic: Be honest.



nutrition upgrade | IMPROVE YOUR SUPPLEMENT REGIMEN

Laird Hamilton, 45, is a big-wave surfer and the author of *Force of Nature*.

“To optimize my nutrition, I eat a healthy diet that’s rich in fresh local produce, and I take four supplements every day.”

Catie’s Organic Greens: “One tablespoon equals seven servings of green vegetables in a form your body can easily assimilate.”

Catie’s Organic Vitamin C Plus: “A megadose of antioxidants, sans the chemicals and sugar usually added to vitamin C powders.”

Udo’s 3, 6, 9 Oil Blend: “It is made from pure sources and features the right ratios of omega-3 to omega-6.”

Neuro 1: “This brain booster works on your focus, short-term memory, and motivation.”

The 3-Day, 30-Minute, Age-Defying Full-Body Upgrade

The familiar story of the 40-something athletic comeback begins with good intentions, but usually ends with a demoralized dad horizontal on the couch. “Too often, guys jump back into a regimen and hurt themselves,” says Kevin Elsey, a performance specialist at Athletes’ Performance in Phoenix. The problem is threefold: Your metabolism has slowed, your muscles are wasting away, and your tendons are more brittle. “In the past five years, we’ve seen huge advances in our understanding of human performance,” explains Elsey. To get back in the game—the right way—embrace the new science of exercise.

Old science: Slow, static stretching prepares the body for peak performance.

New science: Dynamic “movement prep” exercises do it better.

Static stretches don’t improve performance or prevent injury prior to activity, according to a range of research. Instead, trainers recommend “movement prep,” low-intensity moves that prepare your body for exercise. It increases core temperature, lengthens and loosens tight muscles and ligaments, and strengthens and stabilizes the body’s pillar—the critical combination of your hips, torso, and shoulders that is engaged in every movement you make.

Old science: Work muscles in isolation.

New science: Train the body as an interconnected whole.

“It’s important to design your workout so that it engages and brings balance to your entire body,” says Elsey. “The days of walking into the weight room and training purely for huge biceps and calves are over. Those muscles might look good on the beach, but if you maintain this narrow focus at the gym, you become a sitting duck for those aches and pains to turn into injuries.” If your body is a temple, your core is its foundation. Doing functional “real-world strength” exercises will keep your body operating at peak efficiency.

Old science: Cardio is king.

New science: Strength training rules.

To thwart sarcopenia, the involuntary loss of muscle and bone that stalks every man as he ages, it’s essential to incorporate weight-bearing exercises that build muscular and skeletal strength, according to a systematic review in the journal *Age and Ageing*.

Researchers found that resistance training is the best way to slow sarcopenia, more powerful than even growth hormone replacement or testosterone supplementation. Does this mean you should abandon cardio? Not at all. If you’re a committed runner or cyclist, keep it up, but work in weekly strength sessions as well.

Old science: Long, slow distance is best for weight loss.

New science: Increased density and intensity are the keys to burning fat.

“People are blown away by how many exercises we do in 30 minutes,” says Elsey, whose system uses efficient circuits that strengthen movement patterns by combining strength training with flexibility and stability moves. A well-designed workout program can add hours to your week in saved gym time. Case in point: interval training. By alternating bursts of high-intensity effort with active rest, intervals can actually help you lose weight faster than training at a steady state for the same amount of time. BEN HEWITT

Fit at 40 Transform your body in just 30 minutes a day

As you begin the following exercise program, designed by Kevin Elsey, a performance specialist at Athletes’ Performance, pay close attention to the quality of your movements, focusing most on form. Do two sets of each circuit, moving from one exercise to the next without rest. This keeps your heart rate elevated, boosting your caloric burn and bestowing cardiovascular benefits in addition to strength gains. After a few sessions, you’ll become comfortable with the exercises and you can bump up the resistance to the point where it becomes challenging to do the final reps of each set.

Key: black = strength; green = stability; red = mobility

Movement prep: (1 set, 5 reps each)

- Forward lunges, bringing elbow to instep, plus rotation
- Lateral squats
- Inverted hamstrings

Day 1: (sets/reps)

Circuit 1:

- Alternating-dumbbell bench presses (2/10)
- Y’s on a stability ball (2/6)
- Two arm, one leg Romanian dead lifts (2/10)

- Supine hamstring stretches (2/6)

Circuit 2:

- Half-kneeling cable stability chops (2/10)
- Thoracic spine rotations (2/6)

Circuit 3:

- Push-ups (2/10)
- Leg curls on a stability ball (2/10)

Day 2: (sets/reps)

Circuit 1:

- Pull-downs (2/10)
- Sliding overhead presses (2/6)

- Single-leg squats (2/10)

- Quad and hip-flexor stretches (2/6)

Circuit 2:

- Half-kneeling cable stability lifts (2/10)
- Trigger-point thoracic-spine crunches (2/6)
- One arm, one leg rows (2/10)
- Lateral lunges on a Valslide (2/10)

Day 3: (sets/reps)

Circuit 1:

- Squats to press (2/10)

- Sumo squats to stand (2/6)

- Romanian dead lifts to cable rows (2/10)
- Side-lying bent-leg external hip rotations (2/6)

Circuit 2:

- Rotational stability-ball cable rows (2/10)
- Quadruped static-hold opposites (2/6)

Circuit 3:

- One-arm half-kneeling cable chest presses (2/10)
- Inverted rows (2/10)

FOR FULL DESCRIPTIONS OF EACH EXERCISE, GO TO BESTLIFEONLINE.COM/FITAT40.



wellness upgrade | CREATE A DESKTOP GETAWAY

Gary Hirshberg, 54, is the chairman, president, and “CE-Yo” of Stonyfield Farm.

“For the first nine years of Stonyfield, I lost money every year. Eventually, things started to improve and I signed up to coach my then-6-year-old son’s soccer team. It was like a forced getaway. Our weeknight practices gave me a reason to stop working and walk away from my desk; I had a commitment to my son, his teammates, and their families. It was such a welcomed distraction to have the world shrink down to a soccer ball. Some years, I’d coach all three of my kids’ teams at once. I traveled 200,000 air miles last year, but I can count on one hand the number of weekends I missed being on the sidelines of my daughter’s games.”



The Change Manual:

PART TWO

New Rules for a Man's Forties

Successfully navigating change is the number one life skill to master. Author **Ariane de Bonvoisin** interviewed hundreds of successful men, from business titans to Nobel Prize winners, for her book, *The First 30 Days* (first30days.com). She noticed similar patterns, attitudes, and ways of thinking that were common among people who are good at change. Here, seven men explain how de Bonvoisin's change principles have helped them embrace change and transform their lives.

1 Maintain Positive Beliefs
 "If you're always looking down, all you will ever see is your feet," says psychologist Mario Alonso, PhD. "You need to raise your head and look around. It's more than a platitude: Being in a good mood broadens your attention span and lets you see future opportunities, while being in a bad mood tends to make you focus on the now, according to a recent study in the *Journal of Consumer Research* and a wealth of research by Martin E. P. Seligman, PhD, a professor of psychology at the University of Pennsylvania, who has demonstrated how positive thinking boosts productivity. But an element of self-awareness is critical: You have to be realistic. To thrive in tough times, you have to figure out your strengths. I often do assessments with my clients, but you can also do your own self-audit. I do one myself every year. Ask yourself, *What were my greatest accomplishments in the past year, five years, and 10 years? What do I consistently do well? What kinds of work activities give me energy rather than drain it? What kinds of projects use my complete skill set? Am I an ideas person? A self-starter? Team oriented? A conflict resolver?* By focusing on your strengths, you're positioning yourself for success."

Mario Alonso, PhD, is a therapist, an executive coach, and the author of Family Business Survival.

2 Test Yourself Periodically
 "President Bill Clinton once described me as a man of 'uncommon common sense,'" says James Lee Witt, director of the Federal Emergency Management Agency from 1993 to 2001. "The term refers to a skill set that is helpful when dealing with periods of change. Uncommon common sense is a bone-deep faith in your ability to cope in a bad situation, faith that you can decide what to do, figure out how to do it, pick up the pieces of your life, and go on. It's frightening the first time you have to tap into that faith, but the more you're tested, the more you can rely on your experience. I've witnessed this in thousands of people when dealing with various traumatic experiences and in my own life in organizing disaster recovery efforts against seemingly insurmountable odds. Whatever it is inside us that instills, facilitates, and conveys such confidence, the truth about it is this: It grows, like bark on a tree, with every trial you face."

James Lee Witt is the author of Stronger in the Broken Places and CEO of James Lee Witt Associates.

3 Identify and Neutralize the Anxiety of Change
 "Automatic negative thoughts are the main drivers of anxiety and depression," says Daniel Amen, MD, a specialist in brain imaging. "The latest science shows that they actually increase the production of stress hormones, which can kill brain cells. But you can learn how to identify these thoughts and neutralize them by writing down negative thoughts when they come up and then asking yourself these



heart upgrade | LOWER YOUR CHOLESTEROL NATURALLY

P. K. Shah, MD, 59, is the director of cardiology at Cedars-Sinai Medical Center, in Los Angeles.

"I did the things you're supposed to do when you turn 40: I got a prostate exam and a lipid profile. My cholesterol was on the high side, so I stopped eating red meat, fried foods, and dairy products and started following a heart-healthy diet. For breakfast every day I have whole-grain cereal with a handful of almonds and walnuts, nonfat milk, and a spoonful of cinnamon. For lunch and dinner, I alternate between grilled skinless chicken and grilled fish, and accompany both with a variety of vegetables, beans, and lentils. I also eat a variety of fruits, especially berries, throughout the day. Eating this way has brought my cholesterol level down to normal."

four questions about each one: *Is it true? Can I absolutely know it's true? How does it make me feel? Who would I be without this thought?* I've used this therapy to help thousands of patients overcome obstacles, and I've also used it to help banish my own thought demons. Usually, it takes about 100 work sheets to make it an automatic process you can do in your head. I've found it truly helps develop a stronger sense of self."

Daniel Amen, MD, is a physician and psychiatrist. He is the author of *Magnificent Mind at Any Age*.

4 Push Through Adversity as Quickly as You Can

"My life changed on April 12, 1984, when I stepped on a land mine during a camping trip in Israel," says Jerry White. "I was 20. I lost part of my leg and spent six months in the hospital. I confess, the first time I was put in a wheelchair, I just sat there and waited for someone to push me. And when I looked at my nurse, she looked down at me, laughed, and said, 'If you want to move, push.' So I did. And I continue to do so. The point is that determination is required to build resilience, and it's a discipline you can strengthen. Each person we work with in the Survivor Corps, an organization that helps survivors of war and terror, must devise his or her own recovery action plan with specific objectives. They must be SMART: Specific, Measurable, Achievable, Relevant, and Time-bound. Experts at the American Psychology Association concur: Action and movement are essential for resilience. You must move toward your goals and take decisive actions. A new field of research is revealing that positive outcomes—growing stronger through a crisis—are not all that uncommon. There's even a new term for it: post-traumatic growth."

Jerry White is a leader in the International Campaign to Ban Land Mines, corecipient of the 1997 Nobel Peace Prize, executive director of Survivor Corps, and author of *I Will Not Be Broken*.

5 Seek Out Opportunities in Times of Change

"This is how I view the big bang of 2008," says career coach and media executive Gil Schwartz. "Once upon a time, dinosaurs ruled the earth. They had enormous, scary teeth and always got a very big bonus come dinnertime. Then the world changed. A comet hit the planet just south of Schenectady, New York, or something like that, and all of a sudden the world was no longer a congenial place for big, scaly lizards that ate up everything in their paths. The good news for mammals is this: After all the T. rexes were dead and gone, the planet was suddenly more habitable for smaller, softer life-forms, like us. The key for people who walk upright and have opposable thumbs is to make the most of the vacancies left in your power structure by the departure of the roaring carnivores, as well as by the smaller creatures that attended to them. In spite of the fact that many are gone, the need for work in all areas has not diminished. Aggressive, opportunistic,

ambitious guys like you can cast a wide net and scoop up all kinds of responsibilities. And with responsibilities come new titles, new client relationships, and even, in the end, new money. Remember this: The one predator that has survived from the days when dinosaurs ruled the earth is the shark. That's because no matter what, it always, always keeps moving forward, eating as it goes. You do the same: Always keep moving, sharpening your skills, seizing new opportunities, and you'll do all right."

Gil Schwartz is an executive vice president at a Fortune 500 company and Best Life's career coach.

6 Build a Support Team for Change

"I use the verb *proact* on a regular basis now, especially at work and in a strategic context," says Simon Sinek, a corporate consultant and expert in inspiration. "Proacting is an alternative to reacting. When we react, we look backward, but when we proact, we look forward. No matter the situation, I want proaction to be the primary strategy. The impact is profound. It's optimistic, it's productive, and it encourages people to come together. As it applies to change in your career, proacting means staying in touch with former clients you had successful relationships with and attending meetings of professional or trade groups. Proacting is not complaining about what you hate—that's too easy. When you proact, you start taking steps to find the job you really want. I'm a great believer that when people are unhappy at work, they should tell their bosses or go to human resources. Explain why you are not feeling fulfilled. Give them constructive feedback so they can help you get more out of your job, which, in turn, will help them get more out of you."

Simon Sinek is the founder of Sinek Partners and teaches strategic communications at Columbia University.

7 Follow Your Internal Compass

"About 12 years ago, I left a very good job working at the White House, writing speeches for Al Gore," says Daniel H. Pink. "I quit that job without having a new job because I wanted to work for myself as a writer in the attic of my dinky little house in Washington, D.C. Lots of people thought I was nuts. But if I took time to think about what others thought, I never would have done it. You have to learn to navigate by an internal compass, and not an external one. By that I mean you make career decisions for fundamental reasons (because you think it's inherently valuable, regardless of what it may or may not lead to) versus instrumental reasons (because you think it's going to lead to something else, regardless of whether you enjoy it or think it's worthwhile). There's a deep sense of liberation when you embrace that, when you find what you're put on the planet to do. To achieve success in your work—or other pursuits—you need to find true meaning."

Daniel H. Pink is the author of *A Whole New Mind*.

7 Flat



fitness upgrade | HABITUALIZE DAILY EXERCISE

Mehmet Oz, MD, 48, is a professor of surgery at Columbia University and the author of *You: Being Beautiful*.

"Every morning, I do sun salutations, a series of four yoga poses. After each pose, I do 20 push-ups, and then I add 20 more at the end for a total of 100 push-ups. I also do four sets of 15 pull-ups at least four times a week. I don't bulk up as much as I would by lifting weights, but it helps create long, lean muscles. Plus, it's free and I can do it anywhere."

Belly Upgrades

PART THREE

The country's top nutritionists dish on the most important dietary changes you can make to become lean, strong, and full of energy.

BY HEATHER HURLOCK



When it comes to a man's health in the second half of his life, the forties truly are the crucial decade. "Muscle strength peaks at around 45, bone density starts to thin, and the choices you made in your twenties and thirties really start to catch up with you," says David Katz, MD, director of the Yale Prevention Research Center and creator of the NuVal nutritional scoring system. "In your forties, you're transitioning from getting your body into the best shape you can, to hanging on to what you've got." And that starts with fine-tuning your diet. Turn your good eating habits into a diet plan that will help you lose weight and keep it off, and you'll achieve a baseline level of thinness that you can maintain through your fifties and beyond. *Best Life* spoke with the country's top nutrition experts to find the seven diet upgrades that will turn your body into a sleek, fat-burning machine.

1 Eat the Champion of Breakfasts

Eating the right breakfast is the single most important upgrade that men in their forties can make for weight loss, according to almost every expert we interviewed—yet 19 percent of men in their forties skip this meal altogether. "I've seen guys drop serious weight just by making sure they eat protein at breakfast," says Louis Aronne, MD, director of the Comprehensive Weight Control Program at New York/Weill Cornell Medical Center. Study after study finds that skipping breakfast leads to weight gain, adds Dr. Katz.

Upgrade: Think of your first meal of the day as the foundation of your dietary success. The key is to match protein and whole grains with produce and healthy fats. Eat the bulk of your daily calories—30 to 35 percent of your total intake—in the morning, and then taper off as the day goes on, says registered dietitian Cynthia Sass, creator and coauthor of *Flat Belly Diet!* To help you create breakfasts with the best mix of carbohydrates (45 percent), protein (30 percent), and fat (25 percent), we created this power-mix menu: Simply choose one item from each category.

Protein

EGGS: Those who eat eggs for breakfast lose 65 percent more weight than those who eat a bagel breakfast with the same number of calories, according to a recent study in the *International Journal of Obesity*. Choose organic omega-3 eggs, such as Organic Valley Omega-3 eggs, which contain 225 milligrams of omega-3s.

PEANUT BUTTER: Peanuts reduce the glycemic response of a meal, increasing satiety and reducing food consumption later in the day, according to a study by the American College of Nutrition. Thirty percent of traditional peanut-butter brands contain detectable pesticide residue, so opt for an organic brand such as Woodstock Farms Unsalted Organic Crunchy Peanut Butter.

YOGURT: Low-fat yogurt helps you eat less and stay full longer, according to a study in the *Journal of the American Dietetic Association*.

Whole Grains

OATMEAL: Eating whole grains such as oats protects against diabetes, insulin resistance, and obesity. Choose oatmeal that contains whole oats and nothing else. Try Quaker Old-Fashioned Oats.

WHOLE-GRAIN SOURDOUGH BREAD: Researchers found that sourdough causes fewer spikes in blood sugar than any other type of bread. Try the Baker Bread's seven-grain sourdough whole wheat.

Fruits and Vegetables

BLUEBERRIES: Rich in antioxidants, blueberries also boost cognitive function, says new research.

DRIED PLUMS: Also known as prunes, dried plums help fight the hardening of arteries and pack a powerful antioxidant punch. Other options include açai, dried cherries, and cherries.

ORANGES: A single orange provides 130 percent of the RDA of vitamin C, which studies show quells inflammation. »



sex upgrade | MAKE MORE-INTENSE LOVE

Lori Buckley, PsyD, 49, is a licensed psychologist and certified sex therapist.

"I see many couples in their forties who have fallen into a routine-based sexual rut, and I tell them it's not impossible to twist their way out of it. Surprise your significant other by stealing a kiss in the kitchen or on the couch. Keep exploring—no woman has ever complained to me that her man kisses her too much—and see where it takes you. A change in location will create a sense of adventure, increasing the production of dopamine, which is the body's physiological lustful neurotransmitter. Doing something differently heightens the excitement and sexual arousal."

BANANAS: Packed with potassium (about 300 milligrams per fruit), bananas reduce the risk of high blood pressure and stroke, and are also rich in fiber and vitamins B₆ and C.

SPINACH: Fresh or frozen spinach is high in fiber and folate. Eating it helps build muscle and protects against weight gain and heart disease.

ASPARAGUS: A rich source of protodioscin, asparagus has been found to enhance erections and destroy cancer cells.

Healthy Fats

OLIVE OIL: One of the best sources of monounsaturated fats, olive oil keeps your testosterone levels topped off and your metabolism revved. Extra-virgin olive oil provides the greatest health benefits. Some chefs prefer to cook with canola oil, which is also a healthy fat, because it handles higher temperatures better.

WALNUTS: Eating walnuts often can reverse several parameters of brain aging, as well as age-related motor and cognitive deficits, according to Tufts University researchers.

FLAX MEAL: Add 1 Tbsp. to yogurt, oatmeal, and smoothies for a hefty dose of omega-3 fatty acids.

AVOCADO: Rich in omega-3s, B vitamins, and beta-sitosterol, the avocado is that rare fruit that is heart-healthy and fends off prostate cancer.

Beverages

GREEN TEA: Many nutritionists say green tea is the best beverage you can drink. It is good for your heart, improves brain function, and fights cancer.

COFFEE: Hit three nutrition goals with one bean: Java reduces your appetite, increases your metabolism, and gives you a shot of antioxidants. Buy whole beans and grind them just before making the coffee to preserve the antioxidants.

2 Change Your Oil(s)

The American Heart Association recommends that 25 to 35 percent of your calories come from fats, with the majority coming from monounsaturated fats (MUFAs) and the rest from polyunsaturated fats, such as omega-3 fatty acids. MUFAs are healthy oils found in olives, nuts, seeds, avocados, açai, and even chocolate. These fats can lower your risk of heart disease, protect cells from damage, and increase the amounts of valuable nutrients available from other foods. "MUFAs are the most important upgrade for guys who are 40-plus," says registered dietitian David Grotto, author of *101 Foods That Could Save Your Life*. They also improve insulin sensitivity and fight metabolic syndrome."

Upgrade: Cook only with olive oil or canola oil. Consume meat, milk, and butter from grass-fed animals; these products are higher in omega-3s. Switch to a spread that contains heart-healthy plant stanols or sterols, such as Smart Balance Omega Plus. Aim to eat cold-water fish three times a week, says Sass. Hit this target by varying the catch: Add canned salmon to red sauce, eat one tuna sandwich a week, and make wild-salmon steaks your Friday-night ritual. Sashimi on the weekend is a bonus and has you sailing toward pescatarian territory.

3 Tweak Your Leptin Receptor

"Men in their forties need to redefine what fattening means," says Dr. Aronne. "Calories and fat content aren't what make foods fattening. Foods are fattening if they provoke hormonal

changes that trigger cravings or rebound hunger."

One hormone in particular, leptin, which is a cofactor in the process that tells your brain when you're full, becomes blunted by starchy, sweet, fatty, and refined-carbohydrate foods. That's why a bagel is fattening: It's a high-caloric load of refined carbohydrates. Guacamole isn't fattening because it is loaded with healthy fat and fiber and doesn't cause wild swings in insulin levels. Fattening foods generally contain hydrogenated vegetable oils (trans fats) and rapidly digested carbohydrates, such as refined grains, sugars, and starches. "You eat more of these foods because they cause leptin resistance, and then your body can't tell when it's full," says Dr. Aronne.

FATTENING	FILLING	REASON
High-fat dairy and meat	Lean meat and low-fat dairy	Protein satiates, but fat can make you crave more calories.
Fruit juice	Fresh fruit and smoothies	You need the fiber to feel full, or you'll consume more calories than you realize.
Refined grains	Whole grains	The fiber in whole-grain bread and pasta slows digestion, easing blood-sugar spikes and softening future cravings.

The Perfect Day of Eating at 40+

Our all-star panel creates the ultimate health-boosting menu

BREAKFAST

The ideal breakfast is high in protein (to keep you satiated) and packed with fiber-rich vegetables and whole grains (to prevent swings in blood sugar).

EAT: Scrambled Eggs and Spinach (scramble 1 whole egg, 2 egg whites, and ½ cup baby spinach in 1 Tbsp. olive oil; dust with chili flakes), ¾ cup oatmeal with ½ cup walnuts and 2 Tbsp. açai pulp, green tea

WHY: The eggs provide high-quality slow-burning protein (using egg whites keeps the cholesterol in check)

plus brain-boosting choline. Cooking them with heart-healthy olive oil and adding baby spinach, which is high in vitamin A and folate, bolsters eyesight and immune function. The chili flakes reduce inflammation and can help fight prostate cancer. The oatmeal-achai combo provides heart-healthy fiber (i.e., slow-burning energy), more high-quality protein (10 grams per ½ cup), and an antioxidant punch (the tart berries have 10 to 30 times the amount of antioxidants in red wine). Green tea

provides a gentle, sustained neural buzz, prevents cancer, and lowers blood pressure.

514 calories, 22g protein, 34g carbohydrates, 5g fiber, 33g fat (6g saturated, 16g monounsaturated, 11g polyunsaturated)

SNACK 1

Stomp midmorning cravings with a high-quality protein, such as that found in yogurt. The more protein you eat early on, the longer you'll feel full throughout the day.

EAT: Nonfat Greek yogurt (6 oz.), ½ cup

blueberries, 1 Tbsp. ground flax

WHY: Consider this combo a velvety speedball of muscle-powering protein (Greek yogurt has more protein than the regular kind), heart-healthy fats (flax is high in alpha linolenic omega-3s), and disease-fighting antioxidants (a serving of blueberries delivers an average of 6,552 µmol/TE of antioxidants). Plus, the probiotics in the yogurt boost the immune system.

198 calories, 21g protein, 21g carbohydrates,

5g fiber, 4g fat (0.4g saturated, 1g monounsaturated, 3g polyunsaturated)

LUNCH

Aim for at least three servings of vegetables complemented by quality proteins, healthy fats, and complex carbs. Since vegetables are mainly water, fiber, and antioxidants, they will keep you hydrated and full of healthy calories.

EAT: Side Salad (combine 2 cups red leaf lettuce, ¼ cup shiitake mushrooms, ¼ cup yellow peppers,

and ¼ cup broccoli; dress with 1 tsp. olive oil and 2 to 3 Tbsp. vinegar), Black Bean Dip Sandwich (top ¼ cup black-bean dip with 5 sliced olives, a handful each of scallion greens, and sprouts, 2 tomato slices, and lettuce; serve on 100 percent whole-wheat bread), and a Red Delicious apple

WHY: Research shows that starting your lunch with a salad helps slow digestion so that you don't overeat. This particular combination of vegetables provides cancer-



money upgrade | BUILD WEALTH STRESS-FREE

Harold Evensky, 66, is the president of Evensky & Katz, a wealth-management firm in Coral Gables, Florida.

"Investment managers are quick to tout their financial prowess, but putting your money on autopilot could be the smartest and safest course of action. Active managers think they can beat the system, but research shows that an index is guaranteed to do better at least half the time, and those odds sound pretty good right now. There are index-linked funds that track every part of the industry, from the S&P 500 to small-growth indexes. These funds are diverse, which means they offer investors some protection, and they're also more tax efficient and have fewer fees."

4 Triple Your Intake of Fruits and Vegetables

"Guys in their forties need as much antioxidant protection as they can get," says Dr. Katz. "Five servings is the minimum recommendation for a healthy diet. I aim for 12 to 15 servings myself."

Upgrade: To follow Dr. Katz's regimen, include fruits and vegetables with every meal and eat them first. Not only will you consume more vegetables and fewer calories from other foods, but the fiber content will lower the glycemic load of your meal, helping you sidestep those swings in blood sugar that lead to hunger. Another of Dr. Katz's tricks: Snack exclusively on fruits, vegetables, and nuts. Diversity is also beneficial, says Sass. She advises trying at least one new fruit or vegetable each week, making sure that salads and fruit salads have at least four different colors. For example: romaine lettuce, yellow peppers, tomatoes, and carrots, or pineapple, blood oranges, kiwi, and grapes.

5 Boost Your Testosterone

Adequate protein intake is essential for 40-year-olds because it keeps testosterone levels up and feeds muscle growth. "But keep in mind that American men are not protein deficient; we all eat enough meat," says Dr. Katz. "What we need more of is quality protein and fiber." Your protein sources should vary between organic eggs, beef, poultry, fish, and vegetarian sources such as beans and lentils. "Bean eaters live longer, and studies show an inverse relationship

between bean consumption and weight, mostly due to beans' high fiber content," says Grotto. Men in their forties should eat ½ to ¾ cup of beans every day.

Upgrade: To get the high-quality protein and fiber you need, trade your beef for beans at least twice a week. For instance, Dr. Katz's go-to lunch sandwich replaces deli meats with bean dip. He also recommends combining beans with grains (e.g., black-bean chili with brown rice), or grains with nuts (quinoa salad with cashews, raisins, and radicchio) for complete protein with all the essential amino acids.

6 Use Germ Warfare on Your Gut

Probiotics, or "friendly" bacteria, are similar to the natural bacteria found in the gut, and they typically come from two groups: *Lactobacillus* or *Bifidobacterium*. Having enough of these good bugs in your GI tract aids digestion and can speed weight loss. Two probiotics, *Lactobacillus paracasei* and *Lactobacillus rhamnosus*, actually change how much fat is available for the body to absorb by influencing stomach acids during digestion, according to a recent study. Gastro docs think of the intestines as a road (with a lot of switchbacks), and this road starts to get pot holes as men hit their forties. Eating probiotics keeps your network running smoothly and boosts the immune system. In a recent Swedish study, employees given *Lactobacillus reuteri* became sick less often and missed fewer days of work.

Upgrade: Foods containing live bacteria include yogurt, kefir, acidophilus milk, miso

soup, soft cheeses, pickles, and sauerkraut. Consume one or two probiotics every day, says Sass, who recommends using kefir as a milk substitute with cereal and in smoothies. It takes about 14 days of continuous consumption for the effects to kick in, so eating just one a week won't do the trick.

7 Throw Salt Over Your Shoulder

Men have upped their sodium intake 48 percent since 1970. Over the same period, scientific studies have shown that eating less sodium can lower blood pressure and reduce the risk of heart disease, says Steven E. Nissen, MD, chairman of the Cleveland Clinic's department of cardiovascular medicine.

Upgrade: Choose the lower-sodium varieties of cereals, crackers, pasta sauces, and canned vegetables, and any other foods with low-salt options, says Sass. Balance salty meals by adding high-potassium foods such as fresh fruits and vegetables, and if you have to add salt while cooking, do it at the end so the salt doesn't lose its intensity. Better yet, sprinkle chili flakes or turmeric instead of salt. These spices not only kick up the flavor, but also reduce inflammation and boost heart health.

Test Your Nutrition IQ
TAKE THE BEST LIFE FIT-AT-40 QUIZ AT
BESTLIFEONLINE.COM/FOODQUIZ

fighting antioxidants, bone-mass-boosting vitamin K, cholesterol-lowering selenium, free-radical-fighting vitamin C, and blood-pressure-lowering potassium. The black bean dip is loaded with mood-boosting fiber and heart-healthy fats. Ending your meal with an apple provides inflammation-fighting quercetin and refreshes your mouth. 560 calories, 15g protein, 69g carbohydrates, 15g fiber, 28g fat (5g saturated, 19g monounsaturated, 4g polyunsaturated)

SNACK 2

Lunch typically wears off in three to five hours, yet most

guys go six to seven hours between lunch and dinner and often succumb to cravings. **EAT:** 8 almonds and a handful of red grapes **WHY:** With 6 grams of protein and 3 grams of fiber, almonds provide a steady flow of energy. The grapes add a zesty antiaging antioxidant burst. 206 calories, 7g protein, 15g carbohydrates, 4g fiber, 15g fat (1g saturated, 10g monounsaturated, 4g polyunsaturated)

DINNER

Dinner should be light in calories and heavy in nutrients. Eating too much at dinner can ignite your appetite and cause

you to overeat late at night, setting you up for dangerous weight gain and uncontrolled hunger.

EAT: Power Slow (combine ⅓ cup shredded carrots, ⅓ cup red cabbage, and ⅓ cup kale; dress with 1 tsp. olive oil and 2 to 3 Tbsp. vinegar), Shrimp Stir-Fry (stir-fry 3 oz. shrimp and 1 cup bok choy in 1 tsp. olive oil; dust with turmeric and chili flakes; serve with ¼ cup brown rice and a handful of cashews), and ¾ cup fruit salad (kiwi, pineapple, orange, and plums, with a twist of lime juice and pinch of freshly grated ginger). A glass of cabernet sauvignon is optional. **WHY:** Starting your

dinner with low-calorie, high-fiber vegetables will decrease your overall food intake by 12 percent. This mix provides macular-degeneration-fighting beta-carotene, cancer-preventing lutein, and eyesight-boosting vitamin A. The shrimp provide 17 grams of lean protein, plus heart-healthy omega-3s, while the bok choy is rich in bone-building calcium, as well as folic acid, iron, and immune-boosting vitamins A and C. The brown rice adds fiber, which helps stave off late-night cravings. Finally, the fruit salad is more than a sweet dessert. It's anti-inflammatory (thanks to the bromelain in

the pineapple and vitamin C in the orange) and bone strengthening (thanks to the potassium in the kiwi). The ginger adds a cancer-fighting piquant top note, and the cabernet sauvignon provides quaffable antioxidants. 491 calories, 31g protein, 58g carbohydrates, 9g fiber, 18g fat (3g saturated, 10g monounsaturated, 5g polyunsaturated)

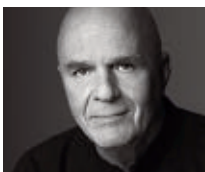
SNACK 3

Satisfy the munchies and glide toward sleep.

EAT: 1 medium banana and 6 ounces of kefir **WHY:** Bananas contain melatonin, a natural sleep-regulating

hormone, and kefir features tryptophan, an amino acid well-known for its relaxing effect on the nervous system. Plus, the potassium in the banana and calcium in the kefir may help lower blood pressure. 178 calories, 7g protein, 36g carbohydrates, 3g fiber, 1g fat (1g saturated, 0g monounsaturated, 0g polyunsaturated)

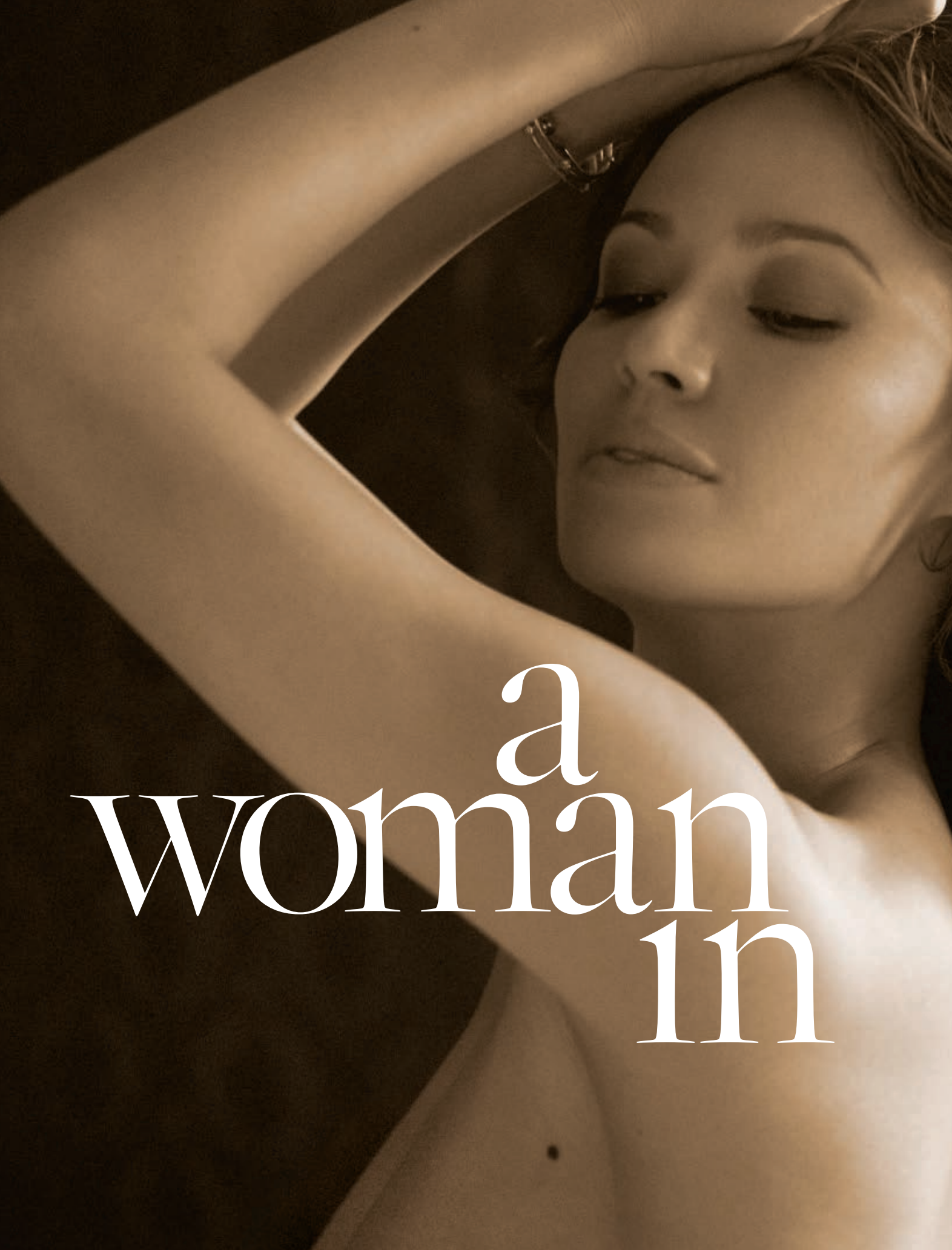
Our panel: Dietitian Cynthia Sass, creator of *Flat Belly Diet!*; David Katz, MD, director of the Yale Prevention Research Center; and Louis Aronne, MD, author of *The Skinny on Losing Weight Without Being Hungry*



spirituality upgrade | HEAR THE CALLING OF YOUR SOUL

Wayne W. Dyer, PhD, 69, is the author of *Your Erroneous Zones*, which has sold more than 30 million copies, and recently released his first feature film, *Ambition to Meaning*.

"Listening to the calling of your soul is a skill that you can improve. I practice meditation for 30 minutes every sunrise, and I believe it has helped me find my destiny. Another soul-nurturing exercise I do is writing down the fulfillment of a wish before I go to sleep every night. It can be anything, but you have to imagine the end point. For example, if I'm feeling congested, I'll imagine feeling healthy. Engaging your imagination in a positive way before you go to sleep ensures that your subconscious will focus on good things and not marinate in stress."



a
woman
in



Do relationships
always simplify
us? When we
met, you loved my
complexity, and
I reveled in your
contradictions.
But the months
and years took
away the mysteries
that brought us
together, and a few
pieces of my game
got lost. Let me
reintroduce these
missing parts,
the secret sides of
every woman.

Essay by Jardine Libaire
Photographs by Robert Ascroft
Starring Moon Bloodgood

full

the virgin

At first, you and I
were virgins—at
least to each other.
We hadn't even
kissed! We were
like teenagers in
a borrowed bed,
nervous as hell and
clumsy. We were new
snow, no footprints.
Ready to get dirty.
All of me was strange:
my breath and my
eyes, my lips, my hips,
my hands, and my
thighs. You didn't
know what to touch
first. The proximity
of discovery made
you delirious, and
that made me
delirious. But nights
turn into days, and
it all turns into
years. We became
familiar—isn't that
what happens? We
do our dirty laundry.
We snore. We bleed.
We fight. You finish
my sentences, and
I read your mind.
Believe me, I loved
laying myself out for
you that first time.
Shivering on the bed,
as open as the night
is long, as scared as I
was tough. Let me do
it again. The French
actor Jean-Louis
Barraut said you have
to wake up a virgin
each morning.
Good morning!



the chatelaine

When we got together, you brought a black leather couch stained with beer and ghosts, a few NBA posters, and nihilistic cupboards. I took one look at your empty rooms and filled them with the structure and material of life. Now you might drown under eiderdown and bath salts and cornflakes—under the crush of love—but it's not a bad way to go. • The domestic art—it's voodoo and tricks. I don't even get it, I just practice it. A bit of chintz here, a cookbook there, embers in a fireplace, jasmine on the porch, bread, wine, heat, light, cleanliness, godliness. It all somehow combines to make the center of the world. • I mean, in a sense I *am* your home. I'm your address. Christ, I'm even your two-car garage and your heated swimming pool. I'm your strawberry patch and your swing set. I'm where you sleep and dream. This is where you're safe, and it's to me that you return.



**WHO'S
THAT GIRL?**
Tough, sexy
Moon Bloodgood
stars in *Terminator
Salvation*, out this
month, in which
she plays a pilot for
the resistance.
She also appears
in *Street Fighter:
The Legend of
Chun-Li*, out this
past February, as a
gangland homicide
detective on a
quest for justice.

A woman with dark hair, wearing a white tutu and a dark corset-style top, is looking over her shoulder with a smile. The background is dark with a repeating pattern.

The Damsel

I want you to drive the car and open the door. I love when you present my coat like an invitation, and I slip into it, arm by arm, and you close me up. You tell me everything will be okay and you mean it, even though you don't know how it will be. • In this modern world, we must have two incomes and equal rights, and we're co-parents. But occasionally, I'd rather have a white milk and a big night out, do you know what I mean? You could kiss me hard and tell me what to do. Progress is progress, and progress is vital, but one day, for just one hour, I might like no freedom. • I dream a midcentury delusion of green lawns and peach pies, of Cadillacs and martinis, of gentlemen and ladies. A time when we were distinguished as two different animals. You get the bacon, I fry it up in a pan—this is a definite answer to a murky question, it's a parable, a binary system. • Let's try this: For a sliver of time, I'm yours, I belong to you, take care of me, I'm vulnerable, and other stuff I'm not supposed to say within earshot of anyone we know.

the lover

When we met, we led different lives and rushed to fill each other in. I needed to hear what you had learned along the way, and I wanted to tell you my history too.

We let words spill off the page.

Evenings over cheeseburgers and red wine turned into midnights, and mornings in bed became sunny afternoons, pillow-talking the hours away. We held back nothing. It was messy. We were late to work. The cup ran over. I easily, even forcefully, showed you what I liked. I drew a diagram on my skin with your fingers.

I was right at the surface, blood hot under skin, my heart pressed against your hand. Come to think of it, I downright embarrassed myself! I let it all hang out.

But hell, some pages got stuck together, like a book that's been dropped into the bathtub and then dried out. I turn away sometimes, and you do too, thinking our thoughts, lost in private worlds while we share the same house. We could crack the spine of this. It will hurt, but there's a story inside.



Goddess of Games It's easy to take big risks in the beginning, because the stakes are low or unknown. One of us can lose and walk away, check out of the hotel, take the next flight home. It's not like that anymore. The chips are stacked. It's funny, I had no fear at the start. I had vast powers. I could challenge you. Tease you. Tell you the hard truth. I was rich with beginner's luck. I was the girl who had never before been to a casino, yet I threw the dice like a shark and won. I won you. Triple cherries! Gold rush! You couldn't drag my ass out of there. When I finally left, it was morning, and I squinted as I opened the door. You liked me like that: rumpled, eyes bloodshot, alive. Shoot, I guess I froze once I figured out what I'd got. I haven't taken chances the same way since. So here's my plan: I'm going to bet on you to know what to do next. I'm going to turn out the light, and lie here, and wait. I'm gambling it all tonight. ■

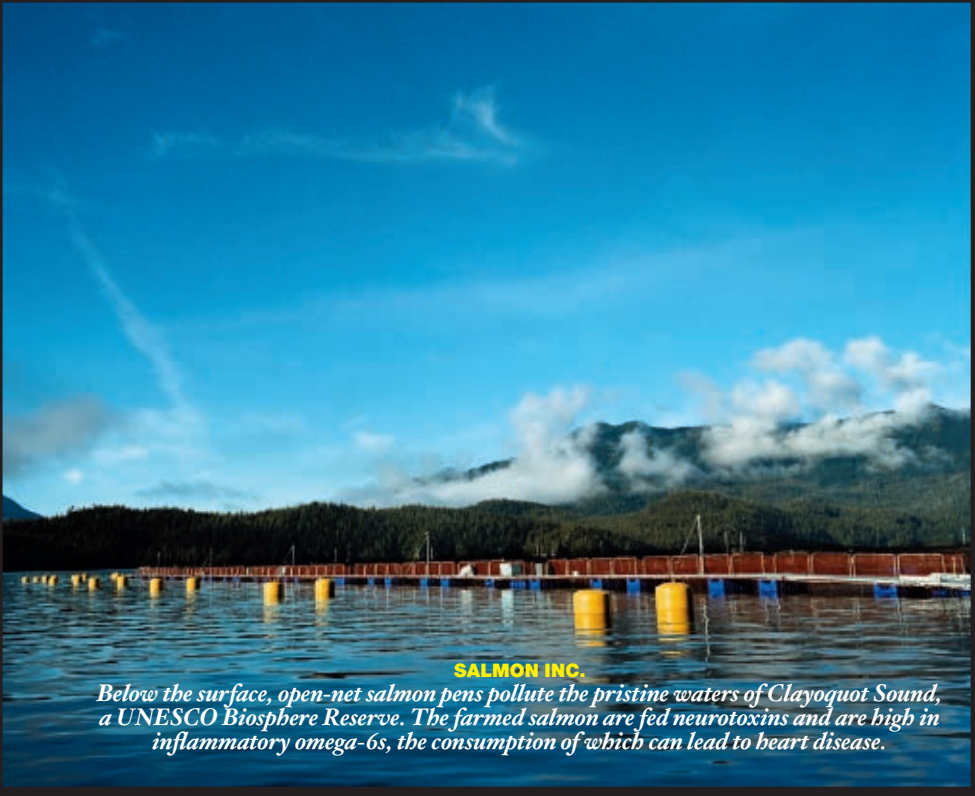
THE TROUBLE WITH SALMON



IRONICALLY, THE HEALTHIEST CHOICE ON THE MENU MAY, IN THE LONG RUN, BE THE MOST SERIOUS DANGER TO YOUR HEALTH AND TO THE PLANET. HERE IS THE UNBELIEVABLE TRUTH ABOUT SALMON.

**TRAGEDY
AT SEA**

Norwegian fish farms first wiped out Europe's wild salmon. Now they are destroying the stocks in British Columbia...as well as the livelihoods of local fishermen such as Mike Mullin (left).



SALMON INC.

Below the surface, open-net salmon pens pollute the pristine waters of Clayoquot Sound, a UNESCO Biosphere Reserve. The farmed salmon are fed neurotoxins and are high in inflammatory omega-6s, the consumption of which can lead to heart disease.

Mike Mullin cuts the twin outboards of his 20-foot-long Boston Whaler, and suddenly we're alone on the water, silently drifting past islets tufted with moss-draped shorefront pine in arrangements so exquisite it's as if bonsai masters have been pruning their convoluted limbs for generations. On Canada's west coast, where cougars and bears show up regularly in suburban yards, you expect to do some wildlife watching, but here in Clayoquot Sound, you can't shake the feeling that it's the wildlife that's watching you. Since leaving the dock at the town of Tofino, British Columbia, we've already been buzzed by porpoises picking their way through submerged kelp forests, and stopped counting the slick round heads of harbor seals that pop up from the waves to track our progress. Now, as we bob at the head of Shelter Inlet, a loon shoots us a cockeyed glance before diving, and a bald eagle swivels its head from atop a flat-topped spruce. In the spring, says Mullin, the families of humpbacks, orcas, and grays become so thick in the water that it feels like "whale soup."

It's easy to see why, after a youth spent roaming the globe from Lebanon to Chile, the New York-born Mullin chose to settle down in this temperate rain forest. With its millennial cedars coming down to the water's edge, the Pacific coast of Vancouver Island gives you an idea of what the continent must have looked like before industry clear-cut the forests, dammed the rivers, and developed just about every spare acre of shorefront. Clayoquot Sound, more than 1,400 square miles of wilderness that was named a United Nations Educational, Scientific, and Cultural Organization (UNESCO) Biosphere Reserve in 2000, is simply stunning.

But pristine it's not. Half a mile from the mouth of the Megin River—which until the early 1990s still saw thousands of sockeye and tens of thousands of chum salmon returning to its headwaters—we round a point to find ourselves within a stone's throw of what is, in essence, a floating factory farm. A rectangular platform is anchored a couple of hundred yards from the shore. Surrounded by a metal catwalk buoyed by plastic floats, it is the size of 16 full-size tennis courts. Crows and seagulls perch on the railings, and yellow signs warn trespassers away with firmly worded NO DOCKING signs. Moored alongside the catwalk, a transport boat that doubles as crews' quarters bristles with dishes for pulling in satellite-TV signals. The metallic blare of announcements from a loudspeaker echoes around the inlet, and a constant stream of brown feed pellets sprays from rotating nozzles, provoking the occasional flash of silver at the water's surface. Burly crew members in orange safety vests scoop dead fish

out of the water. Hidden from view, a dozen net cages in two rows of six drop 100 feet below; they are filled with hundreds of thousands of Atlantic salmon, so densely packed that each of these nomadic predators is left with less than a bathtub full of water to itself.

"I bring tourists from around the world out here all the time," says Mullin, as he shakes his head. "They're all shocked to see these salmon farms. They think that because this is a biosphere reserve it is protected from industrial activity, but it isn't." Mullin tells me that when the sun sets, the salmon farmers switch on powerful underwater floodlights. The lights attract herring and juvenile wild Pacific salmon, providing a free meal for the captive Atlantic salmon, and Clayoquot Sound blazes with the kind of artificial sodium glare usually associated with a Wal-Mart parking lot.

As we head back to Tofino, the extent of the industry's penetration becomes evident. The geography of the west coast of Vancouver Island can be conjured up by flattening a hand on a table: The splayed fingers represent the wooded headlands that jut into the Pacific; the grooves between them, which narrow into salmon-bearing rivers, are inlets, analogous to the fjords of ocean-fronting European countries. Every time we head up an inlet, we find at least one complex of net cages tucked away behind islets and points of land. All told, there are 20 such sites in Clayoquot Sound, holding up to a million Atlantic salmon each.

A False Panacea

If you recently ordered a piece of salmon sashimi, papered a bagel with a slice of lox, or tossed a teriyaki-marinated salmon steak onto the grill, your meal almost certainly came not from a fisherman's hook or net, but from a floating feedlot located on the west coast of Canada or Chile, and owned by one of three vertically integrated Norwegian multinationals. Ninety percent of the fresh salmon eaten in the United States now comes from a farm, and most of it is raised at densities that would make a coop full of battery hens seem palatial. Industrial-scale fish farming, promoted as a panacea to world hunger and the salvation of the wild fisheries, is turning out to suffer from the sins besetting the most notorious confined animal feeding operations on land: overcrowding, disease, contamination from pollutants, and overmedication with pesticides and antibiotics.

Back at the dock in Tofino, Mullin sheds his orange survival suit. Charismatic, energetic, and sporting a full white beard and an alabaster necklace shaped like a whale's caudal fin, Mullin seems much younger than his 65 years. "The salmon farms started arriving in the early

**IN BRITISH
COLUMBIA
ALONE, 142
DISTINCT
SALMON
POPULATIONS
HAVE GONE
EXTINCT.**



1980s," he recalls. "I welcomed them at first. I even helped install some of the catwalks!" After struggling to earn a living trolling for salmon as a commercial fisherman for 15 years, he hoped the farms would bring much-needed jobs to the local economy.

"A friend of mine started working on spreadsheets that projected the feed input volumes the farms would need to fatten the salmon," says Mullin. Even today's most efficient farms require at least four pounds of wild-caught fish (dispensed in feed pellets) to produce a single pound of salmon. (While wild salmon can be voracious consumers of small fish, for the majority of their lives they are what's known as planktivores, getting 85 percent of their food from small drifting plant and animal life.) "The first time I saw the figures, I said to myself, *Holy f-k! This is out of control!* Then the trucks started arriving, bringing tons and tons of feed." The uneaten food pellets fall through the net cages and mix with salmon feces, eventually eliminating all but the most primitive fauna on the seafloor.

Mullin soon started to hear disturbing reports. Within a half-mile radius of the salmon farms, one fisherman told him, all the prawns seemed to have disappeared; the empty traps now came up dripping with stinking yellow muck. Markets in Vancouver started refusing rockfish caught near the salmon farms because they were covered in strange growths and ugly lesions. At the same time, the returns of sockeye, chinook, and chum in rivers near the salmon farms had gone into a precipitous decline.

In 2007, a Canadian-owned salmon-farming company on the coast announced that it had a problem. Confining millions of salmon in the wild attracts eagles, killer whales, and other predators; farmers are given permits to shoot seals and sea lions if they become a nuisance. In April 2007, it was reported that 51 California sea lions became trapped between the layers of netting at this large salmon farm and drowned.



TROUBLES IN PARASITES

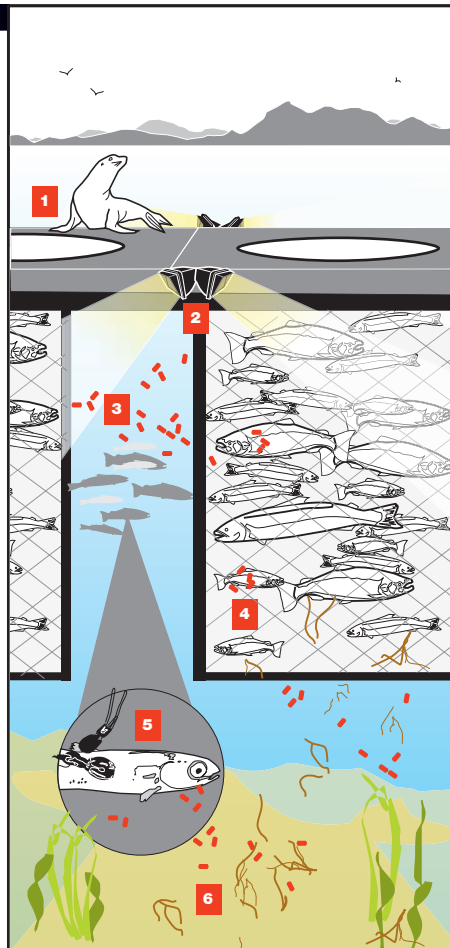
For a baby salmon (above), being infected with a single sea louse is the equivalent to having an adult raccoon attached to your abdomen (a close-up is pictured here).

Factory Farm

Norwegian multinationals own most of the world's salmon farms, which are speeding up the collapse of the world's fisheries. Here's a look at what makes them so destructive.

- 1 Wildlife** ■ Confining millions of salmon in the wild attracts eagles, killer whales, and other predators. Farmers are given permits to shoot seals and sea lions.
- 2 Lights** ■ These attract juvenile wild salmon, which are eaten by the foreign Atlantic farmed salmon.
- 3 Pellets** ■ American taxpayer dollars subsidize soy and make it a cheap ingredient for salmon fish meal. Soy makes the farmed fish much higher in inflammatory omega-6s than wild salmon. High omega-6 consumption can lead to a host of human health problems such as heart disease, depression, cancer, and Alzheimer's. Farmed salmon also need an astonishing, unsustainable four pounds of wild-caught fish to grow one pound of flesh. The feed is spiked with pesticides (to kill sea lice; see below), and artificial colorants (to make the flesh of the fish pink).
- 4 Net pens** ■ The actual net is often breached by the nonnative farmed salmon, which can outcompete wild salmon.
- 5 Sea lice** ■ Salmon farms attract sea lice, which then infect wild stocks (see photos above). A single louse can kill a juvenile fish.
- 6 The seafloor** ■ Feces mixes with uneaten feed pellets to make the ocean floor ecosystem uninhabitable for shrimp and small fish.

THE FINAL PRODUCT ■ Farmed salmon contain up to 10 times more persistent organic pollutants—dioxins, PCBs, and so on—than wild salmon (see graphic at top of page).



"Normally, feed bags filled with rocks are tied to the corpses of the sea lions to sink them to the bottom of the sound," says Mullin. "But during a recent episode, they kept floating back up. I know the kid who works the crane at the salmon farm, and he said lifting those totes full of disintegrating sea lion carcasses was one of the most disgusting things he has ever had to do."

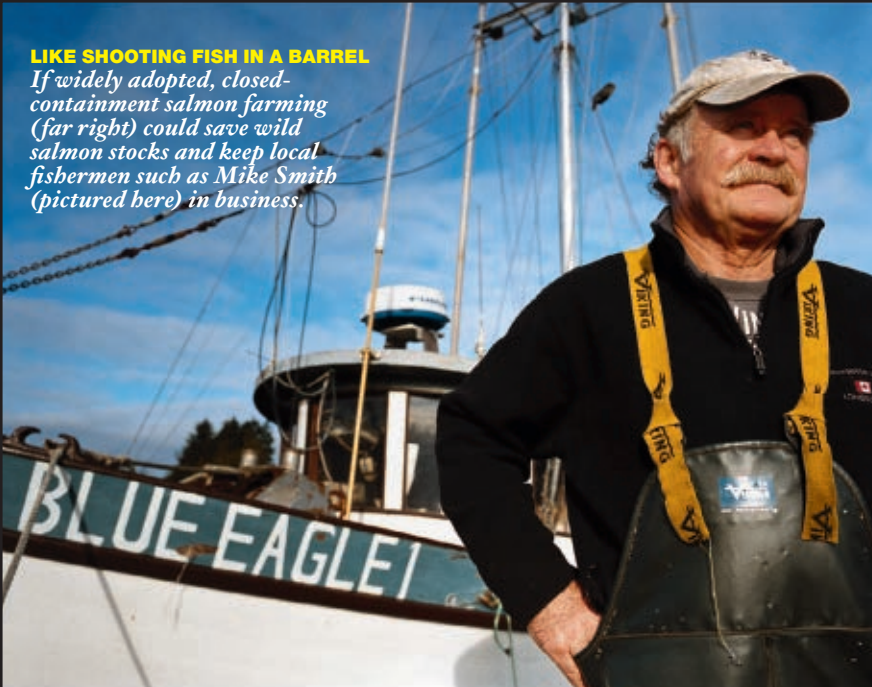
As shocking as reports of deformed rockfish and graveyards of marine mammals can be, they may, in the long run, be the least of the salmon farms' impacts. Increasing evidence shows that, far from enhancing global food security, salmon farming is hastening the collapse of the world's fisheries, starting with the Pacific Northwest's remaining populations of wild salmon. In other words, by opting for farmed salmon today, we could be guaranteeing ourselves a future in which wild fish will forever be off the menu.

At the Brink

Once nicknamed "Tough City," a hardscrabble fishing village with an active fleet of salmon trollers, Tofino was colonized in the 1970s by hippies in wet suits who made the pilgrimage to the edge of the continent to surf the frigid, scrotum-tightening breakers at nearby Long Beach. In the early 1990s, it became the launching point for massive protests against such forestry giants as MacMillan Bloedel, which had started logging the last patches of old-growth rain forest left on Vancouver Island. In the wake of some of the most histrionic tree hugging in history (856 people were eventually arrested), logging of the most sensitive stands was called off, and nine years ago, UNESCO, in consultation with local First Nations groups, named Clayoquot Sound a biosphere reserve. Since then, it has become a global poster child

LIKE SHOOTING FISH IN A BARREL

If widely adopted, closed-containment salmon farming (far right) could save wild salmon stocks and keep local fishermen such as Mike Smith (pictured here) in business.



for balancing conservation with sustainable economic, social, and cultural development.

Clayoquot's "reserve" status has not completely halted resource extraction. Logging still goes on—some hillsides are so thoroughly shorn that they resemble the flank of a dog with a case of the mange—and mining giant Selkirk Metals has plans to take the top off Catface Mountain, directly across the water from Tofino, to start an open-pit copper mine.

This is strange, because Tofino owes its current prosperity to its proximity to more than 3.5 million acres of ostensibly protected rain forest and shoreline. While paisley-painted Westfalia vans still putter past the hemp beachwear store, and flip-flop-wearing hipsters pedal mountain bikes to Long Beach with surfboards tucked under their arms, much of Tofino's economy now depends on a different class of visitors. At the spectacular Wickaninnish Inn, well-heeled Europeans pay \$600 a night to watch winter storms lash their Pacific-facing suites. The old fish plant is being turned into The Shore, a development of million-dollar condos. Local businesses advertise "west coast aquatic safaris," and visitors embark on Zodiacs on spine-thumping excursions to spy on humpbacks and orcas; the whale-watching industry alone brings in \$5 million a year. And the local economy depends on sportfishermen; in British Columbia, the marine sports fishery employs 3,900 people, contributing \$183 million to the province's economy annually. (In contrast, salmon farms employ just 1,500 and bring in \$134 million.) The SUVs in my motel's parking lot are from Idaho, California, and Washington State, and the bars are full of pink-necked good ol' boys who have come north to land their quota of trophy chinook and coho.

Behind the scenes, however, Pacific-salmon populations are in free fall. In 2008, the commercial chinook season in California and Oregon was canceled for the first time in 160 years. Until the 19th century, 100 million sockeye a year could be expected to return to the Fraser River south of Vancouver; this year, returns were so low that even the aboriginal food fishery, which allows natives a few thousand fish for ceremonial and social purposes, had to be restricted. In British Columbia alone, 142 distinct salmon populations have gone extinct, and estimates put salmon returns to the rivers of the Pacific Northwest down to just 6 or 7 percent of their historic levels. At this rate, Pacific salmon could soon join their Atlantic cousins: From Maine to Norway, wild salmon are now considered commercially extinct. If you buy Atlantic salmon these days, it most likely came from a farm, usually one in the Pacific Ocean.

What happened to the mighty salmon runs of the West Coast? Spawning salmon need gravel streambeds and cold, fast-running water to lay their eggs. The first blow came with the California gold rush of the 1850s, as hydraulic mining choked spawning streams with

sediment. In 1912, dynamiting for the Canadian Northern Railway line dumped tons of boulders into Hell's Gate at Fraser Canyon. The following summer, when 50 million sockeye were swimming upstream, many of them were unable to fit through the passage, causing famine among the natives of British Columbia's interior. More recently, giant pumps have been diverting water from the Sacramento-San Joaquin River Delta to towns and farms in California's Central Valley, degrading the river habitat and even sucking up young fish before they reach the sea. Meanwhile, dams on the Columbia and Snake rivers have prevented egg-bearing fish from reaching streambeds inland. Government hatcheries, far from restoring dwindling runs, too often produce sterile fish that end up monopolizing food in rivers and digging up the egg-laying sites of wild stocks. And the higher water temperatures brought on by global warming prevent the eggs of spawning fish from maturing; some streams get so warm that gravid females refuse to swim upstream. It's not surprising then that the only consistently healthy salmon runs left are those in the cold rivers of Alaska. There is evidence, though, that Canadian farmed salmon are spreading north: Since 1990, Alaskan fishermen have reported finding nearly 600 escaped Atlantic salmon in their nets.

Eat Right

The five best fish to consume for both the ocean's health and your own (sushi names in parentheses)

sardines (iwashi)

High in omega-3s and low in all contaminants, sardines are always a good choice, whether they're canned, preserved, or barbecued.

trout (nijimasu)

Rainbow trout is raised in inland ponds, and its environmental impact is low. Smoked trout is a great substitute for lox.

mackerel (sawara)

More chefs are favoring this tasty fish. Spanish mackerel is better than those from the Gulf of Mexico, which can be higher in mercury.

arctic char (iwana)

The firm red flesh makes char a great alternative to salmon. It is currently being farmed in closed-containment systems.

skipjack tuna (katsuo)

Sold as "light tuna" and sometimes labeled "bonito" in Japanese eateries, skipjack tuna is more abundant than the threatened bluefin (toro).



The End of Heart-Healthy Salmon

Early on, some observers hoped that farming salmon, rather than catching them, would take the pressure off wild fish. Raising a carnivorous species in the wild can have unforeseen consequences. The first Norwegian salmon farms became infested with a nasty parasite called *Gyrodactylus salaris*, which feeds by attaching its mouth to its host and secreting a digestive enzyme that dissolves scales and skin. The parasite soon spread to wild salmon; finally, the government decided to flood 24 rivers with the pesticide rotenone, ridding them of all animal life. Public outrage led Norwegian farmers to look for new coasts to colonize. Americans were wary: Only a handful of salmon farms have ever been licensed in Maine and Washington, but, starting in the 1980s, a business-friendly provincial government in British Columbia handed out scores of permits. Today, there are 149 salmon farms in the province, and all but 19 are owned by the Scandinavian multinationals that dominate the industry.

The salmon farmers also turned to Chile, a country that has a long, temperate-water coastline, lax environmental regulations, and cheap labor. Chile is now one of the leading producers in the \$2 billion global farmed-salmon industry. In 2007, overcrowding in Chilean salmon farms led to an outbreak of infectious salmon anemia, a disease that killed millions of fish and left the flesh of survivors riddled with lesions. Perhaps more disturbingly, smolts in South America are raised in freshwater lakes rather than in hatcheries, and native species pass parasites to the juvenile salmon before they are taken to the net cages; several cases of intestinal parasites in humans were recently traced back to raw farmed salmon. In other words, you can pick up a tapeworm by eating gravlax, seiche, or sushi made with Chilean farmed salmon.

Salmon farms also attract sea lice, shape-changing crustaceans that feed on the scales and skin of wild fish. In the Broughton Archipelago, a jigsaw of islands off British Columbia's central coast, wild pink salmon are infested with the thumbtack-size copepods, which trail long white strands of eggs. (One researcher told me that, in terms of scale, a sea louse on a salmon smolt is the equivalent of a full-grown raccoon clutching an adult human's abdomen.) A single louse can kill a juvenile fish, and some are covered with dozens of lice. Scientists believe that offshore net cages have become virtual ranches for these naturally occurring parasites, and the tens of millions of salmon in Broughton's 27 farms are passing the sea lice to wild fish. They say this infestation could drive Broughton's pink salmon, the foundation of the local ecosystem, to extinction by 2011. Analyzing data from Ireland, Scotland, and Atlantic Canada, a team from Dalhousie University, in Halifax, showed that disease and parasites spread by farmed salmon reduced survival of local populations of wild salmon and sea trout by more than 50 percent *per generation*.

The salmon-farming industry claims that sea lice are not a problem in Clayoquot Sound, but Mark Spoljaric, who has conducted sample plankton tows near salmon farms for the environmental group Friends of Clayoquot, tells me that his findings "suggest that the sea-lice levels are magnitudes higher around a couple of Norwegian-owned salmon farms." According to Alexandra Morton, a marine biologist who has published scientific papers documenting sea-lice infestations, "There were more larval free-swimming sea lice in the sample taken near the fish farm in Clayoquot than I have ever collected in a single plankton tow in the Broughton Archipelago."

To rid salmon of the lice, Canadian fish farmers spike their feed with a marine toxin called Slice, or emamectin benzoate. The United States Food and Drug Administration, already hard-pressed to inspect imported Asian seafood for antibiotic and fungicide residues, does not regularly test imported salmon for emamectin benzoate. Canada supplies the United States with 38 percent of its farmed salmon, which means the fillets in nearly every American supermarket may be contaminated with this pesticide. Emamectin benzoate is also used to rid sick trees of pine beetles; when administered to rats and dogs, it causes tremors, spinal deterioration, and muscle atrophy. So while you may be loading up on salmon to reap the brain-boosting benefits of omega-3s, you may also be ingesting a known neurotoxin that the EPA has listed as highly toxic.

Though wild and farmed salmon have similar levels of beneficial omega-3 fatty acids, feed makers are increasingly bulking up the pellets with soy, which increases the ratio of omega-6 fatty acids. A disproportion of omega-6 fatty acids promotes chronic inflammation, which has been associated with everything from heart disease and cancer to Alzheimer's and depression. Similarly, last summer researchers at Wake Forest University School of Medicine published a

report in the *Journal of the American Dietetic Association* warning about the dangers of eating farmed tilapia for people at risk for heart disease. That farmed fish's diet is also spiked with unhealthy amounts of soy, thanks to America's farm subsidies. Farmed salmon has other problems too. Levels of vitamin D, which is essential for preventing colorectal cancer, are four times lower in farmed salmon than in wild. In fact, the supervision of the entire fish-feed business is lax at best, and feed makers bulk up pellets with melamine, poultry litter, and even hydrolyzed chicken feathers. Analyzing two tons of salmon bought in stores from Edinburgh, Scotland, to Seattle, Washington, a team led by Ronald Hites, PhD, of Indiana University, found that the farmed product contained up to 10 times more persistent organic pollutants (POPs) than the wild variety. The chemicals in question are among the most toxic known to man, such as the dioxins from herbicides (the most infamous being Agent Orange) and the polychlorinated biphenyls used in paints and pesticides, among other things. All are suspected carcinogens; most cause behavioral, growth, and learning disorders. Because of the POPs concentrated in the salmon's flesh, Hites and his team concluded that "the majority of farm-raised salmon should be consumed at one meal or less per month." In the case of Scottish salmon, they advise those who wish to avoid cancer to have no more than three farmed-salmon meals a year.

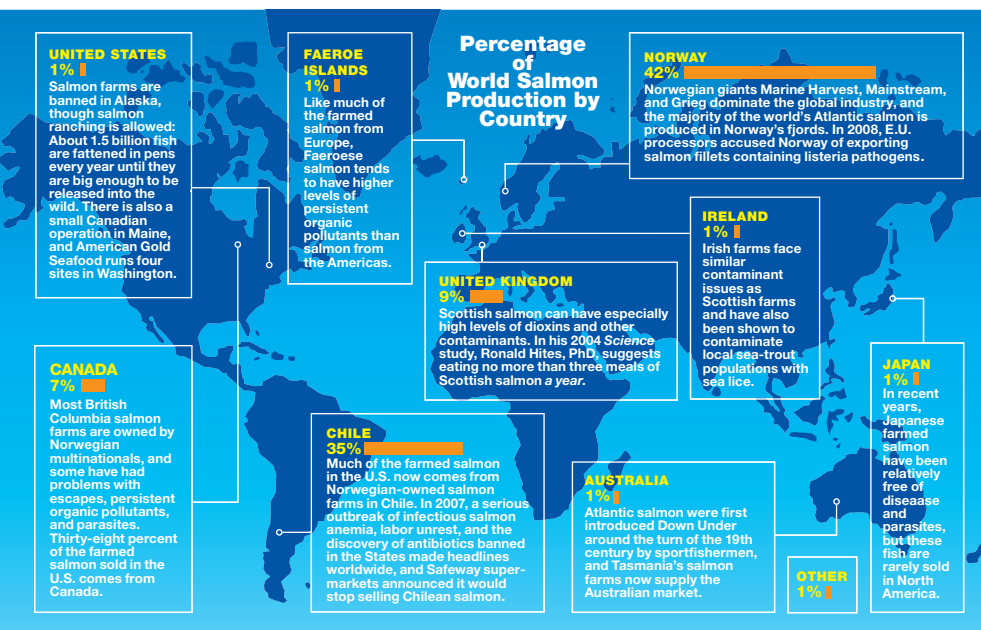
Were it not for artificial colorants, the flesh of farmed salmon would be an unappetizing gray, yellow, or khaki. In the wild, salmon owe their pink hue to krill and shrimp, which contain organic pigments called astaxanthin and canthaxanthin. At salmon farms, artificial versions can be added directly to the feed. Pharmaceutical giant Hoffman-La Roche makes a convenient color chart, like the paper strips used to select paint colors in hardware stores, called the SalmoFan. It allows farmers to choose shades of flesh between pale salmon pink (#20) and bright orange-red (#34). In 2003, Washington State consumers won a lawsuit that forced Safeway and two other supermarket chains to put "color added" labels on the packaging of farmed salmon.

The choice then seems easy enough: Buy wild Alaskan instead of farmed salmon. The problem, of course, is that Alaskan salmon is hard to find, and with Copper River chinook retailing for a record \$45 a pound in 2008, lately only the lucky few can afford to treat the wild fish as a staple. But it's more than just a matter of price. In a cross-country sting operation, *Consumer Reports* found that 56 percent of salmon labeled "wild" in supermarkets was actually farmed. All of which is not to discredit

**THE MAJORITY
OF FARMED
SALMON SHOULD
BE CONSUMED
AT ONE MEAL
OR LESS PER
MONTH.**

Mapping the World of Farmed Salmon

Twenty million years ago, only one kind of salmon existed, but the cooling of the Arctic Ocean split the habitat of this prototypical fish so that it evolved into two different genera: *Onchorhynchus*, the Pacific salmon, and *Salmo*, the Atlantic salmon. Pacific salmon comprises nine species; stocks have been reduced from California to British Columbia, and only Alaska has significant returns of wild salmon. ■ Atlantic salmon (*Salmo salar*) were once found in rivers from the Thames to the Hudson, but thanks to overfishing and the destruction of river habitat, wild Atlantic salmon are rare. If your salmon is labeled Atlantic, you can be almost certain that it is farmed. Three Norwegian companies dominate the global annual production of 1.4 million tons. ■ In 2005, then-senator Ted Stevens of Alaska pushed through the country-of-origin labeling (COOL) law for seafood. In theory, COOL empowers consumers by requiring fishmongers to tell you where their fish comes from and whether it is wild or farmed. In practice, wholesale markets, restaurant menus, and processed seafood are exempt, enforcement is patchy, and fines are laughably low. In a cross-country sting operation, *Consumer Reports* found that 56 percent of salmon labeled “wild” in supermarkets was actually farmed. That means you need to find a fishmonger you can trust. Wild Alaskan salmon is always the healthiest choice for your body and the planet, and farmed is generally never a good choice. Here’s why:



SOURCE: FAO FISHSTAT 2005

fish farming as a venerable industry. The Chinese, for example, have been sustainably raising carp on table scraps for 5,000 years. With 45 percent of the seafood in the global diet now coming from farms, aquaculture has become an essential source of nutrition. It's just that there are better ways of doing it than raising a carnivorous species in permeable nets off vulnerable coastlines.

A Simple Solution

Swift Aquaculture is a small salmon farm located among the dairy farms and orchards of Agassiz on the British Columbia mainland. Bruce Swift, the owner, shows me into a high-roofed barn and invites me to toss handfuls of feed pellets into a 12-foot tank. The surface boils as dozens of silver-sided fish snap up their lunch. Swift explains that they are coho, the prized game fish of the Pacific coast; from the larval stage, he has raised them to about two pounds. Soon he'll send them to some of Vancouver's leading restaurants. With a slight production increase, Swift figures he can soon sell his pan-size coho at Whole Foods.

"I've been raising coho here since 2004," says Swift. "My wife, Marylou, and I bought this old dairy farm and fitted it out with tanks. I'm a geneticist, so I'm really interested in the different stocks of fish, and Marylou is a nutritionist, and she has worked hard to create an organic, sustainable feed for the fish. The oil comes from a certified sustainable herring fishery, and the fish meal comes from scrap pieces of yellowfin tuna that would have been thrown out otherwise."

Swift's farm is fully integrated: He collects the waste from the salmon and uses it to fertilize his fields of wasabi, watercress, and garlic; the produce is snapped up by restaurants in Vancouver. As a sideline, he raises crayfish, which eat excess algae and watercress and can be sold for a pretty penny to Scandinavian bistros to make bisques. As we speak, we are surrounded by mountains (Agassiz is a farming community 65 miles from the Pacific Ocean) and there's not a body of water in sight. Swift runs his entire operation on well water and will be using a

reuse and recirculation system later this year. Thousands of coho swim in Swift's tanks. All this on less than two acres of land.

I'm looking at a closed-containment system, a form of aquaculture that can't possibly contaminate wild stocks or pollute the seabed, because it's on land. Such systems are already being used to raise turbot in France, shrimp in the Mexican desert, and bluefin tuna in Australia. Salmon farmers claim closed-containment systems would make farming salmon too expensive, but Swift and his wife are making a healthy living at it. Their whole fish sell for just a dollar more a pound than those raised in ocean net cages.

After the tour, Swift invites me into his kitchen and grates some wasabi rhizome; it is fresh and peppery, and has nothing to do with the sneeze-inducing wasabi paste that comes with cheap sushi.

It also complements the main course beautifully: thin slices of delicious, firm-fleshed, wood-smoked coho, cut from a fish Swift raised in his own backyard.

A Fool's Bargain

Making a right turn at the end of Highway 4 will get you to Tofino, but if you turn left, you'll end up in Ucluelet—known to locals as Uke—a town that is Tofino's down-to-earth, working-class little brother. For a long time, Ucluelet was a crucial node in the coastal salmon fishery, but now its packing plants sit deserted and the old fuel docks are starting to cave in. Only three or four trollers—those elegant workhorses of the coast that fish with a cat's cradle of hook-and-line, rather than trawling with enormous nets—are still working, and that's a shame. The largest trollers might take 300 chinook in a long day of work, but a commercial trawler can take far more (not to mention many other species as bycatch) in a single set of the net. As late as the early 1990s, 1,800 trollers were on the west coast of Vancouver Island. Today, that number has dropped to 67. It is a pattern that holds from California to the Alaska panhandle: The small-time fishermen, who tended to work sustainably, have been driven out of business, and only the far more efficient, and thus deadly, industrial vessels remain.

At the wheel of the *Blue Eagle 1*, his 42-foot troller, Mike Smith suddenly extends an arm out to sea. "That's a whale blowing!" he says. "You can smell 'em before you see 'em." Indeed, a fin briefly appears as the humpback dives, and an odor of rotting fish—whale halitosis—permeates the cabin. I've found a place at the galley table, among a genial muddle of charts, lures, and cannonball weights. To starboard, we watch a bald eagle



determinedly winging low over the water: “He has probably spotted a herring ball out there,” says Smith. “He’s going to take a better look.”

The summer sun suddenly disappears as we motor into a patch of fog. (“This is the worst month for fog,” says Smith, with an endearing chuckle. “We call it *Foggest*, eh.”) Smith slows the *Blue Eagle 1* to two and a half knots. Five miles from shore and 34 fathoms beneath us is South Bank, a rich feeding ground for everything from halibut to lingcod. We’ve already deployed the troller’s poles, 40-foot-long booms that jut diagonally from midship, giving the vessel a resemblance to an aquatic praying mantis. Smith shows me how to rig up the lines with hootchies, flashers, plugs, and other lures that attract specific subspecies of salmon. Using a hydraulic motor, Smith lowers the hook into the water, and within minutes, the weighted line goes taut. It has been rigged so that when a fish bites, the hook transfers to a sportfishing rod. I start reeling for all I’m worth.

“It’s a chinook!” says Smith. “You can always tell because their mouths flash black.” Smith hauls it aboard and dispatches the fish with two sharp blows from a sawed-off hockey stick. We’ve landed a seven-pounder, about two years old, and we’ve caught exactly what we are looking for. This is the beauty of the troller. Unlike a trawler, which catches, and often crushes, everything it nets, with hook-and-line you can throw back small and untargeted species, still alive. The bycatch is practically nil.

Smith, 62, began fishing when he was 16, when a fishing license cost \$1, and he could catch as many fish as he wanted. Today, a license goes for \$720, and he’s restricted to fishing a few species of salmon and groundfish in a narrow strip of ocean alongside Vancouver Island. Like fishermen the world over, Smith does his share of finger pointing. He complains about sea lions, which ruthlessly swipe salmon from his hooks (he claims he has seen the big ones teaching the little ones to steal fish). He doesn’t care for American fishermen, who have been lobbying for a 30 percent reduction in the salmon catch off Vancouver Island, on the grounds that most of the fish originate in the rivers of the Pacific Northwest. And he resents the “sporties,” the sportfishermen who pay just \$28 a year for a license and can catch their limit—and probably more—every day of the year, while too often he is forced to cool his heels on the dock.

But he reserves most of his venom for the salmon farms. “They put the salmon farms too close to the estuaries,” he says. “One salmon stream in the Clayoquot has six farms around it. I figure the young wild salmon come down the stream, hang around at the river mouth to fatten up, and end up swimming into those net cages. The farmed fish just gobble them up.” Like a lot of fishermen I’ve spoken with, Smith believes the provincial government considers wild salmon, and independent fishermen, an impediment to development. The omnipresent protected salmon streams, which reach like a network of capillaries into the province’s every ecosystem, are rumored to stand in the way of oil and mining exploration, logging operations, and even the damming of the Fraser River for hydroelectricity. A farsighted government bent on resource extraction might adopt a long-term strategy that favors policies that promote salmon aquaculture, to the detriment of the wild stocks.

By midafternoon, we’ve filled a cooler with halibut, coho, and chinook and are ready to return to shore. “Fishermen are a nuisance,” says Smith, as he ties up at the dock in Ucluelet. “The powers that be would rather we were all working at the salmon farms for 12 bucks an hour. They want a bunch of serfs; otherwise, they have to deal with all these people who have opinions.” But small-scale fishermen are the heart of communities up and down the coast, and when they aren’t pitted against one another by ludicrous quotas and restrictive openings, they’re the best possible custodians of the resource. With his neighbor, salmon troller Doug Kimoto, Smith spends his days off the water trucking gravel to nearby streams to create new habitats for spawning salmon. “The previous government did a lot of habitat restoration, but not this one. If we had healthy wild stocks, believe me, it would bring in more money for the economy than fish farms and sportfishing.”

Mike Mullin, who gave up salmon trolling and is now an oyster farmer, agrees. “The politicians are totally willing to sacrifice the wild fish,” he says. “The big processors and the government would rather deal with a few salmon-farming conglomerates than have to cope with hundreds of cantankerous humans who actually own their own boats. Salmon have survived on this coast for 10,000 years. They’re incredibly resilient. If we would back off on pollution and the industrialization of the rivers, stop the logging, and get rid of the net cages, the West Coast would have salmon populations as healthy as what they have in Alaska right now.” It could also

support a vital coastal population of small-scale trollers—guys like Smith.

It is, I have to admit, puzzling. At Tofino’s Raincoast Café one night, I watch French and German tourists, sunburned pink after their “aquatic safari” day trips, savoring the \$29 spring salmon in Dijon chèvre cream to the rhythm of soothing, ambient trip-hop. Naturally, the salmon on the menu in Tofino is wild; British Columbia has seen a number of campaigns against aquaculture, and no chef at a white-tablecloth restaurant would be caught dead serving the farmed stuff. Yet, as I walk back to my motel on the town’s main drag, I am forced to hug the shoulder to avoid the ranks of semitrailers hauling plastic-wrapped pallets full of feed pellets to the dock to supply the salmon farms of Clayoquot Sound.

In British Columbia, wilderness tourism is a \$1.6-billion-a-year industry. Ecotourists and sportfishermen the world over come here to experience one of the last intact patches of primordial wilderness on the continent, only to find themselves in a bastion of salmon farming—an industry that might, thanks to parasites and disease, kill off the wild fish on which the ecosystem, and much of the economy, depends. Salmon are the vehicle by which the biological riches of the North Pacific are spread to the land. Swimming inland, often hundreds of miles, to spawn and die, their decomposing bodies provide the nutrients that nourish stands of millennial Sitka spruce, red cedar, and Douglas fir (trees along salmon streams grow three times as fast as their inland counterparts). The entire food chain depends on these fish: Salmon provide 90 percent of the nitrogen in Alaskan brown bears’ diets, and even deer gnaw on their spawned-out carcasses. As long-term strategies go, killing off the wild salmon of the Pacific Northwest is about as forward-thinking as deliberately infecting the goose that laid the golden egg with avian flu.

At home later that week, I barbecue the chinook Smith and I caught aboard the *Blue Eagle 1*. The fillet is not Day-Glo orange, like the artificially tinted flesh of farmed salmon, but a healthy-looking white marbled with pink, a sign that this particular fish had not been eating much krill. Pleasantly gamy, it is firm and well muscled, juicy but not oily, and completely lacking in the gooey fat that makes eating farmed Atlantic fillets such a chore. Rich in omega-3s, low in saturated fats, it is a guilt-free indulgence and bears about as much resemblance to farmed salmon as fine venison does to a cheap package of ground round. It is the taste of my childhood—the essence of the Pacific Northwest—and I don’t want it to end. ■

KILLING OFF THE WILD SALMON IS LIKE INFECTING THE GOOSE THAT LAID THE GOLDEN EGG WITH AVIAN FLU.

A large, dark blue, stylized letter 'R' that serves as a graphic element, partially overlapping the text and the chair.

Ryan Reynolds's Rules for Living

Listen to him because he's successful. Listen to him because he believes in earning what he has. Or listen to him because he married Scarlett Johansson. Just listen.

By John Mather | Photographs by Richard Phibbs |
Interview by Mike Zimmerman





Clothing by Giorgio Armani

It may be time to retire the question, Can a man make his own luck? At its core, it's a hopeful notion, but ultimately foolish. A man makes himself. Whether his success is "luck" is a judgment call made by those who sit in judgment of such things. A lot of people would say Ryan Reynolds is lucky. Even Reynolds, 32, insists how lucky he is. It's a nice sentiment, but again, foolish if you take it seriously. As you'll read, the guy works hard, cultivates his talent, builds on successes, and maintains forward momentum. Meanwhile, he keeps himself fit and remains open enough to evolve. He also settled down with a nice girl last year. Okay, okay, she's Scarlett Johansson, the current walking epitome of getting lucky, but still. Success and character attract the attractive. (If it makes you feel better, he pays a daily Hollywood toll for his success: "I'm surprised the paparazzi don't have arthroscopic cameras. I'm waiting to see tabloid pictures of my kidneys functioning.")

More proof that luck isn't a factor: The résumé of Ryan Reynolds displays a talent-telling breadth of action, drama, and comedy. He rapid-fires films at us like a kid with a paintball gun: 13 films in the past five years, including the upcoming *The Proposal*, *Paper Man*, and *X-Men Origins: Wolverine*. You may have gurgled a bong to his first feature, the National Lampoon party flick *Van Wilder*. Some of his other projects are criminally

underrated: *The Nines* ("That stayed with me the most of anything I've done," he says) and *Just Friends* ("Anytime I got in front of Anna Faris, I wanted to drop over laughing").

So while many of us are sitting around trying to manufacture some luck, Reynolds moves through life with purpose and a sharp sense of humor about it all. He knows the real secret lies in the doing. Here's how he does it:

RULE 1: HAPPINESS TAKES BALLS

Specifically, as Reynolds put it, "enormous, sweaty, swinging *cojones*." Why? "In order to be happy, you have to be willing to be disliked. In order to respect yourself, you have to be unafraid to disappoint others. You have to make tough decisions. That takes balls. The people who have made the greatest impressions on me in my life take care of themselves and don't always look for the most pleasing answer in any given moment. Happiness, like so many things, is a choice. I know this only because I've worked with and spent time with so many people who don't choose it."

"I like to feel in any given situation, in a physical sense, that I can handle myself. Whether I have to run up a hill or jump out of the way of a wayward drunken driver."

RULE 2: FITNESS IS PURELY FUNCTIONAL

Reynolds has a physique that attracts overheated adjectives as much as overheated women: ripped, rippled, shredded, and onward. But unless he's forced to (as with the 15 pounds he had to put on for *Wolverine*), he doesn't lift weights. "When I did *Wolverine*, I had to spend countless hours in a gym and countless more hours stuffing my face with freshly de-feathered chicken. I don't do that normally. I need to move. I hike, I run a little bit. [Editor's note: His "little bit" of running allowed him to finish the New York City Marathon last year.] Aside from work, I like to feel in any given situation, in a physical sense, that I can handle myself, whether I have to run up a hill or jump out of the way of a wayward

drunken driver. You want to manage your body and be able to move. I also want to have the use of my body when I'm 70. My dad is the one who taught me that, only because I've learned from his mistakes. He didn't take good care of himself when he was younger. He's really paying the price for it now that he's older."

RULE 3: EAT FROM EXPERIENCE

Let's face it: By age 30, we all pretty much know our bodies, how much food it takes to run them, and when we've overeaten. That's why Reynolds eats from experience: "If I don't eat every three hours, I turn into a serial killer. I get low blood sugar, so I've always been a six-meals-a-day kind of person. I just don't eat a lot—small portions all day. I feel better eating like that. I also have a pretty disgusting addiction to almond butter. I don't know what that's about."

RULE 4: AS YOUR CAREER EVOLVES, ADJUST YOUR FOCUS

Careerwise, almost every guy has a rough go of it starting out. ("You could fill the Staples Center with the amount of acting jobs I've wanted and lost over the years," says Reynolds.) But now that he has established himself, Reynolds is finding that acting isn't much different from what other guys discover about their fields: "You start to come into your own and form what I think is a pretty congruent identity for yourself. Then the job becomes a little bit harder because you don't just want to do *everything*, you want to do certain types of projects. It becomes a lot more tailored and more difficult to find that certain thing. It's not so much about losing work as it is about finding it. You have to rededicate yourself to that."

RULE 5: INSULATE YOUR EGO

Unemployment is the reality for a lot of talented people right now (not to mention the thousands of actors who recite tonight's specials instead of performing Arthur Miller). Reynolds remains grateful to have steady work, but it wasn't always so. When he first moved to Los Angeles, he faced "a f--king assembly line of rejection." It never once gutted his determination. "The ace card I always had in my back pocket was that if acting didn't work out, I would find something else. I always believed I would be good at *something*, if not this, then that, whatever that would turn out to be. It thickens the skin knowing you'll be fine with

Continued on page 111





Jacket by Gucci



Clothing by Tom Ford

WHERE TO BUY? SEE PAGE 110



blue,

For a fresh twist on the standard-issue black and brown, go navy.

Sneakers by Salvatore Ferragamo.
Pants by Tommy Bahama.

period

BY HEATHER SHIMOKAWA

PHOTOGRAPHS BY RICHARD PHIBBS



Clothing and duffel by Louis Vuitton.



Watch by Breitling.
Peacoat by Gant.



Loafers by Tod's. Jeans by Guess.



Belt by Nautica. Clothing by Banana Republic.



Briefcase by Canali.
Clothing by Perry Ellis.

WHERE TO BUY

COVER

DOLCE & GABBANA wool two-button tuxedo (\$2,290), cotton dress shirt (\$350), satin tie (\$150), and leather belt (\$175), select Dolce & Gabbana stores, dolcegabbana.it, 877-703-4872

FRAME JOB

Page 30
RAY-BAN Clubmaster sunglasses (\$129), Sunglass Hut, sunglasshut.com, 800-786-4527

SCOTCH GUARD

Page 31
PRINGLE OF SCOTLAND menswear is available at select Barneys New York and Neiman Marcus stores; Camouflage in NYC; Moda in Pittsburgh, PA; Mario's stores; Moule in Portland, OR; and at saksfifthavenue.com; pringle-scotland.com, 44-14-50-36-02-00

WILD THING

Page 34
HUGO BOSS Element (\$47 for a 3-ounce bottle), macys.com
FERRAGAMO F (\$74 for a 3.4-ounce bottle), salvatoreferragamo.it
CALVIN KLEIN Eternity for Men Summer (\$54 for a 3.4-ounce bottle), macys.com
NAUTICA Oceans (\$65 for a 3.4-ounce bottle), nautica.com
CAROLINA HERRERA 212 Men on Ice (\$59 for a 3.4-ounce bottle), sephora.com

WHAT SHE WANTS

Page 39
GOLD HAWK dress, **JAMIE WOLF** earrings. (Pages 6 and 8): **ENZO** COSTA tank, **GAP** boy shorts, **ME & RO** jewelry

THE CRUCIAL DECADE

Pages 72 and 73
CONVERSE BY JOHN VARVATOS linen henley (\$95), Bloomingdale's, getchucked.com, 866-593-2540
Page 75
GAP cotton Classic Oxford shirt (\$40), Original Khaki pants (\$45), and leather belt (\$30), Gap stores, gap.com, 800-427-7895
BREMONT stainless-steel ALT1-C Classic watch (\$5,650), select Tourneau stores, bremont.com,

212-758-7300
Page 76
TOMMY BAHAMA Cotton Cane henley (\$68) and pants (\$128), select Bloomingdale's and Von Maur stores, tommybahama.com, 866-986-8282
Page 77
TOMMY BAHAMA cotton pants (\$110), select Nordstrom stores, tommybahama.com, 866-986-8282

A WOMAN IN FULL

Pages 84 and 85
WACOAL corset, **BORGIONI** bracelet, **JENNIFER MEYER** earrings
Page 86
VANESSA BRUNO blouse, **AGENT PROVOCATEUR** panties, **BORGIONI** bracelets
Page 87
LYDELL dress, **CESARE PACIOTTI** shoes, **C. GREENE** cross cuff
Page 88
WACOAL corset, **H&M** tutu
Page 89
WONDERBRA onesie, **HENRY DUARTE** cape, **JIMMY CHOO** shoes

RYAN REYNOLDS'S RULES FOR LIVING

Page 99
GIORGIO ARMANI nylon macintosh (\$2,450) and wool pants (\$650), Giorgio Armani stores, giorgioarmani.com, 212-988-9191
JOHN LOBB Hastings oxfords (\$1,575), John Lobb stores, select Neiman Marcus stores, and Bergdorf Goodman in NYC, johnlobb.com, 212-888-9797
Page 101
BURBERRY cotton double-breasted trench (\$1,595) and cotton T-shirt (\$125), Burberry stores, burberry.com, 866-589-0499
Page 102
GUCCI cotton jacket (\$1,595), select Gucci stores, gucci.com, 800-456-7663
2(X)IST cotton Luxe collection T-shirt (\$29), Bloomingdale's and Saks Fifth Avenue stores, 2xist.com, 212-741-7731
7 FOR ALL MANKIND Flynt five-pocket jeans (\$210), Barneys New York, Nordstrom, Bloomingdale's,

Neiman Marcus, and Saks Fifth Avenue nationwide, and Bergdorf Goodman and Scoop in NYC, 7forallmankind.com, 866-427-1114
Page 103
TOM FORD cashmere sweater (\$1,160) and cotton shirt (\$1,170), Tom Ford and Bergdorf Goodman in NYC, tomford.com, 212-359-0300

BLUE PERIOD

Page 104
SALVATORE FERRAGAMO leather sneakers (\$440), Salvatore Ferragamo in NYC and select Saks Fifth Avenue stores, ferragamo.com, 212-759-3822
TOMMY BAHAMA linen Brosnan pants (\$128), Tommy Bahama, Nordstrom, and Von Maur stores, tommybahama.com, 866-986-8282
Page 105
LOUIS VUITTON leather Siwa Sac Sport duffel (\$3,070), linen two-button jacket (\$2,550), and linen pants (\$885), Louis Vuitton stores, louisvuitton.com, 866-884-8866
Page 106
BREITLING stainless-steel Navitimer World watch (\$5,560), Tourneau and Wempe stores, breitling.com, 877-273-4854
GANT cotton peacoat (\$585), Gant in NYC, gant.com, 212-230-1949
Page 107
TOD'S leather Gommini loafers (\$395), Tod's stores, tods.com, 800-457-8637
GUESS Lincoln five-pocket jeans (\$128), Guess stores, guess.com, 800-394-8377
Page 108
NAUTICA leather belt (\$36), Macy's stores, nautica.com, 877-628-8422
BANANA REPUBLIC cotton-and-linen jacket (\$198), five-pocket jeans (\$79), and cotton T-shirt (\$20), Banana Republic stores, bananarepublic.com, 888-277-8953
Page 109
CANALI leather briefcase (\$1,195), Canali stores nationwide and select Bloomingdale's stores, canali.it
PERRY ELLIS linen City-Fit jacket (\$325) and linen City-Fit pants (\$125), select Macy's stores, perryellis.com, 800-994-0073

ADDITIONAL CREDITS: COVER Photographer: Richard Phibbs Agency: Art Department Grooming: Kim Verbeck/Exclusive Artists Production: Scott Boucher/Kranky Productions **FRAME JOB** **Page 30** Agency: Astrophe Prop styling: Richie Owings/Halley Resources **SCOTCH GUARD** **Page 31** Hair: Stephen Rose/Art Department Makeup: Leanne Hirsh for hirshskincare.com/Kramer + Kramer Prop styling: Claire Tedaldi/Halley Resources **WILD THING** **Page 34** Prop styling: Jared Lawton **WHAT SHE WANTS** **Page 39** Agency: Monaco Reps Styling: Wendi & Nicole/The Wall Group Hair: Yiotis Panayiotou/Celestine Agency Makeup:

Kayleen McAdams/The Wall Group **THE CRUCIAL DECADE** **Page 72** Prop styling: Jared Lawton Fashion styling: Paul Avarali Grooming: Sage Location: Everglades Holiday Park and Billy Beck III Personal Training & Performance Center **A WOMAN IN FULL** **Page 84** Agency: Monaco Reps Styling: Kemal & Karla/The Wall Group Hair: Campbell McAuley/Solo Artists Makeup: Mai Quynh/The Wall Group Production: Jill Roy/3 Star Productions Fashion assistant: Erica Cloud **RYAN REYNOLDS'S RULES FOR LIVING** **Page 98** Agency: Art Department Grooming: Kim Verbeck/Exclusive Artists Production: Scott Boucher/Kranky Productions

THE NEXT BULL MARKET

Continued from page 67

One of the main reasons for his optimism is the previously mentioned growth: Despite the downturn, emerging markets still have it. "Take China," he says. "Recently, people were disappointed because they had *only* 9 percent real growth. Now, China's exports represent about 37 percent of its gross domestic product. Even if China decided not to export anything, the country would still have 6 percent growth. And *that* is incredible growth by any measure."

So, unlike Kinniry, who's agnostic on geography, Mobius is putting more money in the People's Republic. The government has huge cash reserves and is heavily invested in Chinese companies, which brings its own measure of security. "They have the wherewithal to prevent the bankruptcy of companies such as China Mobile and the Bank of China," he says. Grantham, however, does not share Mobius's confidence in China, which he thinks will be hit harder by the global downturn than most people expect.

As the disagreement suggests, even the best of the best disagree on country-specific bets, so it's a risky game. If your business trips to, say, Korea, give you insights before Wall Street catches on, consider the Mobius approach. Otherwise, a broadly diversified fund is a better bet. Two more pieces of advice:

Take your time. You're not shoving a pile of chips across a felt table in one grand gesture. As Grantham says in his letter to investors: "not necessarily rapid...but steady." Grantham also mentions that when value managers (like him) spot cheap stocks, they sometimes buy too early in the cycle. "We are probably buying too soon. Caveat emptor." That said, Grantham also notes that if you wait too long, the sector could rally and you'll miss the opportunity. Mobius agrees. "Give yourself a year," he says. Kinniry and Mobius suggest dollar-cost averaging, investing steady amounts each month. This removes the emotion from the investment, which is a huge danger. "Once the sentiment and direction change," says Mobius, "you'll find people chasing the markets up." Bad move.

Accept volatility. Kinniry warns that if you can't handle the ups and downs of emerging markets, stay away. "Emerging markets have always been an extremely volatile asset class," he says. "Some of that volatility is due to government risk. We're dealing with countries that may not have the same accounting laws or the same democratic laws. Expect that volatility to continue." But Kinniry also notes that with heightened risk comes the chance for higher reward...and that's the point. ■

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or without something. I certainly wanted the jobs I was going for, but I wasn't wholly invested in the outcome. That let me just enjoy the process of going in and reading for it and fighting for it."

RULE 6: "FUNNY" IS ALL ABOUT WHAT YOU REVEAL

From *Van Wilder* to *Just Friends*, Reynolds has done his share of comedy. But there's a difference between performing and being funny in a group. "For me, comedy is intrinsically tied to vulnerability, so it's usually when someone is revealing an aspect of himself. That always makes me laugh. A good example is Ben Stiller. He does that comedy very well, where the characters are the architects of their own demise." As far as in meetings and social situations, "I have no ability to turn it on or off when I'm in social situations, so I play to the chemistry of the room. That brings it out."

RULE 7: THE BEST MEMORIES COME FROM THE WORST TIMES

Men sometimes live in the moment to such an extent that it's difficult to step back and view the scene from another angle. Reynolds learned this from some in-your-face lessons. "When I moved to L.A., I parked my Jeep and it was stolen within the first hour. It was an unmitigated disaster from anyone else's perspective, but for me the whole thing was hilarious. I equate it to this time I was riding a motorcycle from one end of Australia to the other. One day we had the worst weather you could ever imagine—85 degrees and just *monsooning*. I remember saying to my friend, 'This is going to be a good memory. In six, seven, eight months. Or years.' He stared at me and said, 'You're a f--king lunatic.' Of course, six months later I'm looking back on one of the greatest times of my life. And there will be more times like that to come. I'm on to myself. I've figured out how my mind works."

RULE 8: TRUST THE WISDOM YOU'VE ACCUMULATED

Unfortunately, men forget. And it's not just car keys and anniversaries. They forget their hardest-earned lessons. Reynolds remembers his, and lives better because of it. "I've spent time in my life trying to drink myself to death, smoke myself to death, and all these other things that I thought would alleviate something in the short-term," he says. "They don't, obviously. But what I've really learned in my 32 years, if I may be so bold, is that you need to moderate, have a bit of this, have a bit of that. You need time alone and time together, time with work and time with family, you need all these things to lead a life that's satisfying. Eating a variety of fruits and vegetables serves as a great metaphor for life." ■

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Scared and Pissed Off

An anxiety disorder destroyed my youth...until I seized control

When I was about 15, I started having anxiety attacks. I didn't know what the hell they were. The worst part? They had no triggers. Totally random. A wave of panic would wash over me, and my heart would pound so fast that I couldn't tell one beat from another. Sometimes I would hyperventilate so hard that my limbs would go numb and I'd pass out. Sometimes the attacks were so overwhelming that the thought of dying was comforting. That's not a punch line. It's the truth.

Imagine your whole world getting smaller as the problem takes on a more agoraphobic expression. You stop going more than 10 miles away from your supposed "safe zone." And your safe zone isn't safe at all; you've just figured out how to tolerate the anxiety there. It wasn't, "Hey, I'm afraid of getting on a plane or a freeway or an elevator." I had a fear of *everything*. I had a fear of myself. The

out of USC after just 24 hours.

When I got home, I'd had enough. That moment changed everything. I had to take responsibility and start talking to a psychiatrist and behavioral therapist about something I'd never even talked about with my parents or closest friends. They helped me understand it all. If the anxiety surfaces, you have to stand your ground and let it come.

It's very Joseph Campbell in that regard. You have to go back to the bat cave, face the bats, and let them wash over you so you can become a bat. Anxiety can't hurt you. Your heart won't explode. You will continue to



GET A GRIP
Film director McG coaches Christian Bale on the set of the new Terminator movie.

"If the anxiety surfaces, you have to stand your ground and let it come."

trauma, the embarrassment, the shame: Add it all up and it's just a f--king horrible experience that I couldn't talk about with anyone. I felt like less of a man.

Flash forward to age 18. I'm driving from Newport Beach, California, to the University of Southern California for my first day as a freshman. It was terrifying, but I wouldn't give in to thinking, *I can't go to USC*. I made the drive, barely holding on, fighting off the anxiety. I stayed the night, but the next day was too overwhelming. The *anticipatory* anxiety got me, just dreading what might come. Believe me, I'm not a timid guy. I had a lot of fight and fire to overcome this on my own. My macho position: I didn't want to believe this is who I was. And yet I had to drop

breathe. It will ebb and flow. It will subside.

It took a long time to feel progress, but I improved. I got on airplanes. I started my own record label, signed a band that I grew up with, and made their videos. Then I met Drew Barrymore and made *Charlie's Angels*. Then came *The O.C.*, which was an autobiographical tale of an outsider looking in. And now I've directed *Terminator Salvation*.

It hasn't been perfect. Another major moment came several years ago, when I was set to direct the reboot of *Superman*. It would shoot in Australia, however, and at that time I simply couldn't get on a plane. I had to give it up. That pissed me off and made me redouble my efforts. Since then I've been around the world several times.

My goal is to shoot film on every continent, and I'm getting there. Right now I feel like I've got the disorder in a headlock.

To keep that upper hand, I wake up every morning and work out for an hour, but I use 30 minutes of cardio for pure meditation. I breathe, feel my heartbeat, get in tune with my body, and focus on everything I've learned. I'd never be so bold as to say, "I'll never suffer from that again—it's over." I have to be diligent even though I'm doing well. It's alive in me. It's who I am.

Take your pick from the ways this expresses itself: alcoholism, overeating, drug abuse, even fear of public speaking. Everyone has to deal with his ball and chain. Are you going to let it take you to the bottom, or are you going to figure out a way to carry on with it? Or will you cut yourself free of it? It requires fight and focus, but that's what defines us as men. Throw down, find the courage to face what's going on, and move forward to eradicate it. That's real growth. That's real adulthood.

As told to Mike Zimmerman. McG, 40, directed Terminator Salvation, in theaters this month.

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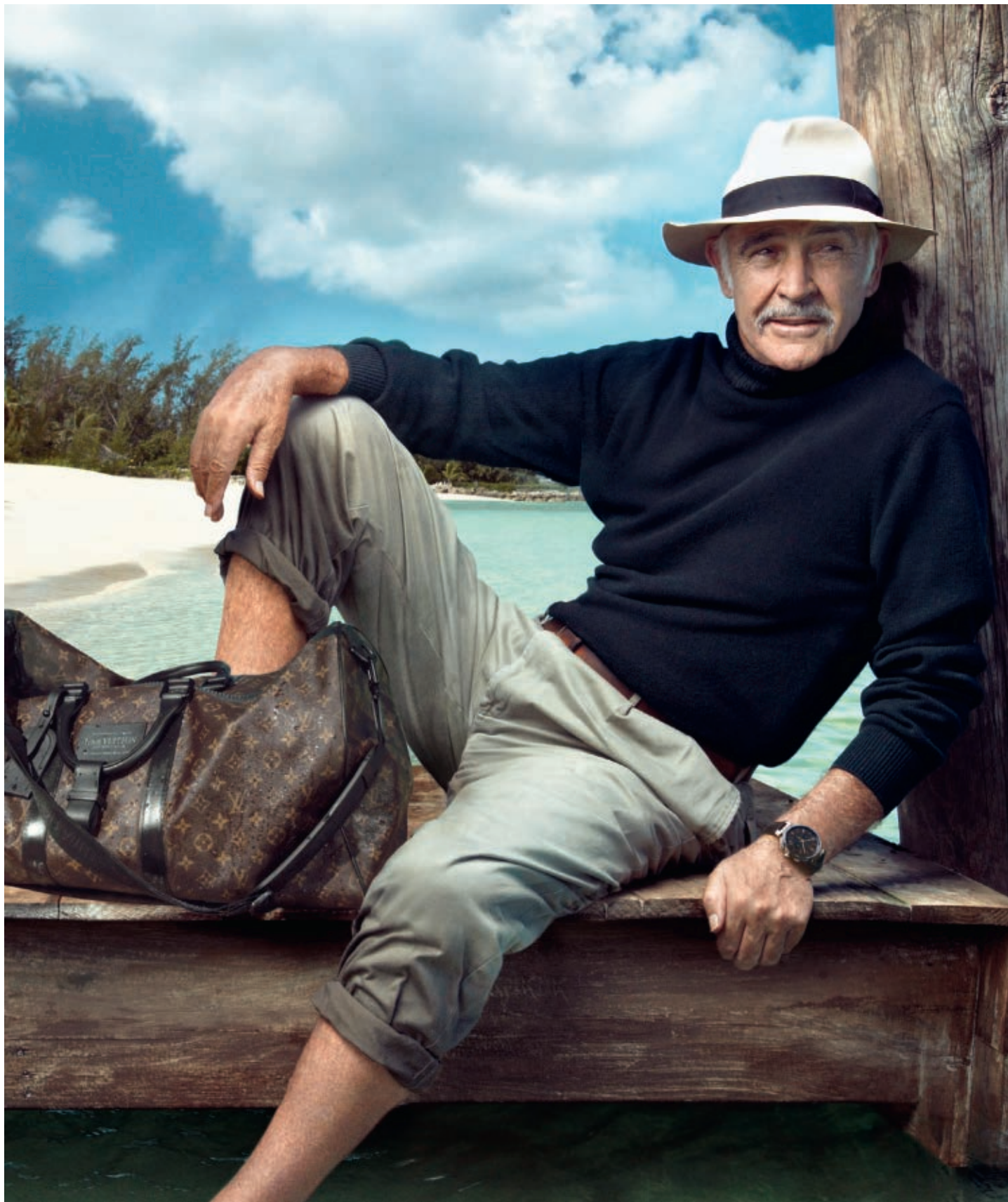


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