



Accentuating *Beauty* with Laser Precision



914-393-4127
drjoshfink.com

Preparing for the **NEXT CHALLENGE**

The next Spartan Challenge is appropriately named the *Spartan Beast*. The Spartan Beast is 10-13 miles long and filled with obstacle courses up and down Mt Killington, Vermont.

Why do this? It's simple.

Life is about reaching goals and accepting challenges.

It is tough to prepare for such an event, no doubt. Recently, I did a mountain climb, which I nicknamed Boulder Hopping, and wondered how many calories were burned during the combined ascent and descent. As you can see in the image to the right, the amount of calories burned was somewhat on the high end. Truly, the best way to prepare for a Spartan Beast is by trying to simulate the actual event.

Weather conditions were perfect on the day of the practice climb. With 70 pounds of gear on my back and my two boys joining me, the ascent was on! Most of our gear consisted of food, clothes, and overnight supplies in case we got stuck somewhere overnight. Everything went as planned, except the descent which was occurring after the sun set over the ridge. **One step at a time, right?**



When we got to a plateau on the descent, it was about 4:30pm and I saw a bunch of French Canadian teenagers approaching the most difficult part without adult supervision. The group was broken up and had no clear leadership. Half of the teens had no packs on, most were wearing shorts, and none had sleeping bags or overnight equipment. At best, they would reach summit at 7pm, which was too late to be safe since nighttime temperatures can dip into the 20's with over 70 mph wind gusts. I strongly suggested that they turn around, but they ignored my advice. When we reached the ranger station at 7:30pm, I told the authorities about this group. At 8pm, I heard the rescue sirens go off. I was not surprised.

It was a series of life lessons, and business lessons, for my boys. **Never underestimate Nature. Never approach any challenge unprepared. Know when you don't know.** As with any project, clear and experienced leadership is necessary. We were self-sustained and prepared to camp overnight at any point during the ascent or descent. Outcroppings were spotted along the way in case of a storm. **The lessons learned? Any project can have unexpected turbulence. Be sure to have "Plan B" ready for unexpected issues. Rise to the challenge, but know what you are getting yourself into. Safety never occurs by accident.**

Dr. Josh

October Special

October Starts Photofacial Season!

Our new laser system can restore your vibrant glow by helping to eliminate the brown and red spots left behind by the Summer sun.

Want to save \$2,000?

Now, that's a big amount! Simply click the YouTube video link in our October email special and find out how to redeem your special. Act fast as this is limited to the first ten folks who call!

dr. josh recommends...

the **Country Kitchen**

This month, Dr. Josh recommends The Country Kitchen in Armonk. The Country Kitchen is owned and operated by Chef Mike, who was classically trained at the Culinary Institute of America. Chef Mike has been providing a unique and flavorful dining experience to folks in Westchester for 12 years! The Country Kitchen has the ability to excite and accommodate the most discerning palates. It has developed a following that keeps growing, thanks to their inviting design and their healthy and creative selections. With an ability to offer gluten free choices, a willingness to cater to special dietary needs, and with an emphasis on fresh, local produce, The Country Kitchen should be on everyone's "must try" list.

MUST TRY:

Organic Turkey Burgers

Vegetarian Chili

397 Main Street | Armonk, NY 10504 | 914.273.0150



How We're Giving Back

AMERICAN MELANOMA FOUNDATION

Summer is coming to a close; say good-bye to your shorts, your tank-tops, and your suntans. Chances are you're already wondering how to keep your summer glow shining all winter long – but if tanning beds are part of that plan, think again. Skin cancer is the most common of all cancers and Melanoma is the most dangerous skin cancer of them all. Melanoma is most often caused by excessive exposure to the ultraviolet radiation from the sun – which means it's also the most preventable. There are a few things you can do; slather on some sunscreen, avoid tanning beds, and check out the American Melanoma Foundation (AMF).

The AMF was founded in Southern California (the land of sun and sand) in 1990 by a group of Melanoma patients who knew first-hand the ever-growing need for research and new treatment approaches for victims of skin cancer. Since its inception the Foundation has contributed to the community by providing awareness programs and patient support groups, as well as fundraising to provide research for new treatment opportunities. The AMF has recently achieved national recognition and plans on expanding their programs into new geographic areas of need. Melanoma is almost always curable if it's detected in early stages; spreading the word about Melanoma awareness will not only save your skin, it could save your life.

Our office specializes in lasers and medical aesthetics. Be sure to see your dermatologist for a complete skin exam once a year.

breakfast **SMOOTHIE**

This recipe is something I have used for the past year to help with some joint problems with the patella. It's part of the reason I can still do what I do.

This recipe has a kick! After 2 weeks, you can feel a difference in your joints!

Dr. Josh's Anti-inflammatory Breakfast Smoothie:

ADD TO THE BLENDER

- 6-8 ounces Greek Yogurt, non fat
- 4 ounces of Walnuts
- 8 ounces of Blueberries
- 3 large pinches of Turmeric
- 3 large pinches of Cumin
- 1-2 pinches of crushed Red Chilli Peppers
- Generous amount of Cinnamon
- A drop of Organic Honey

BLEND & ENJOY DAILY!





It's *photofacial* season

Getting the Most from a PhotoFacial

"Photofacial" is a marketing term that is used used for Intense Pulsed Light, also referred to as IPL. Intense Pulsed Light (IPL, Photofacial) is similar to a laser, but somewhat different. IPL technology is used for multiple purposes such as reducing pigmentation (sun damage), reducing blood vessels on the face and body, reducing acne, hair removal and overall skin rejuvenation. In our office, we carefully determine who is a candidate for this technology as it might not be right for everyone. The number one reason we use IPL is to reduce skin discolorations that come with sun exposure and aging.

For best results, a series of sessions are typically needed and throughout the process, a combination approach is utilized. Skin is prepared using the "Dr. Josh" branded method both before and after the treatments. It's the combination approach which works best in reaching a client's goal. IPL is a technology that we use from September through the month of June, and we call it "IPL Season."

When you come in, ask us if you might be a good candidate.

Look out for our October email special and call to arrange your personal, complimentary consultation - 914.393.4127

TRIED *and True*

the products that keep us
coming back for more

DO YOU DARE?

Don't read the next sentence.

Ooh, you're a little rebel, aren't you?! Then you're gonna love this month's gotta-have-it product. Benefit's appropriately named You Rebel is the tinted moisturizer that every fabulous face deserves. We all know that our skin is our best accessory, so it's important to take good care of it. Cakey foundations don't do our skin any favors (as much as we love Joan Rivers, only she can pull off that much makeup). And, while they certainly have their place on occasion, they shouldn't be an everyday affair.

You Rebel smells like sunshine and will give your face that rejuvenated, youthful glow that's sure to turn heads. What's the down side? Well, they only have it in two shades - You Rebel and You Rebel Lite. But, don't fret, this product is a moisturizer first, so the color is minimal and blends seamlessly into whatever shade of beautiful you may be. It just evens your complexion and adds a bit of pep to your look.

If blending alone isn't doing it for you, try mixing the two colors together or adding a little extra moisturizer to dilute the pigment a bit. Both solutions work great. Is it worth the extra effort? Absolutely. Who doesn't want to smell like sunshine? And the built-in SPF 15 protects that most important "accessory" from those harmful UV rays that even an afternoon of shopping can expose us to.

There are plenty of other great products that include SPF and plenty of moisturizing foundations to choose from (Clinique's Moisture Surge is a good one to reach for if you're looking for a little bit more coverage.), but we just can't get enough of that little Rebel! Benefit brand cosmetics are flirty, fun, and fabulous. So, the next time you pass by one of their counters, try a little You Rebel and experience the glow for yourself. Your inner rebel will thank you.



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mindful eating

Times are a-changin', my friends! "Whole foods" is now a well-respected (expensive) brand. Have you noticed the sudden surge of yoga studios and sushi bars? When I was growing up, there were no such "sushi bars". Bars... yes...sushi...no. The idea of "health" can be summed up as multiple colors of vegetables on the plate for each and every meal. If you have to choose between fruits or vegetables, go for the vegetables. The benefits are clear: lower blood pressure, a reduced risk of heart disease and stroke, and possibly a reduced risk of cancers. The more color on the plate, the better. I have yet to meet a patient that doesn't say to me "I eat well". Truth be told, most of us are under-nourished when it comes to vegetable consumption. Here are some healthy food tips:

Farmers Markets - In Northern Westchester, we are blessed with several different organic farmers markets. It tends to give us "the best" when it comes to fresh and healthy produce. Many take place at the plant nurseries, so check them out.

Vegetables - Frozen vegetables are better than no vegetables. So, if you can't buy the broccoli or cauliflower in time, buy it frozen and use it as often as you can.

Cooking Oils - It can be difficult to choose the healthiest cooking oil since there are many different options. When using oil to cook, I find Extra Virgin Olive Oil (EVOO) to be the healthiest. If you are baking or sauteing, Canola Oil is a better choice as it is more stable. Macadamia oil is high in monounsaturated fat and Vitamin E. Generally, I stay away from vegetable oil (it goes bad quickly), soybean oil (high in Omega 6) and palm oil.

Finally! We can shed our guilt (and maybe a few pounds while we're at it) by rewarding our hard-working bodies with the vitamins and minerals that will keep us tickin' for many healthy years to come. Happy eating!

