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# Where Science Merges With Philanthropy

## A Few Good Men Can Change the World...

BY ADRIENNE PAPP

PHOTOGRAPHY BY CHRISTER CARLSON



Dr. Marcin Krotkiewski, father of obesity research



Team of Scandinavian Clinical Nutrition

*La Vita è Bella!*” says Roberto Benigni in his 1997 Oscar-winning film of the same title, thereby showing us how adverse human conditions can be transformed into true inspirational challenges, creating new lives, new beginnings and new worlds. Not that tragedy has to happen to initiate change; a few good men with vision, belief, and inspiration can literally change the world. One such good man is Ulf Söderberg, CEO of Scandinavian Clinical Nutrition (SCN). SCN is a pioneering forward-thinking, publicly-traded company that takes to heart reorganizing world views about nutrition and dieting.

“A larger portion of the global population is overweight than hungry”

The statistics are as staggering, as depressing, as Benigni’s movie. It is the self-inflicted, slow deterioration of human health in the modern 21st Century. In the two and a half decades since 1980, the rate of obesity and overweight individuals has accelerated to the point of becoming

a serious public health concern. It seems that stepping out of ignorance is the only hope.

The picture is only gloomier when we look at our children and the new epidemic: child-obesity. What will their state of health be when they become adults?—if they even live long enough to become adults.

The problem of what I call “Globe-sity” is actually a bigger one than world hunger. “A larger portion of the global population is overweight than hungry,” remarks Söderberg with concern in his voice.

On any given day in our diet-frenzied society, about half the women and a large portion of men are dieting. Combined with bad nutritional habits and thousands of different diets and diet pills, people fall prey to the diet yo-yo, also known as weight cycling, resulting in negative



Karolinska Institutet in Sweden

long-term health consequences. Always a different pill or a new diet regime, yet the dieter never permanently loses weight. Still, the dieter continues to contribute to the profitability of pharmaceutical moguls and diet companies.

One of Europe’s largest medical universities and research centers, the awardee of the Nobel Prize in Physiology and Medicine and the home of many Nobel Prize-winners, Karolinska Institutet,

Jeanette Johansen, a Ph.D lead scientist at Karolinska Institutet.

Philanthropy and humanitarian activism are important and necessary to relieve global hunger. But what about the flipside: Global obesity? While Bono, Angelina Jolie, Sharon Stone, and other great humanitarians circle the globe in search of the hungry to feed, and Al Gore, Robert Redford, and Steve Bing fight global warming, Ulf Söderberg and Anders Struksnes help people to help themselves by advocating healthier living through a better balance in lifestyle. No pill will solve a complex lifestyle problem. No synthetic drug can compete with nature. “We want to heal with food. Nature has what we need,” says Struksnes, coming from generations of involvement in food supplements and nutraceuticals.

“A large percent of our income from nutraceuticals will go to sponsor charities,” says Söderberg, point-



Research at Karolinska Institutet in Sweden

## No pill will solve a complex lifestyle problem.

has the mission to improve global health through education, research, and information. In continuous research collaboration with UCLA, Karolinska Institutet concludes that scientists still do not know enough about hunger regulation in the hypothalamus of the brain.

“We are currently conducting anorexia and appetite regulation studies at the Center for Molecular Medicine to gain knowledge regarding the molecular mechanisms of appetite regulation,” says Dr.

ing out a very different approach. “Our mission is to change the way the world deals with overweight issues” he adds. “Big pharmaceutical companies spend millions of dollars on clinical trials to support a claim on a drug, which then turns into large profits; but less than one percent of all products in the world sold as dietary supplements or nutraceuticals (nature’s natural) can demonstrate a high-level of clinical background and scientifically documented effects.”




Centre for Molecular Medicine at Karolinska Institutet

## No synthetic drug can compete with nature.

To counteract this phenomenon Söderberg funded a 10-year research and development agreement with the highly reputable Karolinska Institutet. With a goal of changing the world step by step, Söderberg explains, “This ‘Network of Excellence’ will enable us to turn the coin and lend increased credibility to nutraceuticals in the uphill battle against pharmaceuticals. Through offering proper education and natural, food-based supplements, we will institute life-style changes.”

Their first product to hit the shelves has been a bestseller in Europe for years. Developed by Dr. Marcin Krotkiewski, “The Father of Obesity Research” for 40 years, he claims no miracles, but advocates a healthy, stable, and steady motivator to

your healthy life-style with a remarkable success rate to consistent weight-loss.

“Life is Beautiful,” as Benigni said, and can be sheer inspiration if we learn how to live it. The responsibility is on us and not on any diet or drug company. We have choices. Let’s find the right ones and do them well. 

ADRIENNE PAPP is a recognized journalist who has written for many publications including Beverly Hills 90210, Malibu Beach, Brentwood News, Santa Monica Sun and many others. She interviews celebrities and writes about world trends.

# WHAT'S HOT IN HOLLYWOOD?

VALERIE WATERS AND SHEA VAUGHN KNOW...

BY ADRIENNE PAPP

If you've ever wondered how top celebrities like Jennifer Garner get in shape for a box office hit role, ask Valerie Waters. Valerie has been a celebrity trainer for over 20 years, working with hot celebs such as Jessica Biel, Cindy Crawford, Tina Majorino, Matt Dillon, Richard Gere, Carrie Ann Moss, Jim Carrey, Jennifer Lopez, and the list goes on. A frequent message on her voice-mail goes like this: "Hey Val, I have an emergency...I am shooting in two months and need to get in shape...."

Valerie is well known for giving her clients the bodies they want in no time at all. How does she do it? As the ultimate fitness problem-solver, she has won a reputation for quick turn arounds and a trademark look that is more tone and trim than bulk and build. For females, she draws from the very physiques that inspire her—athletic, elegant,



According to Valerie, there's more to being fit than just working out. She teaches that healthy eating must be part of the routine and recommends eating five small healthy meals each day, rather than 3 large meals. Skipping breakfast is a no-no. "Studies show that people who eat a healthy breakfast are slimmer than people who don't," says Valerie. "And when you eat protein with every meal, I guarantee you'll feel more satiated and energized."

She recommends taking a good multi-vitamin and anti-oxidants. She herself also takes an herbal supplement called CUUR (which is new in the States) to curb her carb cravings. "This supplement helps me stay motivated with my nutritional efforts. Since I take it with breakfast, lunch, and dinner, I am making a conscious effort to reduce the amount of carbohydrates and sugars I'm putting into my system." She maintains that this

**Valerie is well-known for giving her clients the bodies they want in no time at all.**

and toned, yet feminine. For males, she avoids excess mass in favor of a fit, lean appearance.

But it is her natural connection with people that truly sets her apart. Her capacity to translate a person's emotions into a customized workout makes her clients experience a transformation of the mind and body. Her best friend, Shea Vaughn, is lending a helping hand with her SheaNetics program: combining mind and body brought to the level of artful existence—all designed to bring the body into a 21st century "high-tech level," but without the high-tech gadgets.

supplement also helps control her sugar cravings, which is the kind of help many of us need.

Valerie's new book titled, *Red Carpet Ready*, in which she shares intriguing secrets about her experience with the stars, is about to be published. Whether it's a wedding, the Oscars, or a day at the beach, body image is important to people everywhere, and even more so in Hollywood.

Combining Valerie's workouts with the unique, one-of-a-kind techniques developed by Shea Vaughn (which will soon be available on DVD), one feels that we have arrived at



Valerie Waters



Shea Vaughn

the ultimate level of body sculpting.

Shea Vaughn, grandmother of four, still has a killer body and a persona that is warm, kind, inviting, and very, very intelligent. Inside this gorgeous woman shines a deep care for her fellow humans, and it translates into her heart felt body sculpting program: the very unique SheaNetics. SheaNetics incorporates a variety of important elements into a healthy and happy lifestyle through a single idea: *“Fitness is not just a state of the body, but a state of the mind,”* says Shea, explaining how her clients feel more fulfilled and cope easier with stress when actively participating in SheaNetics.

The Five Living Principles of SheaNetics are: Commitment,

## “Fitness is not just a state of the body, but a state of the mind.”

Perseverance, Self-Control, Integrity, and Love. Together they act as an inspirational force toward a positive lifestyle. One can deal more effectively with these changing and demanding times when there is a supportive mental and emotional paradigm. One encourages the other, and together they can help you find balance, self-confidence, and a personal state of wellbeing.

Shea is the first to integrate emotions and mind with unique, well-rounded moves that originate from different backgrounds. A former dancer, Shea Vaughn is a certified instructor in Step and Aqua Aerobics, Spinning, Strength, Pilates, Gyro-Kinesis and more. In an effort to challenge the entire body, rather than only specific parts of it, she took the best aspects of each exercise, including dance, and combined it all into SheaNetics. It gets your body moving and engages your mind fully, creating a whole new world of strength, flexibility, and a centered mind—total body fitness that is much more complete and satisfying.

Valerie Waters and Shea Vaughn have several things in common:

They are passionate about fitness and health, both physical and mental. They are dedicated to sharing their passion with others, and in addition, they both recommend CUUR to their clients.


With so much talk about this supplement I decided to find out more about it. CUUR is a Swedish herbal product, considered by many dieters to be “the Swedish secret.” The Swedish are known

## there’s more to being fit than just working out.



for their healthy lifestyles, with health foods and wellness diets playing an extremely important role in their eating habits. Their natural supplements go through rigorous government tests and trials, required to ensure that a product delivers what the label promises. This new herb-based natural slimming pill, CUUR, developed by a world-renowned weight loss medical scientist, does indeed increase the effect, improve the quality, and ease the implementation of slimming diets and lifestyle changes.

After some research, I found that CUUR reduces the absorption of fat and carb cravings, while also increasing the rate of metabolism. Clinical studies conducted on this supplement show that people lost up to 54% more weight when they followed a diet, changed their lifestyle, and used CUUR. That’s powerful!

But Shea Vaughn and Valerie Waters, along with the developers of CUUR, give you only one true piece of advice: Consume fewer calories, exercise more, and as Shea teaches it, tune in to your body and embrace yourself with love. This, together with “the Swedish secret,” makes a solid team for health and wellbeing! 

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