Spring into Health

Town Topics

Arlee's Raw Blends

Arlee's Raw Blends are New Jersey's premier raw, cold pressed juices. Drinking raw juices is the easiest, fastest, and most delicious way to take in essential enzymes and nutrients.

If it's true that you are what you eat, a lot of people might not recognize themselves. Too many products sold in markets, grocery stores, and even shops promoting "organic" items feature processed preservatives to extend shelf life and are packaged in plastic bottles. These processes destroy the benefits of natural juice by depleting the concentration of vital enzymes and nutrients.

Arlee's juices are cold pressed fresh daily from 100 percent local organic fruits and vegetables, then immediately glass bottled. We are proud to say, "Our juice is just the juice!" Drinking Arlee's Raw Blends is not only a tasty investment in your physical health – but we like to think that Arlee's juices freshen the mind and soothe the soul.

Arlee's Raw Blends is committed to be the best and most prominent provider of premium organic juice blends and raw and vegan foods. Arlee's sells only freshly made, healthy products of the highest quality. We reject the belief that healthy eating is synonymous with unpleasant taste. Arlee's insists that its proprietary juice blends and foods are not only good for you, but that they are also good tasting. Arlee's also rejects the premise that healthy and clean eating is a luxury that is limited to the affluent. We believe providing healthy food options to economically diverse communities is not only a good thing to do, but that it is also good business. Arlee's is environmentally conscious and endeavors to align with local suppliers whose vision is consistent with its own. Visit arleesrawblends.com.

Eugenie Brunner, MD, FACS

A combination of proven skill, innovative thinking, and a wealth of experience allows double board-certified facial plastic surgeon and Princeton native Eugenie Brunner, MD, FACS to provide her patients with beautiful, natural-looking facial enhancement and reconstruction results.

Committed to rejuvenating the skin and restoring a youthful appearance, Dr. Brunner utilizes injectables, facelift surgery, laser treatments, and various other progressive technologies and advanced surgical techniques to revitalize facial features and enhance the overall facial aesthetic. By prioritizing patient goals, she is able to customize treatment plans and create a positive overall experience. Visit brunnermd.com.

Greenwood House

Who doesn't want to know the secret to a centenarian's longevity? With several 100-years-plus residents at Greenwood House's long-term care facility and assisted living facility, Abrams Residence, we don't have to go far to uncover some of those secrets! And, fortunately, Greenwood House's centenarians are not shy about sharing great insight and good humor when we recently asked them the pressing question -- What's your secret?

Bessie B. is over 100! She says, "Be happy because life is what you make it." Fellow centenarian Theresa C. agrees, and every time she field's questions about longevity, her standard reply is, "Live life to the fullest." Ruth G., also north of 100 adds, "My secret, keep laughing!"

Bessie B., Theresa C., Ruth G., Sylvia A., Lucy J., and Etta H. are the centenarians at Greenwood House and most have been a part of the Greenwood House family for several years.

STATE-OF-THE-ART CARE: At her facial plastic surgery facility in Princeton, Dr. Brunner serves patients from the Princeton area, central New Jersey, Bucks County, Pennsylvania, and beyond. In addition to a welcoming consultation environment, Dr. Brunner believes honest, straightforward information creates knowledgeable patients who are ultimately happiest with their results. Together, she and her patients will develop a comprehensive approach to address nearly any skin condition or concern.

"These extraordinary residents are the living examples of aging with attitude. Each one of them represents so much more than their age," says Greenwood House Executive Director Richard Goldstein. "We honor them for their positivity, longevity, and for sharing their wisdom and talents.

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We can learn a lot from a generation that has lived through so many incredible events like the Spanish flu, Great Depression, world wars, prosperity, conflict, COVID-19, and the advent of life-changing technology."

"Centenarians are beacons of life in our community," says Rachel Watlington, Greenwood House director of life enrichment. "Be it their positive attitude, their lifestyle, faith or genetics, they are living examples of how to age with attitude, dignity, and grace. Their contributions are certainly worthy of celebration – Every single day."

"One of the mainstays of our mission at Greenwood House is life enrichment and family. Our residents' families and caretakers are also a key component in our daily circle of care, and communication and transparency is what makes us unique and why families love the way we care," says Cara Willis, director of social work.

"While it's not every day you get to celebrate a person turning 100, it's fairly common at Greenwood House Senior Healthcare. It's the truth — here are six hallmark women right here," says Goldstein.

Lady and the Shallot

As proud pioneers of the vegan movement in the area since 2018 and two-time winners of Town Topics' Readers' Choice Awards, Lady and the Shallot's mission has always been more than just feeding people good food. While working privately with clients in the Princeton area and adapting to a cleaner lifestyle, we decided to create a place that was clean, plant based, vegan, and affordable. As a farm to table eatery, we wanted to be where the farms were, which is why we chose the historic Trenton Farmers Market. We wanted to create beautiful and diverse plant based dishes that anyone can afford. We wanted to give our guests comfort foods without sacrificing their health. Inspired by our nephew with nut allergies, we are also 100 percent nut free and gluten free.

It's all about giving for us, it truly fulfills us deep down. We also enjoy creating Five Course Charity events, hosted by local charities or supporters of a charity. Contact us for ways you can host one in the future. We believe in a vegan lifestyle for the souls of animals and human beings, but most importantly our habitat and home, Planet Earth.

Lady and the Shallot is located at 960 Spruce Street, Lawrence Township. Call (609) 955-1120 or visit ladyandtheshallot.com.

Jane Schwartz, RDN

Jane Schwartz, RDN helps patients of all ages achieve their individual goals, whether they are trying to lose weight or manage a chronic health condition. She specializes in coaching individuals with these and other health conditions to live happier, healthier lives.

Jane offers a holistic approach to individual and family nutrition counseling that focuses on your lifestyle as much as the food on your plate. She believes that eating should be enjoyed, cooking can be fun, and optimal health can be achieved when you make healthy eating a priority in your life.

She earned her Bachelor of Science degree in nutrition from Cornell University. She then completed a graduate nutrition internship at the Oregon Health Sciences University. After graduation, Jane became the outpatient dietitian at two hospitals. She then opened and maintained a successful private practice in Westfield, New Jersey, where she counseled individuals and families, ran a weight management program, and lectured in the community.

In 2004, Jane moved to Princeton, and became a senior writer and nutritionist for myOptimumHealth, a division of United Healthcare. In that role, she provided trusted nutrition expertise for their website, including weekly article contributions, a popular "Ask the Nutritionist" column, online health coaching, and a series of intensive meal plans and cookbooks ranging from heart healthy and diabetes friendly to vegetarian, Latino, and other ethnic food.

Her strong background and renewed interest in functional and integrative nutrition inspired her to return to private practice, as well as become the outpatient and community education dietitian at the University Medical Center at Princeton.

She co-founded The Nourishing Gurus with Stephanie Goodman. Together, Jane and Stephanie teach engaging online webinars, group programs and classes geared toward busy women to help them reach their weight and health goals. Call (609) 865-3999 or visit janeschwartz-rd.com.

Concierge Medicine

There's a new trend in healthcare, and it's gaining momentum in our area.

By Sarah Emily Gilbert

(Originally published in Princeton Magazine)

Dr. Barbara A. Brown (left) and Dr. Lynne B. Kossow of Princeton Lifestyle Medicine.

For the past few years, Dr. Lynne B. Kossow and Dr. Barbara A. Brown of Princeton Lifestyle Medicine have offered their patients far more than the traditional primary care practice. Most doctors see 25-30 patients a day for an average of 15 minutes, but Drs. Kossow and Brown see six to eight patients a day for up to an hour. In addition to providing treatment for acute illnesses, the doctors act as their clients' healthcare coaches through Lifestyle Medicine, a scientific approach to patient wellness by effecting changes in areas such as diet, physical activity, and stress management. With the current shortage of primary care physicians and the abundance of high volume practices, this type of individualized attention is rare. However, by switching to a concierge format, doctors like Kossow and Brown are able to practice medicine that consists of this broad-spectrum care.

Concierge medicine, also known as retainer-based medicine, is an umbrella term for private medical care wherein patients pay an out-of-pocket fee in exchange for enhanced care. Born in the 1990s, concierge medicine was once thought of as a service for the wealthy that charged patients a lofty fee for luxury medicine. In recent years, it has evolved to accommodate patients across all income brackets, leading to expanding interest among patients and their primary care doctors.

According to a survey released by the American Academy of Private Physicians at the AAPP 2015 Fall Summit, more than 45 percent of 862 independent physicians would consider a concierge or similar membership model in the next three years. This may be due in part to our aging population needing increased and varied medical services, leading to an imbalanced patient/doctor ratio. The implementation of the Affordable Care Act has increased the number of insured patients, putting a further strain on primary care doctors. As a result, physicians are often unable to dedicate enough time to each patient. In the hopes of increasing both job and patient satisfaction in a financially sustainable way, primary physicians like Dr. Kossow and Dr. Brown are looking toward concierge medicine.

"Where conventional medicine is failing is in the prevention and reversal of chronic diseases that are becoming an epidemic in the United States today," explain the doctors. "The current insurance model is built upon a problem-based economic reimbursement that encourages doctors to address medical problems very quickly. This leads to most doctors rushing to see 25-30 patients per day in order to make ends meet…This is not how we have ever practiced. We always want to have the time to address the root cause of diseases that are preventable today."

Lifestyle Medicine is a 21st century approach to healthcare that consolidates the very best characteristics of traditional medicine with the profound impact of lifestyle behaviors on health. As our program grew, it became readily apparent to us that integrating Lifestyle Medicine into our internal medicine practice was the best way for us to continue to provide exceptional care. We feel that the concierge model is the only way to effectively do that.

Concierge medical practices come in various forms, including those that reject insurance plans all together, but this is not the case for Princeton Lifestyle Medicine. Dr. Kossow and Dr. Brown accept insurance for all covered medical services. In addition, their patients pay an annual fee of $1,500 for the Lifestyle Medicine Concierge program, which gives them access to an elevated level of care. Trained at the Institute of Lifestyle Medicine at Harvard Medical School, the doctors are at the vanguard of their field, having lectured about their practice development model at The Institute of Lifestyle Medicine Conference in 2015. They are also members of the American College of Lifestyle Medicine and the American College of Physicians. They are among the first physicians to become board certified in Lifestyle Medicine, as well as maintaining their board certifications in internal medicine.

Dr. Kossow and Dr. Brown's practice is unique in that it offers patients comprehensive conventional medical care combined with lifestyle counseling. Patients interested in a natural approach to disease prevention are provided in-depth, individualized coaching based on their needs. The doctors can assist with everything from quitting smoking to creating a manageable diet and exercise plan.

According to the doctors, this is an evidence-based practice that has been shown to prevent, reverse, or slow down heart attacks, strokes, high blood pressure, diabetes, dementia, and some cancers. The concierge model offers Princeton Lifestyle Medicine patients additional benefits including access to the doctors' emails, cell phone numbers, and private phone line, extended patient office visits, a one-hour consultation, and same or next day appointments. As a result, patients see Drs. Kossow and Brown not only as accomplished medical doctors, but health advocates, mentors, and even friends.

"Our practice structure allows us to spend more time educating our patients about what may be going on with them medically," the doctors explain. "We are better able to work with them as partners in their care and advocate for them with their specialists or if they are in the hospital. We provide tremendous support and guidance to them and their caretakers or family. We are happy to have this enhanced communication with our patients. It allows us to make social visits when they are hospitalized at the University Medical Center of Princeton at Plainsboro so that we can stay in close touch while they are receiving care."

Concierge practices like Princeton Lifestyle Medicine focus the healthcare system on its most vital component: the patient-doctor relationship. The model emphasizes quality care instead of quick care, benefitting both parties. Dr. Brown and Kossow are now board certified as specialists in the practice of Lifestyle Medicine and are the only physicians in the Princeton area who are board certified in both Internal Medicine and Lifestyle Medicine. As leaders in both concierge and Lifestyle medicine, it comes as no surprise that Dr. Kossow and Dr. Brown are at the forefront of this effort, bringing Princeton into the future of healthcare. ●