

Celebrities Staffing Newsletter

www.celebrities-staffing.com

OCTOBER IS
BREAST CANCER AWARENESS MONTH

OCT/NOV 2011 • VOLUME 102

Welcome to the Oct/Nov edition of our newsletter, our tool for keeping you informed about the latest happenings in the celebrity service industry.

FIGHT CANCER WITH FASHION

Many companies offer special products during cancer awareness months that go to aid in the research for cures. This fall, why not help out a good cause and sport some new clothes and accessories that will show your support.

This Big Pony Cotton Jersey Tank is perfect to throw on with your favorite pair of skinny jeans or under a blazer. The Pink Pony Campaign donates 10 percent of its proceeds from clothing and accessories to fund worldwide initiatives in the fight against cancer. This is an ongoing initiative by the Ralph Lauren Pink Pony brand.

Look like a star in these pumps designed by luxury shoe designer Stuart Weitzman who has expanded his unique offerings with the Young Hollywood Cares Collection. Weitzman partnered with four starlets—Scarlett Johansson, Hayden Panettiere, Olivia Palermo and Michelle Trachtenberg—to create a line that benefits ovarian cancer research.



Big Pony Cotton Jersey Tank, \$78, ralphlauren.com

Hunter Original Tall High Gloss Rainboot, \$125, nordstroms.com



Michelle Trachtenberg pumps by Stuart Weitzman, \$425, stuartweitzman.com



Clinique Dramatically Different Moisturizing Lotion, \$36, bloomingdales.com



CHI Air Classic Tourmaline Ceramic Flat Iron - Breast Cancer Awareness, \$99, target.com

The set includes the lotion and a mini photo keychain with a breast cancer charm. \$10 from the sale of each bottle will be donated to the Breast Cancer Research Foundation.

If you don't have a ceramic flat iron already, here's a good excuse to get one. Support breast cancer research with the purchase of the CHI Air Flat Iron set. Chi will be making a \$20,000 donation to the Rose Foundation with the sale of the irons. This pink set includes a brush, a thermal mat and 1" flat iron.

Tic Tac's limited edition breast cancer awareness pink grapefruit flavor is back for another year. These grapefruit mints are part of Tic Tac's ongoing Shake, Share & Care campaign in support of CancerCare.

With fall comes more rainy days and puddle jumping. Keep your feet dry with these Hunter rain boots. A portion of the proceeds from these glossy boots goes towards breast cancer research.

Keep your skin hydrated while supporting breast

cancer research. Clinique is offering a limited edition set of their Dramatically Different Moisturizing Lotion.

continued on page 6

IN THIS ISSUE

| | | | |
|---------------------------|---|---------------------------|---|
| Fight Cancer with Fashion | 1 | Staying in Shape for Fall | 4 |
| New Cancer Technology | 2 | Gourmet Game Day | 5 |
| Your Downtime | 3 | Caprese Skewers Recipe | 5 |

New Technology in the Face of Cancer

When it comes to a disease like cancer you are likely hard pressed to find someone who hasn't been touched by the disease in some way. Whether it be within your immediate family, extended family or a good friend most of us are not far removed from the disease. The recent death of Apple's co-founder Steve Jobs from a rare form of pancreatic cancer was very sad news for his admirers and fans across the world, and a grim reminder that no one is immune to cancer. September was dedicated to the awareness of several types of cancer including ovarian, prostate, leukemia, lymphoma and childhood cancer. And October is Breast Cancer Awareness Month.

According to the American Cancer Society, aside from skin cancers, breast cancer is the most frequently diagnosed cancer in women.

Since women are more prone to it as they age, the American Cancer Society recommends yearly mammograms for women over the age of 40, as well as a yearly clinical breast exam. For those in their 20s and 30s it recommends a clinical breast exam every three years in addition to regular self breast exams.

Dr. Kevin Kelly, the director of breast imaging at Hall Health & Longevity Center, has created an ultrasound system called SonoCiné, which uses ultrasound technology to detect breast cancer. Dr. Kelly,

who has specialized in breast radiology for 30 years, says the SonoCiné, which is FDA approved, can detect much smaller masses than a mammogram can, allowing cancer to be detected even earlier. He says, "If you don't scan a woman who has a small undetected breast cancer and it's discovered physically later at an inch in diameter (2.5cm), there is a 40 percent chance she'll die. If you detect the cancer at less than a centimeter in diameter there's a 4 percent chance she'll die."

Even as technology has progressed, the numbers of breast cancer deaths has still not decreased substantially, and this is something Dr. Kelly wants to change. "There are 110 women dying a day [in the U.S.] of breast cancer, that's roughly 40,000 women



that will die this year. In 2002 there were 41,000 women that died," he says, "So even though we've made some progress and kept up with the population increase, we really have not hit this disease out of the park."

The SonoCiné is what Dr. Kelly believes will change these numbers. The current problem with mammograms

is it's difficult for them to detect smaller tumors in dense breasts—breasts that are comprised of more tissue than fat. Dr. Kelly explains it as a wall; a dense breast is like a standard wall where you can't see the studs or wires behind it, but if you're looking at a glass wall, or a fatty breast, you can see what's behind it. Dr. Kelly says, "Women who have dense breasts, if they have a mammogram on an annual basis, about half the time they'll see the cancer before she's able to feel it, and about half the time they won't."

If you have dense breasts, having the SonoCiné done in conjunction with a mammogram will increase your chances of finding cancer at an earlier stage. Dr. Kelly did a blind test where they took 6,000 women and did a mammogram and a SonoCiné. "We found 46 cancers between the two of them, but 23 of those cancers showed up on only the SonoCiné." Out of all the cases 21 were invasive cancers that were a centimeter or less in size, and 95 percent of the time a cancer that small can be removed with no chemotherapy.

In California there is a law awaiting the signature of Governor Brown, that if passed would require patients with dense breast tissue to be notified after their mammogram that they may benefit from having additional screening done.



Dr. Kelly hopes that as technology continues to improve we can bring the number of women dying each year from breast cancer down from 40,000 to 5,000 and eventually none at all.

Breast cancer is not the only one to think about though; you should be screened regularly for other types of cancer. For colorectal cancer, the American Cancer Society recommends men and women over the age of 50 to be tested by having a colonoscopy every 10 years. For women over the age of 21, they should be screened regularly for cervical cancer. Skin cancer can be detected early by knowing your body. Pay attention to the size, color and symmetry of moles on your body. Regular screenings and contacting your doctor about changes in your health are the best way to detect cancer early.

While cancer can be genetic, it is also caused by lifestyle, environmental and medical factors. As you age taking care of your body and avoiding things known to cause cancer like tobacco will help you stay healthy. Engaging in regular physical activity, maintaining a healthy weight, limiting alcohol intake and using sunscreen are all ways to stay healthy and reduce your risk of cancer.

If you cannot afford a mammogram, it is important that you contact your local Cancer Society office and they will direct you on where to get a free mammogram. Get checked!



Dr. Kevin Kelly

Off the Clock: Making the Most of Your Downtime

Christina Mason who has been a nanny for over five years likes to utilize her off time for a little indulgence. After work one of her favorite activities is to take a relaxing walk on the beach. It helps her to regain balance in her life. She also enjoys spending her free time getting some stress release at the gym or having a fun dinner out with her girlfriends. If she could have an ultimate day off she would love to spend it abroad in Paris.

Working full time can mean not a lot of downtime, making any time you have precious. Here are some ideas on how to make the best use of any extra time that you have.

HEAD BACK TO SCHOOL

It is always a good idea to keep your skills relevant and up-to-date, so why not take online classes in subjects you're interested in or that will help your career goals. If you are a personal assistant, for example,



you may want to take classes that help you to achieve better time management or a class that will allow you to hone your administrative skills. Or, if you are a nanny, consider taking child developmental courses online—you will be amazed at the things you will

learn and how quickly you can apply them to your job. Whatever your job may be, there is always room for improvement and there are no lack of online classes that you can take—they allow you the flexibility to study whenever your schedule allows it. Online classes are no longer limited entirely to internet-based schools either. Many colleges across the country are now offering online degree programs. Check the colleges you have in mind and see what they have to offer.

If you want a lesser commitment, but would still like to acquire new skills, why not try a weekly cooking or language class? Employers are always looking for candidates with multiple skills so it is always beneficial to add to your skill set.

In New York, you may want to try the Institute of Culinary Education, which offers recreational cooking and baking classes as well as classes on wine and other beverages. Prices start around \$100. If specialty cooking is of interest to you the Miette Culinary Studio focuses on French cooking, but also offers Indian and other specialized classes. Classes range from \$80 to \$110.

In Los Angeles, check out the New School of Cooking (newschoolofcooking.com), located in Culver City, which offers weekly courses for all skill



in Los Angeles and New York with monthly rates of \$19–\$89 depending on club and plan type. If you're not looking to expend much cash find a local YMCA, which may be cheaper than most health clubs, and typically offers free classes.

levels with prices ranging from \$75 to \$2500. For something more budget friendly Hipcooks (hipcooks.com) classes which emphasize fresh healthy cooking, run from \$55 to \$65 and teach everything from cooking for a crowd to a romantic dinner for two.

Language centers abound in every city. The ABC Language Exchange in midtown Manhattan, New York, offers group and private classes in 23 languages. Stars like Uma Thurman and Annie Parisse have gone here to prepare for roles. In Los Angeles, the Beverly Hills Lingual Institute (bhlingual.com) offers eight-week group evening courses in 27 different languages. You can never go wrong by learning a new language. Imagine accompanying your employer on a trip to Paris and handling everything in French! Your boss will be very impressed!

TREAT YOURSELF

Use your downtime for “me” time. One of the best ways to do that is to hit the gym. Exercising not only improves your body, but it is also a great stress reliever—you owe it to yourself to get relief for your stress; that is the best way to refresh yourself and be ready for another stretch of—*what else?* Stress! 24 Hour Fitness has locations

Following a hectic week, all you may want to do is crawl into a warm bath, but how about letting someone do the work for you? Head to a spa and indulge in a facial or massage. The Red Door Spa by Elizabeth Arden offers facials, manicures, pedicures, massages and spa packages, and with locations across the U.S. there's bound to be one near you. Bliss (blissworld.com) is not only a day spa but also sells products for use at home. These modern “tension-fighting” spas offer nail and skin care, massages, and even hair removal. While spa services don't come cheap, enjoy a little pampering once in a while.

BE AMBITIOUS

Even during time off, smart employees can get a headstart on their projects at work. It does not hurt to start planning ahead and making your preliminary preparations during your spare time and in a more relaxed mood. It can give you a big boost when you get back to work. Christina Mason, for example, is always thinking of ways to keep the kids she cares for happy and busy. On her days off she loves going to craft stores and art studios for supplies and ideas for her next craft project with the kids.

Stay in Shape for the Fall



do something about it. Even though he does not have much time to hit the gym except on rare occasions, Michael now has a routine

where he does most of his exercising in his own neighborhood. “Every day I try to get up 30 minutes to an hour early so I can go for a brisk walk or jog,” says Michael who always follows that up with easy home exercises like situps, pushups and stretches. This allows him to maintain his stamina for the whole day.

One quick and easy exercise you can do after work is an elevated speed walk. “Often you see people walking around a building and just talking, it’s not doing much. With a speed walk you’ll start to sweat,” says Jay. He recommends doing 25 minutes of this fast-pace walking every day. Another tip Jay has for working professionals is “getting out of your chair.” He recommends, “Every 15 minutes stretch your legs and your upper body. Do a 5-step stretch or breathing technique.” Doing so will break up your work

and also keep you motivated and energized.

Another easy workout that does not require a gym membership is as always—taking the stairs. Jay suggests finding a parking garage, one with five or six floors. Park at the top then walk down and back up. “Hill walking” is another great way to get in some exercise.

If you are fortunate enough to be able to spend more time in the gym one of the hottest trends for men right

international music to really get your body working. Zumba offers six different types of classes including a kids and aqua class.

Another trend popping up is exercising outdoors. Many boot camp style classes—cardio and strength training—are offered outdoors. Others like J-Netics Super Fit Class held on Ventura Boulevard focuses solely on weight training. To create your own boot camp grab a friend and head to a high school or college like UCLA’s Drake Stadium that offers a track and stadium stairs.

Exercise is not enough to keep you healthy and energized though. Jay stresses with his clients it’s also about your diet, “People tend to not do one or the other because they feel they exercise enough or eat really well. It’s important to do both.”

Michael knows this all too well; at first his long hours would lead him to coffee. “I noticed when I drank coffee or grabbed a quick sugary snack I felt sluggish. Now, I avoid it and eat as healthy as possible to keep my energy up.”

Jay sees this all too often, “We tend to eat what we like, and not what we don’t like.”

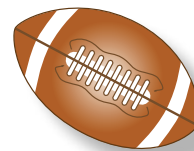


now is mixed martial arts (MMA). “The grappling, even if they’re not fighting, they like it for the high-intensity cardio training,” says Jay. For women it’s Zumba. This Latin-inspired dance fitness class is set to fast-paced

As summer is turning to fall and the air is turning brisk many will retreat indoors. But just because the warm weather has disappeared does not mean your exercise routine should too. Jay Williams of J-Netics Training says it is important to set a goal to keep you motivated, but not a weight loss goal. “A weight loss goal is too complicated. You can’t keep your weight managed, in the sense that it will always fluctuate. An inch loss goal involves your clothing size.” Tracking inches will keep your motivation up as you find yourself fitting in a smaller size. Jay calls this a “practical goal” that allows you to keep in stride.

Working in the service field especially when you are serving high-profile clients can often be taxing and can drain you in the long run if you are not in top shape. Michael, who is 37 and works as a personal assistant to a celebrity in New York City, knows the feeling. He used to get so worn out by the end of the day until he realized that he needed to

Gourmet Game Day



Chef Peter Miller

With NFL football season upon us and college basketball season fast approaching you might be attending or even hosting a party to watch the big games. According to Celebrity Chef Peter Miller, “Food, fans and fun all go together during the big game.” But Miller, who has cooked for George Clooney, the Spellings, Dr. Dre, Mary Hart, and Cindy Williams to name a few, warns this food is often unhealthy. “Whether

it’s hot dogs, nachos or fried appetizers, fan foods tend to be high in calories and fat content,” he says.

While these items may be staples at the stadium, in your own home you can go for healthier, but equally delicious options. Miller says, “Sports parties are a great time to get together with friends and try some new menu ideas.” Since everyone will want to be watching the game or catching up with friends, it’s best to stick with easy-to-eat foods. You want items that are “as portable as the party itself,” says Miller. “You can grab an item and keep mingling and socializing.”

If you want to go for a more gourmet feel Miller says you can spread your menu into courses but he cautions, “No matter how fancy your food might be, keep the service of it casual and fun.”

Instead of fatty dips try making a cold crab dip, or a tomato bruschetta. If you want to try doing courses start off with mozzarella and tomato caprese skewers (see recipe provided), follow it with peppercorn-crusted steak or veggie, beef

or turkey sliders. For a side dish try grilled potatoes and herbs, or grilled asparagus wrapped in prosciutto or even grilled corn on the cob. For dessert offer an American favorite: pie, such as Dutch apple pie or pecan pie.



Caprese Skewers with Balsamic Reduction

INGREDIENTS:

6 cherry tomatoes, cut in half
6 mozzarella balls
12 pieces basil leaves, fresh
6 small bamboo skewers
1 cup balsamic vinegar
Salt & pepper to taste

DIRECTIONS:

On each skewer, place ½ tomato, 1 piece basil, 1 mozzarella ball, 1 piece basil and ½ tomato. Drizzle skewers with balsamic reduction. Season with salt and pepper.

TO MAKE BALSAMIC REDUCTION:

Put balsamic vinegar in small pot. Bring to boil over medium-high heat. Simmer to until reduced and thickened to sauce consistency.

Makes 6 skewers.



FIGHT CANCER WITH FASHION

continued from page 1

Tic Tac will be donating \$100,000 to the organization, which focuses on providing support to those affected by cancer like caregivers and loved ones. Get these mints fast as they are only available through November.

Stay on time with the Phoebe Watch from Coach. This bangle-style watch wears like a bracelet and is crafted from stainless steel. Twenty percent of the purchase price

will be donated to the Breast Cancer Research Foundation during the month of October.

Similar to Ralph Lauren, Lacoste creates a special collection available during October that supports breast cancer research. During October, 10 percent of sales from the collection will be donated to the Breast Cancer Research Foundation. The collection includes a polo, tote bag and an eau de parfum spray. The 2 Button Stretch Pique Polo is avail-

able in two color choices, pink and white, or pink and navy stripes.

Stay in shape with a new pair of running shoes. Reebok's Pink Collection supports the Avon Walk for Breast Cancer Crusade. The company will donate up to \$750,000 to the cause. The pink collection includes the Zig Fly and RunTone Ready, as well as varying apparel options. Search "Avon" on Reebok's website to see the full collection.

Stock up on the season's hottest makeup colors with the L'Oreal Color of Hope Cosmetics Collection. The nude gloss and orange and burgundy eye shadows are right on trend. For each bag sold, which includes a gloss, lipstick and two eye shadow palettes, L'Oreal will donate \$5 to the Ovarian Cancer Research Fund. For items purchased individually from the collection L'Oreal will donate \$1 to the fund.

Coach Phoebe Breast Cancer Awareness Watch, \$298, coach.com



Breast Cancer Research Foundation 2 Button Stretch Pique Polo, \$85, lacoste.com

L'Oreal Color of Hope Cosmetic Bag Set, \$29.95, drugstore.com



Reebok Pink Ribbon RunTone Ready, \$99.99, reebok.com

Stay in Shape for the Fall

continued from page 4

This leads to us lacking in nutrients from not eating all the proper foods. At J-Netics trainers try to "teach people how to have a balance," says Jay. "Every month try a new vegetable. Cook it three to four different ways until you can actually enjoy and eat it."

With the holidays coming up there is bound to be temptation on every table. While you may think you deserve that slice of cake because you go to the gym a lot, it's very important to watch your sugar intake. Sugars can block the absorption of nutrients, so even those so-called healthy vegetable and fruit blend juices are something to

avoid. Jay says, "You want to get as close to the source as possible." Eating raw vegetables gives you the greatest benefit, but if raw is not your thing, try flash steaming or baking the vegetables with a little olive oil and herbs. Aside from sugars, Jay also says to lay off the salt. "A lot of people don't know salt thins out your blood, which

will overtime raise your blood pressure," says Jay.

If you have a highly demanding job with long hours it's important to take care of your health; eating right and regular exercise will keep you energized. "For me, exercising and eating healthy is the only way I can keep up with demands of my job," says Michael.