

THE JERUSALEM POST
October 26, 2012

THE GOOD LIFE MAGAZINE
GIFAM

Interview:
The capacity to heal

Visiting call:
Weaving their way

Cover article:
The Joy Of Jewels





Works on dark circles.

15 years in the making. Results you can see.

Dark circles are super-stubborn. They deepen with stress, fatigue, age. And they can make you look tired.

Yet new Even Better Eyes Dark Circle Corrector visibly lightens the entire eye area. It's a credit to the persistence of Clinique Laboratories.

To make skin less transparent, special ingredients strengthen the eye-area skin. A cooling massage tip breaks up the puffs that only exaggerate the problem. And sheer optics instantly brighten all skins, fair to deep.

Result: dark circles look 30% lighter in 12 weeks. That's 15 years of research. It's our best. It works. And you'll look like you've had a great night's sleep.

Visit us on [f](#) | www.clinique.co.il

CLINIQUE

Allergy Tested. 100% Fragrance Free.



Katy Holmes for H.Stern, IRIS collection (photo by Tom Monro)

Vice President

Sraya Kerner
VP Sales & Business Development

Commercial manager

Alon Sivan

Project Manager

Rina Galmor

Editor

Tali Herdevall
e-mail: taliherd16@gmail.com

Advertising Production

Merav Ifergan, Inbal Suissa

Advertising Designer

Shai Cohen
Natan Schmulewitz

Design & Production

Niv Levin
Graphic Designer

THE JERUSALEM POST
commercial magazin

Note:
The information in the advertisements and the write-ups is the sole responsibility of the advertisers



Contents

6 Style

Design: Up to date

8 Cover interview

The joy of jewels

10 Interview

The capacity to heal

14 Visiting call

Weaving their way

18 Time for Taglit

A human bridge

20 Health

It starts with prevention

22 Delicious

Chocolate party

24 Beauty

Contrast chic

25 Care

Winter treatment for your skin

26 Fashion

Warming up from red to pink and vice versa

Cherries

The pick of the crop



Letter from the Editor

Dear Readers,

Chilly days and even cooler nights, when I find myself curling up under a duvet, are a great time to present a new issue of *Gleam* filled with diverse articles and interviews with interesting people from various fields, so lie back on a recliner and expand your horizons.

This issue of *Gleam* includes interviews with Gidi Mark, Taglit CEO, who arranges visits to Israel for thousands of young people the world over; Dr. Isaac Eliaz, who combines body and soul in his unique treatments and offers a fascinating philosophy on life; and Israel Kort, the CEO of H.Stern, who talks about the prestigious jewelry company.

We also feature a visit to a fair trade center in the Galilee, where local women weave beautiful baskets together, and other lifestyle articles that will warm your heart and allow you to enjoy the colors and trends of the season without having to leave the comfort of your home on a cold winter's night.

Enjoy your reading,

Tali Herdevall



Kikar Hamedina 18 H'e Be'lyar St. , TLV. 03-7314446 | Ramat-Aviv 17 Ahi'meir st.(Shuster Center), TLV. 03-6426538 | Ramat-Hasharon 45 Sokolov st. 03-5496411
Ra'anana 148 Ah'uza st. 09-7456770 | Jerusalem 16 Eyal st. Malha, 02-6504141 | Rehovot 217 Herzel st. 08-8533035 | outlet Ra'anana 148 Ah'uza

Style | Design: Up to date

Sit back and relax

Leather upholstery, studs and aluminum are combined to create a recliner whose design incorporates different styles, materials and sources of inspiration. The Versailles recliner has round outlines, a masculine look and a 1920s feel. Available at IDdesign



Sculpture garden

Tropicasa, a store with an impressive stock of Italian garden furniture, features designs by internationally renowned artist Ilana Lilienthal, with her unique concept of outdoor art and sculptures with a modern twist. In her spaces and sculptures, Lilienthal focuses on creating a dramatic look for private and commercial spaces. www.tropicasa.co.il



Iconic napkin holder

Students from the product design workshops at the Cubia extracurricular center have designed metal napkin holders in the shape of Marilyn Monroe, whose skirt is made of folded white paper napkins.

Tabletop treasures

May Hasharon, which specializes in wood furnishings, will print a selected picture on a wooden surface, turning a table into an original product with sentimental value. www.may-hasharon.co.il



Protection at hand

A desk that provides protection in the event of an earthquake or a missile attack, designed to absorb part of the impact, was the term project of Arthur Brotter, a student from the Department of Industrial Design at Bezalel, with the help of his adviser Ido Bruno. The table was recently purchased for the design collection of the Museum of Modern Art in New York.



Classic combo

The Theo recliner offers a combination of classic retro design and upholstery with colorful patterns. The recliner blends a vintage feel with state-of-the-art design. Available at Penthouse Furniture



BeutiFeel

BeutiFeel is a leading international life style brand of high quality footwear for women, which combines the latest fashion trends with the utmost of comfort.

You can find BeutiFeel in New York, Montreal, Tel-Aviv, Sydney, London, Moscow, San Francisco, Singapore, Toronto, Los Angeles and many more cities around the world...

BeutiFeel flagship stores in Israel:

Eilat, Royal Garden Hotel | Beer Sheva Mall | Givataim Mall
Grand Mall, Haifa | Jerusalem (Malcha) Mall | Tel-Aviv, Dizengoff center

www.beutifeel.com





Isreal Kurt CEO of H.Stern and model Bar Refaeli

The joy of jewels

Treasures from the earth and the air serve as a source of inspiration for jewelry design at H.Stern, while market conditions demand a realistic approach. In an interview with *Gleam*, Israel Kurt, the company's CEO in Israel, talks about 18K gold and the story behind it

By Ella Rosen

The H.Stern company's jewelry designer is the Brazilian Roberto Stern, and it is interesting to hear from Israel Kurt, the company's CEO in Israel, that "Brazilians and Israelis have similar tastes and preferences when it comes to jewelry. Both countries are filled with people who like original and unique items."

Kurt lives in Ra'anana, is married and has three children. He is an economist and accountant who has been H.Stern's CEO in Israel since 1996. In an interview with *Gleam*, he talks about the company's characteristics.

What are H.Stern's inclinations in design?

At H.Stern we only work with 18K gold, which is considered real gold. 14K gold is also used in Israel, but not by us. Pink gold is a leading world trend and is also popular in our company. Every piece of jewelry we make has an inspiration and a story behind it. In the new Iris collection, for instance, there are rings inspired by the Pompylius snail, earrings inspired by the Mytilus mussels and pendants inspired by Axis, which

refers to the coiled starting point of a snail's shell.

What can we expect from the Iris collection?

The new collection, which is led by our presenter Katie Holmes, is based on the sea, its marine life, plants and depths. Preparations for the collection started last year, in light of the success of the Mya Maris sea collection. The collection is being launched all over the world: it starts in Brazil and we're next in line. Roberto Stern wrote about the collection: 'The great sea, the adventures connected with it and the abundance of fascinating possibilities that it contains, as well as the unique design of its landscapes and the abundance of animal and plant life in its depths, constitute a source of inspiration, imagination and creativity.'

How are you coping with the state of the global economy?

It's a rather tough time for us. The price of gold has gone up significantly from \$300 to \$1,700 for an ounce of gold. We cope with the rise in prices by creating collections that suit a wide range of budgets. You can buy a jewelry item for \$3,000 or one with the same design for \$17,000, in a different size. That way, you don't have to compromise on the design, and we can make the collection suitable for a wide range of target audiences.

In addition, we release collections three times a year. We have our classic line and the My Collection line, which is currently being led by model Bar Refaeli. This jewelry collection is meant for a younger audience. It is sold at affordable prices, is made from 18K gold and has a more minimalist design.

And despite their being a luxury, it appears that diamonds will always be a woman's best friend. Jewelry is an inseparable part of every woman's life, pertaining to social tradition and even religious customs. Perhaps that explains why the H.Stern club has some 60,000 active members.



H.Stern IRIS Collection



LONGEVITY LONG-WEAR SATIN LIPSTICK

Lasting Satin Color, Subtle Shine and Exceptional Comfort!

- It's sensual texture is based on an innovative formula featuring a new polymer infused with enhancing pigments and pearls.
- Enriched with an exotic blend of soothing, anti-oxidant flower extracts.
- Glides on the lips in a satin veil for long-lasting color.
- Available in a complete range of shades, from delicate beiges to dazzling berries, with a hint of shine.

The capacity to heal

Dr. Isaac Eliaz is an expert in integrative medicine. He uses his skills as a conventional GP, healer, Buddhist, yoga and meditation instructor to help patients in the US and Israel. In an interview with him in Tel Aviv, he talks about his method and the power of “unlearning”

By Tali Herdevall



Dr. Eliaz lying in the meadow in Eastern Tibet at an elevation of 4,500 meters

It's not every day that you go to an interview with hardly any prior information or knowing what to expect, and leave after an hour with new insights. My recent meeting with Dr. Isaac Eliaz was one of those situations.

Eliaz, Israeli in origin, is an M.D. He graduated from Tel Aviv University and is now an integrative doctor who specializes in cancer and chronic illnesses. He is also an expert in acupuncture, a yoga instructor, healer, educator and an experienced meditation practitioner. For more than 25 years he's been teaching and practicing Tibetan Buddhist philosophy, meditation and body and soul treatment methods, combining traditional Chinese medicine, Western medicine, naturopathy and other methods and matching each person with the treatment that best suits them.

He came to Israel to conduct a workshop in cooperation with the Taatzumot nonprofit organization (see box).

In his clinic in the Amitabha Medical Center in Sebastopol, California, Eliaz and a staff of integrative healers focus on supporting people's spiritual, mental, emotional and physical health, while dealing with illnesses in a variety of ways. This multi-dimensional approach has been proven to be highly effective. The clinic offers treatments and prevention for cancer and chronic diseases; strengthening the immune system; detoxification treatments; and meditation classes.

Eliaz develops products made with an ingredient found in citrus peels, an element that prevents the formation of cancerous cells. He is committed to Israel and wants to help and contribute, thus he has been giving lectures and workshops here.

What is your connection with integrative medicine?

It's my journey. My experience in integrative medicine started when I was a child. My father was an irrigation engineer, so I spent my childhood living in different countries. In Korea, at the age of 15, I studied martial arts and yoga, and I continued to practice it when I was in the army and when I studied medicine. In the 1980s I took an acupuncture course, and for my internship I opened a clinic for Chinese medicine. After my studies I went to the US to specialize in Chinese medicine, and that's where I met a Buddhist instructor. It was clear to me and my wife, who is a nutritionist, that we wanted to continue to study with him. I learned that healing is only successful if there is a combination between body and soul. We need to awaken the body's wisdom, and the body can heal itself under the right conditions.

Learning is done in two basic ways – the linear way we are familiar with, and the non-conceptual way, by intuition. It's called 'unlearning.' After you've learned a lot, you can drop everything you learned. Inner feeling doesn't have to come at the expense of knowledge. It's important to meditate and immerse oneself in nature. Nature has an incredible way of flowing.

How does meditation help?

When you sit and meditate, you're really doing it for yourself. But in Buddhism, when you meditate, you're elevating your meditation. The real motivation is the commitment to help others.

In my process, the healing capacity increases as I practice more. I've been practicing meditation for over 20 years,



REUVENI PRIDAN • IPG

New in Israel!

Similac Comfort

Easy to digest unique formulation

Based on the advantages of Similac Advance Plus

- ★ Has a unique system of nutrients, to support healthy brain and visual development
- ★ Helps strengthen baby's natural immune system
- ★ Supports excellent calcium absorption important for strong bones

And now another plus...

Similac Comfort's unique advantages

- ★ Gentle protein, partially hydrolyzed, easy to digest
- ★ 2% lactose for loose stools, fussiness and gas*
- ★ Prebiotics (GOS) help a healthy digestive tract which naturally supports babies' developing immune system
- ★ Easy-to-digest vegetable fat blend with no palm olein oil, promotes softer stools, more like breastfed infants

*Due to lactose sensitivity



The Similac expert team from Abbott, which includes certified dieticians and Tipat Chalav nurses, are happy to answer any questions regarding infant nutrition.
Hours: Sun - Thu: 8:00 a.m. - 8:00 p.m., Fri. and Erev Chag 8:00 a.m. - 1:00 p.m.
| 1-800-65-85-01 | www.similac.co.il



The capacity

sometimes for several months a year, cutting myself off from everything. I have a hut in a forest near my home, and I spend hours sitting outdoors. I meditate with my eyes open because that's how we are all day, and in fact we meditate all the time. It's an effortless process. In Buddhism we use an image of the sky -- the sky's the limit. The process has two elements -- the experience and the journey. When the tightness falls away, it's a process of detachment and grasping. When we let go of solidity, we let go of other things. There is a well-known expression in Zen: 'Once there was a mountain; then there wasn't a mountain.' This is the process of detachment. In this process, the heart protects us, and this is the role that compassion plays for others. The Dalai Lama is a good example in his tolerance and depth and love for every religion. Compassion protects us. We can be hard on ourselves, and this also protects others from us. A person has to be full of compassion; otherwise, meditation becomes an ego trip.

What is the mental healing approach?

When the doctor doesn't believe that a patient will live, the patient doesn't live. The doctor's role as a healer is not to stand in the way of the patient. According to my approach, I am a human being, with no white coat or table between the patient and me. What is unique about Tibetan Buddhism is the contemplation of death -- understanding death, visualization. You practice your own death. Treating cancer patients enables us to touch them. Some of my biggest achievements were with terminally ill patients. Cancer patients are vulnerable. I tell them, 'Think of the second before you were diagnosed. What were the things that were important to you? What were your priorities after the diagnosis?' Life changes. This huge peeling off of priorities is strong. I tell people to make a wish list, and it changes. Openness is an opportunity for change. For someone who is diagnosed with cancer and realizes that his life is about to end, everything changes.

How do you introduce your approach to patients who have trouble relating to this openness?

The heart has no boundaries, it doesn't have a concept. When you connect with your heart and you let the heart open, the heart connects with the sky. The sky can be covered with clouds, but it is always there. Some people have a lot of anger built up inside. They're unhappy, and this wastes a lot of their energy. You need to recognize the importance of impermanence, and that is what I try to bring to my patients. By hearing, seeing, I can benefit my patients. When the heart is open, it is there all the time. Cancer patients' vulnerability makes this treatment valuable. It is a complex mental process. The therapeutic strategy for cancer is acute. The process is very dynamic.

For further details, visit www.dreliaz.org

Photos courtesy of Dr. Isaac Eliaz



Dr. Isaac Eliaz at his clinic

Taatzumot

Eight years ago, Ruth Roi's husband died of cancer, and a year later she herself recovered from cancer. Four years ago, she and cancer researcher Prof. Gershom Zagicek established Taatzumot, a nonprofit organization for cancer patients. Zagicek says that it's possible to anesthetize cancer and live with it in complete health. To achieve this, one must have effective tools. Taatzumot views cancer as an opportunity for change that can lead to a balanced diet, Tibetan meditation, effective Jewish meditation and less fear. Says Roi, "It's like a bee and a flower: We bring you flowers and you, like bees, need to come and collect them. We call people who succeed in anesthetizing cancer 'cancer yogis.'

The organization offers activities, workshops and hands-on practice. For more details: www.taatzumot.com



Dr. Eliaz treating a monk in Tibet

Re-Inventing Comfort

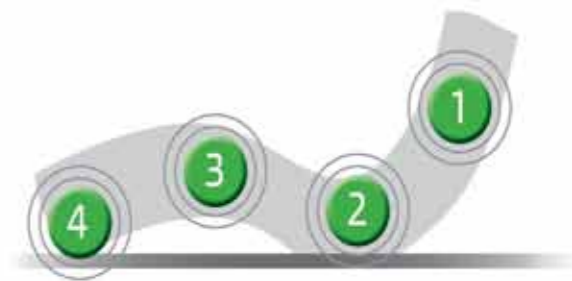


Photo for illustration only

American Comfort First class luxury

American Comfort invites you to become acquainted with a new standard in the realm of sleep. Our luxury series of adjustable sleep systems is meticulously designed and produced using state-of-the-art technology, with an emphasis on excellence through all stages of production and one-of-a-kind professional ergonomics. Our adjustable systems and mattresses constitute a masterpiece of comfort and luxury, containing the most advanced technology. Quality and comfort are combined to create a sleep experience that is nothing short of first class luxury.

To receive a catalog: free service 1-800-668-844 www.american-comfort.co.il



To receive a catalog: 1-800-668-844, free service www.american-comfort.co.il

Ramat Gan 2 Haleli, Design Center, 2 nd floor (across from Ayalon Mall) 03-579-9700 Open Sat. night	Ramat Gan 28 Haleli St. (across from Ayalon Mall) 03-578-2824 Open Sat. night	Tel Aviv Dizengoff Center, 71 King George, Gate 6, 03-525-6608	Kfar Saba 301 Weizmann, G-Mall 09-767-8786 Open Sat. night	Bilu Junction Bilu Center 08-949-1459 Open on Shabbat	Nir Zvi Industrial Zone 08-927-4800/1 Open Sat. night	Rishon Lezion Moshe Dayan Blvd., G2 Beside Cinema City (near Mega) 03-951-7810/1 Open Sat. night	Rishon Lezion One Design Center, 53 Ha'etzel, West I.Z. 03-744-4767 Open Sat. night	Petach Tikvah Harav Pinto St., corner of Soutin By Café Ne'eman, Segula I.Z., 03-603-3265 Open Sat. night
Jerusalem 20 Pierre Koenig St., Adi Paz Building, Talpilot, 02-678-1264 Open Sat. night	Netanya Big Poleg 09-885-3026 Open Sat. night	Haifa Hutzot Hamifratz Volcano Junction 04-842-0720 Open Sat. night	Haifa Grand Canyon, 54 Simcha Golan St. 04-870-1793, 04-823-7249 Open Sat. night	Carmiel My Center, 9 Ma'aleh Kamun 04-991-2213/5 Open Sat. night	Ashdod Star Shopping Center (Tiv Taam), 41 Jabotinsky, 08-856-3884/6 Open Sat. night	Beersheba Power Center B-7 Derech Hevron 08-628-2013 Open Sat. night	Beersheba Hadera Hashvi'it Complex, 48 Derech Hevron, 08-856-3871, 08-910-4527 Open Sat. night	Hadera Hadera Power Center 20 Tzahal, 04-871-5018 Open Sat. night

Weaving their way

In Kufr Manda, it is heartwarming to see women from the town sitting together and weaving baskets at the Sindyanna of Galilee non-profit organization center

By Tali Herdevall

The Sindyanna of Galilee non-profit organization's visitors' center in Kufr Manda serves as a store, is where workshops are held, groups from Israel and abroad stay, and the town's women go to work to weave beautiful baskets. The women sit in a circle, with small cups of coffee in the center, and talk while weaving. These women from the town, aged 26-50, go to the center to earn a living and be part of a cooperative. Weaving is an age-old handicraft that has gradually disappeared, and the center is bringing it back to life.

What began about 20 years ago as an idea to help Arab farmers market olive oil is realized today at Sindyanna, with the further goal of employing and empowering Arab women. The organization is based on the concept of fair trade for a fair society, and action is taken accordingly to market agricultural products and promote cooperation between Jews and Arabs. Sindyanna is in contact with the World Fair Trade Organization and is known as an outstanding exporter and marketer of organic olive oil, soap, za'atar, carob syrup, honey, almonds and its crowning glory, baskets woven out of palm fronds. The palm fronds -- thin palm tree branches on which dates grow -- are collected from the fields during the date harvest, so the products are also ecologically based.

On my visit to the center, I met Wahiba Hujirat, a mother of four who learned the craft at the center and now works there full time teaching weaving, managing the supplies and sales, hosting groups and leading workshops. Like the other women at the center, she has undergone a meaningful process.

"Six years ago I didn't know how to weave," says Hujirat as she deftly works on a basket. "I started coming here to learn, and eventually people started buying my baskets. My husband is happy that I work. I wanted to study to become an English teacher, but it didn't work out because I was raising my children." Last July, she went with Osnat Shperling, the manager of the visitors' center, to a festival in England, where she gave a



Wahiba Hujirat

weaving workshop. That was a major breakthrough for her. "Money is not what brings the women here but the possibility of going somewhere near their home and doing something for themselves," says Shperling. "They learn how to weave and how to teach others. They travel to fairs, cook meals for groups, move around and meet people. Their husbands encourage what they do; otherwise, it wouldn't have been possible. They also study English and Hebrew here. Wahiba, for instance, is already very proficient in English. Two weeks ago, four women from the center went to Nablus for a week and taught women there how to weave."

What is the principle of fair trade? As Shperling explains, "Being a fair trade organization means staying in contact with the manufacturers we work with and supporting them. For example, by producing baskets, we are introducing new opportunities for Arab women. The town is very religious, with high unemployment rates, and not every woman allows herself to come here. We want to continue to recruit women, who will also teach other women, open the weaving field to all sectors and promote orders of baskets."

Another woman at the center, Awataf, coordinated the course in Nablus. She is 50 and had only been employed for one year in her life in a kindergarten until discovering Sindyanna six years ago. Now she goes to the center every day, weaves at home as well and is in charge of fairs.

"What I like about the center," says Awataf, "is the group. I also meet new people and get out of the house. My husband is happy that I am also contributing to our income. Until I got here, I didn't know how to weave baskets, and today I actually teach weaving. It gives me confidence. I believe that the women I taught in Nablus can already weave on their own."

The center's secret of success, as it seems, is the fact that the women who are empowered at Sindyanna travel across the country to empower other women.

For further details: www.sindyanna.co.il



Photography by Dotan Goor Arye

"I haven't gotten this many compliments in 10 years!"

At **Weight Watchers**, we know that it's possible. Hundreds of thousands of people in Israel and abroad lose weight successfully with the Points Plus method and also enjoy life. Join Weight Watchers' support group now, and we guarantee that very soon you will see the change and also feel it.

NIS 200 discount
For a 3-month membership. Offer valid between Oct.5 – Nov. 9, 2012

Join Weight Watchers' 31 youth groups and develop good habits for life! 520 groups across the country, groups at the workplace and groups in the community
Find Ms. Plus on Facebook
www.shomreymishkal.co.il

Groups for English speakers

Ra'anana, the Urban Center for Music and the Arts- 2 Hapalmach St. (in the Cantabilla room), Mon. at 6:15 p.m., directed by Yehudit Levine, Wed. at 9:00 a.m., directed by Yehudit Levine
Jerusalem, the Company's Club (Naamat) – 10 Shalom Alechem St., Rehavia (the street that intersects Keren Hayesod until Jabotinsky – opp. the Dan Panorama Hotel), Mon. at 6:00 p.m., directed by Menucha Schwartzman

Winter treatment for your skin

Dry, tired skin is the result of summer weather. As winter approaches, it's time to repair the damage and protect your skin from the hazards of the upcoming season

By Adi Zohar

In the summer, the skin tends to dry out due to such factors as strong sunshine, air conditioning and being in enclosed spaces. When the skin suffers from dryness, it enters a state of stress, and its ability to produce new and healthy cells decelerates. The transition to winter requires paying attention to this dryness and the new pigmentation spots that appeared over the summer.

The lower temperature requires changing not only one's wardrobe but also one's daily skincare routine. To treat summer damage, it is important to restore the skin's lost moisture. To that end, use a generous amount of cream or a moisturizing mask that will nurture and treat dry skin. The moisture hydrates the skin and protects it from withering, wrinkling and becoming limp.

The first step in an effective skincare regimen is a thorough cleansing. Use a peel to remove the layer of dead cells and replenish new cells.

"Not using a peel is like spreading body lotion on clothes," explains Orly Oz-Shmuel, chief director at Clarins Israel. "A peel softens the skin, boosts the absorption of skin products, promotes cell renewal and helps prevent spongy-looking skin."

Helpful hints

- Oz-Shmuel suggests the following:
- * Avoid using very hot water in the shower.
 - * Hot water is the enemy of firm skin.
 - * Use gentle cleansing preparations on the body to help neutralize the drying effect of hard water.
 - * Moisturize your skin after showering.
 - * Use a microbead scrub twice a week.
 - * Avoid spending time in rooms that are too dry or hot.
 - * Avoid wearing tight clothes that can impede blood circulation.
 - * Protect your skin from the sun, even in winter, to prevent it from becoming dry and wrinkled.



Even Better Eyes Dark Circle Corrector by Clinique



Absolue L'Extrait Regenerating Ultimate Elixir by Lancome



Face treatment oil by Clarins



Cold cream hand cream by Avene



Enriched Balancing Softener by Shiseido



Face treatment by Leorex



Hydrating Day Cream by Canaan Organics



Hydra 24 multi hydrating cream by Payot

Foot repair cream by Natural Sea Beauty



De aging body balm by Pevonia Botanica



Pore Correcting Serum by Clinique



Hydralia age defence by Yonka



Sebium AKN by Bioderma



Proactive Anti Aging Energy Correcting Mask by L.Raphael



Perfectionist firming serum by Estee Lauder



Line Repair Theraskin serum by Christina

Call now for free catalogue

SOFABEDS AND LIVING ROOM SETS THAT OPEN INTO BEDS



Exclusive! Sofa beds in all sizes

דורמיר
Dormir

Quality, Comfort & Individual Customization



Factory Shop 23 Kibbutz Galuyot, Batsra 09-7438861 www.dormir.co.il

Bridge



A human bridge

The Taglit-Birthright project, now in its 13th year, has brought 330,000 young people to Israel from 60 countries on its 10-day educational tours. In an interview with Glean, Taglit CEO Gidi Mark, talks about how the program bridges cultural gaps and strengthens its participants' Jewish identity and their affiliation with Israel

By Tali Herdevall

Taglit-Birthright, which is celebrating its bar mitzva year, is a Zionist project whose goal is to strengthen the ties between Jewish communities abroad and the State of Israel and Jewish identity within these communities. Thousands of young Jews from all over the world come to Israel through the project to get to know Israel and its residents by means of tours, meetings and integration into society and the local economy. Fifteen years ago, Gidi Mark was appointed Taglit's first employee when it was still in its development stage. For the past four years, after holding various positions in the project, he has served as Taglit's CEO. Mark, 52, lives in Modi'in and has three children. In this interview, he talks about the changes that Taglit has made in the Jewish community and the project's goals for the future.

How would you describe the Taglit project?

It's the most successful project in the Jewish community. It is the bridge that connects Diaspora Jews with Israel. We address young people ages 18-26 who have at least one Jewish parent. They tour the country for 10 days, and our goal is to bring them closer to Israel. And it works. It dramatically increases their desire to raise their children Jewish, their understanding of the situation in Israel, and their knowledge about Israeli media sources. Approximately 40 percent of Taglit participants have returned to Israel, making up a large part of immigrant students in Israel and lone soldiers. Also, the project has greatly contributed to Israel's economy – over NIS 2 billion.

Who is involved in organizing the project?

It's a partnership that is made up of three parties: Jewish philanthropists in the US, who are the project's initiators; the State of Israel, which has increased its investment in the project significantly in the last three years, understanding that Israel can benefit from the project on a strategic level, as well as Jewish communities abroad; and Keren Hayesod and the Jewish Agency.

What new projects does Taglit have underway?

In addition to the standard 10-day tour, we have special-interest groups that focus on specific fields such as

gastronomy, music, sports, medicine and fashion. We're also trying to make the 10-day tour suitable for people with special needs. We also have groups that extend their stay in Israel in order to explore a certain field that is relevant to the Israeli economy, such as a start-up group and a search-and-rescue group. Our latest endeavor is to bring groups of professionals that are considered high priority in Israel, such as doctors and teachers, up to age 30. But that will be carried out next year.

This year we opened a training course for tour guides from the Tourism Ministry, to teach them to be educators so they can be part of the educational staff of Taglit. Another thing is the Birthright Israel Excel project. A program for young business leadership, it is geared toward students who we think have the potential to lead the way in business on an international level and contribute to the Jewish community. We would like to build an international Jewish network that will include Israel on the business map as part of its participants' Jewish identity. The participants come to Israel for 10 weeks and are assigned mentors from leading companies who are top economic experts. This year, 36 out of 19,000 applicants were accepted.

How does Taglit market itself?

We have a unique marketing method that is based on word of mouth, and this brings us a lot of candidates every year. In the past, people were reluctant to come to Israel; young people put Israel in the same category as Afghanistan and Kosovo. But thanks to the buzz created by Taglit, we even have a waiting list.

What are your goals for the future?

There are approximately 100,000 young people in the Jewish community. We estimate that if we have the means, we can bring at least 51,000 here in a year – that is most of the Jewish young people in the world. Some 42,000 participants are due here in 2012 alone, and that is no small matter.

What are some of your smaller achievements?

A young man who grew up in a non-Jewish environment decided to stay in Israel. After completing his three-year army service, he met a girl, fell in love, and they moved in together. We see hundreds of similar cases. We have people who became active in the Jewish community in the US after their Taglit trip, even those who had hardly any Jewish collective awareness.

Photos courtesy of Taglit



The top company in Israel and abroad for planning, manufacturing and installing **retractable roofs** opened manually / electrically

The system is based on propulsion and equipment imported from **Tendergroup** Italy. The system has been tested by the Italian Standards Institution and was found to be resistant to rain and wind in all weather conditions. An ideal solution for enclosing any **porch, roof or courtyard**



Enclosed porch with modern retractable doors and windows and a retractable roof that can be opened, combined with safety glass. In open position.

Beware of imitations!



A modern system of retractable doors, for large keys with minimal propulsion. Suitable for private homes and rooftop apartments, for a perfect panorama. Original production by the **SKY FRAME** company, Switzerland.

Enclosed porch with a retractable power roof, combined with safety glass and surrounding modern retractable doors



We specialize in private homes • Sunrooms • Advanced shading products • Over 30 years of experience **M.K. Alkam Ltd.**

Import and export of doors and windows from wood and aluminum by the Italian company, **SOZARIUM** with thorough pasting for achieving total thermal insulation and perfect sealing.

Doors and windows made by the Swiss company **SKY FRAME** for large keys with **minimal propulsion**, for private homes and landscape apartments. Based on architectural plans.

Import, export and installation of doors and windows made by the German company, **SCHÜCO INTERNATIONAL** for private homes, based on architectural plans.

Showroom/factory: 20 Yad Harutzim St. Poleg I.Z. Netanya Tel. **09-885-2870** Sales: **09-865-3743** **WWW.ALKAM.BIZ**

Studio Aqi 054-7711646



Taglit CEO Gidi Mark

Delicious

Chocolate party

Chocolate

AMERICAN CHOCOLATE TRUFFLES

Courtesy of Chef Charlie Fadida of the Olive Leaf Restaurant, Sheraton Hotel, Tel Aviv
30 truffles

Ingredients

- 150 gr. leftover cake (any kind)
- 100 gr. cookies
- 50 gr. butter
- 2 Tbsp. sugar
- ¼ cup milk
- 150 gr. dark chocolate

Coating

- 100 gr. milk chocolate or white chocolate
- 20 gr. butter
- Cocoa powder

Preparation:

Melt chocolate and butter in a bain-marie. Mix until the ingredients are blended in, add sugar and remove from the flame. Smash the biscuits and cake into fine crumbs and transfer to a bowl. Add milk and stir. Add the chocolate mixture to the bowl and stir until you get a smooth blend. Chill the blend in the refrigerator for half an hour. Take out of the fridge and form balls using your hands. Roll them in cocoa powder or in a chocolate coating.

Coating:

melt chocolate and butter in a bain-marie and use a wooden toothpick to dip the petit fours in chocolate. Place on a tray lined with baking paper and serve cold.



CHOCOLATE FONDANT

Courtesy of Chef Shai Levinstein and Pastry Chef Oshrat Sulimani, Hagoshrim Resort Hotel
4 portions

Ingredients:

- 200 g of chocolate
- 200 g of butter
- 240 g of caster sugar
- 2 eggs + 4 yolks
- 90 g of cornstarch

Ingredients for

chocolate sauce:

- 200 g of chocolate
- 200 ml of sweet cream

Preparation:

Melt the chocolate and butter in a bain-marie. Beat the caster sugar, eggs and yolks into the melted chocolate, and then add cornstarch to get a smooth and uniform blend.

Transfer to greased silicone molds and bake for about 12 minutes at 170 degrees C, until the top of the cake starts to rise. Beware of over-baking! Let cool for about 4 hours

Heat the sauce ingredients in a bain-marie until the sauce is smooth. After the cakes have cooled down, extract them from the molds and dip half of each in the sauce. For decoration, add finely chopped pistachio and chocolate garnishes.



Hanagariya is the professional carpentry studio providing customized superior design for the home to private clients, architects and interior designers. We offer sophisticated, contemporary design solutions with heart and soul.

Located in pastoral, lovely Moshav Rishpon, an easily accessible site, the studio provides solutions to clients' unique needs all under one roof with careful design and personal service, until our professionals deliver the finished project. Our highly skilled staff uses only the highest quality raw materials and a wide range of carpentry methods, with a finish selected from a wide range of contemporary paint styles.

Watch the Nagariya make dreams come true every week anew, on the Channel 2 home styling TV show "Renewing Your Home" ("Ba Lechadesh Lachem") with Moshik Galamin, Sat. night at 7:10 p.m.



Hakfar cor. Hapardes, Moshav Rishpon | 09-7424729 | www.hanagariya.com | studio@hanagariya.com

Open | Sun.-Thurs. 10 a.m.- 6 p.m. | Fri. 9 a.m.-2 p.m.

Contrast chic

With shades of bordeaux and smoky eyes, combined with subtle, natural-looking foundation, feminine beauty is manifested in a synergy of contrasts. Here are some of the latest makeup looks for winter

By Adi Zohar

As winter approaches, cosmetic companies are focusing on emphatic eye makeup combined with refined and natural foundation. The goal is to reinforce feminine beauty and render natural chic. There are a number of trendy looks this season, so women can make their selection according to the occasion and their personal taste.

Autumn mist: Classic yet mysterious, this is a contrast between various shades and textures to create an elegant, sophisticated look. Smoky eyes with dramatic makeup contrast with natural-hued foundation. The eye shadows have a metallic sparkle that highlights the eyes, giving them a radiant, powerful look. To complete the look, use black or blue eyeliner inside the eye or above it and pinkish blush on the cheekbones. So as not to lose the look of your summer tan, use a bronzer on the brow bone and forehead. For the lips, choose a subtle

peach or bright pink to create a sexy, sophisticated look. For the nails, choose nail polish in a metallic hue to go with the eye makeup.

Snow white skin: This cool, sophisticated look is achieved by using subtle shades of eye makeup, a very light tone of foundation, pink blush on the cheeks and matte pink lips.

Warm brown: This makeup style is characterized by shades of brown, ranging from super dark cocoa brown to soft shades that evoke your summer tan. This look features brown makeup on the eyes to emphasize their natural color and goes well with a light layer of red lip gloss to highlight the lips' natural pigment.

Experts from Clarins, Madina Milano, Soft Touch and Jade contributed to this article.

Marilyn Monroe Lipstick by MAC



Autumn Mist make-up by Gade



Viva Glam Refresh by MAC



PrismMetallic eyeshadow by Madina Milano

Burgundy lipstick by Dior



Rouge Prodige lipstick by Clarins



Metallics by Gade



Stay+ Liquid Lipstick by Soft Touch

Eye-liner gel by Boaz Stein



What's Cool this Fall? Melabev's Walkathon for Alzheimer's Care

November 27-29, 2012

Come join the fun!



Moonlight Walk in the Judean Lowlands

Followed by 2-day Hike in the Eastern Negev

Registration deadline: November 1

On-line registration

www.walk4alz.com

Can't join us this year? Please sponsor a walker!

For more information: 073-796-3959

Proceeds go towards developing the new
Beit Melabev - Center for Alzheimer's Care in Israel

MELABEV - LEADER IN ALZHEIMER'S CARE IN ISRAEL

Melabev's Multi-Services

- * Day care centers
- * Melabev-in-your-home
- * Courses and workshops
- * Assessment clinic for memory loss
- * Research and development
- * Private professional advice
- * Support groups for family members
- * Savion - computer software to stimulate cognitive skill
- * Moked 109 - a listening ear for the third age

www.melabev.org * 1-700-70-4533

Lead to pink

Warming up from red to pink and vice versa

By Zila Shnaiderman

Studies show that one in eight women and one percent of men will be diagnosed with breast cancer sometime in their life. October is International Cancer Awareness Month, so to increase awareness and raise funds, many companies are offering special editions of items in pink, which is the color associated with the breast cancer campaign. Our fashion section is joining this effort and salutes those who are working to promote this important cause.

1: Red Valentino. A lollipop on two moving sticks. Pink and heart-warming sweetness. www.factory54.co.il

2: Ready for puddles. Bright red rubber boots make a stylish splash. The boots are suitable for both winter outings and sunny days. Hunter from the Fusion chain.

3: Delicate and sensual. A thin wool tie-belt dress emphasizes the body's curves. www.silise.com

4: Fashionable comfort. Pomegranate colored boat-shaped shoes are also reliable in shallow puddles. www.crocs.co.il

5: An everlasting flow. A gold and pink ring with a diamond setting envelops the finger like waves. The Mya Maris collection, www.hstern.co.il

6: Stylish cycling. A fresh pink city bike takes you on a ride in the open air to enjoy a pleasant day. www.castro.co.il

7: Fragrance tied with a ribbon. Perfume that is like a personal invitation to love, Mademoiselle Ricci has a romantic scent in a wonderful pink package. Available at the Pharm chains and Hamashbir Letzarchan.

8: Delicate and feminine. A ring with a circle imparts soft, subtle loveliness. www.tovi-farber.com

9: A sign that it's cooling down. A delicate silk scarf is feminine and adds chic, in a pink shade that adds to that warm and cozy look. www.silise.com

10: A hot kiss. Lips shimmering with lip gloss complete the desired look and are an instant attention-grabber. www.maccosmetics.co.il

11: Sit down and relax. The brightest pink you've ever seen on a recliner, with a cushion in the middle. IKEA

12: Seeing pink. Fashion designer Betsey Johnson beat the disease 13 years ago and is now taking action to increase awareness. Every year she designs a special collection and donates the profits to the war on breast cancer. The pink sunglasses she designed are available at the Optic Doron chain.

13: Pretty in pink. The Orly nail polish brand has joined the campaign for breast cancer awareness and launched a series of pink, sparkly nail polish in three shades. A share of the profits will go to the Cancer Schmancer non-profit organization established by actress Fran Drescher, who beat the disease. Available at the Pharm chains.

14: Pink ribbon. A set of lipstick and lip gloss in pink shades is just one part of a collection of products from Estee Lauder. All proceeds will be donated to the Israel Cancer Association. Available at Super Pharm.

15: As soft as silk. A pink Marie Meilie bra made with lace and soft fabrics provides an elegant look. Available at the You chain, the At chain and lingerie stores.



Radical for all

The H&M fashion company has been working in cooperation with style icons and fashion designers such as Kylie Minogue and Karl Lagerfeld for eight years, offering unique items of clothing at affordable prices. A partnership with French fashion house Maison Martin Margiela will be launched on November 15 in 230 of the chain's stores, including the Azrieli store in Tel Aviv. The collections associated with the company are avant-garde. The H&M collection features retro editions of styles from the brand's 23 years of existence, with original designs such as oversize, transformation of clothing items and accessories and masculine styles made to suit the female figure.



Divine coffee machines

The Diva series of coffee machines from Italian design company Bugatti comes in a selection of colors, trims and special features such as a heating surface for cups and suitability for ground coffee or capsules. Imported by Notaly (04) 872-2304; 054-232-9059.



Combining comfort and design

The Shomrat Hazorea chain of furniture and design is launching a collection of recliners with a cozy feel and a design that incorporates contrasts between light and shadow and touches of autumn hues. The customer can choose from a selection of upholstery fabrics. The armrests are made of mahogany, giving them a warm, homey look. Available at Shomrat Hazorea branches. www.shw.co.il



Enriching nutrition

Herbamed's new multivitamin snack bar with a chocolate flavor and a crunchy texture provides approximately 50% of the daily vitamin requirement recommended by the Ministry of Health. Available at health food stores and other select stores.



More than a razor

Gillette Fusion ProGlide Styler is an innovative shaving device that enables even trimming, precise shaving and beard or mustache styling all in one. The razor combines Braun engineering with Gillette technology in one device that helps men achieve the style of their choice with ease.

Anti-aging action

Darphin's Ideal Resource is a new anti-aging cream for normal to dry skin. Its triple-action solution treats blemishes and droopy, dull-looking skin. Available at select pharmacies.



Nourishing multi-purpose oil

Mythic Oil, a series of nourishing oil for either dyed hair, dry hair or thin hair, results in soft, shiny hair. Available at authorized L'Oreal Professionel hair salons.



Nurturing and softening the hair

Henkel Sod's new Gliss Marrakesh Oil series includes shampoo, conditioner, rehabilitating conditioner and a moisturizing mask, all enriched with Marrakesh oil for the care and deep treatment of normal to dry hair.



Protection from the sun

The sun's rays are harmful in winter, too. Bioderma presents the Photoderm Spot, SPF 70 sunscreen for skin with a tendency to develop spots. It provides optimal protection throughout the day. Available at Pharm chains.

REDLION
JEWELLERY

Rolex Show Tel-Aviv: 36 Ibn-Gvirol St. Tel-Aviv Tel.972-3-9685222, Fax.972-3-9685220
Rolex Show Eilat: La-Bulevard Royal Garden Hotel Tel.972-8-6337002, Fax.972-8-6337006
Euro-Asia - Official representative shaull hamelech blvd. 1 Tel-Aviv 6473301 Tel: +972-3-6857520
www.redlion.co.il

Cygne Blanc
by redlion

Cherries | the pick of the crop



Blemish balm

Exact Color Foundation, a cream with a light texture, combines four actions in one application: it covers the skin evenly, moisturizes it, protects it from the sun and gives it a healthy, radiant look. Available at the Madina Milano chain.



Moonlight mystique

Popular singer Beyonce presents a new fragrance in her perfume collection, Midnight Heat. Designed for the evening, it has a seductive, elegant scent. Available at Super-Pharm and New Pharm.

Seamless support

Comfort Wear is launching a cotton jacquard bra. Wireless and seamless, the bra is extra comfortable and is more discreet under a blouse. Available at Hamashbir Letzarchan and lingerie stores.



A soothing sensation

Hlavin is launching La Boutique, a series of body creams based on coenzyme Q10, which fights skin aging, soothes the senses and relieves stress. Available at Hamashbir Letzarchan and perfumeries.



Professional hair care

Henkel Sod introduces Syoss Substance & Strength, shampoo and conditioner for normal to brittle hair. Made with keratin, the products strengthen the hair from the inside and provide anti-breakage protection, for the kind of results you would get at a beauty salon.

Just your cup of tea

A festive, colorful collection from Wissotzky is designed to enhance your lifestyle. Fashionable tea utensils are matched with complementary infusions to enjoy at a tea party, a romantic evening or a picnic, all in good health. For details: (03) 565-1525



Awash with scent


Violet-scented wet wipes for floors and all-purpose cleaning from Nikol offer a household solution that's easier and more fragrant than ever. Available at Pharm chains and supermarkets.

Shimmering silver



At the Hadad Bros. Pure Silver chain, you will find a collection of elegantly designed hanukkiyot in various styles, such as classic, ornamental or minimalist. www.hadadbros.net



THE AUTOMATICS BY



swiss time maker 1888

DS ACTION Automatic
DIVER'S WATCH 200 m
ISO 6425

Sapphire crystal
Stainless steel
Swiss Made

WWW.CERTINA.COM



Big Ben Watches 3 Ben Hillel St. Jerusalem +972-2-6256977 bigben.co.il
ביג בן שעונים רח"ב הנ"ל 3 ירושלים 02-6256977





My Collection H.Stern

To view the video: Bar Refaeli demonstrates how to wear My Collection Jewelry during the day. www.hstern.co.il |  | 1.599-50-60-60