



Desert Health[®]

The Valley's Leading Resource for Health and Wellness

March/April 2022

what's inside

3 Medical News

High Season in the Desert: The Perils of Paradise

13 Natural Options

How Acupuncture Helps Gut Health

18 Integrative Medicine

What if Your Dog Could Live to 25?

20 Fitness

Q2 Pep Talk: New Year Resolutions

21 Financial Health

Freeze the Fraud: Protective Measures for Your Money

22 Eat, Drink & Be Healthy

New NA Spirits Offer Flavor and Flair

23 Fresh Cuisine

Gluten, Dairy and Grain-Free Savory Egg Muffins

25 Through the Generations

Feeding Your Heart to Boost Brain Health

26 Desert Events

WLF's Women Who Rule Awards and Scholarships

Be the reason someone believes in the goodness of people.

— Author
Karen Salmansohn

2022 Global Wellness Trends

Each year, we look forward to the Global Wellness Summit's (GWS) annual Global Wellness Trends Report. These fascinating concepts, ideas and innovations are often solutions to some of humankind's most daunting challenges, and 2022's trends speak loudly to the fragility of life and our planet.

According to the panel of worldwide experts that contribute, people are now seeking resilience and self-reliance as we emerge from the pandemic. However, we are also recognizing the need to support preceding generations, as well as our planet. Shifts include a return to intergenerational living with wellness communities that give each family member purpose through communal farming, lifelong learning opportunities and gathering spaces that bring neighbors together to socialize and support one another.

The return to nature continues as wellness travelers seek adventure and engagement through experiences that help them grow intellectually, spiritually and creatively. In major cities, the outdoors moves in through wellness playgrounds and urban bathhouses.

Meanwhile, back on the farm, agricultural experts and scientists now emphasize restoring the earth's soil ("regenerative agriculture") as the next big revolution to transform farming, improve the health of our food and help lead the fight against climate change.

Technology continues to move us forward, as do wellness coaches in an emerging industry being touted as the missing link in health care. These certified professionals help us find purpose, direction and the motivation to adopt healthier behaviors.

The return to intergenerational communities

Since the '50s, the American Dream has been to work hard, retire early and move to a resort community where you'll meet new friends, play golf and enjoy life. We have seen first-hand the evolution of "senior living" from heaven's doorstep to hallowed playground, as 60 is now the new 40. We are living longer and seeking opportunities to grow, play, learn, explore and give back. And it's just the beginning. According to GWS presenter and Cleveland Clinic Wellness Officer, Michael Roizen, MD, within the decade, 90 will be the new 40.

Continued on page 12

Let's Chat Over a Drink

By Lauren Del Sarto

Do you find yourself drinking more these days? Life has been hard and it's not surprising people are turning to happy hour to help lift spirits and get through challenging times. Over these past few years, we have experienced stress and unease like never before, and have struggled to adjust and adapt on a daily basis. It's enough to drive anyone to drink.

But, the statistics are eye-opening - especially for women - and it's worth opening the conversation.

During the pandemic, retail alcohol sales increased 54 percent while online sales jumped 262 percent. A September 2020 RAND Corporation survey determined that alcohol consumption had increased 14 percent in adults 30+, with the number of women drinking heavily up 41 percent!

I'll admit that I am one of them. And while the return of normalcy inspires a return to healthier habits, our new found freedom also presents long-awaited opportunities to raise a glass to old friends and togetherness.

Seeking encouragement, I thought I'd do a little research and speak with the experts to share insights and resources to help us transition through it all.

We've been languishing

Over these past few years, many have felt an overwhelming sense of joylessness. Uncertainty in just about everything has left us feeling aimless and without a strong sense of purpose.

In his *New York Times* article, "There's a Name for the Blah You're Feeling: It's Called Languishing," psychologist Adam Grant says languishing may be the dominant emotion of 2021. He describes it as the neglected middle child of mental health; the void between depression and flourishing, the absence of well-being. "It's a sense of stagnation and emptiness. It feels as if you're muddling through your days, looking at your life through a foggy windshield." You don't have symptoms of mental illness, but you're not the picture of health either. "You're not functioning at full capacity. Languishing dulls your motivation, disrupts your ability to focus, and triples the odds that you'll cut back on work."

The Wharton School professor introduces us to the "progress principle," which states that of all the things that can boost emotions, motivation and perceptions during a workday, the single most important is making progress in meaningful work.

Continued on page 22



Minutes Matter

Head to Desert Care Network in an emergency

Hospitals in Palm Springs, Indio, and Joshua Tree

Check-in online at DesertCareNetwork.com/ERCare



A COMMUNITY BUILT ON CARE



The Perils of Paradise

By Lauren Del Sarto

“Just another sunny day in paradise,” my father-in-law would say when we came to the desert to visit. Now a local, I repeat it often. We all love our beautiful valley, but living and playing here takes some awareness and preparation.

With March upon us, outdoor activities abound as do the many opportunities to celebrate. Whether you're a seasoned local or vacationing tourist, taking part is strongly encouraged, but know that it doesn't take much for a fabulous day in the sun to turn into a trip to the ER.



Desert mountains are most enjoyed with a little preparation.

For tips, I turned to Desert Care Network Trauma Injury Prevention Coordinator Gael Whetstone, BSN, RN. She assesses reasons people enter their trauma center and educates the community on how to stay out of it through prevention and preparation.

“We are a resort community and love that people come here to eat, drink and have a good time,” says Whetstone, “but many can be unprepared for our unique desert climate and how it effects your body.”

Hydrate, hydrate, hydrate (heard that before?)

Dehydration is one of the most common conditions that land people in the ER, says Whetstone, and it is often coupled with injury through fainting or falls.

Sitting around the pool with friends, having a few drinks, then going out to dinner and enjoying a few more, is a familiar Palm Springs scene. In the morning, you enjoy a cup of coffee, go for a little hike and meet friends for brunch.

“When you combine alcohol and coffee (both diuretics) with our low humidity and heat, the results can be hazardous,” she adds. “If you throw in a hike where you'll lose even more moisture and your metabolism speeds up, it can sometimes be deadly.”

So before you start enjoying your social or fitness activities, she cautions, be sure you are hydrated with water and take plenty of water with you wherever you go. Enhanced water with electrolytes can be beneficial. “If you feel thirsty before you begin, you are probably already dehydrated.”

Feeling the heat

If you've lived here a while, chances are you've experienced heat exhaustion, and it is no fun.

Symptoms may include nausea, dizziness, headache, muscle cramping, fast weak pulse, heavy sweating, and cold, pale and clammy skin. What to do? Move to a cool place and loosen clothing. Seek medical attention if vomiting or if symptoms last longer than an hour. “If confusion or fever set in, it could be heat stroke and medical attention is essential,” adds Whetstone. “With heat stroke, the body temp can get so high, it can cause brain damage and death.”

Hitting the trails

Even if you are going for a quick hike, preparation is key. “Take liters of water, not one small bottle,” advises Whetstone, “and be prepared for a potential change in weather with layered clothing.” Pack salty snacks, bring your cell phone and never hike alone. Tell someone the route you are taking and when you should return. There are apps that can help track and share your journey, she adds.

When is the best time for desert hiking? While evening hikes are common in most places, 4 p.m. can be the height of our heat. The recommendation by the Palm Springs Fire Department, she says, is between 5:30 a.m. and 9 a.m.



Snakes like this southern Pacific rattler only strike when threatened.

March is snake season

We are not the only ones emerging with the warm spring air. So are snakes, which are very important to our ecosystem and should be respected. They are not aggressive unless threatened or surprised, so know where they may be hiding and keep your distance.

“Snakes tend to hang out in bushes and rock crevices out of the sun,” says Whetstone. “So, when you go to sit on that rock for a rest, tread lightly. Also, keep your furry friends on a leash as they like sticking their noses in bushes, and noses are the most common place dogs are bitten.”

Snakes have the least developed sense of hearing, but sense vibration, so she also recommends a walking stick which will alert them each time it is planted.

If you meet one too closely...

“On a national level, there is a higher rate of young males being bitten when alcohol is involved and they decide, for whatever reason, to play with the snake,” says Whetstone. (A case of bad decisions leading to more bad decisions).

“If you are bitten, you want to get to the emergency room as quickly as possible, so your first step is to call 911,” she says. Remove any restrictive clothing and jewelry and try to stay calm. DO NOT apply ice or a tourniquet or cut the wound (and sucking out venom is only in the movies). Let the swelling happen and focus on getting to the hospital. Most importantly, she adds, do not try and take a photo, capture or kill the snake. “If you cut the head off of a snake, they are still able to strike and administer venom for hours after their head is severed.”

I was disappointed to hear that snake bite kits don't work. “The new snake bite kit is your cell phone and car keys,” says Whetstone, who strongly recommends the SnakeBite911 app. “It takes you through the steps and helps you call 911.” But if you are out of cell phone range, your priority is to get to your car and to the closest hospital. The good news is that 45 percent of viper bites are dry, meaning no venom is expelled, but if needed, all valley and high desert hospitals have anti-venom therapy. It's important to also note that if your dog is bitten, they will have to go to an animal hospital versus a vet clinic (the valley's 24-hour emergency animal hospital is located on Jefferson at Highway 111 in Indio).

Enjoy this incredible weather and make it a fun and safe season. Just be sure to take precautions to avoid the perils of our miraculous desert paradise.

Gael Whetstone has an informative presentation entitled “When the Desert Strikes Back” and is available to speak with groups. For more information contact her at (760) 323.6140 or gael.whetstone@tenethealth.com.



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Benefits of Glutathione: More Than Just Detox

By Sonja Fung, ND

Glutathione has long played a crucial role in balancing oxidative stressors in our body which occur from such things as environmental toxicity, immune insults (infections and viruses) and inflammatory injury. Glutathione is one of your body's most abundant and potent antioxidants. It aids in detoxification as a free-radical scavenger and plays an important role in recycling your antioxidants and repairing damage throughout your body (i.e. anti-aging!) Additionally, it plays a crucial role in restoring lung function in COPD and asthma, and during and after serious viral lung infections as we have seen through the pandemic.

Glutathione is a large molecule, a tripeptide, consisting of cysteine, glycine, and glutamate. Because of its large size, oral supplementation to improve glutathione levels is more difficult as it is mostly destroyed by the stomach before it can be absorbed. Newer forms include oral liposomal (fat soluble wraps) which allow for better absorption and bioavailability, and nebulized (inhaled) forms that target and are absorbed directly by lung tissue. However, the most reliable route is still intravenously (IV). Increasing your helpings of sulfur-rich foods, such as garlic, onions, cruciferous vegetables (broccoli, kale, cabbage, etc.) and high-quality, bio-active whey protein can improve glutathione production, along with increasing supplementation of precursors such as N-acetyl cysteine (NAC).

Several studies have determined that patients with higher levels of glutathione have a better prognosis and immune response against viral infections. Along with

its antioxidant properties, glutathione was also shown to exhibit anti-viral and anti-coagulation properties. In the lining of the lower respiratory tract, glutathione is the first line of immune defense against oxidative stress. Nebulized glutathione and NAC have become more common in healing oxidative damage to lung tissue as it is a simple and effective way of receiving medication directly into the lungs, which can be readily absorbed into the bloodstream.

As mentioned earlier, receiving glutathione via IV will assure your cells are getting what they need. As we approach the music festival season and hot weather, one of the great benefits of IV therapy is the effective delivery of nutrients into tissues that need it most. Along with hydration and B vitamins, glutathione is one of the best IV nutrients to restore liver function and help with detoxification.

Most people tolerate glutathione and are typically deficient, especially after illness or over-ingesting toxic substances such as alcohol or drugs. However, if you have sulfur sensitivities or certain genetic mutations in the enzyme CBS (cystathionine beta-synthase), you can have negative side effects including confusion, fatigue, weakness, poor appetite, nausea and back or abdominal pain. Be sure you consult with your doctor or a qualified health professional before starting any new medications or supplements.

Dr. Sonja Fung is a primary care naturopathic doctor with a focus on integrative cancer care and regenerative joint injections at Live Well Clinic in La Quinta. Her clinic offers B vitamin injections, IV nutrients, and functional lab testing for a personalized health plan. For more information, call (760) 771.5970 or visit www.livewellclinic.org.

Sources: 1) <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2699458/>; 2) <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7263077/>; 3) <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8131726/>; 4) <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6389332/>; 5) <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8349474/>; 6) <https://www.mayoclinic.org/drugs-supplements/glutamine-oral-route/side-effects/drg-20064099>

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2022 Global Wellness Trends

Continued from page 1

While many here in the desert live this dream, the pandemic has shown us the eminent value of being close to family. Imagine modern eco-friendly communities that bring everyone together while providing activities and a sense of purpose for all; with front porches, common spaces, community farming and continuing education connected to local universities. Models include Serenbe, established in Fulton County, Georgia and Kallimos Communities, designed to launch in Loveland, Colorado.

These newly planned communities also take into account dire global challenges: the aging population, the short supply of housing and caregivers and the loneliness epidemic. It's a return to a time when neighbors helped neighbors, and older generations, able to age at home with community support, passed down traditions and knowledge to youngsters eager to learn. This brings us to our next Global Wellness Trend...

The return of survivalism

We've created a society where convenience is king and everything is at our fingertips. In doing so, we have successfully "unlearned ancient skills" that used to be passed down through generations, such as how to start a fire or grow our own food. Today's younger generation wants to learn.

New concerns for our future stemming from global warming, supply chain disturbances and environmental depletions have our younger generation moving towards a survivalist mindset that GWS calls the "Next-Gen Naturalism" trend.

A 2021 global study of 10,000 young people ages 16-25 in 10 countries found that 60 percent were "very worried" or "extremely worried" about climate change, with 75 percent saying that "the future is frightening." This generation has a strong desire to learn how to work with nature, not against it, and "to get back to the timeless skills that have always kept us alive."

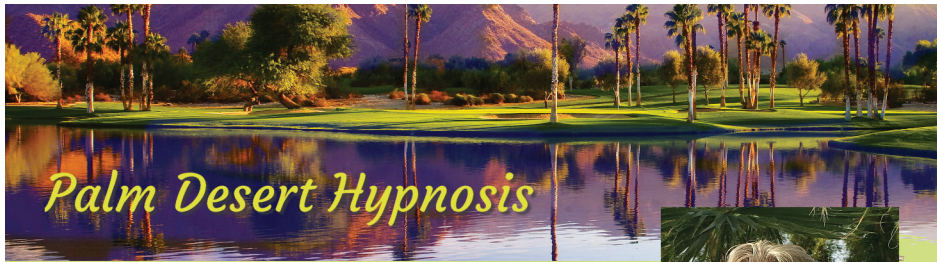
How does this relate to wellness? Once seen as frivolous or "woo-woo," wellness returns in this back-to-basics trend: solid sleep, movement, a balanced diet and conscious care for mental well-being. The thinking expands beyond an individualized focus as these fundamentals require nutrient-dense food, protecting our natural resources and knowledge of how to survive in an ever-changing world.

We see a growth in wilderness camps, seasonal eating, home gardens and minimalism with teachings and sustainability hacks readily shared on social media. "If the pandemic has taught us anything, it's that our separation from the natural world isn't serving us. And it's certainly not serving the planet. It's time we get back to the wild and maybe even let it teach us a few things along the way," state authors Skylar Hubler and Cecelia Girr.

Intention is the future of travel

The skies are open and we are ready to go. But our destinations now have a deeper purpose. This year, we want adventure, soulful stimulation, awe-inspiring experiences, connections with loved ones and enriched fulfillment. The travel industry is answering the call with opportunities to intellectually, spiritually and physically empower us.

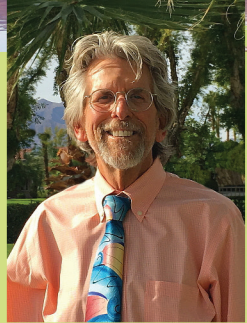
Continued on page 21

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Medical Hypnosis with Roger Moore

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The Forever Dog

A Book Review by Joseph E. Scherger, MD, MPH

This book is about much more than dogs. Forever dogs, forever people. Authors Karen Shaw Becker, DVM, a functional medicine veterinarian, and Rodney Habib, an internationally-acclaimed pet health leader, are on a mission to save dogs from a life of junk food and poor health practices. Since many people take better care of their dogs than of themselves, this incredibly eye-opening and informative book will forever change the way you feed and treat your dogs, and most likely yourself.

Incredibly, the authors are able to double the life of some of their subjects. Compared to the current average age of death for our canine companions, 12-13 years, their dogs can live a happy and healthy life of about 25 years with breed being a primary factor. Yes, 25 years!

As with people, the most important part of a healthy canine lifestyle is nutrition.

The authors take to task the dog food industry and expose the junk carbohydrates contained in most brands. Most dogs live a life of junk food, as do many people. Even the healthy and more expensive food brands are full of high glycemic carbohydrates and lacking important nutrients. A few companies dominate many dog food brands, and like most physicians, most trained veterinarians do not know the nutrition their patients are consuming.

The answer is not to simply give your dog table scraps as their needs differ from ours. Becker and Habib provide a detailed list of healthy dog foods along with sources of healthy readymade meals for those too busy to cook for your four-legged family members.

This bad news, good news book contains much more than nutritional information. The authors guide owners to avoid the “triple threat” of stress, isolation and lack of physical activity. You will learn the difference between a muddy dog and a dirty dog by keeping a dog-friendly environment. Dogs have an incredible sense of smell and nurturing a happy dog is to provide regular “sniffaris,” a new word I will always remember.

The Forever Dog is a fun book to read or which to listen. The knowledge and insights you will take away are very impactful and important. The final section, “Pooch Parenting to Build a Forever Dog,” contains great quotations such as, “Whoever said diamonds are a girl’s best friend never owned a dog.”

Dr. Scherger is founder of Restore Health in Indian Wells, a clinic dedicated to weight loss and reversing disease. For more information, visit www.restorehealth.me or call (760) 898.9663.



Illuminate Your Shadow Self

By Roger Moore

We all want to be seen and experienced as good people. We want to be liked and appreciated. We hope our best intentions are usually on display. But we’re also human, and humans have “shadow selves.” Maybe your temper flares in traffic and your horn makes you heard. Or, maybe you snap at your spouse over things you know don’t really matter. Or even worse, sometimes you descend to a truly dark place and lose sight of the light.

“I hate this part of myself,” said my client Mary. “I don’t want to be like this. I just want it gone.” Mary, like many (myself included), anguished over the parts of herself she didn’t like. She admitted she could be childish, selfish, petty, angry and sometimes downright cruel. She hoped I could help her get rid of those parts—the shadow or dark side of herself.

Mary went on to tell me she tried to be her best self, but when she became frustrated, her mean streak showed itself and she acted out in anger. “It’s as if the dark side of me just overwhelms me and grabs control.” Her angst was visible as anxiety and depression.

As I listened to her I asked, “If you were able to banish your shadow side, what would take its place?”

After a few moments of silence, she replied, “Peace grace.”

Then I asked, “If this shadow side has a positive side, a beneficial purpose, what might that be?”

At first Mary replied, “Nothing! Absolutely nothing.” So, in our hypnotherapy session, I asked her to close her eyes and check with her unconscious mind to see if there might be some way this shadow side could serve her in a beneficial way.

It took about two minutes and then her eyes popped open, she laughed and said, “It’s to remind me how I do not want to be, and to remind me to treat myself with grace so I can be at peace.”

I noticed Mary’s face and shoulders were more relaxed and her breathing had slowed and moved deeper into her body. When I asked her what was different, what had changed, she thought for a moment and said, “The dark side no longer has such a hold on me.”

I shared with Mary a quote by August Wilson about confronting the dark parts of yourself with illumination and forgiveness. Wilson said that when you wrestle with your demons, you cause your angels to sing. She understood and got excited. “It takes so much less energy to illuminate my shadow side than it did to stuff it and deny it.”

I smiled and asked if she still wanted to get rid of her shadow self. Without hesitation she replied, “No, I think I need it, and it can help me be a better version of me.”

Mary and I met online four more times over a couple of months. In these sessions, she learned a variety of mindfulness hypnosis techniques to help her create a future that is greater than her past.

Continued on page 21

“Mythologically, having no shadow means being of another world, not being fully human.”

– Author David Whyte

Consolations: The Solace, Nourishment and Underlying Meaning of Everyday Words



Eat, Drink and Be Healthy

Substitutes you'll savor by Lauren Del Sarto

Season is here! The sun is shining, swim suits are swimming, hot tubs are heating and cocktails are flowing. As the good times roll, it can take a toll and all too often, you feel it in the morning.

The good news is you can now trade your traditional drinks for non-alcoholic (NA) cocktails without giving up flavor or flair. The truth is, so many people are cutting back or giving up alcohol all together, that it has spurred new categories of sophisticated, non-alcoholic, healthier options, and sales are soaring. Dry January had its largest participation yet, and Sober October will be here before you know it.

So, whether you're looking to transition from that nightly habit you picked up in quarantine, or simply want to enjoy friends and festivities without paying for it in the morning, these new alternatives are sure to please.

Be inspired by the healthy shift from syrupy Shirley Temples to today's sugar-free refreshments. Herbs, citrus and seltzers take center stage, so stock your bar with mint, rosemary, lemons, limes, cucumbers, club soda and get creative. Many recipes can be found online, and we offer one below from Coachella Valley Coffee Company using their tasty nitro-infused hibiscus tea.

This growing category of social tonics, elixirs and distilled NA spirits can be head spinning, so we thought we'd introduce you to a few of the standouts.



Seedlip Garden 108's NA Apple Highball

Seedlip

The story of this pioneering brand, the world's first distilled NA spirit, is as fabulous as the flavor. Four years ago in England, founder Ben Branson came upon a physician's recipes for distilling herbal remedies from 1651. He bought a copper still and began experimenting from the bounty on his family farm (which dates back just as far) and Seedlip was born. Named for the baskets Branson's family used to hand sow seeds, this exceptional, sophisticated brand is now served in leading hotels around the world.

Each botanical ingredient is distilled individually before blending the flavors to create their incredibly smooth, sugar and alcohol-free spirits: **Garden 108**, a fresh herbal blend with peas, rosemary, thyme, spearmint, hay and hops; **Grove 42**, a bright citrus blend using bitter orange, blood orange, mandarin, lemongrass, lemon and ginger; and **Spice 94**, an aromatic blend of allspice and cardamom, cascarilla (a medicinal



Mocktails add fun and flavor to any occasion.

bark), oak, grapefruit and lemon offering "fresh citrus notes to balance the long bitter finish." Their website offers a variety of recipes to sample and savor.

Ritual Zero Proof

This is the first American-made distilled NA liquor designed to replace your favorite alcohol 1:1. Whiskey, gin, tequila and rum alternatives deliver flavor and aroma amazingly similar to upscale favorites, along with the burn you expect from the real thing. Enjoyed straight or mixed, each is made using all-natural botanicals with low-to-no calories or sugar.

Ritual Tequila features blue agave flower, Mexican lime, tropical guava, cracked sea salt, charred oak, mesquite smoke, black peppercorn, capsicum fruit, prickly ash and green bell pepper. It delivers a smoked, mesquite flavor with citrus notes and is truly delicious (see margarita photo below).

Kin High Rhode

There is a bit of a buzz around Kin, literally. While this alternative is alcohol (and drug) free, it is made to mimic the feeling you get from your first drink and is referred to as a "euphoric" since it actually gives you a happy little buzz.

Primary ingredients like white grape juice concentrate and gentian root, orange peel, licorice root, hibiscus, bitter orange and ginger extracts are combined with active ingredients called nootropic (brain boosting) and adaptogens (de-stressors) including GABA, 5-HTP and rhodiola extract. It also contains 50 mg of caffeine per two ounce serving (less than a cup of coffee), zero sugar and is recommended as a mixer with many flavorful recipes offered on their website.

You can find Seedlip and Ritual at Whole Foods and Total Wine & More; Kin is available online only. As botanicals, some brands do come with warnings. Have fun with these new alternatives and let us know what you think at www.DesertHealthNews.com.



KIN Euphorics High Rhode

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A fabulous and refreshing summer treat compliments of Coachella Valley Coffee Company

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Let's Chat Over a Drink

There was certainly a lack of progress and meaningful work in our day-to-day lives during the pandemic. It's understandable that for many, happy hours filled the void.

Young women are part of the mix

"Even before the pandemic, studies were showing an increase in alcohol use, especially amongst women, with the biggest increase in those ages 25-35," says Tess Voss, vice president of the Hazelden Betty Ford Foundation's California Region and administrator of the Betty Ford Center. Experts feel social media plays a significant role. "We've seen a trend towards socially acceptable or popular drinking online, such as influencers talking about 'mommy wine time,' that have really promoted the acceptance of drinking to that age group."

During quarantine, social media was our connection to the outside world. We all enjoyed funny cocktailing videos or Zoom happy hours that uplifted our days and helped us feel less alone.

Life in a resort community

"Drinking is a big part of our desert's social life," says certified addiction specialist Wendy Myers, LAADC of Sage Recovery. Events and idyllic conditions attract tourists of all ages and more and more are moving here - primarily for the lifestyle. "Many are transitioning into retirement or may be newly empty nesters and the adjustment in figuring out what they want to do with their time can lead to increased alcohol consumption," she says, "and social activities inviting you to indulge are everywhere, from country clubs to galas, from restaurants and bars to casinos." She adds that finding a renewed sense of purpose in your daily life can be the shift that helps people embrace a healthier path. "Many can do it on their own, while others may need assistance."

Limiting alcohol, not the lifestyle

"There are ways to explore a healthier life and a healthier relationship with alcohol use," says Voss. This appears to be a trend with younger generations. In a 2016 global survey conducted by Heineken, 75 percent of adults 21-35 (millennials) said they maintain control and limit drinking on the majority of nights out.² And Gen Z (the following generation) is drinking over 20 percent less per capita than millennials who also drank less than baby boomers and Gen Xers did at the same age.³



Today's NA spirits are rich in flavor and sophistication. (Photo by Ritual Zero Proof)

Some cool things are emerging as the younger generation re-examines their use of alcohol, says Voss, citing the popularity of Dry January (refraining after the holidays) and the growth in popularity of mocktails (alcohol free cocktails) which are now featured on many menus throughout the valley.

Capitalizing on the trend, young entrepreneurs and established companies are both launching new social beverages that mimic liquor without the alcohol. Natural ingredients are used to create distilled non-alcoholic spirits, spice and herb-infused "social tonics," even botanicals to de-stress and relax you, and many are sugar-free, another trend of the younger generation.

"We're taking what [the traditional alcohol industry] has done well, and starting a new way to facilitate feeling, rooted in consciousness and creativity," said Jen Batchelor, founder of Kin Euphorics in an interview with *Well + Good*. Their functional beverages

Continued on page 23