

WOMEN'S WELLNESS

As seen on
Entertainment Tonight,
Access Hollywood,
KTLA, and Fox News.



**\$199 a month
unlimited classes
1st Class FREE**

"Pilates Plus is Amazing!"
-Where Magazine

"The next evolution in
Pilates."
-Entertainment Tonight



16101 Ventura Blvd. Suite 210, Encino Ca 91436 • 818.783.3080 • www.pilatesplusfv.com



Lauren Padawer harvests mud on the Copper River Delta, south-central Alaska. Photo by Steve Moffitt

It's a Dirty Business but Entrepreneur Wallows in It

by Keren Engelberg, Contributing Writer

Rafting down the Copper River in August 2001, Lauren Padawer and her group neared the mouth where glacial waters flow into the Gulf of Alaska. They stopped, and stepped out onto the muddy bear-tracked delta. High water some weeks before had produced small clear pools, which had been warmed by the sun, creating a perfect natural mud bath.

Surrounded by such beauty, Padawer dipped in the pool and covered herself in the mineral-rich soil, as many visitors had done before her. She felt this moment deeply.

"I just thought, you can't really pay money for this, at least this experience," Padawer said.

The notion that "someone should bottle this stuff" was one that others had floated for many years. But as an environmentalist who had made Cordova, Alaska, her home, Padawer couldn't shake the feeling that she ought to be the one to take on the project.

That the mud is a sustainable resource — the river deposits millions of tons per year — further compelled her.

In spring 2004, Padawer began dedicating time to research. By February 2006, she registered Alaska Glacial Mud Co. as a limited liability company located in Cordova. Her first product, the Glacial Facial Purifying Mineral Mud Masque, is set to hit local store shelves this month and will be available for purchase through the company's Web site. She also plans to develop a larger product line incorporating glacial mud, which will roll out over the next two years.

Born and raised in St. Louis, 28-year-old Padawer grew up in a middle-class Jewish family. She became increasingly active in environmental issues during her college years at Washington University, where she studied biology and art.

Rooted in her activism were the values of *tikkun olam*, or healing the world, which after college carried Padawer into work on a political campaign in Anchorage, Alaska, followed by a yearlong fellowship program with the Jewish Organizing Initiative in Boston, living and working together with other Jewish fellows on social justice issues of all kinds. Padawer also became involved in the Jewish environmental organization, Coalition of the Environment and Jewish Life (COEJL) and a group called the Tikkun

Gathering.

"I was really making an effort to be part of a Jewish community that was dedicated to activism," Padawer said.

But when the year was up, she followed a job opportunity back to Alaska, where she worked as a grant writer and program coordinator for a nonprofit dedicated to wilderness and native Eyak culture. It was around that time Padawer made the rafting trip down the Copper River. The sum of her experiences in Cordova and her passion for wilderness preservation inspired her to stay.

She immersed herself in the community "so that I could call it my experience," she said. When her work with the Eyak Preservation Council ended, Padawer worked as a salmon biologist and also took jobs fishing for salmon, as well as hanging and fixing fishing nets.

"I spent the last five years integrating myself and cultivating relationships and developing a relationship with the land and the place," she said.

All the while, her business concept was steeping.

Padawer said that mud became a way to create a sustainable business and add to the local economy. "It was something that was in line with all the experiences that added up for me to that point," she said.

Early financing came directly from the businesswoman herself, as well as a family loan. But the real kick-start came from the community in which she had invested: Padawer won a competitive rural entrepreneurial grant from an organization called Alaska Marketplace.

Donations of time and resources also came from a variety of people. Major contributors include Padawer's two sisters — one is a lawyer, the other works in public relations — as well as her best friend, a graphic designer who worked in cosmetic packaging design for five years at Estée Lauder. There's also a friend who donates his truck, so the young entrepreneur can be more efficient in hauling the mud she harvests by hand from the Copper River.

Indeed, Padawer has been getting her hands dirty in all aspects of the business. As the company's sole paid employee, she is involved in everything from collecting the

▶▶▶ 41



An ancient remedy yields new medicine.

Researchers at the Technion-Israel Institute of Technology are discovering that chemicals in green tea help rid the brain of iron deposits, which have been linked to neurodegenerative diseases such as Parkinson's and Alzheimer's. These findings have led to several new drugs based on mopping up excess iron with green tea extracts. Another drug developed at the Technion, now in the approval process, may actually halt the death of brain cells.

The American Technion Society is proud to be a partner in these efforts. With your help, we can ensure that Israel's scientists continue shaping a stronger Israel and a better, safer world. Join us.

NO CHALLENGE TOO GREAT



**American
Technion
Society**

To learn more, call 323-857-5575
or visit us at www.ats.org/mind

Southern California Chapter
Nina Madden Sabban, Chairman • Charles E. Levin, President
Diane C. Siegel, Western Region Director

Orthodox Teen Drug Use

◀◀◀ 18

and rabbis, as well.

"The rabbis never noticed when you were depressed or on drugs or using or suicidal, but they noticed when you weren't wearing a kippah. Rabbis can't help me now," one of the boys says.

Fox says the video is being released in two versions — one for parents and one for rabbis. The one for parents does not include some of the harshest indictments of the rabbis, because Fox wanted the rabbis to be open to receiving the message without feeling they were under public attack.

A group of Los Angeles rabbis was overwhelmingly receptive to the video when it was shown at a luncheon a few weeks ago.

More than 40 rabbis — shul leaders and some school principals — saw the video before the Feb. 3 Shabbat of Awareness, and on that Saturday many of them discussed the problem of teenage drug use in their shuls.

Rabbi Gershon Bess of Kehillas Yaakov near Hancock Park, who is one of the most highly regarded halachic advisers in the city,

openly spoke of a young congregant who died of an overdose. He spoke of the halachic obligation to take action if you know someone is engaging in high-risk behaviors.

Chabad women gave classes to other women on the topic. Rabbi Yosef Kanefsky at B'nai David Congregation spoke of a former congregant in New York he had recently run into whom, when asked about her family, reported with great pain that her 16-year-old son had fallen into drug use. Rabbi Elazar Muskin at Young Israel of Century City spoke of the prevalence and the urgency of the problem.

All the rabbis encouraged their congregants to attend the Feb. 18 seminar so they, too, could feel the impact of the boys' firsthand accounts of their own experiences.

Parent workshops will take place at two locations Sunday, Feb. 18: 11 a.m. at Congregation Shaarei Tefila, 7269 Beverly Blvd; 8 p.m. at Beth Jacob Congregation, 9030 W. Olympic Blvd., Los Angeles. The educator workshop will take place at 2:30 p.m. at 6505 Wilshire Blvd., Los Angeles. For more information, visit this story at jewishjournal.com.

Contributing writer Jay Firestone contributed to this story. ●

Alaskan Mud

◀◀◀ 32

mud and processing it to cleaning the shop, answering the phone and e-mails, developing the markets, packaging the mud and working with the formulator.

The final product features more than 50 percent glacial mud, which naturally contains more than 60 major and trace elements associated with skin-cell regeneration. It is also enriched with organic botanical extracts from the Pacific Northwest, including elderflower, yarrow and anti-oxidant-rich ingredients like cranberry and Vitamin E.

While there are companies in Canada, New Zealand and Iceland marketing similar glacial mud products, Padawer noted that hers is the first Alaskan company "to source it, process it in any quantity and manufacture a product with it." That final product also claims to be the most mineral-rich and pure mud in the world.

And rather than being an afterthought, protecting the source of the mud — the Copper River — might better be described as the inspiration for Padawer's business. Her company will donate 10 percent of profits to land preservation, habitat restoration and environmental education for youth.

"My goal is to be able to support the community I live in and support the organizations that are working to protect the Copper River.... It supports wildlife and a human food resource, and it's something that I want to see preserved for generations into the future," Padawer said.

And while global climate change might seem to be a business concern for Padawer, it is not. Accumulating from the drainage of numerous glaciers and the Bagley Icefield, the source is so plentiful that "regardless of warming, the supply is abundant," Padawer said.

In various ways, Padawer recognizes she is bridging disparate worlds, namely "this remote wild place and this very urban cosmetic industry," she said. That means traveling to Los Angeles for certain business resources that can't be fulfilled in Alaska, like a cosmetic research lab, a packaging distributor and a contract manufacturer.

Likewise, the Jewish girl from St. Louis doesn't find much Jewish community in Cordova. She estimates there are seven Jews in the Alaskan city. But she holds true to her Jewish values and practices the rituals of Judaism she finds meaningful, such as fasting on Yom Kippur. She also travels to see family for some holidays.

"For me, that's the most alive part of Judaism ... the holidays and the dialogue that relates to our relationships between each other ... and the responsibility we have as humans," she said.

Padawer's world is a narrow bridge connecting the wild with the urbane, business with spirituality and personal responsibility.

"At a formative time in my life there was a dialogue about tikkun olam and how that could be integrated into the work that we all do, whether you get paid to be an activist or you're a successful entrepreneur," she said.

For more information about Alaska Glacial Mud products, visit jewishjournal.com. ●

'Wicked'

◀◀◀ 24

Birthright Israel and co-founded The Federation's L.A. Couples gift division with his wife.

"If we members of the Jewish community don't support the Jewish organizations, nobody else will," he said.

As for the idea that Hollywood Jews distance themselves from Israel, Platt told The Journal, "I think too many people in Hollywood perhaps fail to make a distinction between the political side of Israel and the notion of the country. And they can be separate things. In recent years, there have been members of the community who are supportive — they give their time and money. It'll never be enough ... but I do feel it is there."

While there are no plans to bring "Wicked" to the silver screen, Platt said

there is one more bridge he'd like to see the show cross: "I'd love to bring ['Wicked'] to Israel. But it's such a small market, unfortunately, and such a big show. I hope someday to do it, even if I have to do it on my own."

That's the big message of "Wicked": Sometimes you have to do something for the greater good, a concept Platt cherishes as a producer.

"There are those times you actually get to realize what's in your head and it works," Platt said. "It's a wonderful feeling and there's nothing quite like it."

The L.A. production of "Wicked" opens Feb. 21 at the Pantages Theatre, 6233 Hollywood Blvd., Hollywood. Performances are at 8 p.m. (Tuesday-Saturday), 2 p.m. (Saturday) and Sundays (1 p.m. and 6:30 p.m.) \$32.50-85.50. Preview tickets are available at lower prices from now until Feb. 20. For more information, visit jewishjournal.com. ●

The Elite Academy Program The International High Schools of Israel Excellence in Jewish Education Three Year Scholarship for High School Matriculation in Israel

- ★ Religious and Secular affiliate school options
- ★ For students who have completed ninth or tenth grades

Informational Meeting with Program and School Representatives

Where:
Israel Aliyah Center
6380 Wilshire Boulevard,
16th Floor, Suite #1600
Los Angeles, CA 90048

When:
Tuesday
Date: 2/27 2007
Time: 7:00 PM



For more information contact:

Mali Cohen, Tel: 323-658-7301

Email: malish@jafi.org

Global Center Tel: 011-800-4772-3528 Email: gci-en@jafi.org.il



When it's time to choose an airline to Israel, make yourself at home.

Fly nonstop from Los Angeles
to Tel Aviv and stay 5 nights in the
Dan Panorama in Jerusalem, Tel Aviv
and Haifa with daily Israeli breakfast.

\$1509**

roundtrip

Depart April 12 to June 19, 2007

For fare/hotel packages, call
800-EL AL SUN (800-352-5786)
or any travel agent.

THE ONLY NONSTOP
Los Angeles to Tel Aviv

\$1125*

roundtrip

For travel between April 3 - June 19, 2007

For tickets, call 800-223-6700
or any travel agent or purchase
online at www.elal.com

OR

All tickets/packages must be purchased by March 15, 2007.

From June 25 through August 27, EL AL flies nonstop from LA to Tel Aviv four times a week.

THE ONLY NONSTOPS FROM LOS ANGELES AND
MIAMI TO TEL AVIV AND THE MOST NONSTOP
FLIGHTS FROM NEW YORK (JFK/NEWARK).

EL AL

IT'S NOT JUST AN AIRLINE. IT'S ISRAEL.

*Above fare and air/hotel package based on "L spring early bird airfare" in coach class, is available on select EL AL flights and is subject to availability. Must be ticketed within 72 hours of confirmed reservation. Tickets valid 6-21 days. **Fare/hotel package based on per person, double occupancy. Single supplement applies. Hotel stay must be consecutive nights. Above prices do not include \$83.20 applicable taxes. (These taxes include the September 11 security fee of \$2.50 per U.S. enrollment, up to \$5 one way and \$10 roundtrip.) EL AL reserves the right to cancel promotions at any time. Cancellation/change penalties and other restrictions apply. © EL AL Israel Airlines 2007.