

# The 'look good, feel good' take on health

A couple of weeks ago, I attended the annual Health & Fitness Fair at the Valley Forge Convention Center sponsored by Philadelphia's WWDB talk radio and discovered something about myself that I'm not sure I really wanted to know. It seems, in the opinion of one of the cosmetic surgeons on hand at the event that I could benefit from some fat injections around my chin.

This quirky bit of information is not exactly what I thought I'd find out at a health fair. But, hey, this is the 90s and health-related issues have expanded beyond strategies for dealing with heart

disease and cancer. Today, the medical industry is selling a "look good, feel good" approach to health care, and the public is eagerly buying it.

An estimated 50,000 people came out to WWDB's two-day event, and judging from where crowds were the thickest, it would seem most folks were more eager to meet physical fitness expert Dr. James Corea

and the stars of ESPN2's "Fitness Beach" and "Body Shaping," than have their blood pressure screened. Lots of attention was also focused on exhibitors pitching anything to do with improving physical appearance, from body sculpting and laser surgery to vein removal and dental implants.

"We are spending \$30 billion annually in this country to look better," said fitness spokesman Charles Peoples who introduced female bodybuilder Renita Harris to Fair attendees. "Everyone is looking for the quick fix and magic pill."

And that magic pill comes in all forms these days. Medical professionals are selling us a well-rounded approach to good health; one that says that if you alter your physical appearance, then the mind and spirit will improve as well. Marketing tactics play on the notion that an enhanced appearance and higher self-esteem can be achieved just by liposuctioning the fat from your thighs.

It's a sales pitch that's working. According to Bala Cynwyd plastic surgeon Kirk Brandow, M.D., who was a popular attraction at the Fair, there's been a tremendous



## 'Round Town

by  
Judy  
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increase in business over the last five years. He attributes the growth to cooperating economic conditions and better public awareness of the techniques available in the field.

"People are looking for maximum results and the quickest recovery time, and today we can give that to them," he commented.

Brandow demonstrated this point by flipping through a scrapbook of graphic photos illustrating the latest techniques in breast implant surgery. Advanced technology now makes it possible to insert implants into the body by either making a small incision below the armpit or scooping up through the bellybutton. According to Brandow, the procedure takes just 55 minutes, and the patient can go home one hour later.

But instead of sharing the doctor's excitement about these medical advancements, I couldn't help but feel a little woozy as he flipped

through the photos of patients who have undergone the implantation procedure. I guess my desire to be a Baywatch babe isn't as strong as my objection to having anyone come near my bellybutton with a scope.

As a matter of fact, there are very few cosmetic procedures in which I would be a willing participant, partly because I'm somewhat squeamish about knives and needles, but primarily because I don't buy what the medical profession is handing us. If your self-worth is somehow lifted by altering your physical appearance, then I believe it is only a temporary high.

Emotional well-being can't be bought in a cosmetic surgeon's office. The initial satisfaction derived from changing something on the outside doesn't have the power to keep self-doubt from creeping back on the inside. This is apparent by the number of people who become repeat visitors to the plastic surgeon's office.

So when Dr. Brandow told me I could lose a few facial lines by injecting fat from my abdominal area into my nose, I said thanks but I think I'll stick with the look I have for a while. Besides, I'm not too crazy about the idea of having fat removed from one part of my body and put somewhere else.

Of course, I do have a girlfriend who said she would be very happy to donate her abdominal fat should I ever change my mind.

Judy Fleming is writer who lives in Audubon.



Pictured from left are the Girl Scout Color guard Elisabetland; Amanda Herbst, Brownie, displays Mexico and Marg

## Girl Scout alumnae

Women of all ages enjoyed sharing memories and current stories about their Girl Scouting experience

By Kelly Adams  
Correspondent

The Girl Scout Law charges every Girl Scout to "be a sister to every Girl Scout." This is a responsibility taken seriously over the years by the women who attended the 4th Annual Alumnae Reunion Luncheon. Hosted by Freedom Valley Girl Scout Council's (FVGS) Alumnae Association, the event was held on April 19 at the Jefferson House.

The 45 women who attended the event were all ages and generally traveled from Bucks, Chester and Montgomery counties. While the current Council was chartered in 1964, many of the women remembered were pre-FVGS. This was an opportunity for them to renew old acquaintances and make new friends that afternoon. Marguerite Herrold, 74, of Lancaster traveled the farthest distance to attend the event.

Herrold, who was a Girl Scout some 60 years ago. "The proudest moment of my Girl Scout career was when I earned my horsemanship badge," she said with obvious pride. She spoke of studying the constellations and learning how to tie a square knot. "Isn't it amazing that after all these years I still remember that?" she said. Herrold also served as an assistant troop leader in the late 1940s. "I love Girl Scouting and I'm so

very proud to be a part of it," she said. Herrold vowed to re-join with other fellow alumnae.

Lisa Herbst and M. Cromier, both of EA, attended the event with their daughters. Between them women have 31 years of experience with Girl Scouting and as adult volunteers. Cromier, 10, and Amanda Herbst, 8, participated in the flag ceremony which opened the event.

As part of the festival alumnae "traveled" to each of the four World Centers of the Association of Girl Guides and Girl Scouts, which are: Chalet in Switzerland, the House in England, Our Casa Mexico and Sangam in India. This "voyage" was the first of the event, according to relations specialist Olga Dez.

In keeping with the theme of the event, "celebrating the four World Center guides," dressed in the clothing of their "home" country, the room displayed information about their "home" country. "We're so pleased with your participation in this event," said Yocom, who coordinates the event. Freedom Valley Girl Scout Council's Alumnae Association is very active. Yocom said events are planned for the