



Wellness

# The MODERN WELLNESS Guide

From Instagram-worthy cold plunges to the supplement made from "liquid gold," today's buzziest health trends merit a deeper dive.

## Mind

### THE RAREFIED AIR OF A-LISTERS

Come into my chamber—my hyperbaric oxygen chamber, that is. Athletes like Michael Phelps have used them to enhance recovery time, and Justin Bieber reportedly has one in his recording studio to lower stress. The *Financial Times* has reported that some CEOs use the treatment to "sharpen their thinking," per their doctors, and research suggests it can improve brain function and reduce brain plaques associated with Alzheimer's (Nicole Kidman's CEO character in *Babygirl* even steps into one). These pressurized chambers deliver increased

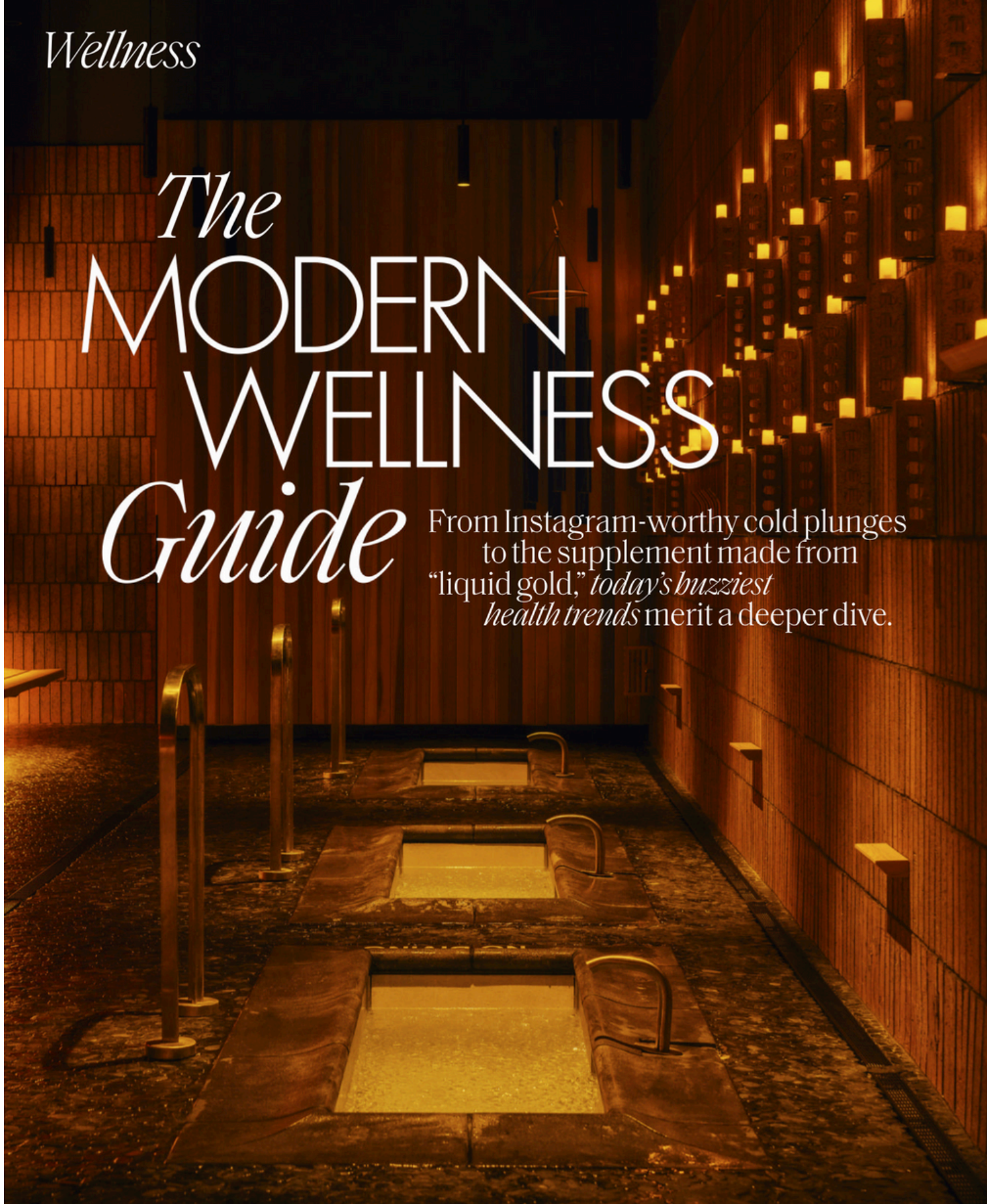
oxygen, which dissolves into the blood. "High pressure drives oxygen into the bloodstream, much like pressurizing a can of soda with CO<sub>2</sub> carbonates the beverage," explains Sean Alemi, MD, a plastic surgeon on Long Island. As of July 2021, the FDA had approved the usage of hyperbaric oxygen chambers to treat issues like burns and lingering wounds; they have also become popular in aesthetics to reduce surgery recovery time. Alemi has patients clinically evaluated before they undergo the treatment, as there are risks, including over-oxygenation, particularly for those with lung problems or middle ear pressure equalization disorders. While hyperbaric oxygen therapy could be promising, it may be best to wait for the results of forthcoming studies, including trials testing the practice for treating COVID and traumatic brain injuries.



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## TURNING THE DIAL TO COLD

Celebrities like Hailey Bieber have lately touted cold plunging, the practice of dunking yourself into icy water that dates back to ancient times. Devotees claim cold plunges can improve mood, energy, metabolism, and dopamine levels. Controlled and large-scale studies are limited, but a 2022 analysis in the *International Journal of Circumpolar Health* suggested that ice bathing may bolster the immune system, help prevent some cardiovascular conditions, and counter insulin resistance. Cold plunges certainly can be a social lubricant: At Othership in New York, the sauna/ice bath/repeat cycle can be done as a community, thanks to a 7,000-foot-space with flickering candlelight, a 90-person “performance sauna,” and some of the coldest ice baths in North America

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(there’s a DJ on Saturday nights, and the space recently celebrated its first in-person proposal). Cofounder Emily Bent advocates cold plunges as an alternative to drinking. “You’re able to be more free and more open,” she says. Risks include the cold shock response, which triggers hyperventilation and elevated heart rate and blood pressure. Plunge with caution.

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Left: The plunge pools at Othership in New York City. Above: The cold plunge is part of the hydrotherapy circuit at the wellness clinic SHA Mexico.

# Body

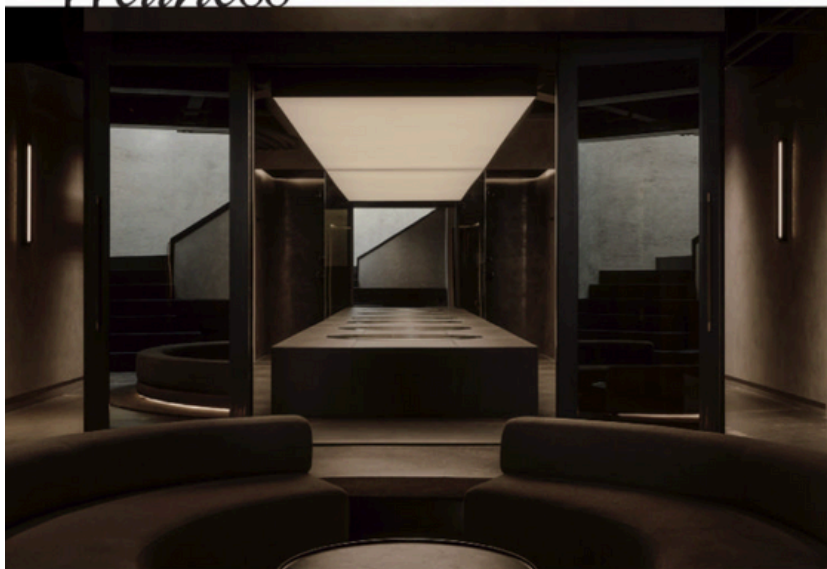
## THE PROTEIN PLAYBOOK

Many fitfluencers will mix eggs and cottage cheese or drink bone broth by the pint to hit their high-protein goals. Protein is key for a healthy diet, helping build muscle and preserve bone density, and the U.S. Institute of Medicine suggests eating 0.8 grams per 2.2 pounds of body weight per day (about 60 grams for the average 170-pound woman). High-protein devotees aim for extreme numbers like 100 or 150 grams, intakes they claim balance hormones, trim fat, and clear up skin. A 2013 study from *ISRN Nutrition*, however, found that protein intake over the recommended amount was associated with increased risk for coronary artery disease and cancer, as well as bone, kidney, and liver disorders.

## SUPERMILK

Sofia Richie Grainge blended it into her Erewhon smoothie, and some fans call it nature’s Benadryl. It’s colostrum, and it’s been dubbed “liquid gold.” Colostrum is the initial milk that mothers deliver after giving birth, and it’s full of immunoglobulins, antimicrobial peptides, and growth factors. Brands like Armra are turning powdered bovine colostrum into supplements. One 2021 review from *Frontiers in Nutrition* suggested that colostrum might improve GI issues, and a 2016 study from *Annals of Allergy, Asthma & Immunology* says it could alleviate allergies. Registered dietitian Diana Mesa says that colostrum supplements likely won’t hurt you—but you also shouldn’t count on them fixing your problems.





Above: The conversation pit at Remedy Place's new SoHo outpost in New York City.  
Right: The hyperbaric oxygen chambers at the wellness club's Los Angeles location.

## Connection & Purpose

### THE NEW CLUB SCENE

The hottest new clubs don't involve dressing up or sweet-talking your way past a bouncer to get in. Instead, the most coveted wellness clubs have features like infrared saunas, IV drips, and on-demand bone broth. Spending a Friday night focusing on wellness may sound more antisocial than a night at a bar, but these clubs also provide community—a wellness pillar that isn't always recognized, says Jonathan Leary, founder and CEO of Remedy Place, a “social wellness club.” Leary points to a recent report from former surgeon general Vivek Murthy, which noted that isolation adds a risk for premature death equivalent to smoking up to 15 cigarettes a day. “We need to take care of ourselves in order to be healthy,” Leary says, “and we need human connection to make us healthier.” Celebrities like Kim Kardashian have been spotted at Remedy Place, while other members have brought dates or hosted bachelorette parties—particularly in the “contrast suites,” where groups can hop from infrared saunas to ice-cold plunge pools. Advitam, a wellness-club extension of dermatology and plastic surgery practice Shafer Clinic, offers rooftop group IV therapy. “Unlike in the past, when you might have all gone out to eat, you might now all IV together,” says David Shafer, MD, cofounder of Advitam. Or you can go old-school: Running clubs like Cooldown Running, in 15 cities, are free and more popular than ever.

### HUMAN DESIGN

Consider “human design” the Swiss Army Knife of self-help tools, cobbling together a whole New Age bookshelf into one. The spiritual technique combines aspects of astrology, kabbalah, Vedic philosophy, *I Ching*, and even quantum physics to help people figure out their “true purpose.” Created in the '80s, it started gaining momentum on LinkedIn, where there are guides for incorporating the practice into the workplace to better manage employees and make business decisions. To take part, contact a “human design specialist,” who creates a BodyGraph—a diagram to help map out your energy and your purpose. BodyGraphs are made based on birth date, time, and location, with different subsections, such as type (your energy category), authority (decision-making strategy or inner compass), and profile (your personality, conscious and unconscious). For example, based on Taylor Swift's birthday, birthplace, and estimated birth time, she is likely a projector (a guide for others), her authority is splenic



(she relies on her instincts), and her profile is 5/1 (she's a problem-solver). Swift has likely already figured out her life purpose, and some would say that her BodyGraph points to her wild success. “The question for me is not whether human design is true, but whether it's useful,” says Erin Claire Jones, a human design educator in New York. Use human design as a protractor to help draw up your life plan, but don't make it the entire blueprint.

### MYERS-BRIGGS FOR THE MEME GENERATION

When it comes to self-evaluation, there are few tests more enduring than the Myers-Briggs Type Indicator. Originally created to improve working compatibility and minimize conflict, the 16-type personality test opens a door to self-discovery. Online, Gen Z has found a sense of community via meme with others who fall into their MBTI categories: Some classify popular literary characters into specific groups—Jo from *Little Women* has been deemed an ENFP (extroverted, intuitive, feeling, and perceiving), while Laurie is an ISFP (introverted, sensing, feeling, and perceiving). Perhaps their contrasting traits made them incompatible lovers from the start. Some experts argue that self-biases can affect the test results, but psychotherapist Daryl Appleton, EdD, says the merit lies less in the results and more in the benefits the introspection can bring: “When we have the option to reflect and self-assess...good things come from that.”

By Katie Berohn, Kathleen Hou, and Tasha Nicole Smith

COURTESY OF REMEDY PLACE.