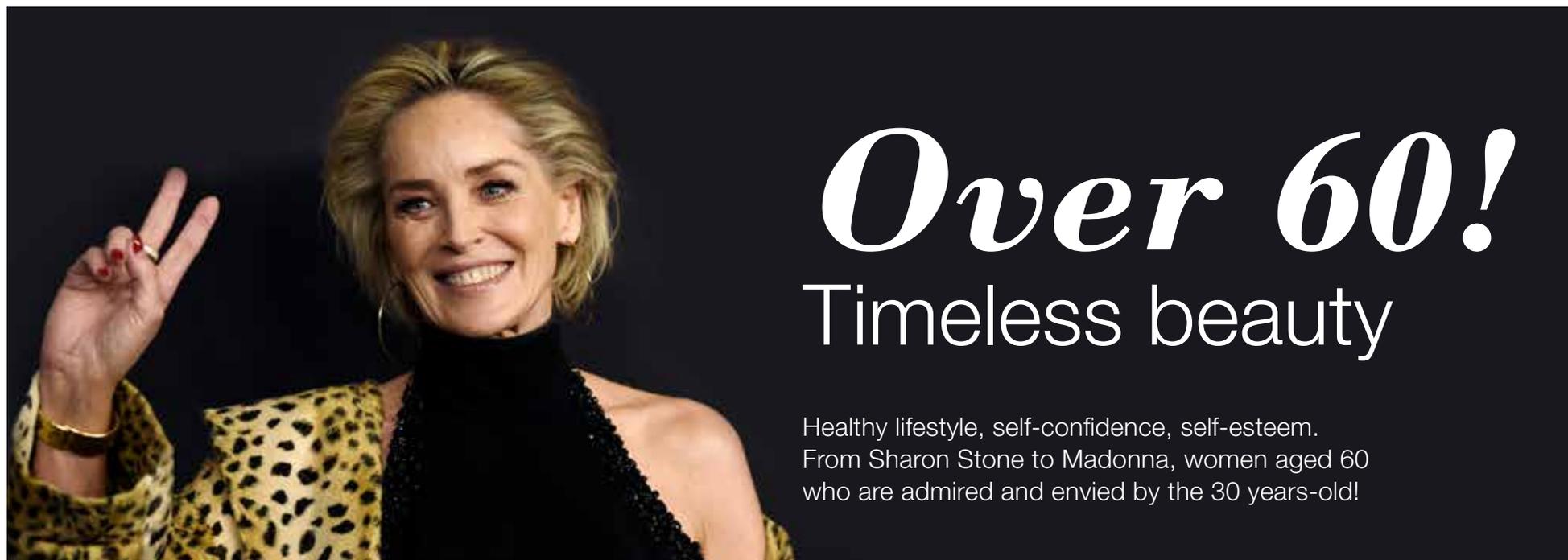


VIP@NEWS

NOTIZIE DAL MONDO DI VILLA PARADISO E DE LA MAISON DU RELAX

villaparadiso.com



Over 60! Timeless beauty

Healthy lifestyle, self-confidence, self-esteem.
From Sharon Stone to Madonna, women aged 60
who are admired and envied by the 30 years-old!



Michele Pfeiffer



Laura Morante



Madonna



Andie MacDowell

by Elena Pizzetti

Good-looking, glamour, attractive and with a lot of sex appeal: here are the new 60 year-old ladies, women who have kept untouched – and often increased! – their charisma, who love themselves and are free from other people's judgement, especially men's. Actually, today's women in their 60s are the former ones in their 40s: just have a look at the celebs, from Sharon Stone to Andie MacDowell, from Michelle Pfeiffer to Madonna and Catherine Deneuve, not to forget Jane Fonda (who's now in her 70s) or Jane Seymour, who modelled naked for Playboy last year, aged 67.

All of them can boast tonic bodies and fresh faces which have kept their natural beauty with the help of suitable cosmetics, proper lifestyles and wise aesthetic surgery. Italian women, too, such as Giuliana De Sio or Laura Morante, are perfect examples of extremely attractive women. What's going on? First of all, the ages of life have widened up and if once menopause was

the beginning of the downfall, nowadays the third age officially starts at 75, as established last November by the national congress of SIGG, the Italian Society for Gerontology and Geriatrics. This results in a 65-year-old woman enjoying today the same physical and cognitive condition of one who was aged 40-45 thirty years ago, and in a woman aged 75 who's today the same one aged 55 in 1980.

For scruple's sake, we need to remind that science considers people to be elderly when the average life expectancy is 10 years, though this is a dynamic concept to be established on an individual performance basis. This means that, when aged 60, everything can be discussed anew, provided we get there in good health and shape condition. "Beauty from the age of 50 has got lot to do with self-consciousness and lifestyle" – Dr. ss Virginia Fedi, MD, specialist in geriatrics, physical medicine and rehabilitation, psychotherapist and member of the medical staff at Villa Paradiso says. "As a matter of fact, it is of strategic importance the way women live the

special moment of menopause, a transit time which turns a woman into a goddess".

Age is the secret: experience, time to spend, self-esteem, ease, resilience and style give charm to a woman. Time does not steal femininity and beauty, provided there's a correct attitude at daily living. "Do not have any prejudice and do not live any choice as an inescapable consequence of age, rather as a natural and conscious change" – Dr. ss Fedi adds. "Beauty at the age of 60 is self-conscious and can express a physical pleasantness even stronger than before: at the age of 60 you are exactly what you've chosen to be at 50".

Therefore, already when 50 years old, do not neglect your waistline, exercise, pay attention to your posture and diet, sleep for six-seven hours a night at least, take care of sexuality, which is a source of wellbeing, hydrate yourself a lot and ask for some help to aesthetic medicine, always pursuing very natural results. And, if your genetic heritage helps, you'll really kick your life off again at 60! □

How to stay beautiful at the age of 60:

- Check your gut microbiota: by means of a specific examination your physician will be able to choose the best prebiotics and probiotics to get rid of bloating and troubles.
- Choose some daily gym which is "friendly" to your joints.
- Go on a balanced diet and limit alcoholic drinks consumption.
- Keep your body well hydrated by drinking at least 30 ml of water per each bodyweight kg (better if during the day and between meals).
- Having an herbal tea or reading a nice book could be night rituals to fight insomnia. Turn off your mobile phone, it has got a negative exciting effect.
- Keep up your mood, so to improve your memory and your concentration.
- Live serenely your sexuality and ask your gynecologist for any advice.

A Matter of *Skin* Differences between *Her* and *Him*

Villa Paradiso Cosmetics' advice upon the best skincare for Him and for Her. All products are used by the therapists of Villa Paradiso Clinical Beauty and Maison du Relax

By Villa Paradiso Cosmetics

To deserve a "global" label an approach to wellbeing cannot disregard some special attention being paid to our skin. An organ precious for its natural defensive action, namely known as cutaneous barrier function, the skin protects us from the outer world threats, including the ones coming from the natural time flow.

To let the skin exert its natural defensive functions, and favor its reaction against inner and outer attacks, it is highly important to reinforce and protect it by means of suitable products, chosen starting from an essential distinction between male and female skin.

Men's and women's skin do actually differ in reason of some significant factors which are mainly depending on its specific hormonal composition. The skin of the two genders has got, that goes without saying,

the same anatomical structure, but the varying hormonal production determines a difference in its composition and behavior along the years which must be carefully considered to direct every prevention and maintenance action at the best.

To be effective, any cosmetic must therefore be formulated by keeping into due consideration these differences, so to fill any eventual natural gap and reinforce, at the same time, the cutaneous structure.

This way, the skin will receive the most suitable support to stay healthy and slow down, where possible, natural ageing processes, both endogenous and caused by outer factors, mainly sun rays (pleasant, but inevitably detrimental if not correctly managed in compliance to one's type of skin) and thermal shocks, especially in wintertime. □



The importance of prevention

Innovation starts first from the concept of cosmetic approach than from any formulation: modern skincare products are required to meet fast-changing and sophisticated needs and, most of all, to offer advanced solutions to prevent the visible signs of ageing.

The most recent proposals aiming at preventing the signs of cutaneous ageing or reducing their outer appearance are based onto a closer and closer research onto the interaction between cosmetics and human physiology, so to offer new products which are biocompatible with the natural body processes.

A synergic action against the damages of ageing

Nutri-cosmeceutical products, in particular, synergistically combine food supplements with cosmetics having specific properties to increase the skin's resistance

to oxidation and reduce, therefore, the consequences of inevitable ageing.

From natural substances made biocompatible by means of innovative technologies, to neuropeptides, protein-based molecules able to work as neuro-modulators and optimize the cutaneous processes, to plant stem cells of vegetal origin which may help in the production of new tissues, cosmetics become smart and work in symbiosis with the endless possibilities offered by nature and physiology to counteract ageing, even when you think it is not your business yet: it is never too early to start loving yourself!

As a matter of fact, problems with the epithelium are normally cared for when the damage caused (may we say by our distraction?) is in need of deeper dermatological evaluations which may result in complex and sometimes invasive solutions. Just because we did not care for that earlier ...Skin is your best ambassador!

Nature gives you the face you have at twenty; it is up to you to merit the face you have at fifty

Coco Chanel



Her...

The essential difference between men's and women's skin lies in the hormonal set-up of the two genders, which determines a sharp difference in terms of skin's firmness and resistance against ageing processes. The production of female estrogens indeed keeps the skin of women elastic for a long time, until menopause. These hormones uninterruptedly support the skin, which stays firm and able to renew itself until climacterium. When the ovarian activity stops, and the estrogens production is consequently discontinued, the skin is suddenly fragile, less elastic and slow in its natural regeneration. Wrinkles become more evident, the skin tone is duller and some dyschromia can be seen.

It's a real shock the skin faces when the estrogenic support it enjoyed for years is over: that's why it is extremely important to start taking care of our skin long before the menopause, so to help it better face the natural weakness to come.

Fewer girls in their puberty show symptoms of seboreic acne in comparison to their male peers. Once again, female estrogens are precious fellows which balance testosterone

production, also secreted by girls though in a lower quantity than boys, and regulate the sebum level. Female skin looks even, smooth and with less excess sebum, but, on the other side, thinner and poorer when coming to the natural protective cutaneous film which works as a barrier against outer threats. Therefore, a good skin care routine cannot go without an effective hydrating and moistening product to help the skin keep its natural hydro-lipidic film unchanged.

Her skin, as said, is thinner than His: this results in a smaller presence of collagen fibers, elastin and hyaluronic acid. Women's skin is consequently more fragile and in need of extra support to be gained, already from the age of 30, by suitable cosmetics able to fill the gap of a reduced production of collagen fibers and hyaluronic acid.

The composition of these cosmetics is the key factor to their effectiveness, as just highly biocompatible products can let their principles act where mainly needed and stimulate, at the same time, the endogenous production of those same substances, for instance by means of specific peptides. □

Him...

The scarcity of estrogens in men's skin results in reduced firmness in comparison to women's, therefore the ageing process for Him is slow and coherent since youth, with no sudden, sharp fall.

The skin of a man and a woman both aged 40 who have been living the same cutaneous stress history shows, for Him, more ageing signs, with more evident wrinkles and areas of different epidermal thickness.

Male ageing does not imply a sudden hormonal shock as sharp as the one occurring to Her at time of the menopause; in this case, it is strategic to counteract since youth the physiological, slow, but progressive cutaneous skin ageing using suitable cosmetics to fight against the loss of firmness.

The sebum production is a direct consequence of testosterone action: His skin is richer in sebaceous glands which are also more developed. The resulting higher sebum production is the reason behind some acne breakouts in youth and, generally, a thicker and oilier male skin.

Such a thick skin is more resistant to

outer attacks, provided they are not particularly aggressive or continuous, otherwise the skin would naturally react with some extra sebum production to try to protect itself.

The most common of these outer attacks is shaving, a daily gesture for almost the whole of male mankind which is often underestimated.

A man who shaves nearly every single day and often uses unsuitable tools, sometimes in bad conditions, may cause irritations and evident reaction disorders besides a progressive skin sensitization and a decrease in the proper level of hydration.

Firmer, but less hydrated, His skin needs, then, light cosmetics with a high moisturizing power which are also able to keep hydration for a long time. It is advisable to prefer products featuring calming, soothing and anti-bacterial properties as well, so to enjoy a complete skin care and after-shave treatment to let the skin recover its natural hydro-lipidic film, calm irritations down and counteract arising inflammatory reactions. □



OXYGEN CLEANSING FOAM
A soft and effervescent foam for a gentle and pleasant cleansing and a final result of clean and elastic skin.



GOLD MASK
Enriched with 24kt gold small particles, Gold Mask counteracts the oxidative stress and exerts an effective revitalizing and hydrating action.



OXIDATIVE STRESS FACE CREAM
This soft cream acts against the oxidative damage caused by free radicals and exerts a deep hydrating, moistening and protective action.



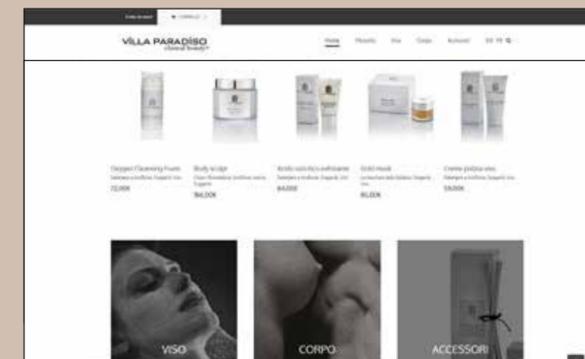
CLEANSING BUTTER
An anhydrous formula for a soft butter to cleanse the skin while respecting its natural hydro-lipidic balance.



HYDRA FRESH
Light, pleasant and easy to absorb, Hydra Fresh refreshes, soothes and intensively hydrates the skin. Highly recommended after shaving.



HYALURONIC ACID.
A special formula with low molecular weight hyaluronic acid and a mix of selected active principles for a deep hydrating, lifting and smoothing action.



Come discover and buy the cosmetics by Villa Paradiso Cosmetics
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Paolo Liguori in his office at TGCom24. Below, close to a vintage juke-box. Music is a real passion to the journalist, who loves rock and soul.



People: Paolo Liguori

If my head works fine *I can run like a Ferrari supercar!*

The editor of the Italian news website TGCom24, a journalist and a commentator among the most famous in the TV, tells us about his wellbeing. “If your head is fine, energy goes wild, at any age!”

by Chiara Dalla Tomasina

Paolo Liguori's office, which I enter on a rainy afternoon, perfectly mirrors his eclectic personality full of surprises. Sunflower-yellow and passion-red walls – a clear tribute to Roman football club, his favorite team – a psychedelic juke-box with fluo lights, a mice soft toys collection and, most of all, a huge desk covered with objects, books to launch, tiny knick-knacks (including a golden plated Dodo) and colored highlighters. “Please, do not write it is a mess, I can find anything I need on it: I do immediately realize any change in my messy order”, Liguori specifies.

Born in 1949 – he celebrated his 70th birthday last June – Liguori, who's today the editor of TGCom24, a top famous Italian news website, boasts such a career in the TV and the web as just few people can, not to talk about his having been a journalist for many years, a correspondent and then the editor of magazines.

We meet him at Mediaset headquarter to talk about wellbeing, but the conversation immediately moves to other topics he loves, such as art, music and movies.

“Wellbeing is to me just a matter of mind”, he immediately clarifies. “When I am fine with myself and my thoughts, when I make my things right and I have no anxiety, nor pressure, then I feel fine from a physical point of view, too. Besides our head, the only other part in our body which can give us some discomfort is our intestine, since the man – contrary to what it is usually said – is head and belly, definitely a real luck, as the heart is much weaker. I could just list a few ailments, such as some sciatica – right because I am 70 years old.”

Liguori is diabetic, therefore he has to pay special attention to food. To be fine with his mind, instead, the journalist says he must fill it “with nice things, beautiful views, harmonious sounds, avoiding disturbing people and going for the company of nice fellows. When I get this kind of energy, I try to convey it deep inside myself”. In a few words, wellbeing, in his opinion, “is like gliding on life and filling my head with funny and interesting things. Wellbeing, to me, is a lovely journey, or a nice book, a concert or an art exhibit. Positive vibes always!”. We ask him how a person with his responsibilities can manage stress

and he answers that “we need to make a first distinction by saying that stress and anxiety only depend on negative events and do not have a general origin. I am not stressed when I work a lot and sleep just a few hours, but these same conditions become stressing if lived in the middle of other negative factors. I can work a lot, but if I do things I love, I am never tired, and if some relaxation is needed, my remedies are music, movies, art, not necessarily in this order.”

When he says the word “music”, Liguori stands up, goes away for a few minutes and comes back with a stack of vinyl records, which he lays onto the only corner still free on his desk.

“More than talking about the music I love, I prefer listening to it” he says while starting non-stop laying records on the player, choosing among cult songs by groups and singers of any time in a mix of styles which leaves the listener speechless. The first one is Bob Dylan, followed by some heavy metal, Jimi Hendrix, Ed Sheeran, James Brown, going through Led Zeppelin (in his opinion “real innovators” and his own favorite band together with the Beatles and Bruce Springsteen), loads of rock and roll – “because r'n'r has got a wellbeing own heartbeat which hits the heart right” - Fred Buscaglione (he even mimics a ballet on the notes of “Buonasera Signorina”), Cavalleria Rusticana by Pietro Mascagni, to end up with Rino Gaetano: definitely a huge musical culture show! Besides music, Liguori finds his relaxation in art, mainly painting: he loves Raffaello and Caravaggio among the Italians together with artists who wrote the history of Italian painting in the 20th century, such as Boccioni and Burri, to end up with Pablo Picasso, one of his cult painters. Otherwise, he locks himself up in a cinema, ideally to watch a movie by Quentin Tarantino, one of his favorite movie-makers, or by Federico Fellini and Luchino Visconti, the ones he likes best among the Italians.

Is there any time for some total relaxation?

“Yes, I spend my holiday sailing on a boat in the Mediterranean, I get somehow bored, but come home refreshed. Should I need to think about myself, and keep healthy and in shape, then there's no doubt: Villa Paradiso is my privileged shelter!” □

The sovereign *Thought*

By Dr. Carlo Lazzarini (MD, Member of the Medical Staff at Villa Paradiso)

The opening of John's Gospel says that "in the beginning was the Word": the word, therefore, was considered as the beginning of "Everything", while, to ancient Greeks, the Thought was the origin of all what was.

At that time, Philosophy and Religion were telling the way of looking at things, while today we may get the same support by PNEI, Psycho-Neuro-Endocrine-Immunology, a recent branch of modern medicine which makes us reconsider what Anaxagoras used to say in the 5th century B.C.E.: "the Mind is the origin of everything".

Today, thanks to the discoveries made by Quantum Physics and Epigenetics, we know how the "sovereign thought" may modify, whatever in a positive or negative way, the trend of our health and lead us to wellbeing or illness.

No doubt wellbeing comes

mainly from one's daily lifestyle, the good things we do to regulate our biological life (the Italian word "malattia", meaning "illness", comes from Latin "male actio", meaning "bad action"). Go for a healthy diet and exercise regularly are definitely "good actions", though, all alone considered, they may not be enough and need to be supported by some help coming from the mind, too. To do really well and thus avoid illness, we need to "think" in a positive and constructive way as well.

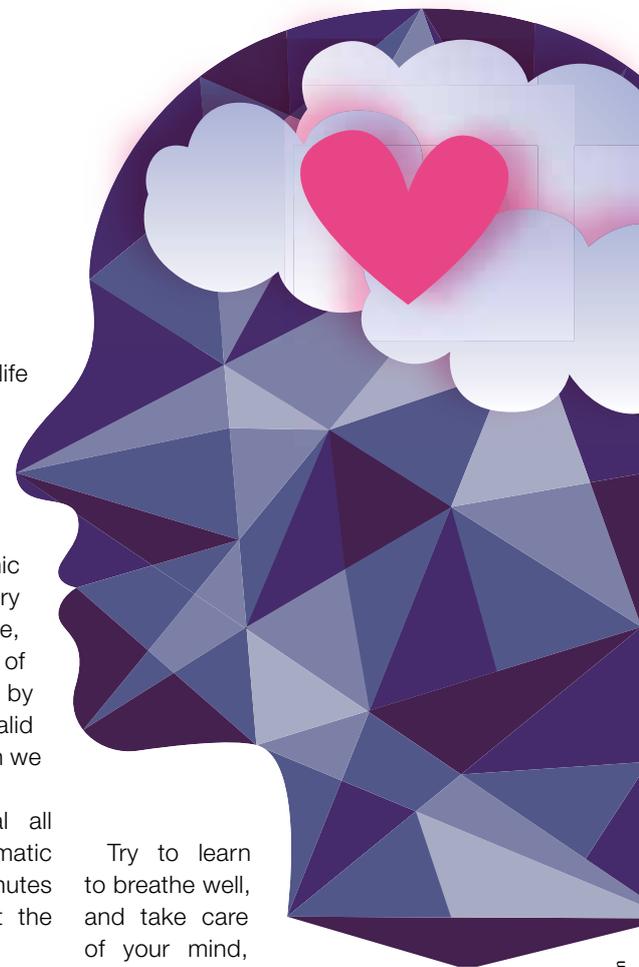
Every single time our mind generates a negative thought, a chain of unsuspected chemical reactions starts moving from the cerebral cortex and, running along the hypothalamus, pituitary gland and adrenal gland, may affect the metabolic, endocrine and immune pathways. Along the time, these stressing

events, which may be caused by daily life occurrences (family, job, relationships) as well as by the persisting negativity of our thoughts, anger, worries and other status of uninterrupted alteration, may compromise our standard functions of our Autonomic Nervous System such as respiratory rhythm, heart rate, blood pressure, temperature, pH, digestion, kind of actions which we cannot control by means of our mind or will. That is not valid for the diaphragmatic breathing, which we may govern at our command.

Yoga, meditation and in general all practices concerning diaphragmatic breathing can help us: just a few minutes every day may be enough to reset the standard biological rhythm of our life.

To be stronger, anyway, it would be better to learn to smile even when facing adverse events, as every crisis always produces new opportunities.

To keep healthy and work at its best our immune system actually needs food supplements, but serenity as well.



Try to learn to breathe well, and take care of your mind, too, by cuddling and feeding it, as body is useless without it. Go to the gym or on a healthy diet, but do not neglect your mind, as it may get its revenge: our body needs cheerfulness, smiles and gentleness ... a real bonus these days! □

Mind is like a parachute, it works only if it's open

Albert Einstein

NEWS 2020

Diagnostic factor

OK!



Our formula Detox Diagnostic Prevention has conquered all the Guests of Villa Paradiso and Maison du Relax: a primary necessity when talking about prevention



It was proposed for the first time in 2018 and, since then, our Detox Diagnostic Prevention formula has enjoyed a growing success. Our idea to insert in our Platinum Detox formula, both at Villa Paradiso and Maison du Relax, an area completely dedicated to ultrasound investigations for our Customers, who can have some specific examinations performed under the supervision of their physician while enjoying a full week of relaxation and care, has conquered our Guests,



who can, thus, complete a 360° staying devoted to their health! This success made us decide to implement this area with some other proposals to make the formula even more well-being finalized: we are proud to inform all our Guests that a new ultrasound examination will be available from April 2020, a very much required investigation to be listed together with the ones already featuring in the offer, such as breast ultrasound, dermatological consultation with mole mapping,



doppler ecocardiography and abdomen ultrasound.

• **Eco-Color Vascular doppler** of the aorta and of arteries and veins of the legs

• **T. S. A. Eco-color Vascular doppler** (supra-aortic trunk)

For the next three months (from April to the end of June) the price list of our Detox Diagnostic Prevention formula will remain unchanged. □

LEGENDS MADE IN ITALY

Works of *art*

called *shoes!*



This is the definition René Caovilla prefers when talking about his shoes; he's the man who dressed the feet of the most famous celebs in the world, working together with brands such as Chanel, Dior and fashion designers like John Galliano and Valentino. Unique and precious pieces, born out of a stunning power of observation with clear references to art and history

by Chiara Dalla Tomasina

Riviera del Brenta, northern Italy, a pastoral, deep-green location dotted with spectacular Palladian villas, a view which naturally opens human soul to beauty. This is utmost true when, turning left into a country lane, you get to the realm of René Caovilla, owner of the famous luxury brand of shoes named after him. Light marbles, soft music and a large staircase leading to an elegant room which opens onto a true museum of shoes, hosting more than four thousand pairs (it is impossible not to notice the "red corner" of the shoes developed in cooperation with Valentino) which have been a dream for women since the 30s.

We have met here René Caovilla, son of Edoardo, who founded in 1923 in Fiesco d'Artico what was born as an artisan shop of top quality shoes and became a real brand thanks to the talent of the heir, a young man at that time. Since the brand was born, in 1934, the company has grown a lot, cooperating with famous international designers and opening its own mono-brand boutiques all over the world. René Caovilla's shoes are worn nowadays by Hollywood stars attending the most important world events and still enchant women with a never-ending charm.

"My father Edoardo was the one who

started this business. At the end of the WW1, aged approx 20, he went working to Luigi Giovanni Voltan's shoes manufacture; Voltan was an enlightened businessman, the kind which has almost disappeared nowadays where turnover is the only rule" says René, who was decorated with the Order of Merit for Labour in 2002 himself. Voltan had left and gone to the States to get familiar to the market and, on his return, he had started his own business, importing some equipment to Europe. After a few years of working at Voltan's company, my father decided to run his own company and got married. I was born in the middle of the smell of leather and got immediately fascinated by this world, where I started working as a teenager, right after I finished middle school.

At that time – Caovilla adds – goodwill was very much awarded: people worked even 10 hours a day, all week long with no interruptions, and always with genuine enthusiasm. No one dared complain for tiredness or too much work. In 1955 I started taking personally care of my dad's shop and developed it into a brand." Caovilla's working experience runs mainly along three phases: "from 1960 to 1990 I worked, for 30 full years, with Valentino. I had personally called and told him I manufactured shoes which could nicely



match his gowns". That was the beginning of the cooperation of the two designers, who used to set up four fashion shows every single year, for a total of 120 shows in thirty years. "When Valentino sold his brand, I started a cooperation, lasting from 1990 to 1995, with Chanel; my speaking partner was the brilliant Karl Lagerfeld himself. From 1995 to 2000, I worked with Dior, at that time directed by John Galliano. Then I stopped: I wanted to go on with our own name, having our own clientele That's why we started opening our monobrand stores, there's 20 of them in the world so far, and working with exclusive distributors."

The production today meets the market needs from the States (approx. 30%), the GCC Countries (30%) and China (40%). Let's leave aside for a moment the aseptic figures of the business, and just wonder how a dream can find a way. "Inspiration

comes from everything I see around me, but you need to keep a strong power of observation to notice what may inspire you", Caovilla explains. "One of our most iconic creations, the famous Snake sandal which has become our symbol, has been inspired by an ancient Roman bracelet I had seen in a museum." Suggestions can come from everything: travels, Canova's statues, the floor of San Marco Cathedral in Venice, the baroque embroidery of a jacket or ancient Byzantine mosaics. "We must keep the power to observe the world around us and match it with a deep style research." While talking, René Caovilla opens the doors of the huge library of the company, full of volumes about history of art and fashion, a sound basis for many of his past and future creations. "Most of all – Caovilla points out – you need to be moved by passion, which is the real engine behind every action. I

René Caovilla's world as seen through some of the stunning shoes he designed. Left, with his son Edoardo, who will follow the steps of his brilliant dad.



can see it in the young people coming to the company: those who are moved by passion, are one step ahead. And do not forget perseverance: without it, there's no chance to last for a long time."

Talking about young staff, Caovilla himself is meeting a generation shift to his son Edoardo, who is moved by his father's same passion for shoes, whom René defines as "artworks called shoes". "I am often asked to reveal my secret", Caovilla finally says, "but the real answer is that, after so many years, I still have fun with my job. Just like that child who used to play in his dad's shop".

My wellbeing and me

"I consider wellbeing as a balance of values of our body, which is a genuine miracle, a perfect machine to be preserved also by taking some time for ourselves", Caovilla highlights. "We need to cultivate some interests outside our work, so to relax and clear our mind. I love antiques and art, for instance, and I practice some sports, mainly swimming and tennis, though not as much as I'd like. I love the sea, especially when lived on a boat, more than going to the mountains. I like skiing, but I do not feel safe on the slopes nowadays because of some reckless people. Finally, I go for some massage sessions with a therapist to feel fine and relax: right what I get when I can escape and see my friends at Villa Paradiso's!

Hollywood celebs who love him and who want him ... standing at their feet!

World famous actress or young talents, international top-models and jet-setters: the most beautiful women in the world wear René Caovilla's shoes. Just think about top models Alessandra Ambrosio, Helse Hosk, Sara Sampaio and Candice Swanepoel, actresses Sandra Bullock, Jessica Chastain, Juliette Binoche and Claudia Gerini, and pop singer Beyoncé.



Sandra Bullock



Juliette Binoche



Jessica Chastain



Alessandra Ambrosio



Candice Swanepoel



Sara Sampaio

Aesthetic medicine becomes *Regenerative*

Science, research and information: aesthetic medicine has grown a lot when coming to prevention and technology. Rejuvenation while keeping one's own expressivity is the new frontier

by Elena Pizzetti

“ I would like to have it done, but no-one should notice”. This is the more and more frequent request made by those asking their plastic surgeon for a “little work”. No wonder this follows a recent trend for a natural look: “we try today to give back a condition of freshness in full compliance to each one's face structure, flaws included, so to preserve the natural expressivity”, Dr. Stefano Schioppa explains (MD, teacher at the 2nd level Master for Aesthetic Medicine and Wellbeing at Pavia University and member of the medical staff at Villa Paradiso Clinical Beauty).

No chance then for a “frozen” effect, with no expression and visibly altered facial features. The new aesthetic medicine aims at revitalizing the skin starting from its own repairing and growth mechanism. “Besides biostimulation and biorevitalization, we can now go for bio-regeneration – Dr. Schioppa

points out – an innovative technique which consists in removing a sample of adipose tissue from the patient, usually from the abdomen and by means of local anesthesia. As the quantity removed is really tiny, also slim patients can enjoy this treatment. The sample is purified and filtered to isolate the stromal vascular section, which is rich in stem cells and gets reinfused in specific areas such as face, neck, décolleté, back of the hands and scalp as well.” Bioregeneration can be associated with traditional aesthetic medicine procedures, such as botox, filler and threads. The regeneration effect can be seen after 2-4 months, no side effects are expected, there's no specific time of the year to have it done and it may be repeated from 2 to 4 times a year. “This technique slows ageing down, improves the skin's elasticity and firmness and favors the hair growth”, Dr. Schioppa says. Today, a “full face” approach is required: each area is treated with specific products which are less and less invasive, such as “the new bi-phase revitalizing peels, which favor the cell turnover by removing the most superficial cells of the horny layer and stimulating the cutaneous natural regenerative processes with their active principles”, Schioppa explains. In 10-15 minutes, without needles, nor stress, the skin looks refreshed, hydrated, bright. These treatments can be repeated every seven–fourteen days in summertime, too, as they are not photosensitizing, and can be used to treat body areas as well.

By the way, talking about body care, high-flow carboxytherapy is the new must to reduce localized adiposity and cellulitis. “Thanks to this new technology we may now inject higher quantities of carbon dioxide in gaseous form than before, so to restore a proper blood circulation even in the most resistant tissues” Dr. Schioppa clarifies. Carboxytherapy has got a lipolytic effect, increases the oxygen availability in the tissue, thus stimulating cell metabolism, and improves micro-circulation. Patients are recommended to go for 5-10 sessions, even less if this therapy is combined with other techniques. Best used for the scalp before bioregeneration, so to prepare the “ground” for stem cells, and on the face to stimulate the production of elastin and collagen by fibroblast. This way, you will feel at the best in your skin! □



TALKING ABOUT...

By Dr. Carlo Lazzarini
(Member of the medical staff at Villa Paradiso)

Gluten yes, gluten *no...*

Gluten-free diet is becoming more and more popular also among those who do not suffer from celiac disease or simple hypersensitivity to gluten. It goes without saying that a gluten-free choice is mandatory for those who are clinically diagnosed real celiac disease (by means of an official diagnosis made with specific clinical instruments) and it is also true that this preference is anyway useful and advisable for all those who may be presenting an individual hypersensitivity to gluten, again to be determined by a careful clinical diagnosis.

On the other side, we need to consider that going gluten-free without any specific clinical indication may result in an unstable, even harmful condition for our health, especially when long-lasting. The most recent and reliable studies actually show that a gluten-free or just cereal-free diet in healthy people not only does not give any significant long-lasting improvement, rather it may even damage the body in reason of several micronutrients deficiencies, such as B-Complex vitamins, iron, magnesium,

zinc, folic acid and, last but not least, fibers.

This recommendation has been highly stressed during the Celiac Disease Awareness Day and supported by several calls by experts aiming at limiting this food choice based onto recent studies published in the USA and Australia. Same for the results of the researches published into the British Medical Journal and by the nutrition specialists at Brigham Women's Hospital in Boston, which confirm as useless the removal of gluten from the daily diet of healthy people. Most recent studies do even show that the so called F.O.D.M.A.P., Fermentable Oligo-, Di-, Mono-saccharides And Polyols sugars, should deserve higher attention than gluten, as their presence in the cereals makes it difficult to distinguish the damage they cause in comparison to the one tributable to gluten. Healthy food rules do not follow fashion trends, rather science ones: nevertheless, should someone insist on saying that they feel better when on a gluten-free diet, then ... up to you! The patient is always right! □





Herbs, What a passion!

Their contribution is essential in a healthy and proper diet, and at the same time they make our dishes tasty and refined ...

by Cristian Duca

You can find them today playing a leading role on the table of those who go for a certain kind of healthy cooking, made of dressings with pleasant scents and flavors, but almost free from elements, such as salt, which may cause some troubles to our health.

Cooking with herbs is an ancient tradition, a source of life for the peoples of the past. Just think about Quinoa: sold on the market as a cereal grain, it is actually a herbal plant belonging to the same family

of spinach and beetroot which comes from South America, namely from Titicaca lake region, between Peru and Bolivia, where this plant has been cultivated for more than 5.000 years, referred to by Inca and Maya civilizations as "grano de oro", meaning "golden wheat".

Those people had perfectly understood the nutritional properties of Quinoa, not to talk about other precious features of this plant. Quinoa is indeed a hypocaloric and gluten-free type of food, highly

recommended to keep the heart and the muscle apparatus in good shape and with a strong energizing power, considering that 100 grams contain approx. 350 calories.

Ginger is another "incredible discovery" of these latest years, very much used as a tasty, slightly spicy dressing or as an ingredient to refreshing and healthy drinks, especially in summertime. The story of ginger is a very old one, as it is believed that this plant, among the first ones to be exported from Asia, has been taken West by Alexander the Great himself. Ginger came to Europe through ancient Greece during the so called "Spice Trade Age", when the trade of spices was particularly flourishing, and was immediately abundantly used by Greeks and Romans. It was believed by

Confucius to be able to remove impurities and clear the mind, while Pythagoras even thought it could treat venomous snake bites, just like a modern antidote. Its natural spicy taste has always been associated with sexual power, which made ginger being considered as a natural aphrodisiac. Stories and legends: the world of herbs gifts us with anecdotes, curiosities and precious information, which

may be used for a healthier and fanciful cooking. Many of the most famous chefs in the world (and the ones at Villa Paradiso and Maison du Relax as well!) pick up from their orchards different herbs to make their dishes taste really special! And, according to experts, once you've started cooking with herbs, it's a never-ending love, which makes salt ... forgotten! □

Even a
single
blade of *grass*
has its
drop
of *dew*

Chinese Proverb

Strange names, fancy tastes, try them all!

Creeping Thyme

This thyme variety is a perennial flowering plant with small leaves and prostrate growing, like a snake, where the name "creeping" comes from. Smell and flavor are similar to the ones of regular thyme, but much stronger, which make it suitable for herbal teas, powders and meats.

St. John's wort

A perennial plant with small green leaves featuring an intense flavor which may be slightly bitter as soon as picked. This herb needs to be dried up and turned into a powder to experience a taste similar to oregano's, though more resin-like. Directions for use recommend it for biscuits baking, vegetable soups, fish and meat.

Silver yarrow

An herbaceous and perennial plant with small leaves whose name comes from mythology: Achilles used this herb to heal the wounds of his soldiers during the siege of Troy. A very bitter and pungent herb, its taste and aroma remind ammonia and it has to be very carefully added to salads or cooked vegetables: definitely one of the toughest ingredients to deal with!

Indian pepper

A small seasonal plant with long and thin leaves, totally fragrance-free, but strongly and freshly tasting just like black pepper. Its use is recommended in salads, but with special attention being paid to the quantity not to cover all other flavors.

Lemon mint

Lemon Mint is a perennial herbaceous plant with long and thin leaves and a fresh and balsamic scent similar to the one of bergamot, with a very interesting aromatic note. Suggestions for use: mixed salads, especially with tomatoes, fish and meat.

Moroccan mint

A perennial herbaceous plant, Moroccan Mint scents more intensively than other types of mints as richer in menthol. Normally used for tea-making, it reveals very interesting notes when added, both fresh and dried, to dressings or when glazed with chocolate.

Mitchuba

A summer aromatic herb similar to parsley,

it comes from Japan and has got a very ancient origin. Not familiar with it? Figure out something which smells like celery, coriander and basil.

Dwarf Greek basil

A small aromatic herb with tiny round leaves and a scent very similar to regular basil, though with a more persistent and balsamic touch. It is recommended for salads and for all food preparations where common basil is normally used for.

Helichrysum

Very similar to rosemary, but with bright silver leaves, Helichrysum reminds spiced curry and has got a fresh and bitter taste. When dried and powdered, it may be used as a very concentrated and intense spice.

Roberta to her friends

Penelope to the fashion world

Bright red hair, an unconventional, but refined look, vintage shades. Roberta Valentini, true Brescia-born citizen and founder of the international group Penelope, is one of the most important talent-scouts in the world fashion, a femme prodige who nicely tells something about her to Vipa@news ...

by Chiara Dalla Tomasina

Her name's Roberta Valentini, but everyone, worldwide, knows her by another name, actually that of a brand, Penelope, as this elegant lady, tiny and with signature bright red hair – she's often mistaken for the British designer Vivienne Westwood – some dozens years ago created Penelope Group ("because I love the figure of a woman who weaves and undoes her shroud following an idea and who loves Ulysses, a traveler, same as I love travels" she explains), which soon became the symbol of an endless research and avant-garde attitude in the world of fashion. □

Three shops in Brescia (at 16/a Gramsci street, Penelope Sposa at 10 of the same street and Boysloft at 28 of XX Settembre street), but a fame overcoming the borders of her town in Lombardy: a buyer and a natural-born pioneer, some brands - which are now top players in the fashion industry – such as Yohji Yamamoto, Comme des Garçons and Martin Margiela – arrived in Brescia right because of her.

Following a family tradition, her father was a famous shoe salesman, Roberta has always been fond of her job. "When a girl, I loved to design unique and original pieces; I asked for some help to a seamstress and I created what I would wear myself", as, to her, "dressing up has always been something very personal to me".

Always on a personal pursuit of style, while entering the world of fashion as a buyer she focused immediately onto research and

avant-garde. In the 80s they were perfectly embodied by Japanese designers ("they are the ones who actually made a true revolution in fashion", she says) such as Yohji Yamamoto and Comme des Garçons, the brand founded by the Japanese designer Rei Kawakubo, who are now world icons but were, at that time, almost unknown.

Deeply in love with fashion, to her "a mirror of the times, an aesthetic appearance and the changing of the seasons", Roberta Valentini has got very clear ideas on what is the best for her shops, a real benchmark for those looking for a very personal and eclectic style: "you need to be always very attentive to all hints, as inspiration may come from anywhere, the street, the artworks in a museum or the people we meet, and we have to be utmost ready to catch it".

Moreover, she totally ignores the meaning of "tiredness": "I always look ahead, never stop and I know I am sometimes envied also by younger people", she laughs, "and my nature prevents me from looking back". Elegance, in her opinion, has no unique definition: "to me, elegance means having a personal style, an individual and peculiar look and I am quite convinced you're born elegant, with very limited possibility to gain this label later".

In comparison to her favorite mythological figure in the Odyssey, Roberta shows some big difference: no way to stay put weaving her shroud. □

I always look ahead, never stop and my nature prevents me from looking back

Roberta Valentini



Roberta Valentini's world in her Penelope flagship store (above) and the other shops in Brescia, the essential choice of extremely loyal Italian and international customers. Left, her magical studio in Palazzo Martinoni dedicated to brides-to-be and, below, Boysloft, the streetwear store of the group.



HER GORGEOUS BRIDES!

From prêt-à-porter collections, to formal events gowns, to wedding dresses: a natural evolution for Penelope, who started "having a corner with long evening gowns in my shop, while customers, especially the most loyal ones who liked my style choices, started asking me to be proposed wedding dresses, too". Roberta soon realizes she's able to understand the wishes of

her friends for their wedding day, too: "they used to tell me what they dreamt of and I wrote down, making sketches and taking good note of everything they said. Again, a seamstress helped me cutting and sewing what I had in my mind and I started realizing that I had got it!". Soon, the dreams of women from over the world start coming true in her wonderful studio, located at the ground floor of one of the most beautiful noble palaces in Brescia, Palazzo Martinoni, where the brides-to-be come "from London, the States, Israel and Australia, too". Roberta makes them all happy, even the most hesitant ones, by "turning somehow myself into a psychologist", she says, "and often starting from a single accessory, preferably a unique piece, which to "build" the perfect dress around".

TRAVELLING, BETWEEN CHARM
AND HISTORY

Magic *Provence*

In the middle of lavender fields, singing cicadas, Van Gogh's paintings and the magnificence of the Popes' Palace in Avignon. Discovering the land which casts a spell onto tourists from all over the world

by Giulia Marzi

Love at first sight! No chance is given to slowly fall in love with it: Provence can only be love at first sight, an amazingly invading love which takes your heart and turns you immediately into a "Provence-addicted" person. You smile when you get there, you cry when you leave. Provence is much more than a holiday: it's a way of living which wraps and locks you up into a magical trap. The scent of lavender fields, the chatting cicadas, those bright skies which turn into stars carpets at night and take you away.

There's nothing contrived in Provence, everything is just natural: magnificent, as it is. Just like its people, who speak French with that typical little Marsellais inflection: you do immediately recognize those who were born here. After some little initial country suspicion, if they like you, they open their arms and offer you a glass of fresh rosé wine and two olives dunk into Nyons' oil. That's the moment where your mind opens and takes you to a magic journey to discover a huge territory full of surprises!

From Avignon, world-wide famous for its magnificent Popes' Palace, to Roussillon, the town of the ochres mines, where Van Gogh used to "scratch" the rocky sides of the mountains surrounding the village to collect the colored powders he used to paint his masterpieces, from Isle-sur-la-Sorgue, renowned for its "brocante", one of the best known flea markets for antiques held every Sunday all year round, to Lourmarin, in Luberon region, where the romantic movie "A Good Year" starring Russel Crowe and Marion Cotillard was made.

Discoveries come in a row ... just like the typical Provençal cooking, almost entirely Mediterranean-inspired, but featuring a lot of personal cooking suggestions given by the locals. Same for the famous Provence wines, from the amazing rosé ones to "masterpieces of refined drinking" such as the stunning "Châteauneuf-du-Pape", named after the place where Pope John XXII built the summer palace for the Popes while in Avignon. What else ...? A lot more! Asking for some advice? Just leave and surrender yourself to magical Provence, which will cuddle you and convince you to get back! □



The enchanting magnificence of the Popes' Palace in Avignon, a must-see together with the Provençal sophistication of the local tiny shops and the charm of a table set for lunch in a typical mas.



La cuisine Provençale...

Also known as "cuisine du soleil", meaning "cuisine of the sun", Provence cooking is colorful and rich in fruits and vegetables, seafood and dishes which are typical of the Mediterranean tradition enriched by a delicious mix made with olive oil, garlic and aromatic herbs. In Provence the dining table is covered with a triumph of scents, aromas and flavors

from the territory, recalling the olive trees orchards lost in the sunny countryside, the paddy fields, the herds grazing in Camargue region, the fishing vessels along the coast and the intense black truffle from the coolest hills. Freshest ingredients following the rhythm of the seasons and the cycles of nature.

Bouillabaisse

The most famous traditional Provençal fish stew coming from Marseille tradition, Bouillabaisse is made with local fishes such as red mullet and rockfish, cooked with tomato and saffron and served in a broth with toasted bread covered with a spicy sauce named "rouille", meaning "rust". This sauce is made with olive oil, breadcrumbs, garlic, saffron and chili pepper and, when spread onto a toast dunk in the broth, creates a combination of flavors which is absolutely typical to the region.

Ratatouille

In old times Ratatouille was considered as peasant food made with vegetables, while, along the years, it has become a typical

and very much appreciated preparation. Ratatouille is made with tomatoes, eggplants, onions, courgettes, peppers – and whatever else you may feel like adding – slowly stewed with garlic and Provençal aromatic herbs to get a highly tasty dish.

Soupe au pistou

The use of pesto sauce reminds Liguria region: as a matter of fact, this cold soup has got the same ingredients of the sauce made with basil and is often used as a dressing for stewed vegetables. Just liberally add some Parmesan cheese or Gruyere to get a delicious dish and end up a day spent in visiting the territory.

Petits Farcis

All colors and intense flavors of Provence are fully expressed by this dish, where tomatoes, round courgettes, peppers, potatoes and onions are stuffed with beef, calf and pork meat. Wanna turn it into a real delight? Take a sit at a bistrot in the countryside, in the shadow of an old plane tree and pop a good rosé wine!

