

HOLISTIC SERVICES/ NUTRITION



Wellnest

Richard Ash, MD

SPECIALTY: Holistic treatments for chronic health conditions, such as allergies, irritable bowel syndrome, headaches, weight gain, fatigue, insomnia and thyroid issues

SIGNATURE PROCEDURE: Reconstructive therapy, a procedure that uses acupuncture-like needles to inject nutrients into joints to speed healing. It's often combined with enhanced platelet-rich plasma therapy, wherein the patient's own blood is withdrawn, spun down to concentrate the growth factors and platelets, then reinjected to stimulate tissue repair.

NOTABLE CLIENTS: Celebs with their chakra in check, philanthropists, athletes

HAMPTONS FAVORITES: "I love spending time meeting people at my new store, Wellnest, which sells organic, eco-friendly and sustainable products. This is our first season open, and the energy and community in Sag Harbor is really something special."

■ *The Ash Center for Comprehensive Medicine, 800A Fifth Ave., NYC; alternative-medicine-and-health.com*
Wellnest, 125 Main St., Sag Harbor; wellnest.us

Dr. Richard Firshein

SPECIALTY:

Alternative and integrative beauty therapies to improve your immune system, complexion, hair texture, energy levels or weight-loss efforts. Eastern medicine and nutraceuticals are the cornerstones of the practice.

SIGNATURE PROCEDURE: A comprehensive health evaluation that provides a detailed nutritional profile of blood levels and also takes into account genetic history to offer specific recommendations for diet, supplements and treatments (such as vitamin injections to improve energy and acupuncture to stimulate collagen and reduce skin sagging)

NOTABLE CLIENTS: Fashion designers, real estate moguls, advertising execs, bankers, royalty, out-of-towners who fly in from California, the Middle East, South Africa and Europe

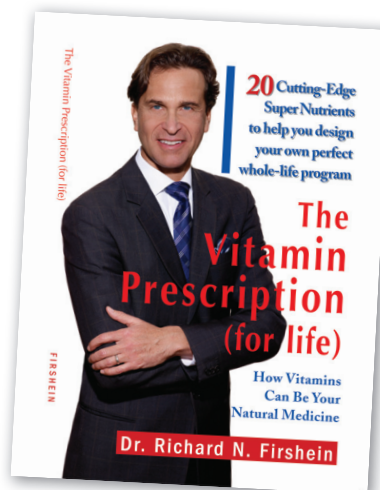
HAMPTONS FAVORITES: "Nick & Toni's, for grilled fish in the brick oven; Rowdy Hall in East Hampton, for the shredded Brussels sprouts salad; sunsets and music at The Surf Lodge; fresh fish and local corn at Gosman's; and playing tennis at East Hampton Indoor Tennis and Montauk Downs' tennis."

■ *Firshein Center for Comprehensive Medicine, 1226 Park Ave., NYC; drfirshein.com*

Marissa Lippert, MS, RD

Founder of Nourish Nutrition Counseling and Communication and author of *The Cheater's Diet*

SPECIALTY: Shaping up your diet without beating the drum of no carbs, no sugar, no alcohol. Customized daily and weekly



menus help clients shed stubborn pounds, boost energy levels, address allergies or just commit to better eating habits.

SIGNATURE PROCEDURE: A complete kitchen makeover wherein Lippert will restock your fridge with healthy picks from the city's gourmet grocers and farmers' markets, show you how to set a stylish table (including helping you shop for dinner-party-worthy flatware and serving pieces) and teach you (or your staff) how to cook up wholesome meals

HAMPTONS FAVORITES: "I love Sylvester & Co.'s General Store in Amagansett for chic, contemporary finds for the kitchen and home, and they've got the most amazing iced coffee! After a long day at the beach, there's nothing better than watching the sunset over a few cocktails at The Surf Lodge in Montauk."

■ *16 W. 23rd St., NYC; nourish-nyc.com*

Denise Mari

Founder of Organic Avenue

SPECIALTY: Raw-food cleanses and fresh-pressed juices made with piles of veggies, herbs and extracts, delivered daily in adorable glass bottles

SIGNATURE PROCEDURE: LOVE programs that include five levels of detox, whether you want to cleanse with juices, soups and salads (LOVEfast); just liquids (LOVEdeep); or an infusion of greens (LOVEmore)

NOTABLE CLIENTS: Foodies, celeb purists, yoga moms and dads, bankers who've found religion through raw food

HAMPTONS FAVORITES: "I grew up on the East End of Long Island and I've been familiar

with the Hamptons since childhood. The beaches are amazing, some of the best in the world!"

■ *28 Jobs Lane, Southampton; organicavenue.com*

