

THE JERUSALEM POST
April 27, 2012

GLEAM

THE GOOD LIFE MAGAZINE



Interview: Joy of a judge

Interior: Access to accessibility

Fashion: Dramatic colors and patterns



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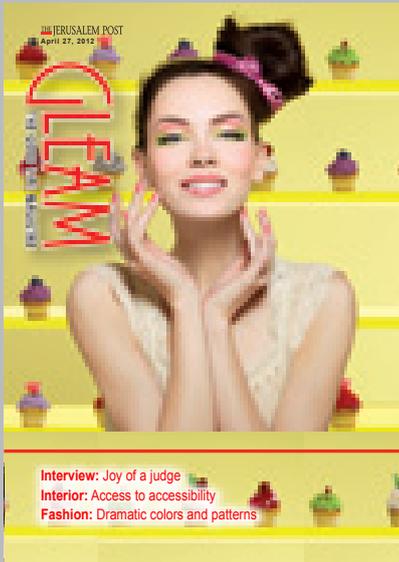
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Alon Sivan

Project Manager

Rina Galmor

Editor

Tali Herdevall
e-mail: taliherd@netvision.net.il

Advertising Production

Merav Ifergan, Roi Kadosh

Advertising Designer

Shai Cohen
Natan Schmulewitz

Design & Production

Naama David
www.studio-n.co.il

Tel: 03-7619002

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Letter from the Editor

Dear Readers,

The April edition of *Gleam* is published on the special Hebrew date of 5 Iyar, the anniversary of the Israeli declaration of independence. This is a festive time, which reinforces our local and national solidarity.

In honor of Israel's Independence Day, we bring you an issue that features interviews with Israeli men and women who are strong and original initiators, in the hope that they may evoke in all of us the motivation to accomplish and create.

In addition, in light of the warm weather and pleasant spring, the magazine is filled with suggestions and ideas for outdoor activities, including leisure and cultural events, or just spending time in an armchair reading -- a great way to stir the imagination.

Enjoy your reading and have a blossoming spring,

Tali Herdevall





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Haifa, 9 Mordechai Blvd. - Ramat Ha-Sharon, 48 Ussishkin St.
Jerusalem, 13 Shimon Ben Shimon St. - Tel Aviv Outlet, Teper House, 5 Tel-Giborim St.

www.rinazin.com

Naïve art of Israel

“Naïve Art Comes to Israel” is a new exhibition at the Gina Gallery in Tel Aviv that showcases some 80 works by 25 local artists who contribute to this artistic genre. They were selected in a process that lasted more than a year and included visits to artists’ workshops across the country.

Gina Gallery, 255 Dizengoff St., Tel Aviv. Until May 18. www.ginagallery.com ■



Art by Aviva Sonsino



Yoga in the city

In recent years, the practice of yoga, which comes from India, has been adopted by people the world over, eventually turning into a lifestyle. The 33rd Yoga Conference, which is being held by the Israeli Yoga Teachers Organization, will take place on May 29 in Tel Aviv. Yoga instructors from across the country will participate in the conference, which will feature in-depth workshops, lectures and classes in various styles, which are suitable for all levels. The conference will also host yoga teachers from India who will give professional lectures.

May 29, The Yoga Conference, Bikurei Ha’itim Center, Tel Aviv.

www.isyoga.co.il ■

Spiritual silver

“Chains of Silver,” an exhibition of Judaica works by artists Mauricio Samuel and Yitzhak Luvaton, recently opened at the Diamond Museum in Ramat Gan. The exhibition showcases holy ritual items and vessels that serve as the classic ornaments of the Jewish home that symbolize the world of faith and spirituality.

The Diamond Museum, 31 Jabotinsky St., Ramat Gan. Until July 31. ■



Between Italy and Israel



Blue Road by David Kassman

A joint exhibition of Italian artist Daniele Galliano and Israeli photographer David Kassman has opened at the Ermanno Tedeschi Gallery. It is the first of a series of exhibitions to be held there about the dialogue between Israeli and Italian art. In his works, Galliano sheds light on subtle aspects of reality on the fringes of society in Western culture. Kassman presents photographs that range from the noise of urban life and tranquil yet misleading nature to historical sites and tribes from remote parts of the world.

Ermanno Tedeschi Gallery, 3 Lilienblum St., Tel Aviv. Until May 8.

www.etgallery.co.il ■

Fostering creativity

The Alix de Rothschild Fund was established in memory of the Rothschild baroness who was known for her love and support of art. As part of the biennial competition called Leaving the Framework, which the fund initiated with the purpose of encouraging creative thinking in artists, an exhibition at the Benyamini Gallery will showcase works by the competition finalists.

The Benyamini Center, 17 Ha’amal St., Tel Aviv. Until May 12.

www.benyaminiceramics.org ■



Battle ship on a match by Dina Berman

Silise

www.silise.com



Design: Up to date

Japanese design

Hibino, which means “every-day” in Japanese, is a Tel Aviv store that offers high-quality Japanese products such as housewares, interior design items and pieces of art. The products are packaged in traditional Japanese style.

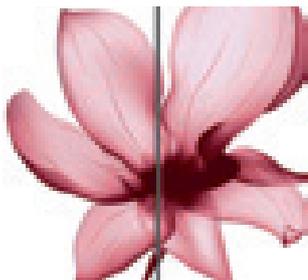
Another store that carries a selection of products that reflect traditional and modern Japanese design recently opened at the Tikotin Museum of Japanese Art in the Carmel Center in Haifa.

Hibino, 30 Yavne St., Tel Aviv. www.hibino.co.il



Take your pick

Spring sprouts forth in Halamish’s collection of ceramic wall tiles. Arranging a number of tiles together produces a complete picture of flowers that measures 60x60 cm. You can choose among such designs as roses, sunflowers, orchids and irises in an array of colors on a white background. This way, you can create the freshness of spring in your bathroom all year round.



Wallpaper wonderland

Orchids on the wall and other colorful flowers and elements are offered at the Paint Workshop boutique, which has launched a wallpaper collection with a prominent spring air. With its myriad of colors, shapes and designs, the wallpaper will help you create the atmosphere of your choice.

Paint Workshop, 2 Avraham Stern St., Tel Aviv. 077-420-6201



A vision in color

Nirlat recently opened an innovative center for design in color to help clients conceptualize a living environment consisting of a mixture of materials, hues and designs. Professionals provide guidance and advice on how to best use paint in interior design. You can also derive inspiration from a variety of styles and possibilities for wall paint, decorative effects, plaster and coatings, paint for wood and metal, and Nirlat’s wide-ranging selection of products.

Nirlat, Design Center, Bnei Brak. www.nirlat.com



Making trends meet

The Negev Group has remodeled its flagship store and doubled its size, presenting a unique design concept. The store’s display is divided into areas according to leading design lines and global trends: Classic, Vintage, Urban and Fashion. In the center of the store there is a “green wall” that is rich in natural vegetation, symbolizing the company’s credo of caring for the environment as a way of life.

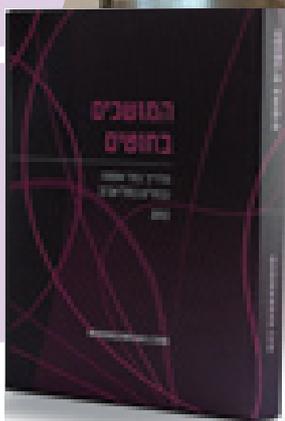
Negev, 28 Halechi St., Bnei Brak. www.negev-new.co.il



Fashion links

Fashion entrepreneur Ori Sela has launched a guide to fashion retailers in Tel Aviv entitled Pulling on Thread (Hamoshchim Bachutum), published by The Literary Hothouse (Hachamama Hasafrutit). Sela, who runs the collections website where2wear.com, includes references in her guide to 60 fashion companies, stores and boutiques in 10 different malls in the city. Every company listed in the guide is accompanied by a brief about its style, prices, designers and contact information.

Pulling on Thread is available at the Steimatzyk chain and on the website www.where2wear.com



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Edna Bekenstein, photo by Asaf Lev

By Tali Herdevall

'During my service as a judge at the court in Netanya, I was presented with the case of a prisoner who said to me, 'Bekenstein, I am afraid of you.' I told him, 'That's the way it should be. Promoting respect for the court of justice, that is my job,'" says Bekenstein, who retired in April of 2010.

As president of the magistrate courts in the Tel Aviv district, she was in charge of 130 judges in the largest court in Israel, which included magistrate courts in Tel Aviv and Herzliya, civil, criminal and family courts, five courts for local matters, traffic courts, small claims court and the writ of execution.

Bekenstein, who lives in Ra'anana, is married and has two daughters and one grandson. She was born in the town, and her parents were among the founders of the Moshava. She recently received an award for her lifetime achievement from the International Center of Mass Media and the Israeli Communication and Press Association. At the ceremony, a former drug user whom Bekenstein had helped and has since married and raised a family, spoke on stage. After his moving speech, the audience was in tears.

I met Bekenstein for a cup of coffee on a pleasant spring day, and she shared with me some of the fascinating and progressive history of her position as judge and superintendent.

How did your career begin?

From age 16 I had wanted to be a judge, so I chose to study law. I studied law and criminology at the Hebrew University of Jerusalem. During my studies, I gave birth to my eldest daughter, and when I was an intern I had my second daughter. I did

Joy of a judge

For nearly four decades Edna Bekenstein served as a judge in Israel, mostly as a district judge and president of the magistrate courts in the Tel Aviv district. In an interview with Gleam, she reveals her fascinating experiences and her breakthrough approach as a woman in an aggressive male world

my internship at the court in Tel Aviv with Justice Hadassa Ben-Atto, and after that I served as legal adviser for Amidar [the national housing company].

In 1981, at the age of 39, after just two years of working as a lawyer, I was appointed judge. This was early on, when there were very few women judges. I was the magistrate justice in Netanya until moving to Tel Aviv in 1998, where I was appointed president of the court there.

What was special about your job?

I managed the court in an innovative way. I made sure cases would be heard on time and that there wouldn't be unnecessary deferrals. I struggled with foot-dragging. I introduced the American idea of bridging in court. It reduced the load and can be seen as an outlook, a fair way to end cases with the agreement and understanding of both parties instead of a mere legal statement. It was important for me to work within the framework of a system. The court of justice doesn't operate in a vacuum but rather in conjunction with the Attorney's Office, the Defense, the police, the probation service and drug abuse rehabilitation centers. I also defended freedom of judgment, which is a principle that even the president of a court must abide by. The president can't interfere with the judges' professional work.

What kind of judge were you?

In Netanya there was an outbreak of serious crime. Criminal families started to form, and I had to deal with dangerous offenders. Throughout my years of service I was considered a harsh judge, but where I saw a chance to rehabilitate a lawbreaker, especially drug felons, I reached out to them. That reminded me what being a judge was all about. When I felt there was a need to deter, I took a hard line. I saved my share of mercy for those who I believed merited it.

Behind the tough appearance, there is a kind and gentle woman who had to be guarded by the police for long periods. There were times when even my family was under threat.

What were some of the most memorable cases and events in your career?

When I was appointed judge, I had been working for a few months in Petah Tikva when a case was brought before me about a protest demonstration at Kikar Ha'ir where violence was directed at Shimon Peres, who was attending an election

assembly. Thirteen people were convicted. I introduced a novel approach in a ruling on illegal gatherings and violence, just a month into my appointment, which was widely covered by the media. I was also sitting during the case of the Maccabiah bridge disaster, the Basel building in Tel Aviv and in an important case related to wealth and control, in which Omri Sharon was imprisoned.

As president, I ascribed great importance to traffic courts, family courts and small-claims courts. They were founded by virtue of having specific laws that differentiated them from the others. The people that end up in those courts come from all walks of life. I focused on treating each case individually and building support for the public. When I started my term as president, there were small-claims cases that went on for over a year. They involved people with no understanding in the field and no legal representation. I looked for a voluntary body that would help these people in court. I found people who'd passed a course of legal advocates, and I opened a special position by the secretary's office. It had two objectives: to help people who were brought to court and didn't know what to do, and to shorten sitting time to a maximum of three months. These volunteers reduced the burden of the secretary's office and helped calm the public, who received guidance and real help. It continues to this day, and I am proud to say it has become a model.

Also, I changed the courts to be "paperless" by computerizing the data. This way, lawyers could send their information by e-mail. So instead of having shelves filled with files, we had pictures on the walls.

What have you been doing since your retirement?

I am a full-time grandmother, and my family is very important to me. I take part in interviews for the media, about the Katsav case for instance, and am happy to pass on worthwhile opinions. I also served as chairwoman of the Kadima election committee.

Do you miss the busy days?

I think it is a great privilege to do what I have done. While I was the only woman among male presidents, courts today are made up of around 50 percent women. I have a good feeling that maybe my work was an opening. ■



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Powerful poufs

Yogev Avisar, founder and owner of Milega



In recent years many Israeli homes have taken to soft, colorful poufs that invite you to lie back and relax. This is a trend led by Milega. The company, which manufactures its products in Israel and is well known here and abroad, is an example of a local family business that is original and inspiring

the company became a chain with eight branches. The diverse, soft and naturally nonchalant line of products includes long, large and round poufs, sitting corners made from padded sponge with zippers, a snake pillow for the baby's crib, tents, bedding and a baby department with play mats and lots more.

What are the company's distinctive characteristics?

We adopted the concept of combining production and sales very early on, and to this day Milega is based on it. The two elements are inseparable. The whole business is a fountain of creativity, fertility and achievements, which sets itself in motion. From the start we sensed the freedom of creating something of our own.

How did you begin to gain recognition?

Fifteen years ago we started working with pliable fabrics. When we launched the combination of Styrofoam and pliable fabric, right away we realized by the people's reactions that we had something special. From that stage on, there was a growing demand. Every year the business grew, and annually we get 20% more. We started by dyeing the fabrics in our yard, using the washing machine. The water spilled into a rose bed, making the flowers assume a different color every time... I told you our story was pastoral.

How were the products developed?

The inventions are in my head, and I am assisted by feedback from retailers and people who come from the field of production. I know how to accept ideas and turn them into something big. The line of products includes items that were made especially to meet our needs. At Milega we only make and create what is ours, and most of our products are originals. My goal is to try to improve each product.

What does the name Milega mean?

It is a word in Sanskrit that means "there is, there exists."

By Tali Herdevall

Giant colorful soft cushions that invite you to stretch out have become a common product in recent years in many Israeli homes, integrated not only in children's rooms but also in the living room and family corners. Those responsible for the local pouf revolution are Yogev and Michal Avisar, founders and owners of the Milega company.

Some 90 percent of the company's products are manufactured in Israel by about 70 employees, and 25% of the items are exported to Holland, the US, South Africa and Germany.

"We're proud of our local production and blue-and-white achievements. It's well worth it for us to manufacture our products in Israel and have control over their quality," says Yogev Avisar.

The couple first worked out of their home, where meanwhile they had four children, and then moved from one place to another. Eight years ago the company settled in the commercial center of Kibbutz Gan Shmuel. The relocation was accompanied by additional products and goals, and

At the interview, which took place at the factory and flagship store in Gan Shmuel, Avisar's little nephew was also present, crawling beside us on a mattress and expressing, in practice, the management's laidback approach and the company's slogan:

"The freedom to think outside the box."

How did it all start?

The story is about the special connection between me and my wife. We are significantly different in essence. Michal comes from Tel Aviv's commercial culture, while I'm from the boondocks and have a creative background. We recognized the power of combining my creative abilities with her marketing skills. The story is pastoral; we started out without a penny in our pockets and without a vision. At first we worked from home. I used to sew hats and cushions out of textile remnants I would find, and we sold them at the Sheinkin St. park in Tel Aviv. From there we moved on to giant poufs, which were not yet widespread at the time. The size factor is significant when it comes to poufs: Bigger is more fun.



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Design

Enjoy your garden

In the garden, on the balcony, on the roof or in nature, it's time to enjoy the open air. The days are long, it gets dark later, the sun isn't beating down too hard yet, and new furniture and accessories are designed to make your time outdoors as pleasant as possible

By Effi Moshav

Spring and summer are the seasons that invite us to step outside and enjoy the fresh air. Our garden, balcony and natural environment allow us to soak up the delights of the blue sky and the warm sun. When your external environment is equipped with comfortable and attractive supplementary items, being outdoors becomes a real treat. Aside from furniture designated for open space, there is an abundance of items made especially to meet these needs. Outdoor accessories make the area feel friendlier and more inviting. Like home decor, this field offers fashionable collections, enabling your garden to meet any design standard you choose.

An interesting trend in recent years is matching colors and styles for outdoor and indoor designs. Here, too, you will find a bold color palette and patterns printed on furniture and dinnerware, which are made from materials that are suitable for both internal and external use.

Trends in garden design

● Seasonal carpets of flowers that create even color surfaces in the garden and lay the foundation for a well-organized garden. The flowers are short and rich in hue and allow for a simple change every season, determined by the flowers and fashionable colors of the different times of year.

● Sturdy chairs made with an iron profile, which are available in bold red, yellow and orange, stand out in the garden. This look may not be naturalistic, but it adds a trendy hi-tech touch to the space.

● Hammocks have become very popular in Israel. They are available in improved versions that include sitting hammocks, braided rope hammocks and colorful fabric hammocks. Your siesta will be even more relaxing when lolling on a hammock, and your garden will take on a luxurious, laid-back air.

● The water shortage and the desire to make one's grass greener than on the other side have led to the development of synthetic grass. Today, many private gardens incorporate synthetic grass, which looks like the real thing, and even better. It is always green, it doesn't require tending, and it saves on water and financial resources all year round. ■



Outdoor chair with internal light at Glow

Dishes for a fancy picnic at Penelope



Iron chairs at Turkiz House



Napkins by Nikol



Colorful collection at Fox Home





Don't let the sun get the better of you

With the approach of summer, we foresee the beach, swimming pools, trips and, of course, plenty of sun. Here is a guide to sun protection, as well as some suggestions that will help you look great even on a bright day with no shade.



Sun series by Laline

Image by Pevonia Botanica

By Jenny Cohen

1. Skin that is not protected with sunscreen starts getting sunburnt after 15 minutes of exposure. Sunscreen with SPF no. 1 will protect your skin from harmful rays for 15 minutes. A formula with SPF no. 8 provides protection for two hours (8 x15 minutes = 120 minutes).
2. Before exposure to the sun, it's vital to use sunscreen with a high SPF number, especially on the face. After a number of hours' exposure to the sun, you can use sunscreen with a lower SPF number, depending on your type of skin and desired tanning level.
3. It's preferable to sunbathe between 8:00 and 11:00 in the morning or after 4:00 in the afternoon. From 11 a.m. to 4 p.m. the sun's rays are stronger and more aggressive, so exposure is not recommended.

4. It's important to reapply sunscreen every two hours, especially after being in the water or working out.
5. Dry yourself with a towel immediately after getting out of the water. Wet skin attracts scorching sun rays.
5. Lips must also be protected with SPF.
7. It's important to protect your eyes with sunglasses at all times.
8. After exposure to the sun, apply moisturizing cream to soothe your skin. It's recommended to use moisturizer on a regular basis to maintain a balanced level of moisture. ■

Contributed to the article:
L'Oreal Paris, Vichy

Shaping up for the beach

By Lilith Romem

To succeed in losing weight, it's important to exercise and stick to a healthy diet. A good method is to include routines in your daily life that will support the weight-loss process.

Tell family and friends: Sharing your plan with others about getting into shape, which includes everything you can do in order to succeed, will encourage you to stick to it because of your desire to prove yourself to them.

Rallying support: Tell your family about your decision to lose weight. Fill them in on what they can do to help and which food items not to bring home in the near future.

Exercise: Working out doesn't have to become a chore. You can exercise with friends, and that way you can burn calories while having a good time.

Shopping: Dieting starts at the grocery store. What we bring home is what we end up eating. Buy healthful food and cut down on hindering items. It's important to feel full when going to the grocery store and have a shopping list ready. This way, you will buy what you really need, and you won't let your eyes and stomach choose for you.

Changing cooking habits: Low-calorie cooking can be tasty. Spices, not oil, give food flavor. Therefore, learn how to make dishes that are "cheap in calories."

The writer is the CEO and developer of weight-loss programs at Weight Watchers.



After Sun Soothing Gel by Pevonia Botanica

No Transfer Foundation SPF15 by Pupa

Sun Delicate Skin Soothing Cream by Lancaster

Sun Protection by Shiseido

Sun Protection SPF40 by VICHY

Mineral Sun Safe by Natural Sea Beauty

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Ultra sun protection by Yonka

Sun Spray by L'Oreal Paris

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Rouge in Love lipstick by Lancome



Jeans n' Roses look by PUPA

By Adi Zohar

Pastel hues are playing a starring role in fashion and beauty, and at times it seems as though pastries and cream cakes have turned into well-packaged lipstick, rouge and eye shadow. They are makeup candies, a sweet celebration of spring and summer.

This trend is evident in the collections of the world's leading makeup companies, such as Bourjois, which has introduced a collection of eye shadows, lip gloss and nail polish inspired by macaroon cookies and the soft, lightweight and sweet coating of cream cakes, for a delightful feminine look. The items include some surprising features,

Sweets for your face



Stay + Lipstick by Soft Touch



Cream Blushers by Boaz Stein

The makeup look for this spring and summer features wonderfully sweet hues, with an accent on pastel and super fresh colors. Celebrate wearing makeup that is all sweetness and light, like candy that raises your spirits and makes you smile

such as shades of pink and anise-green in eye makeup, which project freshness and a touch of sassiness. Skin tone is enhanced with pink cheeks, the nails sport delicate shades of pastel, and the lips are juicy and sweet. To give the lips a shiny look, use a lip gloss in a soft shade of pink or coral with touches of gold.

eyelid in a diagonal line, ending below the brow bone.

- Use light metallic eye shadow on the inner part of the eye. Pale eye shadow helps create the impression of eyes that are far apart.
- Apply a nude shade of eye pencil to the bottom inner part of the eye to create a fresh look.
- Highlight your lashes with a generous amount of black mascara.
- To give your eyebrows a natural and full look, use a brown shade of eyebrow shadow.
- For your lips, use a matte orange shade of lipstick.
- To extend the longevity of your lipstick, start by powdering your lips and fill them in with a lip pencil in the same shade.

A color twist

The world of fashion has inspired a clean-looking makeup collection with touches of color, including intense and daring colors. A super bold shade of orange is the latest star of the makeup trend and is expected to be integrated into fashionable wardrobe collections in the future.

Nirit Kairi, head makeup artist at Madina Milano, shares her tips on how to attain the ultimate look in makeup:

- After applying your makeup, powder the outline of your face and cheekbones with an earth-toned bronzer.
- Apply golden-brown eye shadow to your

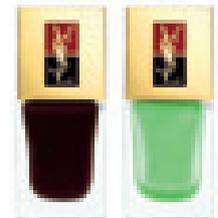


Color Breeze by Clarins



Color Riche by L'Oreal Paris

Eclat Minute Blush by Clarins



Candy face manicure Couture Yves Saint Laurent



Blush by Sisley



Blue eye pencil by CHIC



Mascara Color by PUPA



Free to Bronze by Madina Milano



Hey, Sailor! Bronzing Powder by MAC



Hey, Sailor! Nail Lacquer by MAC



Paris Sucre lip gloss by Bourjois



Shimmering eye shadow by Shiseido



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Access to accessibility

Accessibility is a concept that embodies quality of life, comfort, independence and confidence for the elderly and people with disabilities. Marcelo Roisman, a man of vision and action, founded the Nagish center, which is dedicated to raising awareness about the need for accessibility in Israel and assisting those who require it

By Tali Herdevall

Equal rights for all and the belief that people with disabilities in Israel deserve the same rights as everyone else was the vision of Marcelo Roisman, founder and CEO of Nagish, the national center for providing accessibility. Roisman, former president of the United Jewish Appeal and the Keren Hayesod representative in Venezuela, has been operating the center for the past few years and recently established a domain that is open to the public in the Ayalon mall in Ramat Gan. The center provides a variety of services and products and is a leading light on the subject of accessibility. The topic has surfaced over the last few years in the public discourse, especially in relation to making public buildings, institutions, recreational areas and private homes accessible.

What does the Nagish center offer?

The center, which is staffed by experts, accessibility consultants, architects, contractors and occupational therapists, offers a wide range of products for people with disabilities, such as wheelchairs, special beds, equipment for making offices and public buildings accessible, mobility aids, and devices for the visually impaired and the hearing impaired. The equipment is designed to assist the disabled population and provide solutions for people who want to make a home, an office, a recreational area or a government institution accessible.

Who are your products and services aimed for?

Some 20 percent of the population today is classified as having special needs. This population requires assistance and alleviation of their everyday difficulties. Two-thirds of the clientele of the center are the elderly and their families who have encountered difficulties in the home environment or have become aware of difficulties that are liable to arise. About 20% of those who come to our center are people with some form of disability from birth or as a result of a disease, an accident, a terrorist attack, etc. Another 10% are aware citizens who want to plan their future environment – to prevent accidents and design their homes in the safest way for

themselves and their families. In addition, the center is frequented by caregivers, social workers, occupational therapists and architects who want to keep up to date and learn how to assist their patients. The center organizes informative sessions for professionals on the subjects I mentioned.

What is required to make a house suitable accessible?

An accessible home includes safety, quality of life and comfort in a manner that is customized to suit the person with the special needs and their family. It is important to beware of prescribed "recipes." A house that is suitable for one person may not be suitable for another. A house that was made accessible for a person in a wheelchair will be different from a house that was made accessible for a hearing-impaired person.

How do you combine interior design and the accommodation of special needs?

When the team plans an accessible home for a person with special needs, they design it for the benefit of all the members of the family according to their interests, their hobbies and their wishes. The accessibility of a home is structured upon large spaces, clean forms and proper lighting. This is a good basis for any architectural and interior design style in every level of finishing.

What materials and appliances are used?

The materials used to design an accessible home are not very different from those used to design any home. Care is taken to choose ceramics and colors that are not shiny to prevent glare and materials that are not slippery. We avoid obstacles such as stairs inside the house and make sure the lighting is right, that passages are spacious, light switches are at the right height and that the height of working surfaces is suitable. We use technology

such as adjustable tables, and in some cases we have to modify bathrooms.

How will the adjustments affect the other residents of the house?

The professionals designing a home have to learn about the needs of the person with a disability by reading the evaluations of their level of functioning and rehabilitation. At the same time, they also learn about the needs of the other residents and integrate them into a plan that will be right for all the members of the family, using the suitable equipment, with no need for compromises.

What are some of the most common requests?

In Israel, the level of public awareness about safety is one of the lowest in the world – we are experts at learning from mistakes in hindsight. Many families come to us after a member has been hurt and is in rehabilitation and requires urgent home adjustments. The best strategy is planning in advance to prevent accidents in the home. The more aware people are of the dangers lurking in many situations, the less risk there is of accidents.

We come across a wide range of problems that our customers have encountered in



Marcelo Roisman

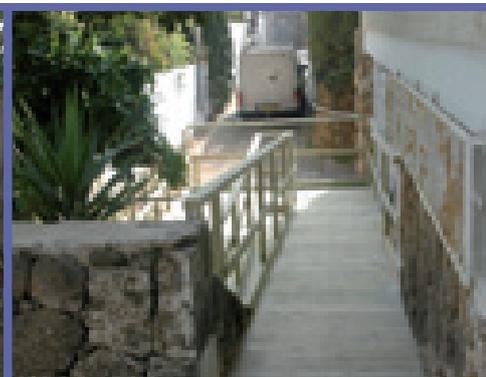
their everyday lives. For example, people who are unable use their shower, as it is not accommodated to their needs. Another instance was a woman confined to a wheelchair who did not leave her apartment for four years due to the obstacle presented by the stairs in her building. Today, with the help of a safe ramp, she can go out on a daily basis. ■

For further details: 072-2555-577,
www.nagish.co.il

Entrance stairs to a house - before



Entrance ramp to a house - after





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VIRTUALIZATION FOR ALL INFORMATION

Dramatic colors and patterns



By Adi Zohar

This spring and summer, the international fashion world dictates trends with an impressive color palette. The collections are characterized by optimism that manifests itself in intense and dramatic patterns, unusual prints and floral designs, brought together in a flurry of stripes with flowers and pops of color. The colors that stand out are blue, red, orange, pink and yellow, as well as romantic pastel hues. The prominent fabrics are silk, chiffon and extra-thin knits, and the characteristic look is mannish and tailored.

1. A combination of patterns. This summer, patterns will have a strong presence: the more colorful, the better. The patterns will incorporate unusual designs, such as bold pops of color, stripes and flowers. Everything will be more dashing and daring in varied textures and tones. In the picture: Shorts from Paul & Shark, available at the Ramat Aviv Mall and Factory 54.

2. Soft and sweet. A popular trend this season is the choice of delicate colors in pastel hues, such as banana yellow, light blue, pink and mint green. You are likely to see optimistic pastels in every item of

clothing and accessories: blouses, dresses, skirts, pants, jewelry, bags, shoes and hats. In the picture: An H&M candy dress.

3. Fashionable footing. Havaianas presents a collection of summer sandals that reflects the merging of different cultures, a lifestyle conveyed by modern patterns and a combination of elements from the past. The paper-thin straps will give your foot a slim and tapered look, combined with Oriental and metallic patterns. Available at the Havaianas chain and select shoe stores.

4. Material world. This season, you will see a contrast of fabrics: dainty clothes alongside more structured ones. The trend offers a romantic, feminine world of super thin, airy chiffon fabrics that flow with the body, as well as coarser fabrics that render a more sedate look. In the picture: A top from Studio PaSha.

5. A cool head. This year's hats feature opposing trends. Those who are seeking complete protection from the sun but also want to be in the latest fashion can enjoy broad-brimmed hats in all colors, shapes and sizes. For those who want an air of

nostalgia, brimless hats are back.

In the picture: A broad-brimmed hat from Diesel.

6. In good time. A complementary item for the smart masculine look that is prominent this year is an elegant watch with a diamond setting. The watch has a blue background that catches the eye and introduces the summery freshness of the sea into this meticulously designed timepiece.

In the picture: A watch from Dior, available at the H. Stern chain.

7. An ecological bag. Recycled plastic, known as PU, has been transformed by designers of the Blossom brand into handbags that look like closely arranged flowers. The bags come in various sizes and colors such as yellow, red, gray and orange.

Available at a variety of designer stores, www.madeo.co.il

8. Accent pieces. The Accessorize London chain presents a colorful collection of accessories characterized by innovation and inspiration.

In the picture: A bag with an abundance of woven and printed flowers. ■

Taking care of your hair

Even during Israel's hot and humid summer, you can avoid having dry, hard-to-manage hair. Here are some tips on how to treat your tresses to beat the heat

and conditioner that can restore the hair's moisture and natural oils, as well as block out the humidity that is prevalent in the air.

Moisturizing mask: A moisturizing mask substitutes for conditioner in extreme cases of damaged hair. It is stronger and more intensive and, in addition to softening the hair and giving it a natural, healthy look, it restores the hair's moisture and prevents it from drying out and producing static electricity. The moisturizing mask is intended for daily use and takes just one minute to do the job.

Serum: Serum is essential for treating static electricity, split ends, frizzy, dry and sunburnt hair. It continues the protection that shampoo and conditioner provide against humidity, while reviving dry and sunburnt hair and giving it a healthy look. After washing your hair, apply some of the serum on damp hair. Pay special attention to the ends, as this is the area that is damaged the most by weather conditions.

Protecting your hairdo in summer

There is a variety of products that are designed to keep your hairdo intact even in intense heat that can dry out and burn hair, and high humidity that could ruin your blow-dryer's efforts.

Spray for heat device protection: This spray is made to protect hair from the damage of heat-based hairstyling devices such as hair dryers or curling irons. The spray should be squirted on the hair when it is still damp, before using the device. After this, hair should be dried and styled with the heat device. The spray prevents hair from

being burnt by the heat of the device and contributes to the hairstyling process.

Hair-straightening cream: This cream straightens tough, bouncy, frizzy and hard-to-manage hair, which is a common problem in summer. The cream should be applied to damp or wet hair after showering.

Spray gel: Thick gel solutions make hair stiff and heavy. Therefore, it's best to use spray gel. This product has a lighter texture that doesn't cause hair to harden and feel heavy.

Protecting your hair from the sun

Just as we apply sunscreen on our skin to prevent getting sunburnt, it is recommended to do the same with the hair. Hair also gets sunburnt and dries out quickly. It's preferable to use cream that contains protection against UV rays emitted by the sun. The cream may be regarded as the last touch after styling your hair. It protects hair from the sun, preserves the hairstyle and provides extra protection against the humidity in the air.

The writer is the manager of the John Frieda hair care brand.



Head & Shoulders with almond oil



FUSIO-DOSE by Kerastase Paris



Sebo-Or Shampoo by Doctor OR



Pantene Pro-V Nature Fusion



Elvive Arginine Resist by L'Oreal Paris



Frizz Ease cream by John Frieda

Elvive Ful Restore by L'Oreal Paris



Dandruff Shampoo by Saryna Key



Mix Shea by Saryna Key



Soleil UV Defense Active by Kerastase Paris

Image by L'Oreal Professional

By Harel Robinson

Summer in Israel is typically extremely hot, with high humidity in the air. These two problems of heat and humidity have a strong effect on the hair. The heat dries hair out, causes static electricity and frizzy hair, and the strong sun burns it. High humidity ruins hairdos and leaves hair unstable, unruly and hard to style.

Another factor that damages hair in summer is water. The high concentrations of chlorine in swimming pools cause hair to dry out, thus increasing static electricity and making hair either limp or frizzy and hard to manage. By the same token, the salty water of the sea, not to mention the strong radiation from the sun that is absorbed while sunbathing at the beach, can burn and damage the hair.

Nonetheless, it is possible to keep hair healthy and well kempt, even during this challenging period.

Shampoo and conditioner: Protecting hair from humidity in the air and making sure it doesn't dry fast due to the heat must begin when you wash your hair. Use shampoo and conditioner that rehabilitate dry hair, frizzy hair, and hair with a tendency to attract static electricity. Choose shampoo



A scent with a statement

Top designer Ralph Lauren presents a new fragrance collection for women. The Big Pony collection is comprised of four scents and colors that allow women to express their individuality. No. 1 in a blue bottle is for the athletic woman; No. 2 in a pink bottle is for the sensual woman; No. 3 in a yellow bottle is for the independent woman; and No. 4 in a purple bottle is for the stylish woman. Available at Super Pharm branches.



Manageable hair

The Gilam cosmetics company, under the Saryna Kay brand, is launching a new product that provides an effective solution for women with curly or wavy hair. Mix Shea is an emulsion that builds curls and gives them a uniform texture and appearance. The result is soft, shiny, manageable hair. Available at select hair salons.



A breath of fresh air

On the heels of its success in the US, the Perfect Air device is coming to Israel, offering an effective and economical solution for purifying the air we breathe at home and at the office. Using a unique technology based on tap water and botanical extracts, the device neutralizes allergens, pollutants and unpleasant odors and deters insects. Perfect Air renders a cleaner and healthier environment and exudes a pleasant, calming fragrance. The device cleanses and filters the sources of pollution, dust and odors in any room. Marketed by Thermax Israel. www.perfectair.co.il



Cuddled in cotton

With the coming of spring, Laura Swisra presents a new collection of tricot blankets for babies in an array of colors and patterns. The soft blankets are made from 100% cotton. Available at baby product stores, www.swisra.co.il



Six scents

Castro is launching its Forbidden fragrance collection, which includes three perfumes for women and three for men. The launch of the perfumes is accompanied by a campaign with the slogan "Sometimes, all you need to wear is perfume..." The collection offers a choice of sweet, rich, urban, fresh or fruity scents. Available at the Castro chain of stores.

Beauty sleep

A good night's sleep benefits many parts of the body. This fact inspired Dermalogica to develop its Overnight Repair Serum. The rehabilitating serum, which contains peptides, is used on the face at night to help combat the aging process. Available at cosmetic and health centers and spas. www.dermalogica.co.il



Clean and natural

Bioderma, an international company that specializes in using biology to serve dermatology, presents Sebiuim H2O, the first cleansing formula in the world that is oil-free and soap-free for oily or combination skin. It serves as a facial cleanser and makeup remover. Available at the Pharm chains.

Action heroes

Actimel by Danone, inspired by the Actimel Heroes concept, has come out with a series of packs that include colorful characters to collect. The Actimel Heroes are superheroes that can be used to cover Actimel bottles. The probiotic beverage has a new raspberry flavor.



Floral fragrances

This spring, Gucci is unveiling a collection of five floral scents. The source of inspiration comes from the company's Flora pattern. The perfumes in the Flora Garden Collection express the beauty of romantic and optimistic women, with each scent and color reflecting a different blossom: Gorgeous Gardenia; Gracious Tuberose; Glamorous Magnolia; Generous Violet; and Glorious Mandarin. Available at Pharm chains and Hamashbir Latzarchan.



Personalized Kleenex

Hogla-Kimberley is launching My Personal Kleenex in Israel, which is an oval tissue box with a personalized design. Consumers can design their own tissue box by placing the picture of their choice on the front. To design your own special Kleenex box, go to www.mykleenex.co.il





Thorough cleansing

Pevonia Botanica is launching Gentle Exfoliating Cleanser, a therapeutic facial formula that combines a double action of peeling and deep cleansing. The product is rich in active ingredients such as calendula and French rose oil extract. Available at health centers and authorized cosmetic salons. www.pevoniaco.il



Radiant, supple skin

The French cosmetics company Payot presents a daytime moisturizer called Crème de Choc. The cream stimulates the secretion of the beta-endorphin hormone and renders a bright, radiant face in the morning. The cream is rich in moisturizing and soothing ingredients, repairs laugh lines and softens and protects the skin. Available at Pharm chains and Hamashbir Latzarchan.

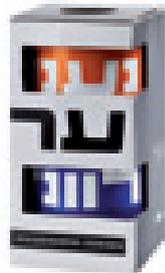


Red crocodile

A collection of men's cologne, inspired by Lacoste's Polo shirt that was launched 12 years ago, is celebrating with a new cologne in the series Eau de Lacoste Rouge. The fresh, energizing cologne comes in a vivacious red bottle. Available at Pharm chains and Hamashbir Latzarchan.

A handy cleaning solution

In time for spring cleaning, Nikol offers a series of four disposable wet wipes: one for all-purpose cleaning, one for tile floors, one for parquet floors, and one for glass and mirrors. Available at Pharm chains and supermarkets.



Grow your own

The Daily Vibes design brand is launching Aruga, a 0.5 liter rust-resistant can in a colorful retro design, accompanied by a tube that contains soil and seeds to grow your own plants. The series contains three seasonal plants. Available at select stores. To order, call 074-703-5990

The scent of nature

Laline's new series Clearly Laline includes body care products with the fragrance of Sea Island Cotton, a natural and refreshing scent that evokes the blossoming of cotton. The refined series comes in shades of green and white and is accompanied by a collection of loungewear, lingerie and air diffusers. Available at the Laline chain.



Future solution

Shiseido's Eye and Lip Contour Regenerating Cream has an exclusive "built-in memory" technology to help regenerate the skin. The Eye and Lip Cream is an advanced anti-aging product that renews cells and improves the appearance of mature skin. Available at Hamashbir and Pharm chains.



It's a gift

The Ronit Raphael – the Science of Beauty centers offer splendid gift packages that include an array of products from the various series by the international brand L.Raphael Geneve. The gift packages include a protection and repair kit with products from the Proactive Series, and a kit for skin treatment and rehabilitation from the Perfection Series. Available at Ronit Raphael –the Science of Beauty centers. www.ronitraphael.co.il

Muscle-bound pain relief

Activix introduces KT Tape, a colorful bandage made from 100% elastic cotton, which sticks to the body and helps reduce and treat pain and stiff muscles and provides support for the joints. The bandage comes in a six-meter pack or in a package of ready-to-use strips. Available at Pharm chains and sports stores. www.activix.co.il



A great meal to enjoy outdoors



BULGUR AND MANGO SALAD

Courtesy of chef Charlie Fadida, the Olive Leaf restaurant, Sheraton Hotel, Tel Aviv

Ingredients for gnocchi:

- 1 cup coarse bulgur
- 1 mango, peeled and diced
- 1 nectarine, diced
- 1/3 cup orange juice
- 2 Tbsp. parsley, finely chopped
- 1 Tbsp. mint, finely chopped
- Juice of 1 lemon
- 1/4 cup high-quality olive oil
- 1 tsp. honey
- Salt, black pepper

Preparation:

1. Soak the bulgur in lukewarm water until it softens.
2. Squeeze the liquids out of the bulgur and transfer the bulgur into a bowl.
3. Add the nectarine, mango, orange juice, parsley and mint.
4. In a small bowl, mix honey with lemon juice and olive oil. Add the honey blend to the bulgur salad, season with salt and pepper to taste, mix and serve.



CORN AND KASHKSAVAL QUICHE

Courtesy of Tnuva

Children love this quiche. It is also tasty when served warm or at room temperature and is therefore very suitable for picnics.

Ingredients:

- 800 gr. frozen corn kernels, defrosted and strained
- 250 gr. 5% cottage cheese
- 200 gr. 15% sour cream
- 200 gr. kashkaval cheese, roughly grated
- 250 gr. yellow cheese shavings
- 4 eggs, beaten
- 3 Tbsp. flour
- Salt and coarse black pepper

Preparation:

1. Preheat oven to 180 degrees.
2. Mix all the ingredients thoroughly in a bowl and add a pinch of salt and pepper.
3. Pour into a greased pan and bake 50-60 minutes until the quiche is golden and firm.

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