

FOREVER YOUNG

NEW LONGEVITY CLINICS AND BIOMARKER TESTS PROMISE TO STOP THE CLOCK ON AGING

BY JACKIE COOPERMAN

OPENING April 1, RoseBar — a “longevity club” at the swank Six Senses Ibiza — offers services that may sound like they’re derived from science fiction. Guests can take DNA methylation tests to measure their epigenomes, analyzing which of their aging-associated genes are activated. There’s a hyperbaric oxygen chamber, Normatec compression boots, Roxiva light therapy and a Cellgym machine that uses a specialized breathing mask to boost energy. In the near future, RoseBar will add plasmapheresis, or blood filtration. They’re all techniques that claim to stretch our life spans.

“What we see as ‘normal’ aging — decrepitude, frailty, disability and degeneration — is truly abnormal aging,” insists Dr. Mark Hyman, RoseBar’s medical director and head of strategy and innovation at the Cleveland Clinic Center for Functional Medicine. “Aging is a disease that can be treated.”

Indeed, recent research on biomarkers (indicators in the body’s fluids and tissues that can predict various diseases and conditions) brings the welcome news that we may have significantly more control over our long-term health than previously thought. And that research is spawning a boom in supplements, machines and devices: According to the firm Allied Market Research, longevity is expected to be a \$44 billion market by 2030.

For those who can’t spend the \$4,556 (not including room or board) for RoseBar’s seven-day program in Spain, Hyman — author of the just-released book “Young Forever” — says easy lifestyle changes can also lead to vastly improved health.

“Eighty percent of aging well, maybe more, is simple things that don’t cost much: being attentive to what you eat, exercising, stress management, sleep and getting enough nutrients. Vitamin D, omega-3s and a multivitamin can make a huge impact.”

Innovations in the study of genomics and the microbiome, artificial intelligence and the ability to process enormous quantities of data “are all going to transform everything we know about health and disease,” Hyman says.

But for now, traditional American medicine and insurance companies don’t often recommend or cover testing for biomarkers, so an industry has sprung up for health enthusiasts looking to gauge their health.

Hyman offers a \$500 blood test through his company Function, which analyzes more than 100 different biomarkers, offering clients detailed views of their metabolic health and inflammation levels.

It’s the kind of information many consumers are craving, says Melissa Eamer, who founded Modern Age, a longevity clinic that launched two locations in Manhattan last year.

“A lot of people think that aging doesn’t start until you’re in your 50s,” says Eamer, a former Amazon executive. “Aging really starts in your 30s, which is when your bone-mass peaks, so it’s important to get to people early. There’s so much we can control.”

Modern Age charges \$500 for an Aging Wellness Assessment, overseen by its Harvard-trained chief medical officer, Dr. Anant Vinjamoori. The fee covers an initial physician consultation, a blood test measuring 55 biomarkers (associated with metabolism, energy and inflammation), a cognitive test and a noninvasive bone scan. That’s followed by another doctor consultation to review results and recommendations. Modern Age’s services include IV drips targeting inflammation and boosting immunity (\$200), hormone therapy (administered by a gynecologist and priced following a consultation), NAD+ (a coenzyme said to stimulate cellular regeneration) injections for brain health (\$125) and even Botox shots (from \$300).

Like Hyman, Eamer is hoping her holistic model sticks.



PHOTO BY FERNANDO GOMEZ/TRUNK ARCHIVE.

“There are a lot of places you can go for a single part of our treatment, but I don’t know that there’s anyone really connecting the dots,” she says. “The private practices that do this tend to be extremely expensive and not accessible to most people.”

Accessibility is driving the fast growth of IV-drip bars, a phenomenon Hyman calls “the Wild West” and one that Dr. Anna Barbieri, a Manhattan board-certified gynecologist and integrative medicine specialist, says should be approached with caution.

“I am a proponent of innovation in the way we help ourselves heal, but I think that the deployment of IV drips to the public by these centers, under the guise of medical treatments for specific conditions, is premature at best, and possibly ineffective with unknown harms,” she says. “Claims of efficacy are often not supported by the available data and are ‘stretched’ for marketing purposes.”

Eamer is quick to acknowledge the “overpromising and snake oil” in the anti-aging industry, making her determined to scale her concept nationally, and possibly internationally. “We think we can add millions of years of healthy life expectancy to the world by helping people really understand and be more proactive about what’s going on as they age,” Eamer says.

Time will tell.



Dr. Mark Hyman, author of “Young Forever” (above left, \$19 at Amazon.com), is medical director of the RoseBar (above), a new “longevity club” at the Six Senses Ibiza resort in Spain, which offers cutting-edge techniques that promise to slow the aging process.

PHOTOS COURTESY OF MARK HYMAN, SIX SENSES IBIZA.

TREAT YOURSELF

Continued from page 14



PARIS: SUITE LIFE

Master craftsmen from the palaces of the king of Morocco spent thousands of hours creating the enchanting spa in Paris’ new literary boutique hotel, Maison Proust.

The magnificent marble-floored pool room, with its decorative tiled columns and hanging lanterns, is an exotic oasis in the heart of the Marais neighborhood. Try the foot reflexology: a targeted, pressure-point treatment said to stimulate blood and lymphatic circulation and eliminate toxins. And then start your walking tour of the world’s most romantic city.



LONDON: MAYFAIR MARVEL

After more than 160 years as London’s most iconic hotel, Claridge’s has unveiled its first spa. With an East-meets-West philosophy that embraces holistic and high-tech treatments, the serene space has it all: a heated swimming pool, steam rooms, sauna and seven treatment rooms. For a unique indulgence, nothing tops the Bamboo & Silk Ritual: A skilled therapist performs a body massage using warmed bamboo sticks and an herbal poultice, then dons silk thimbles to lightly exfoliate the complexion during a nurturing facial.



NYC: DISCREET EXTRAVAGANCE

A personal spa within New York’s most exclusive spa within the city’s priciest hotel is the pinnacle of luxury. Aman New York offers unrivaled splendor in its two private Spa Houses, each offering a garden terrace with hot bath and cold plunge pools, a living area with fireplace, a double treatment room and a hammam or banya sauna. A half-day session for a couple might include an exfoliating banya treatment with oak or birch leaves, body scrubs, cold plunges, custom massages, refreshments and lunch.



NICE, FRANCE: MEDITERRANEAN ALLURE

From its glamorous location in a restored belle-epoque landmark building near the Promenade des Anglais to its gleaming new spa, the Anantara Plaza Nice Hotel is pure Côte d’Azur chic. Signature treatments with Thalio products include Mineral Treasure: a hydrating facial plus revitalizing massage with marine magnesium. In advance of your night out in nearby St-Tropez or the hotel’s stylish rooftop dining terrace, book a Bastien Gonzalez mani-pedi at the famous pedicure-podiatrist’s first nail salon on the French Riviera.

PHOTOS BY BENJAMIN ROSEMBERG, ROBERT RIEGER, COURTESY OF THE HOTELS AND SPAS.