

THE HOLIDAY ISSUE

TOWN & COUNTRY

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THE MAN
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THINGS
THEY
ALWAYS
WANTED

WHEN *BAD*
MANNERS
ARE GOOD

HOW
BODYGUARDS
BECAME THE
NEW STATUS
SYMBOL

TARYN TOOMEY
Her reach extends beyond the Class, a mix of intense toning and emotional therapy.
@taryntoomey



a fit body and a toned mind. Powerhouses like Tracy Anderson paved the way for this concept, training celebrity clients like Gwyneth Paltrow on how to eat (the two teamed up to launch 3 Green Hearts, a clean-eating culinary line stocked by Anderson's East Hampton studio).

"I think people are realizing they can't just clock in a workout and expect to see changes," says Anna Kaiser, the trainer behind the cult studio. Her eight-week Transformation program includes classes (everything from HIIT—high-intensity interval training—to interval dance cardio) and nutrition coaching. She believes that what you eat is only as important as when you eat it: Breakfast is small to avoid a midmorning slump, lunch is heartier and protein-rich, and dinner is plant-centric and eaten two or three

RUNAWAY Trainers

THE NEW FITNESS GURUS AIM TO SCULPT MORE THAN THE BODY.

By Kari Molvar

For 10 days last spring, Jennifer Firestone Beerman scraped her tongue with a stainless steel instrument, drank water with lemon, cayenne, and turmeric, and said a mindful prayer before eating her quinoa salad. She wasn't preparing for Burning Man; she was on the Layer, a total mind-body cleanse co-designed by her fitness instructor.

Welcome to the new age of working out, in which the guru leading your cardio-blasting, core-building class is likely guiding your daily food choices, too. For Beerman that inspirational force is Taryn Toomey, a former fashion industry executive who teaches a highly sought-after routine called the Class that is loved by Naomi Watts and Christy Turlington Burns.

Part elimination diet, part spiritual journey, the Layer was designed in collaboration with nutritionist Dana James and culinary nutrition consultant Mikaela Reuben. The plant-rich plan eliminates what

James calls common allergens (gluten, dairy, alcohol, sugar, caffeine) and focuses on seasonal foods and ayurvedic practices, plus mindfulness routines and self-care rituals (hence the tongue-scraping, which removes bacteria). Living through the plan's 10 days is hard (jumping squats are recommended to relieve sugar cravings), but that's the point. "You have to work for it," Toomey says of the detox process, which is done while attending the Class. When you emerge, "it's like an awakening," says Beerman, who got into the Layer so much that she completely changed her diet and now eats only organic, whole foods.

Working out is no longer an isolated activity; you do the isometric exercises, carry the boutique studio's cloth bag, drink the green juices, and Instagram the motivating mantras. In this expanding microcosm, fitness influencers dictate the butt-lifting moves as well as the rituals we practice and the meals we whip up to get

hours before bedtime so your body has time to digest. Workouts should be at 4 p.m. ("when you have a natural dip in your metabolism," she says), and afterward it's key to refuel quickly. "If you want to increase your metabolism and build lean muscle and lose inches, you should eat within 45 minutes after you work out," says Kaiser, who likes protein-dense options such as hemp seed smoothies.

This conceptual shift had a big impact on New York fashion exec Anne-Gaelle Van de Weghe, a Kaiser devotee. "I'm European," she says. "I used to drink a cappuccino after a workout." Now she prefers almonds, and she has even hosted dinner parties with Kaiser-approved menus of grilled shrimp, lamb, hummus, tzatziki, and roasted asparagus. Kaiser will bring suitcases full of healthy essentials through customs for international VIP clients such as Shakira. "It's hard to get coconut oil and kale chips in other countries," she says. ➔



EVE KESSNER
The SoulCycle instructor shares mantras online and nutrition counseling after a ride.
@evelynnkss



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LOOKING GLASS FITNESS

drawback is that your workouts will suffer—and so will your state of mind. But you have a built-in community—your fitness tribe—for motivation. New York SoulCycle instructor Eve Kessner doubles as a holistic nutritionist, meeting students for private consultations after class. “I believe a nutritionist-client relationship is a very unique fit,” she says. “The two must vibrate and respect each other.” Toomey herself participates in the Layer four times a year, and she sends daily 5 p.m. e-mails as a kind of spiritual high-five.

And that’s ultimately what can make the changes stick, says Susan Blum, M.D., MPH, founder of the Blum Center for Health in Rye Brook, New York, who specializes in functional medicine. Many of these integrated food plans are sporty versions of support groups, she says, with great abs as a bonus. “Changing your habits is difficult and hard to sustain when there are so many influences in our world that can pull you off this balance beam,” she says. “People know what they should be doing, but there’s a gulf between what you know and what you do.” An immersive experience like what these workouts and food plans deliver can help you “stay the course,” she says.

SIMONE DE LA RUE The trainer posts exercise videos and products to use after an intense workout.
@bodybysimone



SISLEY FLORAL SPRAY MIST (\$100), SISLEY-PARIS.COM

Still, it’s important to check credentials to make sure your guru’s plan is approved by a trained nutritionist or dietician, says Marion Nestle, Ph.D., MPH, professor of nutrition, food studies, and public health at New York University. Since many plans hinge on elimination, you want to make sure the routine is sustainable, she says.

“The key to a healthy diet is to eat a wide variety of relatively unprocessed foods,” she says. “Eliminating many groups restricts variety.” After all, only about 25 percent of people have a food allergy, says the Layer’s James. So gluten and dairy might not be your foes for life.

And while losing weight often happens on these new plans, that’s not the goal. Instead, it’s about being emotionally lighter. “I felt so much better in my body,” says Beerman of her post-Layer high, which could explain why she has already signed up for another session and has gotten her husband and two preteen boys into eating organic. As she says, “There’s just no going back!”



ANNA KAISER The AKT creator’s Instagram is filled with before-and-after photos and plenty of skincare favorites. DRUNK ELEPHANT C-FIRMA DAY SERUM (\$80), SEPHORA.COM
@theannakaiser



AIR Supply

Products that bring a welcome dose of fresh oxygen.

Oxygen has long been a beauty buzzword. Applied topically, it is said to boost cellular metabolism and fight inflammation. It also figures in a trio of new launches. Lumionskin’s Mist contains hypochlorous acid, an antimicrobial compound that was used to help wounds heal during World War I. Fighting pollution is the goal of Valmont’s latest cream, while Omorovicza’s serum delivers oxygen to the epidermis for firmer, brighter skin. «



FROM LEFT: LUMIONSKIN OXYGEN MIST (\$24), LUMIONLIFE.COM; VALMONT DETOX CREAM (\$250), BOUTIQUEVALMONT.COM; OMOROVICZA OXYGEN BOOSTER (\$155), OMOROVICZA.COM