



Photo courtesy of Dr. Eric Braverman

BY ALIZA DAVIDOVIT

A tall, blue-eyed beauty walks into the busy waiting room and stirs the patients from their listlessness. A woman looks up from her magazine; a man's leg stops shaking. Few can take their eyes off the shapely perfection whose poise and presence have enveloped the room...indeed few but the man she has come to see.

Dr. Eric Braverman is hardly impressed by betraying surfaces. He looks deep into people, very deep. And upon a cursory handshake and glance he will narrow right in and guesstimate your bone density and fat composition. "I want people to be internally healthy and beautiful," Braverman emphasizes. "I want my patients to win Miss America liver and lung contests," Braverman jokes, with an affable warm smile.

This *Lifestyle's* journalist may have walked into Braverman's office with a fine Armani suit and a proud posture, but I walked out with a skeletal scan, osteoporosis, and 18% body fat. Braverman's initial guesstimate, followed up by scans, was on the mark. Although I was there to interview this renowned doctor who has written five books, hosts his own radio show, and treats the "who's who," I walked out with medical information that would change the way I conduct my life forever.

That is what doctor Braverman does. He changes people's lives for the better—starting with the inside out. By his efforts, he has revolutionized conventional medicine and integrated the

finest aspects of several fields including conventional, holistic, alternative, and preventative medicine. His four-pronged paradigm approach to healthcare, has saved countless lives and has contributed greatly to his famed success. He is regarded as one of the foremost experts in integrative medicine.

But integrative medicine to Braverman means more than just combining medical modalities, it also means integrating all aspects of a human being and not just dealing with a single symptom. "I tend to view people not just as a disease," Braverman says. "I view them as brain, mind, body, and spirit." Thus, rather than treating a patient one condition at a time, he recognizes the interconnection of all body organs and systems, where several complaints can

DR. ERIC BRAVERMAN

to your health

have a single cause. And much in sync with the expression you're only as strong as your weakest link, Braverman believes you're only as young as your oldest part. Indeed, many of the eye-knocking models and celebrities who frequent his office may yet be in their prime, but many, due to malnutrition osteoporosis, or other conditions, may be hastening their expiration date.

Braverman has both a spiritual and pragmatic outlook on the human condition. He regards the human body as a holy temple that must be respected and dutifully maintained. Building safety inspections seem to be carried out more thoroughly and vigilantly than human health inspections. The committed and engaging doctor feels that people have to stop waiting for the walls to fall down on them before they know something is medically awry. As such, he is distraught by outmoded medical approaches where detection comes too late. He sites ovarian cancer as a primary example

museum of primitive medicine along with the abacus."

With that same indignation and passion, Dr. Eric Braverman has ushered medicine along a new PATH—an apropos acronym for his plush state-of-the-art Park Avenue integrative medical



Photo courtesy of Dr. Eric Braverman

art computerized diagnostic assessments. Having multiple diagnostic tools in one location allows for a comprehensive and fast head-to-toe evaluation that often uncovers the primary cause of patient complaints in addition to other unexpected conditions.

Knowledge is power, and prevention is still the best medicine.

With computerized diagnostics, Braverman's team is able to identify every aging part of the body in its early stages and thus intervene and turn back the clock before disease develops or progresses. "It has now become clear that early disease diagnosis is critical," Braverman says, "since most disease forms are nothing more than accelerated aging."

In fact, his brand new book, *Younger You*, is all about proven methods to turn back time and break the aging barrier. It animates theory into reality by focusing on our ability to identify the age of every organ system within our body. Dr. Braverman refers to it as "identifying your oldest part." An airplane may have brand new youthful wings,

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where an illness is usually diagnosed in stage D-E-A-T-H.

Recently, through his advanced MO, Braverman detected thyroid cancer in the very early stages of a patient whose primary doctor had missed it. When the astounded and grateful patient recounted to Braverman that his former doctor was surprised he didn't feel it with his fingers, Braverman retorted, "Your doctor's fingers should be in the

practice—Place for Achieving Total Health. It is upon this PATH where many "medical miracles" have transpired. Since its inception in 1988, PATH has provided medical consults and treatments to thousands of patients and has given hope and help to those who were profoundly bereft of both.

Braverman's medical team specializes in very early detection and monitoring for illness by utilizing state-of-the-

but if the engine is falling apart, well, good luck with that flight!

"All the diseases that we normally associate with aging, and seem to accept as 'just part of life,' no longer have to affect us," Braverman proves. "Diminished libido, declining muscle strength, loss of height, memory lapses, etc., are no longer inevitable consequences of aging but can be viewed as warning signs and when addressed at the earliest stages, can frequently be

completely reversed.” As per Braverman, figuratively speaking, we can fix those aging engines and have long, sound, happy safe flights.

Younger You reflects strongly on the character of its innovative author. It’s brilliant and practical and is filled with life saving theories and extremely practical, useful, life-enhancing information as well as anti-aging life plans designed to help each unique reader look and feel years younger.



Braverman’s youthful, handsome face is perhaps his best business card. At the cusp of 50, he looks 30 years old. His regimen sometimes includes taking over a dozen vitamins a day and working out on a regular basis. He literally is one of those rare people who can “take” their

dentials and knowledge to speak out against mainstream medicine. He received his B.A., *summa cum laude*, from Brandeis University and his M.D. with honors from New York University Medical School, after which he performed an internship in internal medicine with a Yale Medical School affiliate. His educational and experiential track was certainly impressive and initially somewhat conventional. But a twofold heartache pivoted the physician mid-path. His father and stepfather joined not only in loving him in this life, but in leaving him, too. Both died on the same day, one of a heart attack, the other of a stroke.

It was through his tears that he clearly saw a medical system without a soul. “I was terribly impressed by the failure of the medical system,” he

Brain-Bio Center, he became familiar with BEAM (the Brain Electrical Activity Map), a revolutionary diagnostic tool, which shows how the brain functions when stressed and reveals how brain chemicals can alter brain function.

He then moved on to work with Dr. Robert Atkins, from whom he gained tremendous knowledge about the value and efficacy of nutrition and lifestyle change as a basis for preventing diseases. Working alongside Atkins, he also learned a lot about addictive behavior and its remedies.

Thus, after 20 years of medical education and post-graduate training, Braverman founded his own unique private practice in New York City, where he brought together all his skills, knowledge, and specialties to service entire human beings, not just isolated body

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own medicine, from the specialized vitamins PATH produces, to the advice he gives on his Sunday 8 P.M. talk show on WOR. From his five medical books to the over 100 research papers he has published, he lives by his words. The doctor feels that whether one is a best-selling author or not, “life is like an eternal deposition and everything you say [on some plain] is written in a book.” One’s words have to stand, and one has to stand behind one’s words.

And it is because he strongly does so that Braverman has at times been *persona non grata* in the world of conventional medicine. He likens the herd mentality of medical conventionalists to Eugene Ionesco’s play *Rhinoceros*, in which people start turning into rhinos and only one steadfast man regards and defies the absurdity of the copycat motif.

Braverman certainly has the cre-

says. “Medicine has become a terrible business. Hundreds of thousands of dollars are being spent in the ICU in the last days of life,” he points out. Why spend all that money on death?” Braverman feels that life can be extended enormously by transferring resources enormously.

Both his fathers had always told him that there is nothing he can’t do, and though he didn’t always share that sentiment, he has since set out to prove them right. Thus, following his classical medical education, he has dedicated his career to a new path, and diversified his knowledge by integrating conventional medicine with alternative approaches.

He worked for one year at Harvard Medical School to develop a thesis on folic acid metabolism and deficiency, which is now associated with birth defects. At Harvard and at the Princeton

parts. His dynamic, friendly, and highly qualified team includes two board certified internists; a board certified family practitioner; a chiropractor; three physician assistants; a psychologist; bone density, ultrasound, and brain mapping technicians; phlebotomists, and a high-energy office staff.

For the innovative Braverman, who has always put mind over matter, it is no wonder that he points to brains as playing a primary role in health and wellness. “The brain is the leader of the body,” he says. “Many common conditions have their origins in brain chemical imbalances.”

He points to such ailments as back pain, arthritis, high blood pressure, memory, weight loss, and explains that the aging brain in some fashion precipitates or exacerbates these conditions. His mission is to stop aging and disease

dead in their tracks, but first they must be identified. Thus PATH has the following diagnostic techniques to do just that: BEAM; psychometrics, for total assessment of the mind; personality testing for psychiatric health assessment; ultrasound, for assessment of heart, cardiovascular, and other organ health; Ankle-Brachial Index (ABI), for peripheral vascular health assessment; DEXA, for bone health and body fat composition, and blood analysis, for hormone, amino acid, and other nutrient levels. Through such diagnostics, Braverman says his office detects cancer in its early stages at least three or four times a week.

Although the expression "prevention is the best medicine" has become a trite cliché, it is unfortunately not one people live by. Braverman says almost 50% of our healthcare dollars are being spent on our dying population, whereas a mere 5% is spent on children's health. A New York statistic reflects the result of that skewed allocation of funds. In 2003, 28% of New York high school students were overweight or at risk of becoming overweight, and 33% of low income children between 2 and 5 years of age were overweight or at risk. Obesity has become a health issue of epidemic proportion for adults and children living in New York State. According to the Center for Disease Control, in 2004, 58% of New York adults were overweight or obese. Braverman took up this cause with New York State Senator David Paterson in a recent press conference:

"I have been a licensed physician in New York State for over 20 years, and never before in the history of my

practice have I seen such a sick population of children, nor has the United States ever seen a more sick population of children," Braverman said. "I stand before you as a non-partisan passionate supporter of Senator Patterson's initiative on the Culture of Health. In children, I am seeing more asthma, more diabetes, more learning, behavioral problems, and depression, as well as addiction to sugar, carbohydrates and



Mrs. & Dr. Braverman.

salt. All of these diseases are a result of the new epidemic that is sweeping the United States: childhood obesity. I now see children with Type II diabetes, which once only affected adults."

Dr. Braverman is incensed by the statistics and goes on to say, "Our nation, above all other countries, goes the limit to protect our rights as citizens. But our children have another right: a right to have a healthy culture and a healthy environment in which to grow and prosper."

With four children of his own, Braverman is not about to abandon this important cause or his other concerns anytime soon. Although his days begin in the early a.m., he says he doesn't plan

on slowing down ever, saying that statistically men who retire die within three years. As for achieving his goals, the dynamic physician remains optimistic, saying that he is beginning to see patients earlier and earlier and not after they become very sick.

But to say that Braverman cares only about people's "insides," would dismiss his keen eye for lovely exteriors. His wife was a finalist in a New York State beauty pageant. She is also a registered Physician Assistant (RPA-C), a co-inventor of the Rainbow Diet, and currently provides nutritional counseling.

Photo courtesy of Steve Mayer

As for Dr. Braverman, he must be doing something right. He is a recipient of the American Medical Association's Physician's Recognition Award and has appeared on CNN (*Larry King Live*), PBS, AHN, MSNBC, FOX News Channel's premiere shows, *Your World* with Neil Cavuto and the *O'Reilly Factor*, as well as local TV stations. He has also been quoted in the *New York Post*, the *New York Times*, and the *Wall Street Journal*.

Braverman says that although he appreciates what he has been able to accomplish, his greatest reward is to help people live better, healthier, longer lives. He firmly believes that age is only a number. "How old is your oldest part?" he will continue to ask his patients, audiences and readers. "In this golden age of medicine, we are able to break the aging barrier," Braverman says emphatically. "We can feel younger, better, sharper, improve our mental state and emotional state, our sexual functioning, and we can find disease before it finds us." As far as Braverman's patients are concerned, his, indeed, are words to live by. lifestyles