

THE \$10 MILLION CAR THAT VANISHED

# TOWN & COUNTRY

FEBRUARY 2012

## LOVE STORIES

A RED HOT  
CALIFORNIA  
ROMANCE

HOW TO TELL  
A FRIEND SHE'S  
MARRIED TO A  
NO GOOD  
LYING CHEAT

MUMMY  
DEAREST

A Daughter's  
*Funny Valentine*



» 5 «

SECRET  
WAYS  
THE  
RICH  
HIDE  
THEIR  
MONEY

*"I love being in love—it's the greatest drug of all time."*

# ALI MacGRAW

Looks Back on a Head-Over-Heels Life

FEBRUARY 2012 \$4.50

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Ali MacGraw, 1969



# THE IV LEAGUE

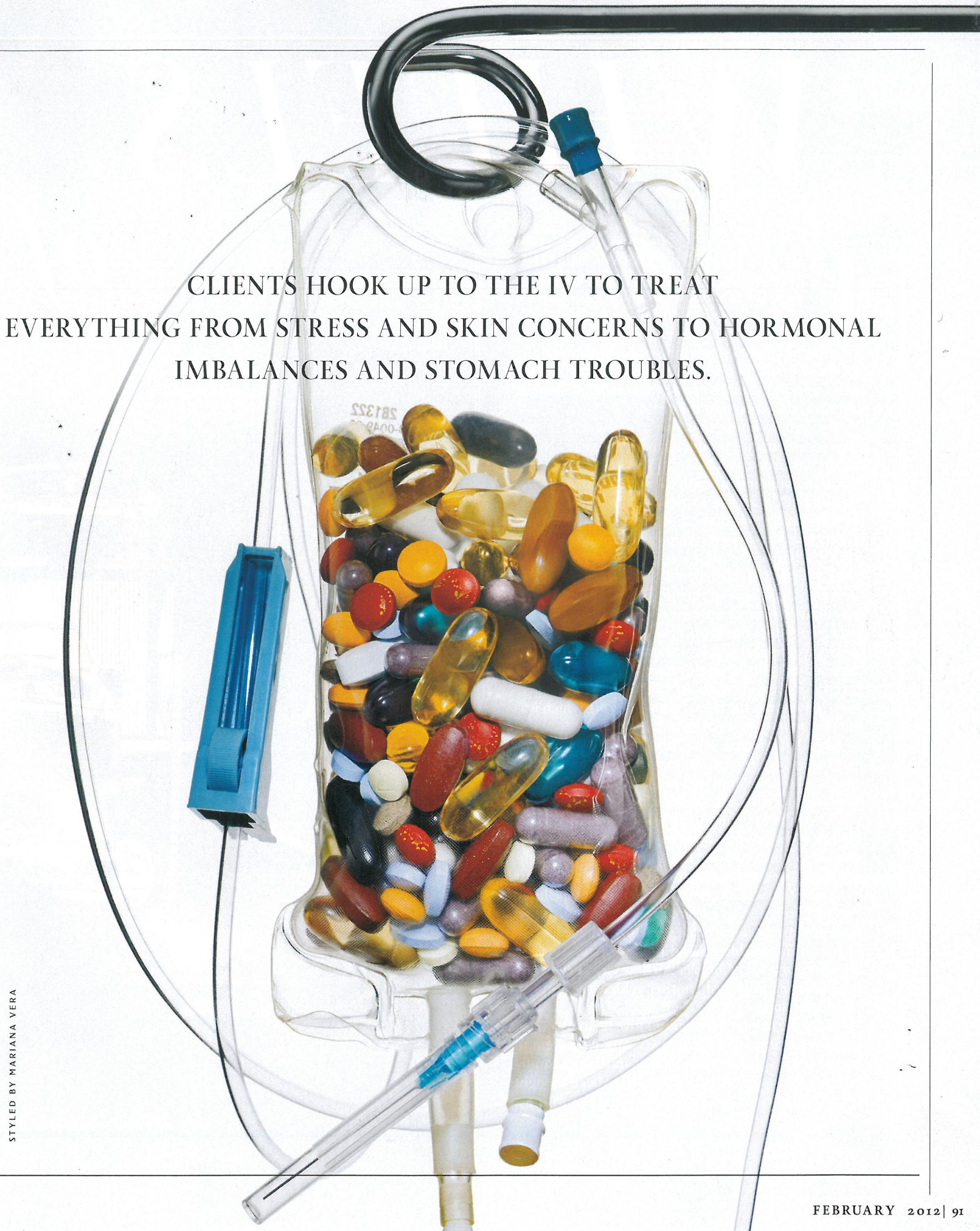
*The energy fix graduates to the next level.* By Fiorella Valdesolo

**A** SHOT OF B<sub>12</sub> TO THE REAR: FACTORY GIRL Edie Sedgwick made it a regular routine at the height of her popularity, in the 1960s. Granted, her pokes often came with an added dose of amphetamines, but the idea of vitamin B injections as instant energy boosters has never fallen out of vogue. “B<sub>12</sub> is just one part of the B complex we use now in intravenous vitamin therapy,” says Manhattan-based integrative medical specialist Dr. Rashmi Gulati. “It does jump up the energy, but IV therapy is in the vein. Sedgwick’s were muscle shots, which take more time to absorb.” Even IV therapy isn’t new; Baltimore physician John Myers conceived of it in the mid-’60s as a means of treating fatigue, and his so-called Myers Cocktail—a mix of magnesium, calcium, and vitamins C, B<sub>6</sub>, and B<sub>12</sub>—remains an industry standard. What he and doctors like Gulati and Arash Bereliani, of the IV Nutrient Therapy Center in Beverly Hills, believe is that IV therapy offers the best way to

deliver nutrients in their most potent, unadulterated form. Though the Myers Cocktail is still widely used—and IV traditionalists like New York-based Frank Lipman provide no other choices—the trend now is toward customized blends. Gulati and Bereliani run blood tests and grill patients about diet, lifestyle, and family history before assembling a personalized vitamin cocktail; the IV drip takes anywhere from 20 minutes to two and a half hours. Gulati reports that her clients hook up to the IV to treat everything from stress and skin concerns to hormonal imbalances and stomach troubles. “Patients who want IV for cosmetic reasons or to boost athletic performance or treat a simple cold or flu tend to have higher income levels,” adds Bereliani, who frequently treats CEOs who can’t afford to take a sick day. Some insurance providers do reimburse “necessary” visits. But at a cost of up to \$275 a dose, elective IV therapy (as often as twice a week for some patients) will likely remain a treatment choice solely for the well-to-do. •

PHOTOGRAPH BY STEPHEN LEWIS



A clear plastic IV drip chamber is the central focus, filled with a variety of colorful pills and capsules. The chamber is connected to clear plastic tubing. A black stethoscope is draped over the top of the chamber. A blue plastic component is attached to the left side of the tubing. The background is a plain, light color.

CLIENTS HOOK UP TO THE IV TO TREAT  
EVERYTHING FROM STRESS AND SKIN CONCERNS TO HORMONAL  
IMBALANCES AND STOMACH TROUBLES.

STYLED BY MARIANA VERA