

Del Mar Times

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What the first petition did include was an illegal amendment to laws to sign an endorsement by the planning board actually printed on the petition. So they endorsed this prior to anyone signing.

The board and the city will not release either petition for validation.

Opponents to this MAD are more than a few people as indicated by our recent walk to every parcel in the district and response to our website MADenoughyet.com.

Also in fairness, your story should have included our Web site correctly as

MADenoughyet.com.

Dr. Mary Rose Consiglio

Dr. Tom Sherman

Del Mar Heights

Business

From food industry insider to healthy nutrition advisor



Carmel Valley resident Shohre Zahedi, a nutritionist, advises clients that dieting alone is not effective to take off, and keep off, weight.

By Nora Todor Stoytcheva

A trained nutritionist, Torrey Hills resident Shohre Zahedi, has followed a career as food industry insider with her own nutritional counseling practice.

Zahedi started Hygia Weight Loss & Nutrition in 2005 and has been offering a special eight-week nutrition program.

But Zahedi wants to make one nutritional weight loss fact of life perfectly clear. Dieting alone is not the way to go.

"If you feel hungry," Zahedi said, "salad is your friend. Plan your food. Out of sight, out of mind. Don't deprive yourself. If something looks good, try it, but in small portions."

Zahedi believes weight management is a way of life. Through the venues of personal consultation, or group classes, she provides clients the knowledge about nutrition such as what are proteins, carbohydrates, and fats, how much of them our body needs.

One might say Zahedi peppers practical advice on her students.

Anthony Dieli, a member of Kintera Inc.'s billing department and fellow worker Cherry Ayers signed up for Zahedi's nutritional seminar. "When we told them we were going to come here, they were making fun of us," Dieli said of other, less nutritionally enlightened co-workers. "But now, they are soaking up the information."

Fellow Hygia nutritional seminar participant Augie Maestas, a Cardinal Health financial analyst, said he exercised regularly but wanted to learn more about nutrition and healthy food choices. His goal, after this program, is to be able to make healthy eating a habit, a way of living.

"Looks don't tell the truth about health," Maestas said. "I grew up eating fast food, Mexican foods, which are very high-fat foods."

Zahedi is a native of Isafahan, Iran's second largest city about an hour from Tehran. She has a bachelors degree from UC Davis and a masters degree in nutrition from Cal State Northridge, moving to San Diego in 2001 and Torrey Hills the next year following her husband's relocation for a job locally.

Zahedi's professional life includes many years of experience in the food industry with product development, quality control and food microbiology. She has worked for Nestle Research Center, Borden Food Service and Dole Foods.

And Hygia, her company's namesake?

"Hygia was the Greek goddess of health," Zahedi said. "That is why I chose the name for my company. I promote a healthy lifestyle. It consists of healthy eating – variety, balance and moderation, physical activity and lifestyle modifications, stress reduction is one of them.

"Read the label," Zahedi continued, "the ingredients list, and make an informed decision. Look

for whole foods.”

Prospective individual clients fill out a nutrition history form upon taking the eight-week course. Client medical history is taken into consideration, too. The eight-session group course costs \$100.

During the first consultation, for both individual and group sessions, Zahedi weighs clients. She calculates energy levels, how many calories will be needed to achieve weight loss goals, if any.

“I am trying to make the classes affordable, and as close as possible to an individual consultation,” Zahedi said.

Zahedi then develops an individually tailored exchange program and teaches her students how to make their own weekly menu program. During the first week, they have to write down what they have eaten, and must read the food labels.

After starting the program, Ayers was appalled at how fatty her food had been. She learned about the nutrition content, or lack thereof, of those darn submarine sandwiches and the “El Pollo” bowls after looking at company Web sites.

“Before giving up (on weight loss) remember what your starting weight was,” Ayers said she learned.

Another Hygia nutritional program member, Pia Sud, a stay-at-home mother of two boys, ages 8 and 11, was admittedly overweight when she met Zahedi, who was giving a consultation at her health club.

Within a year, she lost 20 pounds and continues with bi-weekly consultations with a goal of losing five more pounds.

“Shohre helped me with portion control,” Sud said. “I am a vegetarian and her advice is tailored to my needs. Also, she is not selling anything. What she says makes sense.”

A big passion for Zahedi, an American Dietetic Association certified weight management specialist and nutritionist, is helping overweight and obese children. She gives back to the community by volunteering.

A member of the board of directors for North County Health Services, Zahedi provides free nutrition consultations at a pediatric office at Encinitas Women’s and Children’s Hospital. She also is a member of the Coalition for Children and Weight San Diego and the San Diego Nutrition Network.

For more information call (858) 922-0666 or visit www.eHygia.com

Health

Neuroscience offers hope for brain injured



Dr. Sandra Levy Ceren

Q: My brother recently returned from Iraq minus his two legs. Our family is devastated and worried about his future. He imagines his legs are still intact. He cannot seem to fathom they are missing. We have rallied around him, offering him good cheer, our love and our attention. We’d like to have some hope that when he is given well fitting prosthesis, he will be able to function. We worry about how long it will take for him to stop imagining his legs are still with him.

A: Sadly, many veterans are returning from Iraq with severe injuries such as loss of limbs or brain injury. This is a horrible experience to endure or even to read about. The Veterans Administration is overloaded with such cases, but they are obligated to provide care and resources for veterans and their families. You must ask for outside resources if the VA cannot provide them in a timely fashion. Your brother should have the best of care available. It is heart-warming to learn he has the support of loved ones. This is essential and cannot be overstated.

**ASK
DOCTOR
CEREN**

There is hope for the injured and their loved ones from the new findings in the field of neuroscience showing the remarkable malleability of brain at any age to reorganize itself in response to injury. This may offer some encouragement.

A recent New York Times article by Abigail Zuger, M.D. “The Brain: Malleable, Capable, Vulnerable,” supports the importance of the neuroscience study which also shows that the distinction between the brain and the mind is evaporating as the power of positive thinking gains scientific credibility.

Formerly, classical neuroscientists considered the adult brain an immutable machine with each section having a distinct purpose until it gradually wore out with age.