Interested in bonding with other Posh Moms? Visitors of the Web site can also sign up for Posh Mom parties that are girls-only events designed just for them. Although Negrin and Nebens are still analyzing and finalizing party plans and locations, they have received a huge response among moms who are eager to bond with their gal pals. Everything posh is discussed and purchased at these afternoon affairs, from nutritional information to beauty advice, bottle holders and baby clothes. And not only can moms fill up on their favorite products, but they can also give back to less fortunate families by bringing in slightly used baby goods from home. A portion of the proceeds from every Posh Mom party, in addition to the donated goods, is then given to Room to Grow, a non-profit organization dedicated to babies born into poverty.

Planning posh parties, writing product reviews, updating the Web site— it’s all in a day’s work for the founders. Working from a home office, they have learned to juggle familial responsibilities with work duties, which they say would be impossible without the support of their husbands. “We love that we can do this and still dedicate ourselves to our families,” Negrin says.

Both women also admit that once they left the working world to settle down with their families, they yearned for a creative outlet. Posh Mom developed into a project in which they could channel their passions and exercise their individual talents. In the past, Nebens launched a successful manufacturing and exporting business of children’s hair accessories and jewelry while she lived in Mexico, as well as authored six books, and Negrin’s background at Martha Stewart magazine influenced the content and appearance of the Web site.

“We respect each other’s opinions and work well together,” Nebens says. “It also makes us happy to have a creative outlet. Happy moms have happy kids.”

Still doubting your “poshness”? Try taking their advice— put yourself on your own to-do list and see if it makes you a happier, more hip woman and Mom. You deserve it!

For decades, people have been told “you are what you eat,” and when it comes to your hair the statement could not be more relevant.

Long, lustrous hair indicates a healthy balance within your body. And since not all diets are created equal, here are tips to get luscious and healthy locks.

Take a Hair Vitamin. There are some nutrients you just can’t fully get from foods. Hair vitamins contain a high amount of amino acids (proteins) derived from marine origin extracts along with vitamin C.

Stay Hydrated. Drinking eight 12-ounce glasses of water a day is vital to building the foundation for healthy hair. When hair becomes dehydrated, it can develop problems with dandruff, become brittle and require additional styling products. Resist beverages that are known to dehydrate, like those high in fructose corn syrup— soft drinks are the biggest culprits.

Get Plenty of Calcium. Consuming an adequate amount of calcium in your daily diet promotes hair growth and strengthens locks. Calcium in the form of dairy products that are low in fat are the best choice, as well as leafy green vegetables.

Eat Your Protein. Because your hair is made of protein, a protein deficiency can cause a loss of hair color and brittle tresses. Many of my patients arrive with weak hair, usually a telltale sign of a protein