

The road to health and fitness can be a long and winding labyrinth of misinformation, but for partners **Dr. Steven Margolin** and **Rick Dinihanian**, life has been a journey to discovering the secrets of longevity together.

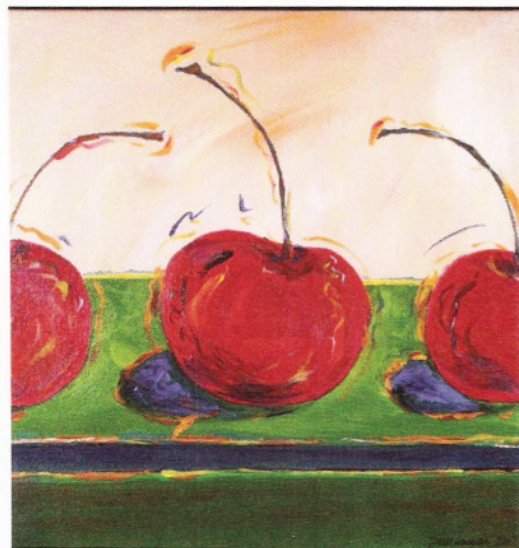
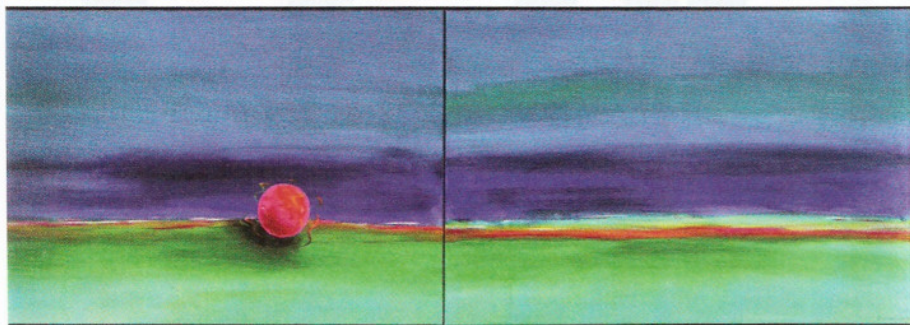
BY RON SHIPMON

f WHO WANTS TO LIVE? forever?

RARELY OUTSIDE THE PAGES OF FICTION does one encounter men of great vision, integrity and understanding, who also possess the power of plain speech. However, this amalgam can be found tucked away in a 5,000-square-foot oasis on the ninth floor of 12 West 27th Street, NYC called Longevity Health. The comprehensive wellness and preventative care destination — which combines holistic health care, traditional chiropractic treatments, nutrition and fitness — was created 13 years ago by Steven Margolin, a doctor of chiropractic and clinical nutritionist, who was joined by Rick Dinihanian in 2004.

Their unparalleled approach to wellness and top-notch team of healthcare practitioners has attracted legions of celebrity followers, including Jessica Lange, Sharon Stone, Cynthia Nixon and Madonna. In fact, on Madonna's Sticky & Sweet Tour, it was Dr. Margolin who

While sculpting his chiseled physique (left) Rick Dinihanian has also been creating other works of art (below).



was responsible for keeping Madonna's spine aligned, while 61-year-old forever-young celebrity fitness expert Dinihanian kept her army of dancers fit, toned and on point. Margolin was even recently asked to care for the cast and crew of the forthcoming film *Eat, Pray, Love*, starring Julia Roberts, while they are filming in India.

SOMEBODY TO LOVE

The path to a well-balanced life was circuitous for both men. Margolin spent 12 years in a intimate relationship with both a man and a woman; the struggles of that relationship were later documented by award-winning filmmaker Susan Kaplan in her 2001 film, *Three of Hearts: A Postmodern Family*. From that relationship, Margolin fathered a child, Siena, whom he considers his greatest life accomplishment.

Dinihanian, who is also a contemporary painter (examples of his art appear at left), had been an art director and partner in his own creative design and marketing firm based in San Francisco. When he found himself 20 pounds overweight at the age of 49, the once avid runner and crew team member felt he'd become physically complacent. "One day I looked down at myself, and decided it was time for a change," Dinihanian remembers. "What I really wanted was to feel better about myself and fit into jeans that didn't fit me anymore," he says with a smile. "I got creative with my motivation: I scoured men's fitness magazines and found a body type which was similar to

PHOTOGRAPH AT TOP LEFT BY JOE OPPEDISANO. ALL OTHER ARTWORK AND PHOTOS COURTESY OF RICK DINIHANIAN AND DR. STEVEN MARGOLIN.

nine. I put my picture on the torso of this well-defined nan and stuck it on my bathroom mirror." The results — from exercise and making wiser food choices — transformed him physically; soon he was being contacted by photographers and modeling agents, and at the age of 55, Dinihanian became a *Playgirl* centerfold and the oldest model ever to grace its cover.

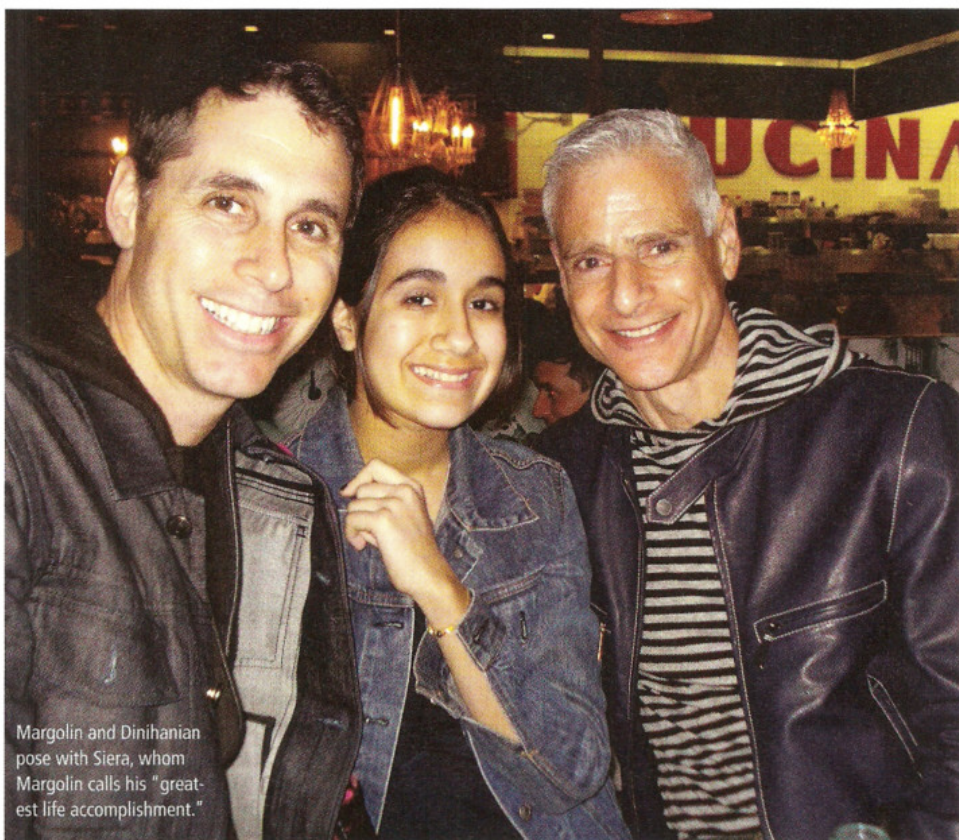
Margolin developed his own successful wellness practices by trial and error, he says of his own transformation: "Throughout my life, I had many challenges with back pain, skin, digestion issues and allergies — to name a few. I think it was a result of being the third of three children, raised in the '60s and '70s by a mother who had an attraction to overly processed foods for the sake of convenience. This resulted in diminished levels of health and self-confidence. As an adult, it took years of experimenting with various therapies, supplements and eating patterns to figure out what worked for me. Now I know the boundaries that I must stay within in order to feel a certain way. Whenever I stray too far away — and I do — when it is much easier to get back to doing what I know will achieve fast and amazing results."

YOU'RE MY BEST FRIEND

Margolin and Dinihanian met in June 2001 at a crowded restaurant in Northern California. Dinihanian describes the encounter as rapturous and dreamlike — something out of Rodgers and Hammerstein's *South Pacific*. "I only remember seeing a single person in the restaurant that night. His dark handsome looks and understated confidence stopped me in my tracks. Then I felt like I was floating as I walked over to him," explains Dinihanian with a shy smile. Dinihanian introduced himself and struck up a conversation; they exchanged numbers and a platonic relationship ensued.

At the time, Margolin lived in New York City but was involved in a bicoastal romance. During his customary bimonthly trips to the west coast, he visited Dinihanian and the two eventually became best friends. Three years to the date they had met, both men found themselves unattached. They began dating and had soon embarked on a new stage in their partnership.

When asked what makes their relationship a success, Dinihanian credits asking for help when it is needed, avoiding being a back seat driver and not creating kerfuffles about insignificant details: "So what — he should've

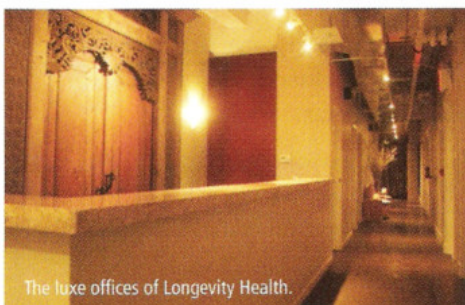


Margolin and Dinihanian pose with Siera, whom Margolin calls his "greatest life accomplishment."

DR. STEVE MARGOLIN'S 10 TIPS FOR LEADING A HEALTHY, STRESS-FREE LIFE

"Everyone knows to drink more water, get more sleep and exercise," says Margolin. "Here are a few more."

1. There are no rights and wrongs or goods and bads.
2. Stay moderate versus extreme.
3. Learn how your body functions and know how to support it (whether you choose to do it or not).
4. Love your bed; you spend 1/3 of your life in it.
5. Have a weekly "date night" even if you are alone.
6. Realize that you cannot control another person's opinion of you.
7. Take at least one vacation a year with NO AGENDA, which means once you get to where you are going, experience every minute without a plan.
8. If your initial reaction to something is to say "no," say "Let me think about it" instead.
9. Take a really good laugh at yourself every now and then.
10. Make out in the back seat of a taxi (preferably with someone you know).

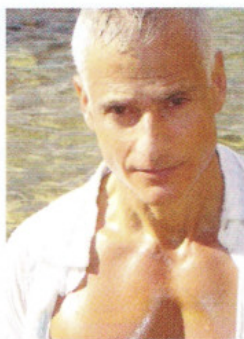


The luxe offices of Longevity Health.



FITNESS EXPERT RICK DINIHANIAN'S TIPS FOR MAINTAINING A HEALTHY BODY AT ANY AGE

"Being healthy, happy and fit are the greatest gifts of wealth we can create for ourselves. It's a really good form of selfish self-love. So here are 10 tips to get or keep you on your path."



1. Train your mind: It's your biggest muscle. Put it to work and get it on board to plan your workouts and help make healthy choices. If you visualize yourself as the person you want to be transformed into nothing will stop you from getting there.

2. Use a pen: Write your goals and vision down — your personal business plan. Then condense it to a few words and keep it with you at all times. I keep mine on a card in my wallet; so I have to see it every time I pay for something.

3. Figure out what rocks you: I love weight training; I love yoga; I love bicycling and swimming; I love running; I kind of love hauling rocks and landscaping my yard; I love sex: Use what you love to do to get and stay in shape. Make a plan around it and be consistent.

4. Invest in fitness like it's your 401(k): If you are getting in shape for summer — great, but what happens in the fall? Or next year? Or 10 years from now? Commit to the long term; make choices that will support you for the rest of your life.

5. Eat often and well: One meal a day will make you fat. Coffee and a muffin for breakfast will make you soft. Eat enough sugar and you'll need anti-depressants. Learn about food. Eat five or six small meals during the day, and always have some protein on your plate before noon. Power-up with a whey protein drink at 10 and 3.

6. Shop with a list: My shopping list includes almonds, oatmeal, brown rice and buckwheat cereals, organic eggs, turkey, chicken and fish, sweet potatoes, (especially white sweet potatoes), organically grown fresh vegetables, berries and organic fruit that's in season, olive oil, goat's milk yogurt and super grains like quinoa, amaranth and millet. My "ice cream" of choice is made of coconut and sweetened with agave instead of sugar.

7. Drink up: Your body is composed of somewhere between 55 and 78 percent water. About 20 percent of our water intake comes from food; so you have to make up the difference with the real thing. Drink spring or filtered water. Save the tap for your shower.

8. Count the black and white sheep: Get enough sleep. Get enough quality sleep. If you're working out, this is where your muscles recover and grow. Lose enough hours of sleep and you'll propel yourself down a path of tired overeating and aging.

9. Think outside of time: Don't blame anything on your age. Pick on something else, something you can change. If you can't change it, you're stuck. Think like a warrior, you want your obstacles to be opportunities.

10. Stay inspired: Find someone to encourage and help inspire you. They'll hold the transformed image you have of yourself even when you forget. Stay committed, train your body, train your mind and tame your tongue... and soon you'll be inspiring someone else.

turned left instead of right at the corner? We eventually get there," says Dinihanian. Margolin says their success is grounded in the fact that they are best friends.

DON'T STOP ME NOW

While the roles of Margolin and Dinihanian at Longevity Health differ, they share the common goal of teaching patients how to preserve their health. "What enhances our business is that Rick and I are both true believers in whatever the other has to offer," says Margolin. "It is that fact that makes our business special."

Both agree that the "wellness prescription for life" is different for each person. The key is to make a commitment to be aware of the stress in your life and to take the time to understand your body and how it works in different situations (i.e. stressful work days vs. relaxing vacation days). Strengthening your body and decreasing the stress affecting it is the cornerstone to achieving personal wellness.

Dinihanian feels compelled to share his knowledge of fitness and how to live a well-balanced life, especially with the many men who might consider it "too late to get take control of their bodies." He explains: "We all have the power to re-create ourselves and be the best we can be. Look at me — I went from fat to fit. It is a learning process: you have to consider lifestyle and health first."

"I look to inspire people through how I live my life and the knowledge I share with them," Dinihanian says. "My blog (blog.rickdinihanian.com) does just that — whether you are an actor getting ready for a film or you just want to get started with working out so you can feel better."

"Additionally, I am writing a book: *Breaking Sixty: A Man's Guide to Staying Healthy, Strong and Sexy for Life!*," Dinihanian continues. "It is part memoir, part fitness manual, and it shares the tested holistic approach that I use to stay healthy. It is important for men over 40 to have this information and to know it's not just about building the perfect body; it is about lifestyle and health. The emphasis in the book is about being an everyday athlete — at any age," he says. "If there is one message I could get across it would be: we get to choose our level of fitness; so why not go for the best you can be?" ■