



INFLUENTIAL™

THE ART OF FALL

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6th ANNIVERSARY ISSUE

Todd Anthony Tyler

PUSHES THE
BOUNDARIES OF
STYLE AND
CREATIVE
EXPLORATION

THE MULTI-FACETED
AMY TAYLOR
IS LIVING QUITE WELL

SHAWN TOWNE SAYS,
"IT'S NEVER TOO LATE
TO INSPIRE"

ANDREA CALLE,
THE AWARD WINNING
BROADCASTER IS TRULY
BLESSED AND HAPPY!

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THE ART OF LIVING WELL

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Influential Magazine, Spanish Influential,

and *Teen Influential* are Austin owned and operated.

This month we mark six years of service to you, InFluentials, it makes me pleased to say I've had the honor of working at *InFluential Magazine* for all six of them, and I'm just as passionate about our mission today as I was when we started in 2011.

Like so many of you, I've been a fan of *InFluential Magazine* from the moment we created our first issue and made the effort to ensure each issue is "Dedicated to the Art of Living Well". I'll never forget the issue featuring supermodel Alessandra Ambrosio on the cover, walking the runway with style, beauty, and grace. Another one of my favorites features another supermodel, Julie Anderson. Julie has graced the cover of many popular magazines and can add *InFluential Magazine* to the list.

Julie's cover is mounted in the hallway entrance of my home to remind me each day of the importance of surrounding ourselves with positive images and stories that influence and inspire us.

One of the best features of working at *InFluential Magazine* is when we hear from you. We love it when you write in and tell us how much you appreciate the work we're doing to influence and inspire you toward living well. It's you we have to thank for the years you've supported and celebrated with us, the stories you've shared, and the impact we've been able to make together on our communities.

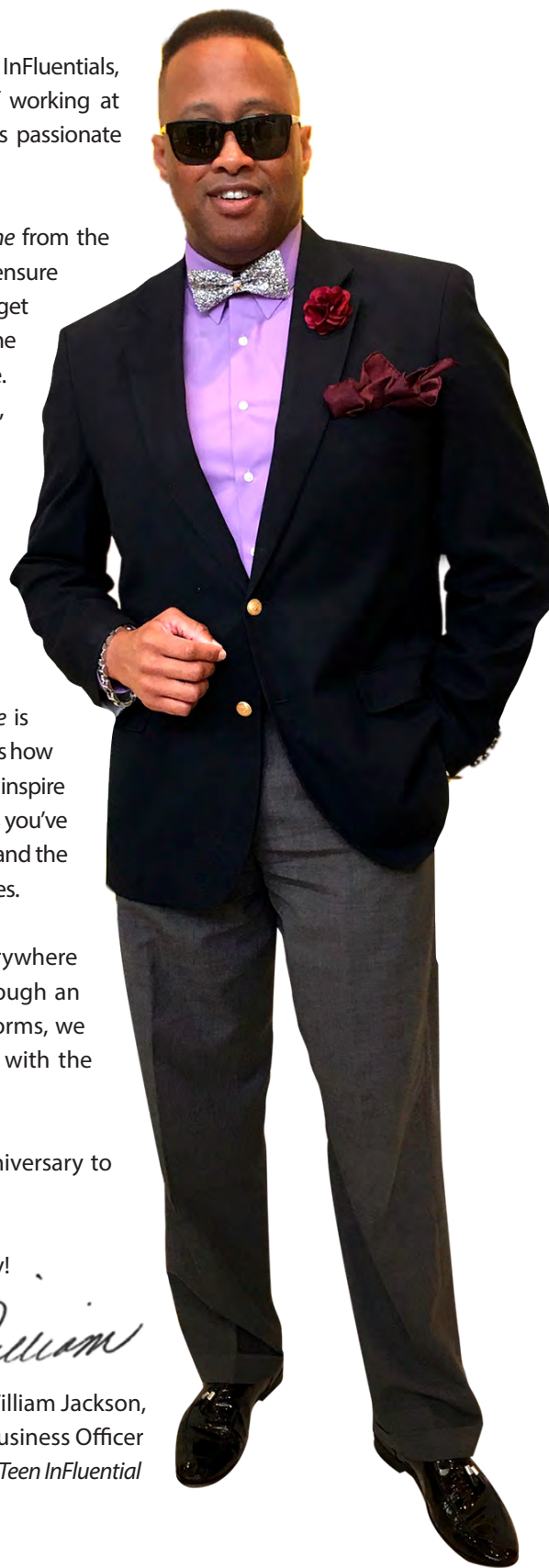
There's much more to accomplish. We want to be everywhere you are and with our plans to expand our offerings through an updated website and additional social networking platforms, we shall continue providing more ways for you to connect with the *InFluential* family.

I want to take a moment, also, to wish a Happy 2nd Anniversary to *Spanish InFluential* and *Teen InFluential*.

Have a wonderful entrance to fall. Happy 6th Anniversary!
Joyfully,



William Jackson,
Chief Business Officer
InFluential Magazine, *Spanish InFluential*, and *Teen InFluential*





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| *Austin, Texas*

José Luis Salon is the premier hair and beauty salon based in Austin, Texas. Led by celebrity stylist and salon owner José Buitron, the salon boasts a network of top hair and beauty professionals that specialize in hair, makeup, and skin care services. For more information, visit www.joseluissalon.com.



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Dr. Mathis Kennington is a licensed marriage and family therapist who specializes in couple and sex therapy. He is the co-founder of The Practice ATX, a specialty-based mental health practice that serves Austin and its surrounding communities. For more information about Dr. Kennington, visit his website at www.mathiskennington.com



Merilee Kern

| *'The Luxe List' Executive Editor*

As the Executive Editor and Producer of "The Luxe List," Merilee Kern is an internationally-regarded consumer product trends expert and hospitality industry voice of authority—a travel, dining, leisure and lifestyle expert who spotlights noteworthy marketplace innovations, change makers, movers and shakers. She reports on exemplary travel destinations and experiences, extraordinary events and newsworthy products and services across all categories. Reach her online at www.TheLuxeList.com, on Twitter at www.Twitter.com/LuxeListEditor, on Facebook at www.Facebook.com/TheLuxeList and on Instagram at www.Instagram.com/LuxeListReviews.



Andrea Zigrossi

| *Sommelier and Author of the Blog Trotterwine | Rome, Italy*

Upon graduation from high school in his native Rome, Andrea Zigrossi moved to London, where he attended Callan School. While attending, he worked as a waiter and developed his passion for the culinary arts. In 2013, after returning to Rome, Andrea attended the Mixology Academy, the best barman school in town, completing his studies and earning a certificate of high marks. Prepared to complete his educational vision, Andrea began studies at the Italian Sommelier Foundation which provided him the expert knowledge to begin working at noteworthy restaurants in Rome as a sommelier. Andrea's knowledge of and passion for all things culinary, have led to the creation of Trotterwine; a blog where he details his personal experiences with food, wine, and restaurants. Andrea, and his Trotterwine, have garnered huge success and are a huge influence at the moment.

Hyperhidrosis can be particularly devastating. While many attempt to hide their sweating problems and suffer in silence, the impacts are often hard to cover up. Dramatic sweating in the presence of peers at work, or in extracurricular or social environments, can cause severe embarrassment, stress, anxiety, and other emotional issues. Even when people are alone, away from potential judgements, hyperhidrosis often takes a heavy toll—adversely impacting one's productivity in a myriad of ways.

Those with hyperhidrosis struggle with disproportionate and random sweating that may drench clothing, ruin papers, damage technology tools, make playing sports and musical instruments impossible, promote hiding and isolation behaviors, degrade self-esteem, and prompt bullying at any age—among kids and adults. The holistic effect on life—workplace, marital, social, and otherwise—is thus profound. In fact, research published in *Archives of Dermatological Research* indicates that the majority of those with excessive sweating confirm the condition has negative impacts on their social life, well-being, and emotional as well as mental health.

Lisa J Pieretti, Executive Director of IHHS, notes, "Excessive sweating is a dermatological disorder that can cause an otherwise healthy person to produce up to five times more sweat than is normal or necessary.

The pressures of dealing with a 'sweating problem' around peers can be catastrophic to self-esteem and more. Too often, people become anxious about attending work or school, socializing with friends, or being out in public in general. But

when those with hyperhidrosis receive support, understanding, and appropriate treatment, their lives can be dramatically changed."

To that point, IHHS co-founder Dr. David Pariser urges that, while

9 MYTHS ABOUT EXCESSIVE SWEATING

AS PEOPLE GO ABOUT THEIR DAILY LIVES, THERE'S A COMMON BUT HIDDEN SCOURGE: EXCESSIVE SWEATING. IN FACT, A NATIONAL SURVEY CONDUCTED BY THE **INTERNATIONAL HYPERHIDROSIS SOCIETY**

(IHHS)—THE SCHOLARS OF SWEAT—SHOWS MULTIPLE MILLIONS SUFFER FROM EXTREME, UNCOMFORTABLE, EMBARRASSING, DEBILITATING, AND EMOTIONALLY-DEVASTATING SWEATING. THIS TYPE OF SWEATING IS A SERIOUS MEDICAL CONDITION KNOWN AS HYPERHIDROSIS AND NEARLY 367 MILLION PEOPLE OF ALL AGES STRUGGLE WITH IT ON THEIR HANDS, FEET, FACE, UNDERARMS, OR BODY.

—WRITTEN BY **MERILEE KERN, MBA**



hyperhidrosis is the number one dermatological disease in terms of negatively affecting a person's quality-of-life, it's also number one in having the most positive impact when treated. "When hyperhidrosis is caught early, a person's life can be transformed for the better in a multitude of ways," he says.

With that in mind, the first step toward providing solutions for those who sweat excessively is to bust some common myths and misconceptions with facts from the experts at the IHHS, including these:



Myth:

Sweaty people are out-of-shape, nervous or have hygiene issues.

Truth: The average person has two to four million sweat glands. Sweat is essential to human survival and serves as the body's coolant, protecting it from overheating. Many athletes actually sweat more than other people because their bodies have become very efficient at keeping cool. Meanwhile, people with hyperhidrosis (which causes overactive sweat glands) sweat excessively regardless of mood, weather, or activity level — often producing four or five times more sweat than is considered "normal".



Myth:

Those with hyperhidrosis don't suffer with workplace-specific activities.

Truth: In a recent 2017 study, 63% of those with hyperhidrosis reported interference in the performance of tasks at work or school due to their condition.



Myth:

To have hyperhidrosis, one must be dripping and saturated with sweat.

Truth: Excess sweating can range from severe dripping to moderate moisture. Symptoms of hyperhidrosis can manifest differently and personally. But, what is consistent is the impact on life depending on areas affected. This can include damaged clothing, paperwork and shoes; obvious, embarrassing sweat marks on clothing; unappealing cold wet hands; discomfort due to dripping sweat or constant dampness; and skin slipperiness that gets in the way of sports, music, and day-to-day tasks. Excess sweating of the armpits, hands, feet, face, chest, back, or groin can result in substantial impairment, including limitations at work, in social and physical activities, and during hobbies. Emotional and psychological distress is also common.



Myth:

People will grow out of hyperhidrosis.

Truth: Contrary to popular belief, research shows that hyperhidrosis does not go away or decrease with



age. In fact, in one recent IHHS study, 88% of respondents said their excessive sweating had gotten worse or stayed the same over time. This was consistent across all the different age groups, from youngsters to older adults.



Myth:

Hyperhidrosis is "just" a summer thing, or it's at least worse during the hot summer months.

Truth: Research from the IHHS also shows that profuse sweating is not simply dictated by the time of year. The majority of patients in one survey indicated that their sweating bothers them equally, no matter the season.

PHOTOGRAPHY COURTESY OF IHHS.

**Myth:**

**Kids and young adults are
“resilient” and can deal
with sweating a lot.**

Truth: Medical journal citations substantiate that young people are known to be significantly impacted by emotional sequelae accompanying dermatologic disease and that psychiatric issues inherently accompany dermatologic disease in children and adolescents. Studies further show that most patients with hyperhidrosis—characterized by excessive, spontaneous sweating beyond physiologic, thermal, or stress-reaction body requirements—describe their lives as “bad” or “very bad” due to the disorder.

**Myth:**

**Antiperspirants
are for underarms only.**

Truth: Think outside the pits! You can glide, stick, spray, and roll-on nearly anywhere that sweating is a problem (think hands, feet, face, back, chest, and even groin.) Be smart and talk to your dermatologist first before applying an antiperspirant to sensitive areas and test new products on small areas of skin first.

**Myth:**

**Like caffeine,
antiperspirants are best
used in the morning.**

Truth: Pick a p.m. perk! Skip the bedtime espresso but do use your antiperspirant in the evening as well as in the morning. Sweat production is at its lowest at night, giving the active ingredients in antiperspirants a better chance to get into your pores and block perspiration when the sun comes up and you really get moving.

**Myth:**

**Excessive sweating
is less debilitating than other
skin conditions people have
to deal with.**

Truth: According to Dr. Pariser, hyperhidrosis has the greatest impact of any dermatological disease. In fact, various investigations show the impact of hyperhidrosis on quality-of-life is equal or greater than that of in-patient psoriasis, severe acne, Darier disease, Hailey-Hailey disease, vitiligo, and chronic pruritus.

The extreme level of sweat production experienced with hyperhidrosis can disrupt all aspects of a person's life, from academic performance, recreational activities and relationships, to self-image and overall emotional well-being. But it doesn't have to be this way. There are helpful resources available to help people with hyperhidrosis to not just “know sweat,” but to also achieve a more comfortable and happier life. ●

Branding and consumer product trends pundit Merilee Kern, MBA is a wellness industry veteran, health advocate and influential media voice. Her groundbreaking, award-winning “Kids Making Healthy Choices” Smartphone APP for children, parents/caregivers and educators (iTunes) is based on her award-winning, illustrated fictional children's book, “Making Healthy Choices – A Story to Inspire Fit, Weight-Wise Kids” (Amazon). She may be reached online at www.TheLuxeList.com. Follow her on Twitter here: <http://twitter.com/LuxeListEditor> and Facebook here: www.Facebook.com/TheLuxeList.

BY ALL ACCOUNTS
LUXE RODEO DRIVE HOTEL
IS A DISTINCTIVE DESTINATION
IN THE CENTER OF LOS ANGELES'
MOST EXCLUSIVE ENCLAVE.
THIS PRIME PROPERTY IS,
IN FACT, THE ONLY PRIVATE
BOUTIQUE HOTEL LOCATED
ON THE FAMED RODEO DRIVE, ITSELF.

WRITTEN BY **MERILEE KERN**,
'THE LUXE LIST' EXECUTIVE EDITOR
PHOTOGRAPHY COURTESY OF **LUXE HOTELS**.

I recently stayed at the storied property to see what the buzz was about and left longing for more. With 88 guest rooms on four floors, each with warm and inviting contemporary décor and creature comforts, guests enjoy an ambiance of relaxed sophistication amid views of the area's luxury storefronts and sparkling city lights. Indeed, all rooms and suites offer lovely views

of Rodeo Drive, Beverly Hills, the Hollywood Hills and/or downtown Los Angeles.

Chic, Unique & Magnifique

The property offers a myriad of room types, from those classified as "Superior Rooms" to their premium "Grand Premier Rooms" and "Studio Suites." The King suites, designed by Vicente Wolf, top out at 348 square feet and proffer a wealth of deluxe

LUXE RODEO DRIVE HOTEL:





& REJUVENATION REVELRY IN BEVERLY HILLS



amenities. Each boasts a living room with double doors that open to a sun deck and, given their second floor location, also enjoys direct access to the mezzanine level. Private balconies are available with some of the suite options, so do inquire when making your room reservation should this be of interest.

Speaking of balconies, the most dramatic accommodation of all at Luxe Rodeo Drive Hotel is perched at the top. The penthouse is more than 500 square feet, serving as an outstanding location for hosting an event given the spacious wraparound outdoor terrace overlooking breathtaking views and availability of on and off-site catering. I was recently on-site for the **GBK Productions** Pre-ESPY



Awards Celebrity Gifting Lounge, and the indoor/outdoor penthouse locale where the prestigious event was hosted was perfection as product and service brands, travel purveyors, food vendors, A-list athletes, celebrities

and media personnel all mixed and mingled to mutual benefit.

No matter which space you choose at Luxe Rodeo Drive Hotel, you'll find it elegantly appointed with fresh



orchids, a 42-inch flat screen television, rain shower heads, complimentary Wi-Fi, multi-line telephone, twice-daily maid service and more. Other notable features include high thread-count linens, plush robes, a safe and a refreshment center.

The hotel rooftop gym is also a boon, with top-of-the-line cardio machines and resistance training equipment, including free weights, fitness balls, tubes and benches.

Club-Centric Care

With the hotel's mandatory "Luxe Club on Rodeo" reservation add-on, guests enjoy an array of exclusive benefits that make the

property feel more like an elite private club. This includes daily breakfast (inclusive of a fresh omelet station), afternoon light bites and an evening food tastings featuring fresh fabulous fare. There are also hand-crafted cocktails and a selection of beer and wine available from 5-10p.m. nightly. Guests also love the Club's 24-Hour water and coffee center where cappuccino and latte beverages flow all day long. Outdoor movie screenings are another fun Club benefit for patrons.

Some or all of the accommodations(s), experience(s), item(s) and/or service(s) detailed above may have been provided or arranged at no cost to accommodate this review, but all opinions expressed are entirely those of Merilee Kern and have not been influenced in any way.

Location, Location, Location

Step out of Luxe Rodeo Drive Hotel on foot and you're mere steps away from some of the most exclusive shopping and art galleries in the world. In fact, Gucci is ensconced directly in front of the lobby entrance. Once you've had your fill of Rodeo Drive, other shopping havens and attractions are just minutes away by vehicle, including a spectacular assortment of restaurants, theaters and museums. Of course, the Hollywood Walk of Fame, Sunset Strip and other popular locales are also in close proximity.

However perfectly situated and aesthetically pleasing, what I found as striking about Luxe Rodeo Drive Hotel is the highly attentive and personalized service provided by the staff at all levels. With each encounter with hotel personnel, I found them engaging and eager to please. They're more than happy to arrange restaurant reservations or limo service, provide directions or advice on where to go and accommodate any special request. All offered a genuine smile and a warm greeting to those who pass by.

For all of these reasons and more, Luxe Rodeo Drive Hotel has duly earned its reputation as a jewel in Beverly Hills well worth a visit for business or pleasure. ●



Leonardo D'Almagro



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