

Change THE GAME

The **2018 Women's Health Game Changers** are rethinking what it means to be healthy, and they're shifting the course of wellness for you. Here, their stories, secrets, and strategies so you can make waves in *your* world.

BY KRISTEN MASCIA • PHOTOGRAPHED BY SYLVÈ COLLESS • LETTERING BY CARMİ GRAU



2 MILLION
The number of Shine users (spanning 189 countries). Smart self-care goes global!



Marah Lidey and Naomi Hirabayashi
This pair wants to ensure that mental and emotional wellness are top of mind for millennials.

As coworkers at DoSomething.org, Lidey (left) and Hirabayashi were confidantes and pals—work wives before work wives were a thing. “If I had a problem, personal or professional, I’d go to Naomi for advice,” says Lidey. Hirabayashi did the same with Lidey. Late one night in 2015, as they worked on a project, inspiration hit. “We thought, *What if we create a daily text that gives people guidance and helps them feel less alone?*” Lidey says. The pair then created Shine, a text-messaging service that sends subscribers counsel on everything from finding balance to dealing with a toxic friend. Since Shine’s inception in 2016, the co-CEOs have seen their audience balloon, mostly via word of mouth. Last December, Hirabayashi and Lidey debuted a Shine app that delivers wisdom through audio affirmations. And while they insist their products aren’t subs for therapy, Shine is boosting the spirits of millions—and the pair are motivated to keep going. “When we hear what we’ve empowered people to do—whether it’s breaking up with toxic friends or asking for what they want at work—those moments are why we get up in the morning,” Hirabayashi says.



Robin Berzin
This physician is on a mission to transform the way we think about and receive primary care.

During medical residency, Berzin, MD, was frustrated with the depth and breadth of care she was able to provide. “I’d get only 15 minutes with people, and yet, at the end of these appointments, I’d be handing out stacks of prescriptions,” she says. Most of her patients suffered from preventable chronic diseases, “problems that often had to do with what they were eating or how they were living.” In other words, not necessarily an easy fix. Berzin dreamed of founding a clinic that would give her more time with patients and allow her to “look at the whole person.”

In 2015, she opened the first Parsley Health in Manhattan. Today, she oversees three: the original, plus one in Los Angeles and one in San Francisco. And she’s not focused on just those spots; Berzin is working to remake America’s primary-care system. (No small feat!) “The only way primary-care physicians can survive is by seeing 40 patients a day and keeping visits very short,” she explains. By charging a flat yearly subscription

fee, Parsley gets around that problem—and patients get a lot of bang for their buck, including up to five visits with their doctor; five visits with a personal health coach; unlimited direct-messaging privileges with their care providers; and more. Parsley is striking a chord: In the past three years, Berzin and her colleagues have treated thousands of patients. And she’s already fielded inquiries from people in Paris and Australia who are interested in opening clinics based on a similar model. “I truly envision building a new operating system for primary care that anyone, anywhere, can benefit from,” she says.

STYLING: AEYUNG KIM; HAIR: COREY TUTTLE AT HONEY ARTISTS; MAKEUP: CHRISTINA KAY FOR ART DEPARTMENT USING MAKEUP FOREVER; MANICURE: KAYO HIGUCHI USING ZOYA NAIL POLISH; OPPOSITE PAGE: ON LIDEY: ALTERNATIVE APPAREL TEE; AURATE EARRINGS; ADINA REY TEN NECKLACE; ON HIRABAYASHI: ALTERNATIVE APPAREL TEE



75 MINUTES
How long a Parsley patient’s first visit lasts. The most common appointment duration in the U.S.? Between 13 and 18 minutes, according to one report.

HACK YOUR HEALTH

True story: Finding time for little extras that revitalize you is as important as sticking to the big basics. Berzin shares tips that will help you stay on top of your game.

- 1 Start a daily breathing practice.** Slow, steady breaths—aim for 10 minutes each day—can calm the mind and soothe the body. Use a pattern of three counts to breathe in, five counts to breathe out. This relaxes you by slowing down your heart rate and lowering your blood pressure.
- 2 Make weekly me-time.** You heard her. Carve out an hour each week to shut out the world and go into a mode of “receiving versus doing.” Find what works for you—it could be journaling or taking a long unplugged walk through a park.
- 3 Kick off your day with protein.** Consuming the right combo of blood sugar-stabilizing nutrients (protein, fiber, healthy fats, and greens) in the a.m. can keep you satisfied till lunch. Berzin’s go-to: vegan protein powder + spinach + frozen berries + almond butter + unsweetened almond milk.



WHY PAIRING UP PAYS OFF

If you're going to eat, sleep, and breathe your idea—and you will if you're serious about taking it from a Word doc to the world—it pays to join forces with someone just as invested and motivated as you are. (There's a reason we have three duos in our Game Changers!) "Partnering gives you the opportunity to bounce ideas off someone who has skin in the game," says Carmen Palafox, a partner at the venture capital firm MiLA Capital in L.A. "It's a hard journey to starting a business," Palafox notes. "You're going to be told 'no' a lot." (Women in tech in particular face an array of hurdles, from sexual harassment to much higher rates of investor rejection.) Having a built-in support system helps when energy flags or times get tough. Friends with serious biz—or nonprofit—benefits, shall we say.



T. Morgan Dixon and Vanessa Garrison

These college friends created a life-changing movement based on... movement.

Dixon (left) was pals with Garrison for five years before she realized her friend was a runner. "We used to bond over Tupac and poetry, but I don't think we ever worked out together," she says. Neither woman grew up with a mother or aunts who exercised. But once they learned the shocking truth about black women's health—African American women die from preventable diseases at younger ages and higher rates than members of any other demographic—they quit their jobs in 2012 and founded GirlTrek, a nonprofit that aims to help the community reclaim their health, connect, and engage with their towns. But make no mistake: "This isn't a weight-loss program; it's a movement," Dixon says. "We're talking about outrunning the grim reaper here."

Or, put another way, outwalking. When it came to choosing a way to get women moving, the pair felt walking was a no-brainer. It's accessible and easy, and also, vitally, the pace allows

GirlTrek to talk. "The talking is critical because it offers emotional support," says Garrison.

Often, those deep discussions start and gather momentum online, harnessing the power of tech to kick off the IRL magic. "Before we received any funding, we started a Facebook group called Healthy Black Women and Girls," says Dixon, "We got 50,000 follows just by putting a call to action for people who hoped to live their 'healthiest, most fulfilled lives.'" Today, that following has grown fivefold. Currently a third of the way into a 50-stop "Road to Selma" tour featuring teach-ins about wellness, community organizing, and resistance, GirlTrek is growing fast. "The most radical thing we can do is pursue joy when everything around us tells us to be sad. We're moving forward; we're walking it out," says Dixon.

ON DIXON: ALTERNATIVE APPAREL TEE; ON GARRISON: MICHAEL STARS TEE, BYCHARI EARRINGS



150,000

The number of women who have pounded the pavement under the GirlTrek banner so far (and that figure is rapidly increasing!)

4.5 MILLION

This many Fitbit users have added the period-tracking feature to the app so far. And to date, more than 8 million periods have been logged.



Belén Lafon and Jennifer Mellor

These FemTech thinkers are helping women take control of their sexual and reproductive health, one period at a time.

Mellor (right), a Fitbit engineering manager, remembers a time when she tracked her period using the ancient technologies known as pen and paper. Her colleague Lafon, a senior research algorithm scientist, didn't spend much time thinking about her period at all. "As educated as I am," says Lafon

(she has a master's in physics and a PhD in biomedical engineering—NBD!), "I didn't know much about my cycle." Now, she does—thanks to work she and Mellor did to develop Fitbit's newest feature: a female-health tracker built into the app (it debuted in the Versa smart watch) that lets users log periods and symptoms to help them predict future timing, identify their estimated fertile windows, and see patterns during their cycles.

The collab deets: Lafon spent hours reading studies and liaising with medical experts to help

convince execs that the feature deserved the green light. Once the project ramped up, Mellor led the engineering team in charge of coding and building the product. "Information really is power," Mellor says. The truth is, it has to be the right info designed in the right way. This doesn't always happen because a lot of tech is developed by men. "One way we can help women connect with products is by showing them more things built by women, for women," says Mellor. Mission accomplished!

HOW TO GO FROM 0 TO 60

The juices are flowing, you've got a vision...but you're clueless about where to begin. Let our Game Changers and Whitney Hischier, a lecturer on entrepreneurship at Berkeley's Haas School of Business, coach you on fanning the idea spark into a flame.

1 Start with a problem.

The more people who stand to benefit, the more likely your idea is to take off. Hipcamp's Ravasio advises aspiring founders to use a method she learned from a founder of Reddit. Ask three questions: Does my idea fix a problem? Do other people share this problem? Will they pay me to fix it? If the answers are yes, you might have a winner.

2 Make it personal.

Pick an issue close to your heart. Faced with a national health crisis poised to hurt the women in their lives—and maybe themselves—Dixon and Garrison felt called to create GirlTrek. When your issue touches you or the ones you love, you'll inherently feel passionate, which will energize you and make you magnetic in meetings. "Offer a piece of who you are," says Hischier.

3 Talk. To. Everyone.

Your sister, your hairstylist, your best friend's college roommate's best friend: Fan out, as widely as possible, to collect feedback on what you're doing. You might get ideas you never would've come up with on your own. One of Hipcamp's most popular features is the option to filter for campsites that allow pets—a suggestion Ravasio received early on, when she was just beginning to hone her concept.

4 But also, listen up.

Before officially launching Daily Harvest, Drori held smoothie tastings at home to crowdsource recipe critiques. "Successful founders listen to what their customers say they need and work those comments into their product," says Hischier. "You have to be willing to subvert your ego and ask yourself, *What does the world really need?* versus *What do I want to be told?*"

5 Just put it out there.

You can tinker until you're blue in the face—but the best thing, once you've fielded feedback and come up with a passable concept or product, is to *let it go*. Fitbit's Mellor and her team changed course on one part of the app only after a testable version had been created; it was easier to see problems in that phase compared to leading up to it.



Alyssa Ravasio
This outdoor evangelist wants to save the planet—and make nature more accessible.

Ravasio really needed to get outside in December 2012. She'd been fired from a job a few months earlier and desperately craved the kind of reset that only the healing power of vitamin N could afford. The thing was, when she tried to make a reservation for a spot in Big Sur, she kept getting stumped by buggy, Byzantine public campground websites. "I had 30 tabs open in my browser, and every site had a fragment of information," she says. The lifelong surfer and camper knew there had to be a better way. So she put herself through a three-month coding boot camp and built the prototype for Hipcamp, a website that allows users to book privately owned campgrounds—sort of like an Airbnb under the stars—featuring more than 300,000 acres of land to choose from. Ravasio says she's helping people unlock the health benefits of the great outdoors, all while developing a deeper appreciation for the planet. "Our number one value is 'leave it better'—as in, leave the Earth in better condition than how you found it."

3.5 MILLION

How many people have used Hipcamp in the past year, pitching tents in wildly cool places from seed farms to regenerative cattle ranches



THIS PAGE: ANASTASIA SAPON; OPPOSITE PAGE: ON LAFON: ANN TAYLOR TEE; ON MELLOR: AERIE TEE, 7 FOR ALL MANKIND JEANS, ERINNESS NECKLACE



Rachel Drori

This self-proclaimed hustler is making frozen food both pretty and healthy.

A few years ago, lunch was a desperate affair for Drori. A marketing manager in New York City, she was working very hard...without rest. “Most days, I just grabbed a handful of trail mix at 3 p.m.,” Drori says. Frustrated, she started meal prepping, spending her Sundays chopping and cooking. It helped her eat better but made her miserable for a new reason. “I felt like I was wasting my whole day,” Drori says. On a whim, while still at her job, she designed Daily Harvest, a subscription-based food delivery service that sends members all over the country healthy portions of frozen smoothies, snacks, and meals made with whole foods. “When you’re running out the door, you need something

fast,” Drori says. “Yet I wanted zero compromise on nutrition and wellness.” To ensure the offerings are nutrient-dense, Daily Harvest works with organic growers who freeze their yield right on the farm, pick produce at full ripeness (when food is at its nutritional peak), and preserve it within hours of harvest. Drori—who had two children over the past four years, as she was building her company from the ground up—is grinding toward her mission. “The aspirational foods you see on Instagram are often set up by food stylists,” says Drori. “And yet we find ourselves asking, ‘Wait, why am I not eating like that?’ We’re trying to make beautiful food more accessible and realistic for people.” In other words, giving all of us in the #SadDeskSalad trenches hope.

\$43 MILLION

The amount Drori picked up from investors in a recent second round of funding (including contris from Gwyneth Paltrow and Serena Williams)

