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America's Favorite Doctor

Dr Purdy

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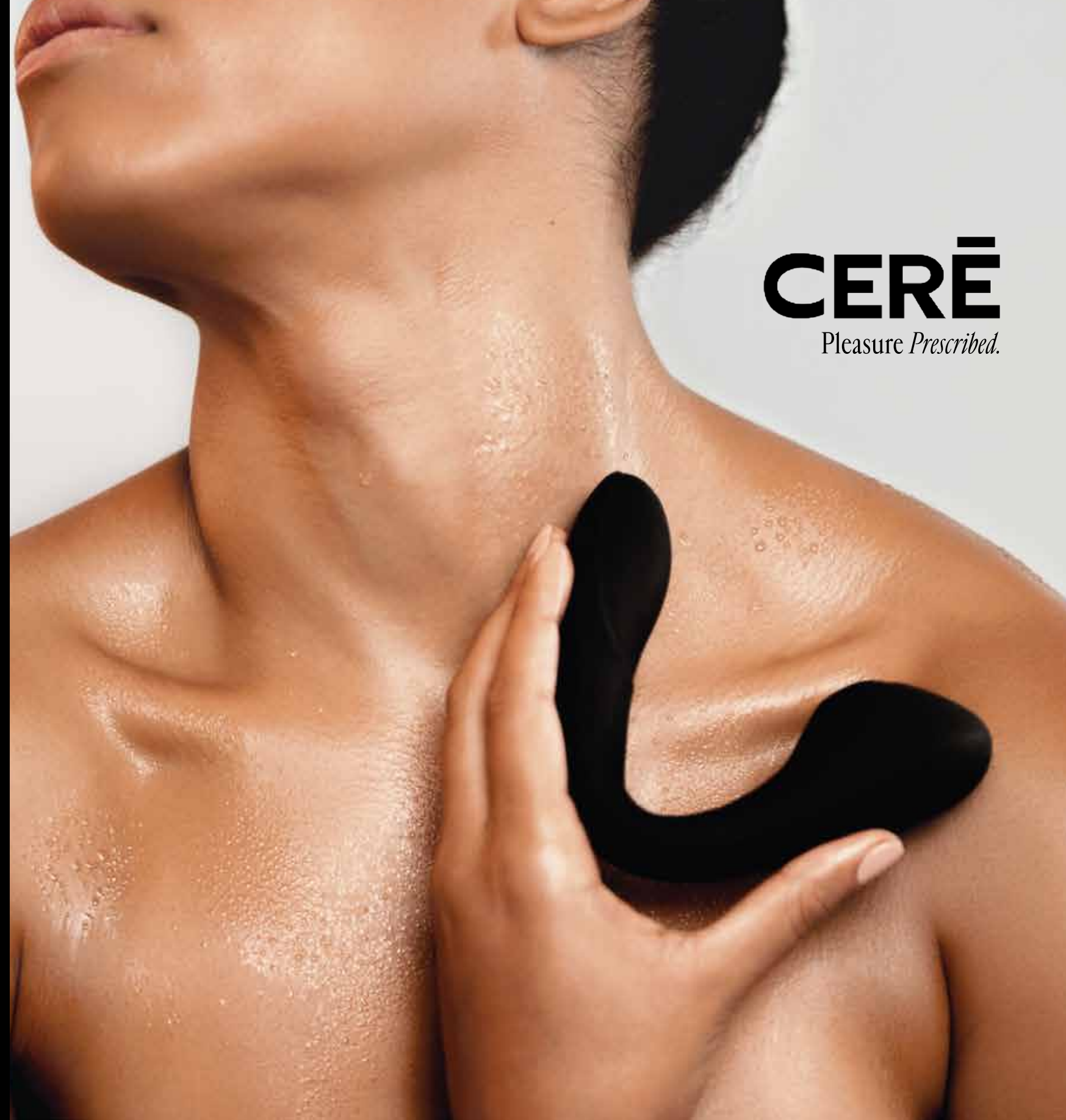
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Photographed by Mike Yi
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FROM THE EDITOR

The one thing that has been clear to me through the years is the epidemic lurking through our society that is debilitating people. And no, I am not talking about any sort of vitamin deficiency but the lost art of having heart; the heart that made us human to acknowledge people when we get to know them.

Right now, you are perhaps reviewing whom on your friends list you have missed while also coming up with excuses to note how busy you've been. It's true, we are busy checking off our "to-do" list, but that shouldn't change expressing gratitude to those around us and just making time for them. Afterall, relationships and connections are what allows us to form a new intimacy that empowers and allows us to grow.

Therefore, as we looked over our rosters for 2023, I knew there couldn't be a better person to put on our cover than Dr. Laura Purdy. This powerhouse of a woman is by far the busiest person I have ever had the honor to meet, but also one of the coolest most down to earth as well. Learning about all her accomplishments, and trust me when I say it's A LOT, and hearing her dive into her focus on disrupting the healthcare industry with TELE-HEALTH, I saw how she never lost touch with the part that connects everything: Heart.

Everything she spoke on always put people first and was built on that same foundation to support them and their well-being. I guess that's why she is referred to as America's Favorite Doctor; I agree - as she is more than just a doctor, she is an Icon.

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(previous page) Drape this timeless gel-like liquid highlighter, made with great ingredients, from your cheekbones to your collarbone for an enveloping radiance that is certain to make you a the Main Event!



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FALL IN LOVE WITH @YANINAMAK_

Photographed by Mike Yi

Makeup and Hair by Eric Moreno

Creative by Nina Vargas



SHOT AT OMNI HOTEL DTLA



"When I receive dms from people saying that I make their day to day life better with my videos or I take away their bad thoughts at least for a moment, this is when I know that I'm doing something right in my life and I'll keep doing this for people"

- Yanina M.









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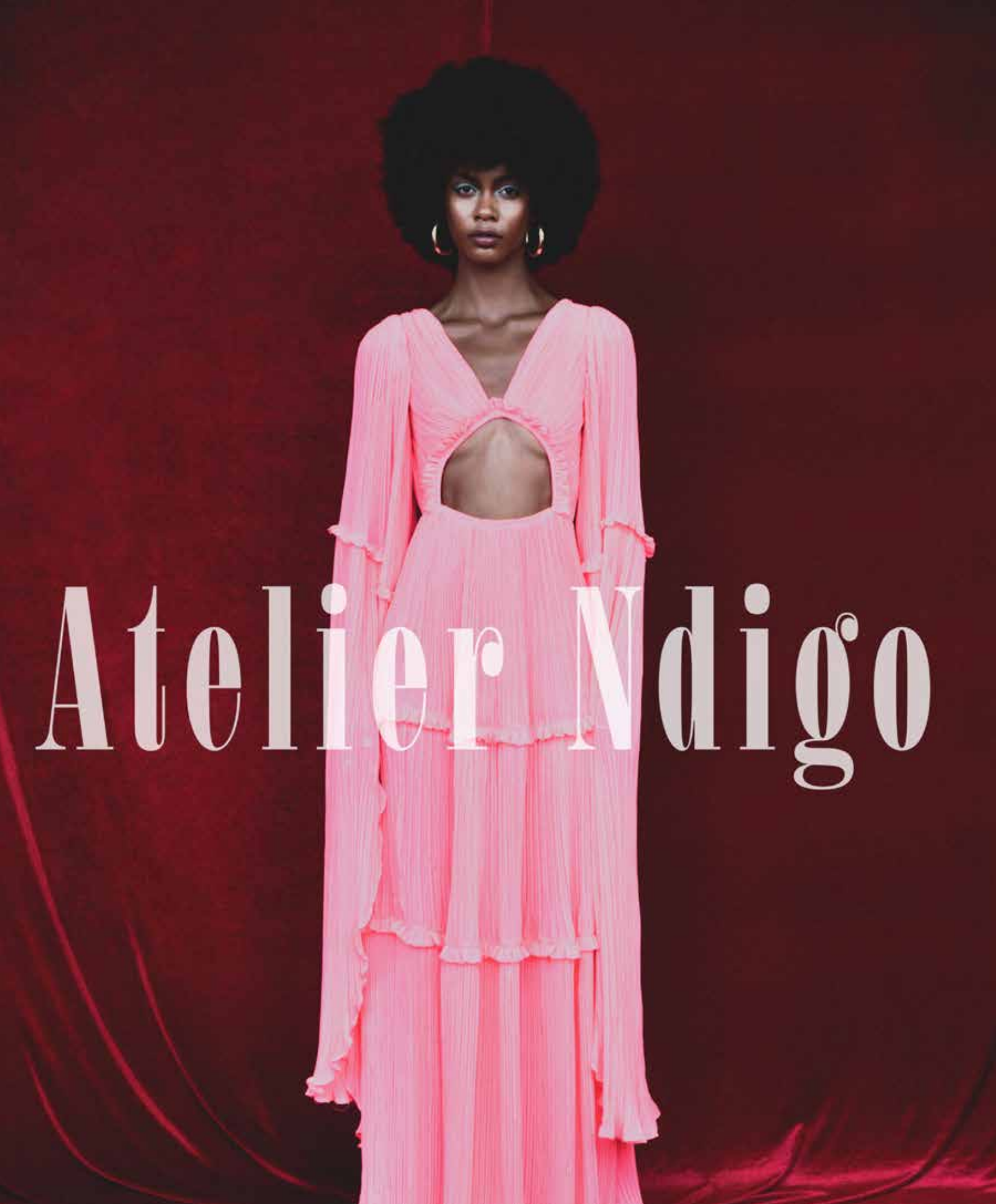
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AMERICA'S FAVORITE DOCTOR

DR. LAURA PURDY

Photographed by Mike Yi
Video by Sebastian Marriaga
Makeup and Hair by Liliana Porras
Styling by Elva Wu
Creative by Nina Vargas



Getting To Know AMERICA'S FAVORITE DOCTOR: *Dr. Purdy*

Have you ever met someone in a hallway who looked approachable and kind of just stumbled into a conversation, surprisingly it turns into an incredible dialogue naturally. You don't necessarily have all the same things in common, but it doesn't stop that hallway friend from being extremely intelligent and down to earth, so the words naturally flow. That was our experience with Dr. Laura Purdy.

The team at LAFM got a chance to work with Dr. Purdy and got to know her a little bit. In a few short hours not only did we get to find out about her extensive, illustrious career and personal life but we also felt like we gained a friend from the hallway to the studio.

Known as "America's Favorite Doctor," Dr. Laura Purdy, MD is a board-certified family medicine physician as the nation's leading authority and thought leader on the future of Digital health care.

Dr. Purdy would describe herself as "compassionate, caring, absolutely nonjudgmental, empathetic, an innovator, creative, artistic, loving, innovating, and not excepting of the status quo!"

We can confidently agree with her representation of herself, let's add humble to the mix because the more questions we asked the more impressed we were.

A jack of all trades and a master of most is not how the phrase goes but it's pretty spot on.

Imagine starting off your young adult life and you're a concert pianist, a very talented one at that, but the urge to help people outweighed the urge to perform. Dr. Purdy's desire to help people led her to attend Ball State University and earn her BA in Psychology (Magna Cum Laude), then attend medical school at the Uniformed Services University of the Health Sciences. Following her education, she began 14 years of service as a US Army Physician. Her experience as a US Army physician led her to travel to multiple countries and help deliver hundreds of babies and treat hundreds of soldiers of soldiers on the ground.

After her time with the Army Dr. Purdy became licensed to practice in all 50 states plus DC and eventually diverted her attention to Telehealth. "Telehealth is more human-centered, allowing both patient and doctor to meet right where they are, enjoying more freedom and flexibility in their lives." She began to explain to us how taxing the alternative is for most doctors and patients. "The alternative is doctors who burn out, trying to accomplish everything or patience, sacrificing other important





parts of their lives to commute to a doctor's appointment." Another major point that she explains is telehealth is also cheaper and removes some of the biggest obstacles for quality healthcare such as time, insurance, and physical constraints.

**Now picture this, a doctor
licensed to practice in
all 50 states,
Physician Executive,
Phycologist,
Serial Entrepreneur, Digital
Health Evangelist, and Veteran.
An extensive résumé, right?
She must always be busy with
no time for anything
else, right?**

Wrong, Dr. Purdy is a wife to a loving husband and a mother of 4 kids under the age of 10! Superwoman would get dizzy trying to keep up. On one hand, Dr. Purdy is trying to revolutionize healthcare. She's trying to help require hospitals and insurance companies to come up with more convenient models for providing patient care and meeting their needs which subsequently will allow room for cost transparency rather than being stuck with a huge confusing bill after you receive care. On the other hand, she has an incredible work life balance. "Getting into telemedicine is the best thing I've done for my work life balance. I used to leave the house at 5 AM, getting home after the kids went to bed every night. Now, I get up when I'm rested, I spend time with the children until they leave, and I don't start my workday until the whole family is situated and taken care of for the day. I have the opportunity to take breaks if I need to, and the simple active working from home is HUGE for my personal work/life balance. I prioritize anything that has to do with the children, such as birthdays, performances, sick days, and school events to the largest extent that I possibly can, because I do believe that my role as a parent is one of the most significant opportunities I will ever have."



Trying to revolutionize healthcare does not come without its challenges of course. Working with the laws and keeping abreast of the changes in the Telehealth industry is a continuous challenge. Being the fact that she's obtained licenses in all 50 states (plus DC) means that she has 50 different sets of rules and regulations to abide by. "I'm seeking to drive change and make progress in a way that still ensures high quality of care without compromising or accepting the status quo."

Having all of these titles and responsibilities on a day-to-day basis we wondered how her own skin & healthcare fit into her daily life. She told us that she swears by topical tretinoin for anti-aging. "Let's face it: we aren't getting any younger, and our faces can definitely give us away." Retinol is a great way to slow down the clock and keep the skin healthy she explains.

If there's anyone's advice on keeping our faces youthful and vibrant or general health tips that we're going to listen to it's going to be Dr. Purdy's. She's also very aware of what kind of food she puts into her body, being a leader and advocate of health having the knowledge and looking the part is a great one two punch.







We ended our time with a very important question...

WHAT'S THE DREAM?

"The dream is that every single person in the entire country will have equal access to high-quality digital health care, that is fast, convenient, and expensive, and does not sacrifice ease of use for quality."

Dr. Purdy is a one-of-a-kind person in an industry that is up-and-coming and meant to help anyone that needs it. We appreciate her relatability, her passion, her intelligence, and her camaraderie!

Next time you're in a waiting room, hallway, etc. don't be scared to have that conversation with someone. You never know who you can learn from.

Make sure to follow her on instagram:
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WINGMAN **APPLICATIONS** **NOW BEING** **ACCEPTED**

Have you ever been out with some of your girlfriends and wished you had a guy to be a wingman for you? Having a wingman can be beneficial for women in several ways; but how do you in fact become one?

Being a wingman takes finesse in understanding the difference between making someone feel comfortable in approaching or setting up the approach for them – but understanding how to do both is key as you will never know which of the two is required.

Therefore, why get a wingman in your crew? The answer is simple. A wingman can offer support and encouragement, act as a confidant for decision making and idea sharing and help boost confidence. Not to mention how, in social settings, a wingman can also deflect unwanted attention to let their friends focus on the people they want to focus on and just get you out of unwanted situations if something takes a turn.

Being supportive and non-judgmental, listening to their concerns and offering honest and constructive feedback. Overall, the job of a wingman is to help her feel confident and comfortable in social situations and be prepared to assist when needed. Not to mention respect boundaries and decisions while prioritize her safety.

Ultimately, the most important thing is to be a good friend and support your friend in any way they need while working as a “translator” of any and all situations.



ICONIC ANNA

Photographed by Mike Yi

Makeup and Hair by Reyna Khalil

Creative by Nina Vargas

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Jewelry: Debora Malouf @debora_malouf_jewelry
Shades: Gucci @gucci
Shoes: FashionNova @fashionnova

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Top / Pants/ Jacket : Anna Gupta Couture @annaguptacouture
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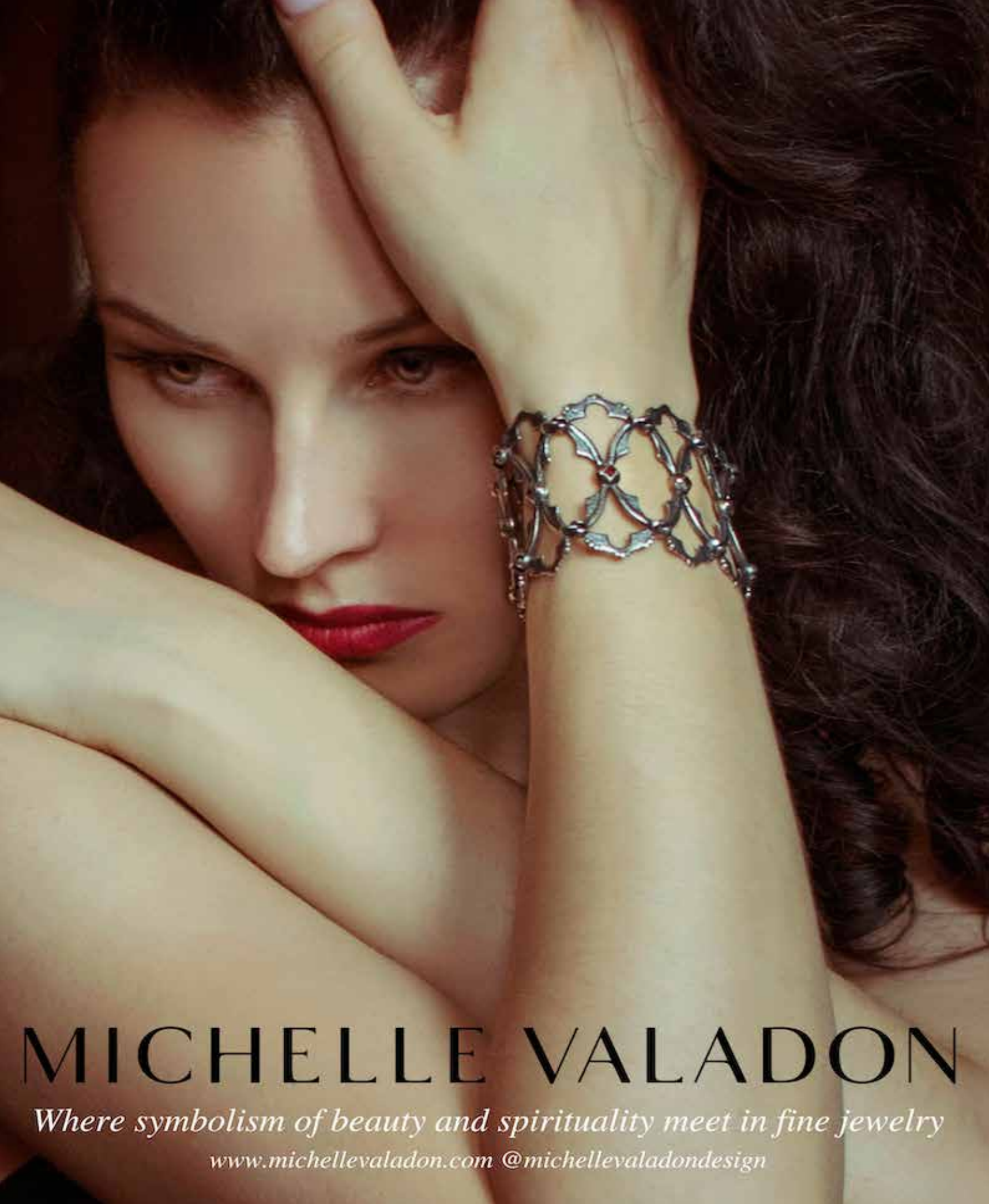


Dress : Anna Gupta Couture @annaguptacouture
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IT'S ABOUT
FEELING SEXY
FOR YOU FIRST
BEFORE
ANYONE ELSE

Yes, being eye candy for someone else is nice sometimes, but so is wearing something that makes you look and feel as good as you deserve.

Why is it that lingerie is so intimidating? Is it because we believe that it's meant to be worn for someone else? We accepted the idea of SPANX and T-Shirt bras with open arms, but when we think of lace it is automatically associated with Sex, and less associated with confidence accepting our sexiness.

This made us wonder if this had anything to do with how lingerie is presented in society. We often market it with titles such as "How to turn your man on" or "The perfect lingerie to turn ____ on" when we should really focus on the beauty and power behind them.

When shopping for lingerie, it's often looked at as something that is not comfortable. "If you've already discovered the delights of fine lingerie, you'll know what a world of difference it makes in how you feel; both beneath your clothes as you carry yourself through your day, and as the simple joy of unwinding in the evening in a butter-soft silk satin robe" – Angela Friedman.

Luckily, we have slowly begun adapting to a new visibility of lingerie which in turn is helping increase acceptance of lingerie as more than just a sexual accent. Whether you are starting with a silk chemise here or a lace edging peeking out through clothes there – it's a start! In fact, everything we wear has become an important and individual choice.

So why lingerie? Because it's the start of accepting your body and realizing you are beautiful before the added layers. It's about finding the pieces that hug your body (not constraint) and caress your skin. We owe it to ourselves to clothe our bodies in the very best and nothing is better than silk and lace.

It's time that we stopped accepting that lingerie was only made to enjoy behind closed doors when it truly can be so much more.



SEX “RULES” FOR PEOPLE IN LONG-TERM RELATIONSHIPS

We all know what butterflies in the stomach feels like, right? We know what it means to get excited at just the thought of your new boyfriend or girlfriend coming over to just “hang out.” The smell of their clothes, the sound of their voices, the color of their eyes etc. All those things in the beginning are enough to get the blood going. Over time we acclimate to those things and they lose a little luster sometimes, it’s important that as we get older and get further along in our relationships that we understand how to keep the sex engaging, intimate and interesting.

Here are some rules that I like to incorporate that have worked for many couples.

Know the body map - Although we all have the same parts, our bodies are all different. We have different quirks that make us tick and a different cadence to how things should go from beginning to end. Learn every curve, every crevice, every muscle and nuance to your partner’s body. This will help you learn the ‘hotspots.’ The right balance of stimulation on non-erogenous zones and hotspots can sometimes be better intimacy than the act of sex itself.

Words of affirmation - What you say or what you don’t say can make or break the entire engagement. Figure out what your partner likes to hear, auditory responses during foreplay & while having sex are great. You can use those audio cues to know whether you’re getting warmer or colder. Words of affirmation can be a big assist whether you’re having intercourse or just showing affection to your partner. An “I’m yours,” “That’s what I want” or a “you’re doing such a good job” can go a very long way for the dopamine to release. These also don’t have to be linked directly to intercourse, use words of affirmation throughout the day to set the tone.

Change Roles - A lot of the time there is a designated “giver” and “receiver” in long term relationships. Don’t let that dictate how sex goes every time, switch the roles and let each other have the opportunity to be dominant and submissive. This will help change the expectation that you have to stick to whatever roles you have established. You can take it a bit further and actually

change the roles in a literal fashion if that’s what you’re into. Explore away.

Find a non-intimate hobby together - There are plenty of times where people are very happy in their relationship but the intimacy is fizzling out a little bit. Doing something together that you both enjoy and helps you see your partner in another light helps a lot for the chemicals in your brain like serotonin, dopamine and adrenaline kick in which will then reignite some of the passion and fire for your significant other. A perfect example is going to the gym with your partner, seeing them work hard to surpass their limits and pushing themselves until physically exhausted to better themselves can be a very attractive quality.

Be open about your sexual desires - This should go without saying, communication is absolutely paramount when it comes to sex. If you don’t tell your partner what you like and what you don’t like or how you are growing to like other things, your sex life will never get better. This is applicable if you wanted to speak upon non monogamous sex, role playing, fetishes or anything of that matter then you need to be completely transparent about these things. Even if that means going to sexual therapy or reading books, always explore these desires with yourself and your partner.

Try implementing some of these rules with your partner and see the fruits of your labor!



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REELS ARE QUEEN - *HERE'S WHY...*



Let's face it, photos do not get as much love on Instagram anymore. Reels and stories usually get more traction than your static posts. What used to be mainly a photo sharing app is now an infinite pool of creative content that people want to engage with more.

There are a few reasons why Instagram Reels might be considered better than photos:

1) Reels have a more dynamic feel - Reels are short, 15-second video clips that allow you to be more creative and show movement & action. This makes them more engaging than static photos, seeing something in motion is much more entertaining to most people.

2) Reels encourage creativity - Reels give you the opportunity to edit and add music, effects, and text to your videos, which can be a fun and creative way to share content. Not that you can't do some of these things with static posts but it's easier to show creativity with features that are designated within the app to do exactly that.

3) Reels have way better potential to reach a larger audience - Reels are featured in a dedicated section of the app, which means they have the potential to be seen by more people

that aren't just your followers. Also, Instagram has started prioritizing Reels in its algorithm, which means they may be more likely to appear in people's feeds, for you pages and ads.

Overall, it's important to remember that different types of content can be effective for different purposes, and it's always a good idea to mix up your content strategy to keep things interesting for your audience. Every audience is different so accommodating your content to what they want to see and how easily accessible it will be to them is the best way to build some traction on your profile. Stay consistent!



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12 MIND BLOWING RELATIONSHIP TIPS FOR WOMEN REVEALED BY MEN

Let's all be honest, cogs that make a man's mind turn is something that most women get frustrated trying to figure out, especially when it comes to relationships. I'm going to break down 12 tips that are applicable to most men when it comes to romance & relationships. Not in any particular order starting with...

Hygiene - Men pay way more attention to a woman's hygiene than you would think. Cleanliness is next to godliness or something like that, if you want a man to worship you then you have to stimulate his senses. Hygiene can cover 3-4 of our senses. That scent that you liked at BYREDO might be expensive but I guarantee he'll remember the scent when you get close enough, and if he smells it somewhere else his mind will automatically go right back to you.

Looks - Know when to dress up and know when it's okay to dress down. You're not in competition with anyone, the makeup is nice and all but this isn't the 50's. You don't have to keep a beat face on all day until you go to bed, in fact, a natural face in some sweatpants with your hair in a messy bun, with those two strands of hair framing your face is just as good as a face full of makeup with your hair done in a dress.

Loyalty - This is one of those personality traits that goes so much of a long way that it will actually keep your relationship afloat amidst any kind of turbulence. Loyalty goes beyond the idea of monogamy. It is the thought process that your significant other is your right and left hand, you wouldn't want to cause any harm to the things that help you get through your day to day.

Communication - You hear it often and it still rings true, we don't know what you're thinking all the time. Constant & transparent communication will help you gain so much traction whether you're in a full blown marriage or even a situationship with that guy from hinge who's in finance. Don't be scared to share your actual thoughts and feelings, half stepping will get you nowhere fast.

Ambition - This is just flat out sexy, a woman who is ambitious enough to put their best foot forward to achieve their goals is so attractive. This also will motivate your man to want to do better and to make you proud.

Validation - You want a man with a bit of ego, it gives him an edge. Validation is one of those things that will feed the ego & the ambition. A man will rarely ask for that validation also due to his ego but

he wants it. Also if a man decides to open up and share his feelings with you, validation and reassurance that his feelings are being heard are the only acceptable responses.

Don't flip flop - Don't change your entire personality for anyone, if you happen to start liking different things on your own volition then by all means dive into that, but don't start liking something that you hated your whole life just because your man likes it. You don't have to do that at all, just accept that he likes it and move on.

Boys time - Boys time is sacred. Let him have his time with his boys, 9/10 times they are playing video games, drinking, watching sports or saying super inappropriate things to each other. It's harmless and it'll save you from getting a headache.

Emotional Control - Let's straighten this out, men like when you get a little jealous. We don't like when you become obsessive. The right balance of emotion and logic will work so much better to help him understand your feelings.

Girl time - We know it's important and we want you to have time for yourself and time for your friends so we fully encourage you to do so. Just don't let your friends interject in your relationship, that's where things get sticky.

Know your role - This can get a bit complex and getting into gender roles is not something we're going to dive deep into. Everyone has different goals and different wants. Find someone who can cater to your specific needs, wants and nuances. If you both come to a middle ground of how the relationship is going to work based on those things, stand on that.

Gratitude - It may seem small, but showing your gratitude for being in a happy & healthy relationship is like polishing your trophy to keep its shine.

Hopefully these tips help you in your relationship, I'm sure at least a few of these will be applicable!

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IS IT (FAB) FEBRUARY YET?

Dry January, also known as "Sobriety for the month," is an annual event that encourages people to abstain from alcohol for the month of January. This event has become increasingly popular in recent years, as people have recognized the many health benefits that come from taking a break from alcohol. Some bars even up their mocktail game to accommodate people trying to adhere to their sobriety.

One of the main reasons people participate in Dry January is to give their bodies a chance to rest and recover from the effects of alcohol. When we drink alcohol, it can disrupt our sleep patterns and drain our energy levels. By abstaining from alcohol for a month, we can improve our sleep and increase our energy levels. Additionally, many people find that participating in Dry January helps them lose weight, as alcohol can contribute to weight gain. Let's be honest, the beer & shot combo isn't the best for your stomach.

Another benefit of Dry January is that it can help people reset their relationship with alcohol. By taking a break from drinking, people can reassess their habits and think about whether they want to continue drinking in the same way. This can be especially helpful for those who may have developed unhealthy patterns of alcohol consumption. Restaurants and bars even take a bit of a hit during this month, holidays are over, it's cold & people are trying to sober up.

Finally, participating in Dry January can raise awareness about the importance of responsible drinking. It's easy to become complacent about the risks of alcohol abuse, especially if we're not seeing any immediate consequences. However, excessive alcohol consumption can lead to a range of negative health outcomes, such as liver disease, high blood pressure, and even certain types of cancer. Dry January all in all is a good way to start off the new year for some people but most people are still drinking their Old Fashions to keep them warm in the winter months and that's perfectly fine as well. Cheers!



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