

BERGEN

health & life

January 2009 / \$3.95



THE GREEN ISSUE!

10 local environmental do-gooders

'My week of green living'

A 'reuse, recycle' home makeover

Eco-chic fashions

+ QUIZ: How green is your diet?

by Kristin Colella

Locals go green!

HOW 10 AREA PEOPLE AND BUSINESSES BECAME ECO-CONSCIOUS—WITH GOOD RESULTS

You've got recycling down, you've acquired reusable grocery bags and installed energy-saving fluorescent light bulbs. What's next? Here's how 10 individuals and companies answered that question. Work with them—or be inspired by their example to start your own green initiative.



JUAN MANUEL ORONIZ

THE WHOLE CHILD CENTER (201-634-1600, www.wholechildcenter.org), a pediatric medical practice in Oradell

What they do: Provide medical care to children from infants through age 21 in an eco-friendly setting. The two pediatricians on staff, Lawrence D. Rosen, M.D., and Maja T. Castillo, M.D., practice integrative medicine, a medical philosophy that combines conventional medicine with natural remedies to treat “the whole person,” rather than just the illness.

How they do it: The office itself features eco-friendly building materials, such as recycled wood fiber bookcases, marmoleum floor tiles, recycled carpets and exam tables made with recycled PVC and chlorine-free leather.

Why they do it: For Dr. Rosen, the decision to open a green practice was twofold. “I think that to optimize children’s health we need to pay attention to the effect the environment’s having on them *and* to the effect that the practice of medicine is having on the environment,” he says. For instance, toxin-free office materials keep kids breathing easy, while natural remedies can limit a child’s dependence on medication. “There’s so much concern over things like medication overuse, so we work with the patient and their parents to figure out the best solution for them as an individual,” the doctor adds.

The result: “Families really seem to be interested in the kind of medicine we’re practicing,” says Dr. Rosen. The doctor hopes the practice—one of the first of its kind in the country—will serve as a model for families. “We try to educate parents about how to help their kids grow up healthy,” he says.

