

SOUL BRASIL

July 25/Aug 2014 – Year 12 – Issue 68

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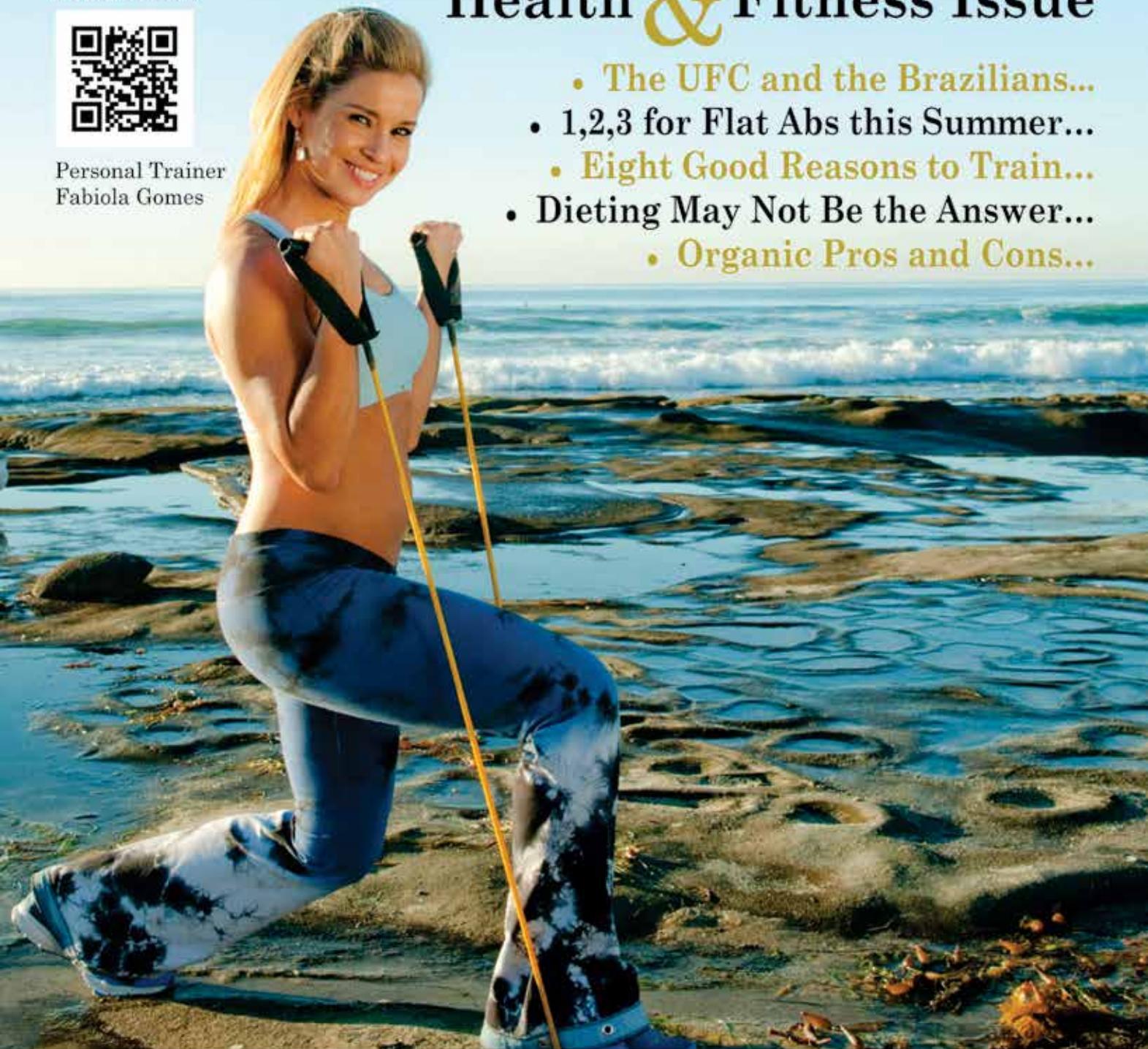
Free Issue



Personal Trainer
Fabiola Gomes

Health & Fitness Issue

- The UFC and the Brazilians...
- 1,2,3 for Flat Abs this Summer...
- Eight Good Reasons to Train...
- Dieting May Not Be the Answer...
- Organic Pros and Cons...



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Inform & educate, build relations and networking with Brazilians lovers and the conscious living community.

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Lindenberg Junior

Small Business are evolving as the realization sets in that the value and timeliness of the information and content provided is equally important to their products and services itself. To attract customers online or to impress potential customers offline in these days is necessary one important simple thing: educate them. I mean, provide valuable information for the potential customer. Build credibility for your business.

To attract customers online or to impress potential customers offline in these days is necessary one important simple thing: produce content. Content related your business niche "linked" with your brand or a well done editorial about your product or service imparts credibility. It can educate your potential customer as well as give them a better overview about your business in the long run, and consequently, generate leads and revenue.

The primary goal of marketing communication is to reach a defined audience to affect its behavior by informing, persuading, and reminding. Marketing communication acquires new customers for brands by building awareness and encouraging trial. An editorial in our printed magazine, professionally written by experts in journalism and marketing can give your business the "overview" impact.

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BRAZIL: THE HAPPIEST PLACE ON EARTH?

A recent report conducted on photo-sharing site Instagram declared Brazil to be the happiest place on earth with India in second. Did you agree with this report? We would like to hear your comments. Visit our Facebook Page www.facebook.com/soulbrasil to check the post and let us know what you think.

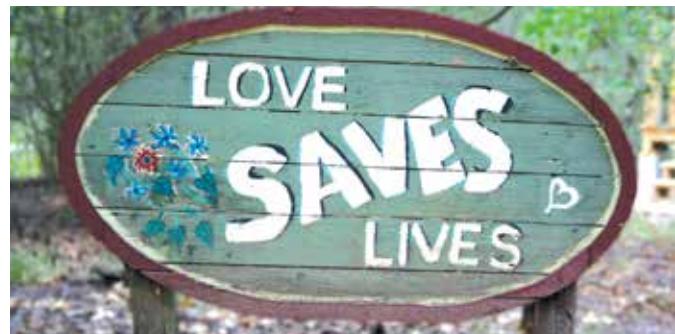
WEBSITE "BRASIL EXPORT" WAS LAUNCH

The Trade and Investment Promotion Office of the Consulate General of Brazil in Los Angeles has the pleasure to inform about the launch of Brazil Export - Guide for Foreign Trade and Investment www.brasilexport.gov.br, an informative website that seeks to consolidate data and information related to the search for new business partners and diversification of exports, as well as to attract foreign investment into the country. Brazil Export also favors the integration between all government agencies related to foreign trade, as well as administrative and managerial rationality. The site has versions in three languages (Portuguese, English and Spanish), with specific content for national and external audiences. If you have any questions, contact the Consulate Trade Department through the email: secom.losangeles@itamaraty.gov.br .



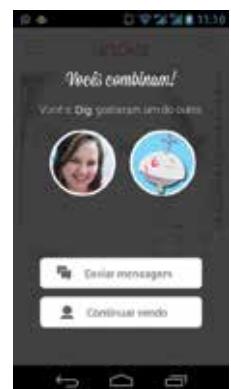
BRAZIL COULD HAVE THE OLDEST LIVING PERSON IN THE WORLD

Jose Aguinelo dos Santos was born on July 7 1888, just two months after slavery was abolished in Brazil - the last country in the Western Hemisphere to outlaw the trade. He turned 126 and could be the oldest living person ever documented. Yet the bachelor, who never married or had children, still walks without a stick, eats four meals a day and has no health problems - despite smoking a packet of cigarettes a day for the last 50 years. If the birth certificate is genuine, he would have been 26 when the First World War broke out, and 52 when Brazil football legend Pele was born, and already 62 when Brazil first hosted the World Cup, in 1950. One of five children, Jose or "Ze" was born in a slave compound in the town of Pedra Branca in the state of Ceara, northeast Brazil. He later travelled south to the state of Sao Paulo, where he spent most of his life working on a coffee plantation in the town of Bauru. Now a resident of an old people's home in the same town, Jose likes to tell jokes and sing, hates having a bath, and never misses his daily plate of rice and beans.



WORLD CUP BOOSTS TINDER AND GINDR APP IN BRAZIL

The World Cup attracted over 600,000 foreigner tourists to Brazil and it has made the dating app Tinder and Gindr boost. Tinder has experienced a 50% increase in downloads and use in Brazil during the World Cup while Gindr, a location-based dating app for gay and bisexual men, 31%. Tinder, a dating app that was launched in Jan 2013, has more than 10 million users across the world and have US, UK and Brazil, respectively as the first, second and third largest user base. Users are presented with an image of a person of the gender of their choice, and given the chance to swipe right for yes, and left for no. Only once a pair have liked each other, are they given the chance to send a message. Tinder and sporting events seem to go hand-in-hand - athletes competing in February's Sochi Winter Olympics also appeared to be fans of the app.



UM NOVO ORKUT?

O Google, dono da rede social "Orkut", já anunciou desde junho que o então "queridinho" do Brasil será descontinuado no dia 30 de setembro de 2014. O Orkut ficou no ar por 10 anos e foi por muitos anos detentora do titulo de maior rede social entre os brasileiros. Após o anúncio de seu encerramento, milhares de brasileiros se sentiram órfã e muitos desses, se recusando a migrar para o Google+ ou o Facebook, procuraram algo parecido com a falecida rede social. Esse cenário fez a rede social russa VKontakte ganhar forças no Brasil nos últimos meses e ate o dia 15 de Julho já tinha 340 mil brasileiros. O VK, como é conhecido, possui aproximadamente 260 milhões de usuários e entre os mais ilustres, encontram-se Shakira e Enrique Iglesias. O chamado "Orkut Russo" – por algumas similaridades, já é o 25º site mais visitado no mundo e o 2º em toda a Rússia. Está disponível em mais de 70 línguas, incluindo o português brasileiro, e funciona tanto na web como em dispositivos móveis com plataforma Android, iOS (iPhone e iPad) e Windows Phone.



TIME DE BRASILEIRO ENTRARA PARA A LIGA PROFISSIONAL MLS EM 2015

O Orlando City lançou seu novo logotipo ultimo mês de Maio e desde então vem fechando acordos com jogadores de quilate e de acordo com as regras da Franquia da liga MLS nos Estados Unidos. O time do proprietário brasileiro Flavio Augusto da Silva vai continuar a vestir roxo porem o logotipo ganhou um leão na cor dourada. A camisa foi desenvolvida pela marca adidas, fornecedora de todas as equipes da MLS. A equipe, que representara o estado da Florida na liga profissional de futebol nos EUA no mês de Junho fechou acordo com Kaká, uma das legendas do futebol brasileiro, e que em nosso humilde parecer, não deveria ter ficado ausente entre os 23 nomes escolhidos por Felipão.

MIAMI CELEBRA RECORDE DE BRASILEIROS

A cidade de Miami no Sul da Florida sempre foi muito visitada por brasileiros, principalmente pela sua proximidade com o Brasil e a frequência de voos entre varias cidades do Brasil (como Recife, Rio,São Paulo e Salvador) e a 'Greater Miami and the Beachs'. Mas no último trimestre de 2013, Miami registrou um recorde de brasileiros segundo recentemente anunciado pelo Greater Miami Convention & Visitors Bureau. O Brasil ficou no numero 1 de visitantes ultrapassando o Canadá. O Brasil já tinha ganho a posição numero 1 em relação a Miami no que se refere a gastos em 2012, ou seja, os viajantes brasileiros foram os que mais dinheiro aportaram para a cidade. Em outro dado referente a Miami, os brasileiros ficaram em terceiro lugar entre os que mais compraram imóveis na cidade, ficando atrás apenas dos chineses e dos canadenses em 2013.

REFORMADO, O CINE BELAS ARTES REABRE EM SP E ATRAI MULTIDÃO DE CINÉFILOS

O tradicional prédio na rua da Consolação em São Paulo reabriu suas portas após três anos para delírio de muitos paulistanos e foi destaque na mídia brasileira. O Cine Belas



Artes foi ponto de encontro da elite cultural paulistana e reabriu no dia 19 de Julho rebatizado de Cine Caixa Belas Artes por causa de um novo patrocínio. A reabertura atraiu tanta gente que o público chegou a alcançar a rua Bela Cintra nos Jardins. O prefeito Fernando Haddad esteve presente na reinauguração e recebeu um misto de vaias e aplausos quando começou a falar. Somente depois de dizer que o evento não tinha caráter partidário, os aplausos ganharam força. "Isso aqui não é um evento partidário. As pessoas confundem um pouco. É até subdesenvolvido misturar essas coisas. Isso aqui é uma conquista da cidadania", disse Haddad.

The Greatest Dieting Mistakes

When it comes to dieting there are many mistakes that are made on a near daily basis. While there are many real profound mistakes that go along with the territory, there are a few that seem to have far more profound and lasting implications than others. Hopefully by learning about these mistakes you can learn to avoid them in your own weight loss pursuits.

Perhaps the single largest mistake that dieters make is adopting an all or nothing attitude. These are the dieters that scour the pantry and the refrigerator removing anything that could be seen as a potential source of temptation. They embark on a dietary regimen that is nearly impossible to maintain and believe that all is lost the moment they stray from the strict guidelines of their diet.

While this may work for some in the short term, it sets them up for failure, frustration, and ill will towards the entire dieting process. The important thing when it comes to dieting is the goal. Your goal is to shed pounds. There are many ways in which this can be done that do not require starving yourself or punishing yourself in the process.

Another great mistake when it comes to dieting is selecting a

diet plan where you eat the same thing every day. Despite our human need for structure and routine we tend to enjoy changing our lunch routine on occasion. Other common mistakes include depriving yourself of everything you enjoy. One thing that we often forget is the importance of moderation.

You should also avoid the mistake of not setting goals. While you do not want to set goals that are impossible to achieve you should also avoid the opposite end of the spectrum, which involves having no goals at all. Those who set aggressive goals that are achievable will see the greatest degree of success. Making those goals public and asking for support is another thing that will help you achieve greater success. This is one reason the Weight Watchers program has enjoyed the phenomenal success it has.

The final mistake we put on the table here is when it comes to dieting that is made all too often is giving up. We all have setbacks along the way. Even those who have achieved monumental dieting success have met with failure on the road. The end result however, for those who stick with the plan is a healthier body and that is something that is worth fighting for.

Learn to overcome those mistakes and move on from them. Let your failures teach you as much as your successes and you should be well on your way to the healthier person that you know is hiding inside. Whether you want to get rid of 10 pounds or 210 pounds the only way to achieve that goal and make it last is by dedicating yourself to the process of becoming a healthier person. ■



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The Cult for the Beautiful Curves & Fit Body by Aryadne Oliveira, journalist and entrepreneur.

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Opções de Educação nos EUA para Brasileiros por Rebeca Carvalho, uma "Ambassador Student".

Natural Foods against Cancer by Conceição Trucom, vegan enthusiast and life coach.



On the Cover: Personal Trainer Fabiola Gomes

Here are three good reasons to make your routine exercise on the beach. On the beach means breathing fresh air, not your gym's sweat-fog; on the beach you get a better workout and probably get inspired! And for last, at least in San Diego, you have a personal Brazilian trainer specialist in make it "on the beach" – www.cbt-fitness.com

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“Boom”: Direct to the Point

(Why Dieting May Not Be the Answer)

Obesity is a real life problem that is spreading fast throughout the Western world but most particularly in the U.S. It has given rise to literally 100s of diets and a huge money making industry that has grown up around peoples' desperate need to shed those pounds. However there is far more to losing weight than a mere diet.

Diets are good for emergency weight loss but they are in effect just a quick fix. Many people go through with a weight loss diet and do indeed lose weight and are ecstatic! Then when they return to a normal diet they see those pounds returning and pretty soon they are the same, or worse still, heavier than they were in the beginning. Depressed they give up and resign themselves to being fat.

There are so many articles out there about this theme, but here our intention is to go directly to the point and in short, using few words and few steps... help you to avoid it happen.

Avoid fad diets (ones in fashion) and “lose weight quick diets”. Do not just rely on diet alone and combine with other weight loss techniques like exercise. Usually, “Diets in Fashion” are not usually long lasting and if you lose weight it is often only temporary. When you lose weight quickly your body will be stressed and you have a very good chance of regaining your weight and even adding more pounds. A better way is to adjust your eating habits permanently.

And here is our simple “boom” direct to the point choice:

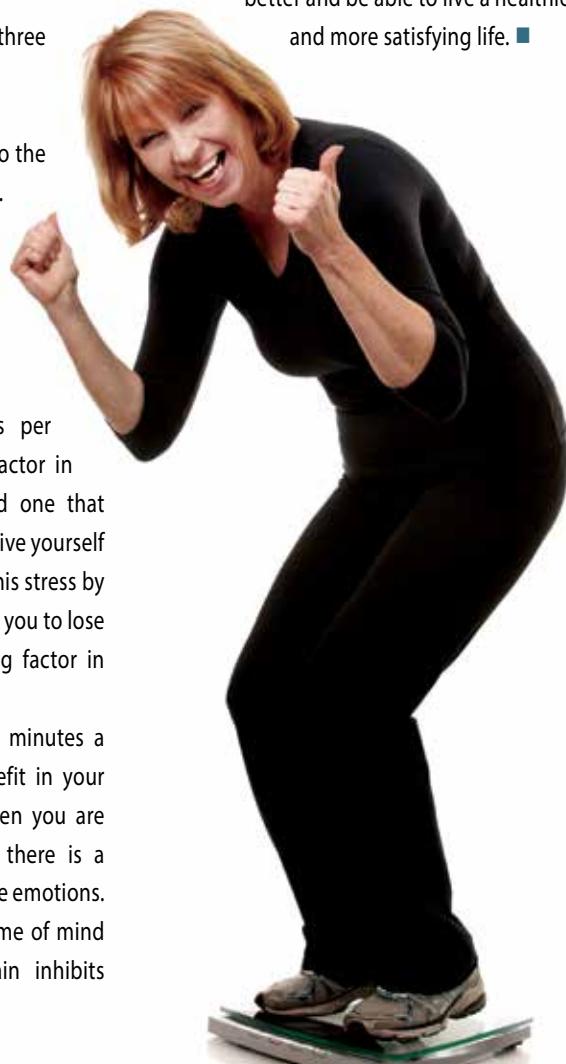
- 1.** Cutting out sugar as much as possible
- 2.** Yes, eat it! But in smaller portions.
- 3.** Yes eat it! But more fiber rich foods (these that fill you up and stop you from getting so hungry)
- 4.** Drinking a lot of water.
- 5.** Lazy to exercise? Walk at least three times a week for 30 minutes.

Then add more two “boom” direct to the point steps trying to reduce stress.

Mental and physical stress causes your body to react by retaining weight and not allowing you to shed those unwanted pounds.

- 6.** Sleep at least seven hours per day. Lack of sleep is a big factor in stressing out your body and one that many of us do. When you deprive yourself of sleep your body reacts to this stress by retaining fat and not enabling you to lose weight. Mental stress is a big factor in weight loss.
- 7.** Learn to meditate! Only five minutes a day will bring so much benefit in your planning to lose weight! When you are stressed or even depressed there is a tendency to eat more to relieve emotions. Plus your body views this frame of mind as a stress factor and again inhibits weight loss.

The final “Boom” direct to the point step is the mindset: be determined to succeed and you will. You just need the willpower and attitude to make the changes in your lifestyle to lose those pounds. So, next time you decide to get rid of those unwanted pounds do not just rely on diet. Change your habits and try to put in practice these simple steps and “Boom”! Feel better and be able to live a healthier and more satisfying life. ■



A Brazilian Actress in Love

By Colin Costello
Photo by Roxanne Sinclair

Known as "The Brazilian Firecracker," Aymara Limma continues her tradition of playing hot characters in love with her directorial debut, the new award-winning romantic comedy short, "Te Amo! Shabbat Shalom!" The film also stars Anthony Kantor.

Set in Los Angeles, a free-spirited Brazilian actress strives to balance her demanding Hollywood career with the strict rules

of Judaism. Ayeme (Aymara Limma) is confronted with a choice: between her successful acting career and her vows as a recent religious convert. Luckily, her husband Mike (Anthony Kantor), a semi-observant Jewish attorney, is by her side.

Speaking of by her side, Aymara has certainly had her share of notable co-stars. She began her career in the award winning, "Capitães da Areia," by Jorge Amado, starring opposite TV Globo's Andre Gonçalves. She was also in "City of Angels," with the Ghostrider himself, Nicolas Cage. Of course there was her love in real life, Diego Blanco, from the internationally renowned band, Los Pericos.

"Te Amo! Shabbat Shalom!" unites diverse cultures through its themes of love, spirituality, religion, beliefs, certainty, trust, faith, success, certainty and overcoming challenges. We even may see fiction repeat itself as Aymara begins shooting the webseries based on the short film. "It's called 'Ayeme and Mike.' Although I am married in the series, but I am single in real life... for now," smiles the lovely actress/



director. "But you never know... art has a way of imitating life. I cannot wait to begin filming."

For now, audiences will have to be satisfied watching Aymara in the short that just won the Audience Award at "Cinema at the Edge Independent Film Festival," held in Santa Monica, California. www.teamoshabbatshalomthemovie.com - www.aymaralimma.com. ■



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Vegas Fun for Less: Know How to Play your “Cards”

Magali da Silva



When we talk about traveling, usually a very good strategy for we expect a successful trip is planning for it. When you plan an escape to Vegas, preparation in advance for the trip is really the lifesaver because so many people get upset for various and different reasons. Actually, like Cory McCormack (Vanity owner) says, “poor planning is going to mean poor results”.

The city of the lights is always fun, especially for us that come from another city like L.A and San Diego. There are more than 40 super nightclubs, countless of bars and restaurants in Vegas, and more than 40 wonderful hotels that we can pay less than \$150 for unforgettable night. But the intention of this article is to guide you for more casino fun – for less!

Casinos can be great places to find excitement, see new sights and socialize. With a bit of luck, you might actually win some money. And with just a little research, you can plan a fun-filled trip at a big savings.

Large casinos are generally the most accommodating for first-time visitors and

casual gamblers, frequently called “recreational players” in casino jargon. This large casinos is preferred by those kinds of players because they are more likely to offer the services these kinds of players enjoy including free game instructions, first-class entertainment and gourmet dinner. But the medium size casinos is the best ones for the occasional player that would like to have fun, but in same time, have the best odds for return to home with some extra cash!

In this case, the medium size casinos are the best ones. El Cortez per example features single deck games with \$5 minimums, 3-to-2 payouts when you make a blackjack and other player friendly rules that reduce the overall house edge to just 0.2% - that is, the house makes an average of about two cents for each \$10 bet, compared with up to 1.5% at other big casinos located on the strip. Actually, the casinos resorts outside the strip usually are the best bet! The South Point just 10min south if you drive from the Excalibur, per example, have some full-pay Deuces Wild Machines for video poker.

Like the slots machines? Usually this machines is programmed to pay out at least 85% of the money they take in, but higher-denomination slots tend to pay a greater percentage, as much as 97% for some \$25 and up machines. But definitely, you best bet will be in medium size casinos without much luxury like the ones in downtown Vegas. By experience I can said that \$10 slots machines have better odds than \$5 machines that have better odds than \$1 machines that have better odds than \$0.25 machines.

Got the idea? But for not get your money out to fast and make your experience more enjoyable, play in \$0.25 machines or even \$0.01 machine but triple your bet. For example, feed a quarter in a classic Double Diamond slot and if three “wild” symbols come up, you win 1,000 quarters. But had you bet three quarters, you did win 15,000 quarters. Got it? My last advice now is reminder you to planning your allowance for bet per day. In my case is something from \$25 to \$50 maximum. Like the tip? Like the article? What about like us in our official Facebook Page – www.facebook.com/soulbrasil. ■



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Summer has arrived and it's time to join the outdoor and the beach. It is swimsuit season! And it is time to start working on those flat abs you want so badly. Don't have time to work out for hours every day? Not to worry, with a little planning and ten minutes a day, you can have the flat, toned abs you want.

STEP #1 Pay attention to your fuel...so track what you eat, and what you burn each day. Abdominal fat is just that, fat. If you want to see the muscles underneath and get rid of the bulge you're going to have to consume fewer calories than you burn.

There are wonderful, free, and easy to use programs and iPod/iPhone applications

that will help you track what you eat and what you burn each day. Use them to stay on track. One pound of fat is 3500 calories. That means that by simply burning 500 more calories a day than you eat you can lose a pound in 7 days.

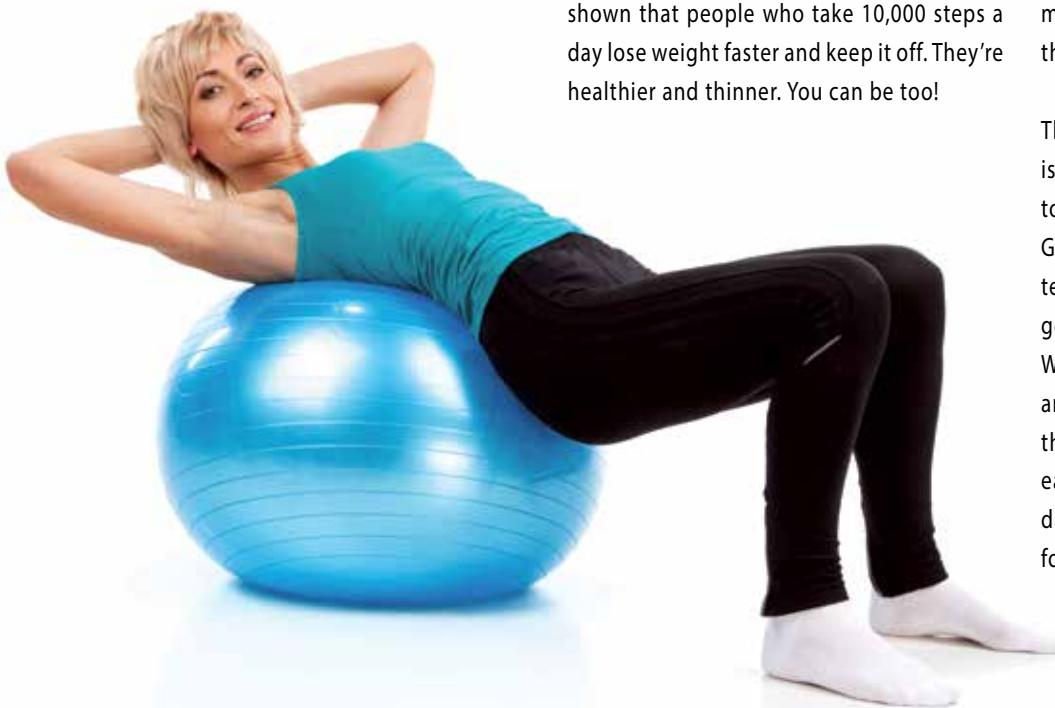
Tracking what you eat will also help you see what foods fill you up longer and what foods burn quickly. Quick burning foods mean you're hungry soon after you eat them. Aim for lean protein, lots of fiber and fruits and veggies.

STEP #2 Get moving! Move your body; it wasn't designed to sit on a couch or at a desk all day. Take the stairs, take a walk around the block, move your body and find a way to take at least 10,000 steps a day. Studies have shown that people who take 10,000 steps a day lose weight faster and keep it off. They're healthier and thinner. You can be too!

STEP #3 Okay, now you have pounds melting off just by tracking your intake and moving your body. The next step is to work your core muscles, and you can do that in just ten minutes a day. The best fitness activities are ones that focus on your entire core, your back and stomach. Sit-ups are great but they only work specific muscles in your abdominals.

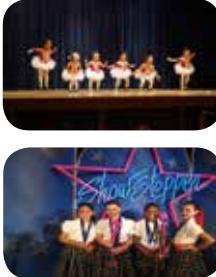
Instead of sit-ups, spend ten minutes working through a low rep workout. Do full crunches where your legs also come off of the ground, bridge, single leg abdominal press, plank pose, and side plank. Move through each repetition slowly so you get the full benefit of the movement and hold the exercise for a few seconds before releasing it. You'll build muscle and burn more fat. Repeat each exercise 8-10 times then move onto the next exercise.

The good thing about these core exercises is that you don't need any fancy equipment to do them. All you need is ten minutes. Get down on the floor during your favorite television show or do them right when you get up in the morning before your shower. With your commitment, a plan of action and a little bit of willpower you can have those flat abs you want. Watch what you eat, get moving and find ten minutes each day to work your core muscles. Need it? Go for it! ■





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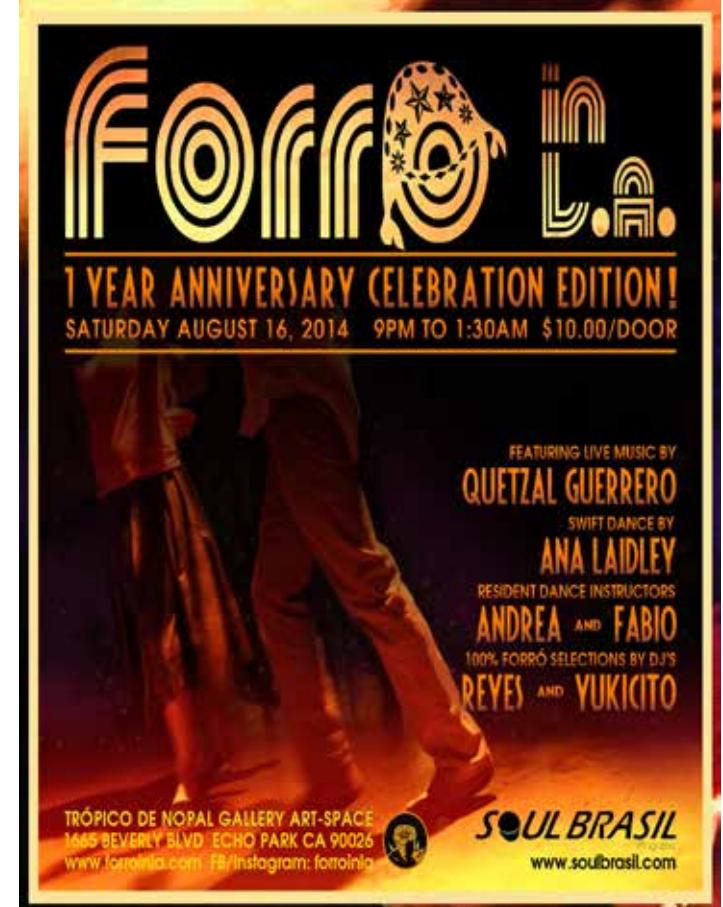
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Lindenberg Junior
Fotos: UFC

Tendo sido idealizado por brasileiros como Rorion Gracie a mais de duas décadas atrás, o vale-tudo de outrora tinha poucas regras e não previa limite de tempo. O chamado hoje "Brazilian Jiu-Jitsu" tinha em seu mestre Helio Gracie a grande referência para golpes que se consolidavam no chão e liquidava o oponente, independentemente de peso e tamanho. A efetividade do Brazilian Jiu-Jitsu começava a se consolidar mundo afora anos depois com a criação do UFC (Ultimate Fight Championship). Nas primeiras quatro edições do UFC, Royce Gracie ganhou três inclusive a primeira. A primeira edição do UFC no Brasil foi realizada em São Paulo no ano de 1998.

Mas o UFC ganhou força quando as comissões atléticas dos EUA começaram a elaborar um conjunto de regras, até que em 2005, a do estado da Califórnia sancionou oficialmente o esporte, aproveitando um trabalho desenvolvido pela de Nevada. Desde então, comissões de outros estados passaram a adotar essas normas, que vão desde a estabelecer o cumprimento e a largura da área

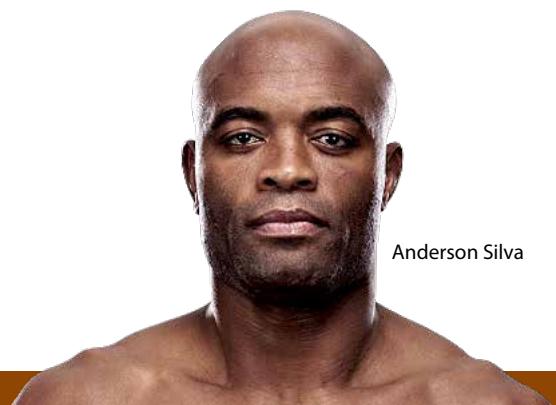
de luta, definir o peso das luvas e também decidir os limites das ações dos lutadores durante os combates.

Desde então, o Ultimate Fighting Championship foi tomando proporções gigantescas com altos índices de audiência ao redor do mundo, e com inteligentes estratégias de marketing por parte de seu presidente Dana White e sua equipe, soube atrair a mídia internacional, parceiros e patrocinadores de alto calibre. Visando a internacionalização de sua marca, e particularmente no grande mercado brasileiro, em 2011, Dana "Money" White levou o UFC de volta ao Brasil para a luta de Anderson Silva atraindo 15 mil pessoas dezenas de celebridades nacionais a arena do HSBC no Rio.

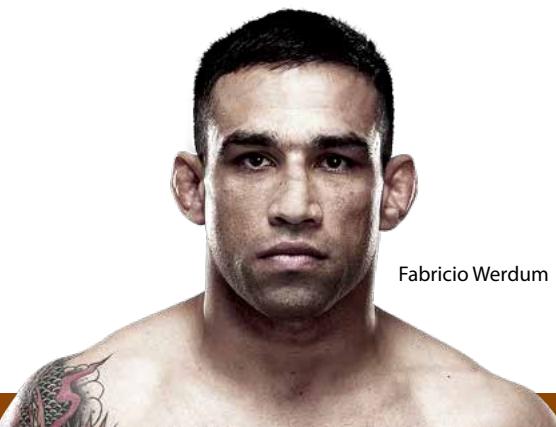
Dentro do octógono, o Brasil sempre teve vários nomes no topo da lista e com a oportunidade de lutar por títulos, graças em parte, a qualidade de seus golpes de Brazilian Jiu-Jitsu. Entre alguns desses grandes nomes destacamos Vitor Belford, Rodrigo Minotauro, Shogun Rua e Anderson Silva

entre tantos outros. Nos últimos dois ou três anos tivemos uma aparição rápida de Junior Cigano conquistando o título dos pesos-pesados, mas que logo na revanche, apanhou feio do seu oponente mexicano-americano Cain Velásquez, voltando inclusive a perder o terceiro combate.

Mais recentemente, a vitória de Fabrício Werdum sobre o americano Travis Browne, em Abril, em Orlando na Florida, garantiu ao brasileiro a posição de desafiante ao título mundial dos pesos-pesados que está na mão do carrasco de Junior Cigano, Cain Velásquez. Semanas após sua vitória frente a Browne por decisão unânime dos juízes em frente ao segundo maior público na história do Amway Center de Orlando (17.000), Werdum declarou: "Eu acho que o jogo de Cain casa comigo. Ele gosta de levar para o chão e bater. Vou treinar muito Jiu-Jitsu para fazer a luta da minha vida". O gaúcho de 36 anos passou muito tempo sem lutar, se dedicando a ensinar suas qualidades de mestre de Jiu-Jitsu e a comentar lutas para uma cadeia de televisão latina nos EUA. "Apesar de estar sem lutar a muito



Anderson Silva



Fabricio Werdum



tempo, nunca parei de treinar desde que enfrentei a Minotauro no Brasil, porque sabia que essa seria o passaporte para um grande sonho meu", disse Werdum.

Após varias derrotas por títulos, de brasileiros no UFC, no ultimo ano, como a recente

vergonha passada por Diego Brandão em Dublin dia 19 de Julho, perdendo no primeiro round para o irlandês Mc Gregor pelo peso-pena, Werdum se destaca entre uma das esperanças brasileiras para a volta por cima ainda em 2014. O único homem do mundo a finalizar o lendário Russo Fedor Emelianenko, o

brasileiro enfrentará Cain Velásquez no México dia 15 de Novembro pelo UFC 180. Uma luta que promete bater recordes de audiência e dólares para Dana "Money" White. Por outro lado, o "Brazilian Jiu-Jitsu" emplacou e se consolidou como indispensável para qualquer lutador das artes marciais mistas. ■



Shogun Rua



Vitor Belford



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13 Essential Tips for Camping



The idea of camping to some of you conjures up images that may make you cringe, especially those of you who have never camped as a child or have heard horror stories from friends and relatives...but for mostly of us camping is pretty much cool and seasoned novices and beginners alike all over the world every weekend enjoy the simplicity of camping.

And how much effort you put into adequately planning your camping trip will determine how successful (and enjoyable) your trip will be. Though some of these tasks may seem tedious and tiresome, the more often you put these tasks into practice the more fun you will have doing them.

HERE ARE 13 GREAT TIPS:

1. Gather all your camping equipment in a corner of a room and keep adding to it as you think of it. Use basket shelves in your car for easy storage. Store your clothes in
2. Take one prepared meal in a freezer meal that can be easily reheated on arrival at your destination. Make sure you have everything you need for a drink stop like tea bags, instant coffee, sugar, condensed milk, cordial, powder, biscuits, bottle of water, matches, kettle, wet wipes and tea cloth.
3. Stock up on fresh fruit and vegetables at every chance. And remember the long life milk specially if you have children.
4. List everything you will eat on the number of days you are away.
5. If you are going away for a short trip prepare your hot dishes so that you have more time to relax at your camp site and enjoy yourself.
6. Remember the basic rule related camping gear. It does not have to be expensive. It is more important that it is durable and
7. sports bags. Make sure all heavy items are secure and are packed at the bottom of your car boot with lighter items on top.
8. Take plastic cutlery or old and definitely won't be missed. Fork, knife, teaspoon and dessert spoon should be enough for each person.
9. Have a serrated edge knife that can also be used as a bread knife, a vegetable peeler, a sharp knife and sharpener, a larger serving spoon, a can opener.
10. Make sure you have an enamel cup, bowl and plate for every person.
11. Use an enamel plate next to the fire to warm food, and use it also as a base for food in your camp oven.
12. Bring paper plates in case you are in an area where water is scarce, and be sure to take your rubbish with you, egg rings and a small meat mallet.
13. A large aluminum coffee pot, the larger the better.
14. Barbeque tongs...the meat and the rock salt for a Brazilian style BBQ! ■

Free Summer Fun

Photos by Claudia Passos

As mostly Brazilians, we Love summer, beach life and outdoor parties! And in Los Angeles we have so much fun during the hot days of summer, especially during the months of July, August and Sept. And better yet, free for the public in general! Here we will list only three of these cool events that you cannot miss! But in the calendar of our website – directly link: www.soulbrasil.com/calendar we are publishing much more of this amazing summer events that you can enjoy for free. Check it out! Here is only a sample of it:

The **30th Annual Twilight Concerts** on Thursdays at 7pm the Santa Monica Pier is definitely one of the best free summer events in L.A and this year the producers bring in cool bands from the **La Santa Cecilia (Aug 14)** with their influences range from Miles Davis to the Beatles, led Zeppelin to Janis Joplin; to **Lee 'Scratch' Perry (Aug 28)**, a Jamaican live legend that also produced numerous reggae artists, including, early on, Bob Marley. Born in Jamaica in 1936 (yes, he is a cool old men!), Perry began in the music business in the late 50's, working with the island's mobile sound systems and such artists as Prince Buster, best known for the ska hit Ten Commandments. Perry in 2012 received Jamaica's sixth highest honor, the Order of Distinction. Now this live legend lives in Switzerland and remains one of the world's most imaginative sonic architects.

The **Annual Venice Beach Fest** on Saturday, August 23th brings art, dance, music and a

bunch of food trucks from 11am to 7.30pm with a lineup that includes **The Familyhood Nextexperience** with member of Fishbone, **Willie Chambers, Met Me at the Pub, Belly Dancers** and energetic Brazilian rhythms of **Samba da Mudança with Brazilian Dancers!** Lead by a musician native from Germany and a staff of KPFK radio, Ali Lexa fell in love with the Brazilian culture years ago, and since then have been making great Brazilian connections and developing a very cool project with his over 10 peace band!

Now we list couple '**Free Outdoor Summer Movie Screening**' spots that is a great option for those with kids! The Burton Chase Park at Marina Del Rey have screenings on **Aug 9, 14**



and 23; and the new project "Cinema on the Street of Santa Monica" started film screenings in July and goes up to **August (1, 8 and 15).**

The **Annual Brazilian Day in L.A** (Date TBA until July 20 when this printed issue was closed) was held for years at the la Brea Tar Pits (LACMA Gardens) in Hancock Park and was founder by a former Brazilian ambassador/Brazilian General Consulate of L.A and in the last three year was produced by Sambala organization. Usually the event running from Noon to 6pm and brings the best of local Brazilian performers and includes kids activities, Brazilian art and food and much fun for the whole family. For updates check our calendar (mention above) or www.braziliandayla.org ■



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Os Dois Lados da Moeda: Ajuda Moradia Para os Mais Necessitados e Garantia de Pagamento Para os Proprietarios ou Investidores

Lindenberg Junior

Se você pode provar que recebe um baixo salário ou necessita alguma ajuda por alguma razão lógica você pode ter uma ajuda moradia do tio Sam de até 80%. Por outro lado, um proprietário ou investidor pode alugar seu imóvel para o governo federal e ter a garantia de pagamento do aluguel no começo de cada mês. Bem, eu estou falando sobre um programa do governo Americano chamado "Section 8 of the United States Housing Act of 1937" ou simplesmente "Section 8 Housing". Esse programa ajuda a mais de 3 milhões de famílias de baixa renda nos EUA e se divide em diferentes outros programas, como o maior deles, o "Housing Choice Voucher Program" que paga uma porção do aluguel para aqueles em necessidade.

Por outro lado, os proprietários investidores recebem um pagamento direto em conta garantido e com valores de mercado bem competitivos. O programa gera oportunidade para ambos os lados. Em um cenário, vamos dizer que Paula, uma jovem mãe, caixa de um supermercado, com três filhos de diferentes pais – e sem o suporte dos mesmos, passa a ser elegível ao benefício do programa, e consequentemente, a futura inquilina do proprietário/investidor do imóvel, que nesse cenário, vamos chamar de Pedro. A Section 8 oferece pagar \$1,500 por mês a Pedro, inclusive, \$200 a mais do valor de mercado. Pedro, com esse valor consegue pagar seu

mortgage (empréstimo da compra do imóvel), manutenção e taxas e ainda lhe sobra 12% de lucro.

Além disso, em virtude da ainda não tão boa economia nos EUA, o proprietário/investidor Pedro se livra do possível atraso ou até mesmo do não pagamento do aluguel no começo de cada mês. Melhor dizendo, Pedro tem garantido \$1250 em sua conta bancária pois a Section 8, através de Tio Sam, garante 80%

do aluguel - mesmo que o inquilino, nesse caso Paula, não pague os \$300 ou o restante a que lhe corresponde. A parte, nesse caso o governo ainda inspeciona o imóvel agindo como um supervisor ou síndico para ter certeza que Paula segue as regras do programa e não deteriora o imóvel em que vive com a ajuda deles. Claro, existe estritas regras a serem seguidas para ser elegível ao programa, tanto por parte de proprietários como inquilinos. Para saber mais, "Google" Section 8 Housing. ■



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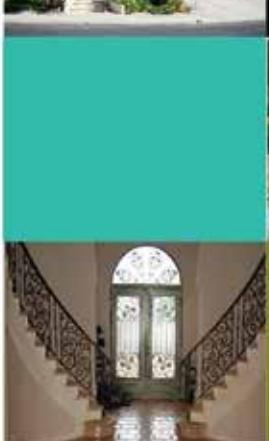
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How to Stay Fit with the Help of Your Dog

When it comes to fitness, we could all benefit from having an accountability partner. Motivation is an excellent tool to have as well. However, sometimes friends and family members are too busy to help us keep our goals, much less reach them.

This is where our furry friends come in handy. Having a pet is a sure-fire way to help us stay fit. If you have a dog, there is no better way to keep fit than by incorporating your dog's needs with your own. There are several ways you can stay fit with a furry friend.

THE POWER OF WALKING

Of course, it is common sense that walking your dog for business as well as pleasure is necessary. However, you can spice things up a bit by walking your dog the power walking way.

Start off slowly, allowing your dog to sniff and smell along the way and then pick up the pace. Power walking is a great way for you to increase your cardio as well as give your dog a bit of a workout too.

Walking along the boardwalk is a great way to get some exercise in while taking in the scenery, too. A power walk along the beach is a great workout for you and your dog, as it works out your leg muscles. Walking along the beach is more difficult and you will receive a better workout.

BRING THE FRISBEE

Dogs love to play Frisbee. Take your dog to the beach and throw the Frisbee around having him catch it. You can chase him a little bit until you command him to stop. Playing Frisbee will give you a good cardio workout while you are at it.

SWIM TIME

Most dogs love the water and what better way for both of you to get into shape than to hit the beach. Have a good swim alongside your dog for a great workout. Swimming in your pool and doing some laps is a great way to use the buddy system. They do not call a dog man's best friend for no reason.

HIT THE TRAILS

Jogging is one of the best ways to incorporate exercise and fitness into your daily routine and your dog can help you with this. Jogging through trails that are a little hilly will give both you and your furry friend a great workout and a fresh mindset as well.

Jogging in the woods and on trails gives you and your pet a connection with nature and when you are connected, you feel fit. ■





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Close Up San Diego

by Victor Gutierrez



O embaixador da Espanha, excellentíssimo Sr. Dom Ramon Gil-Casares e Jesus Bena, presidente da "House of Spain" em San Diego



Os Argentinos conseguiram fazer festa ate o jogo da grande final e ate mesmo depois do honroso segundo lugar



Os Italianos foram bem alegres e estavam bem esperançosos, mas ficaram ainda na fase de grupos

A Copa trouxe bastante alegria e festa nos quatro cantos da cidade e o colorido tomou conta dos bares e restaurantes. Abraço a todos.
Victor Gutierrez.



Os Brasileiros de San Diego vibraram muito com a Copa do Mundo, pelo menos ate a vitória em cima da Colômbia



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Organic Eating:

Sandra Domingos

Organic food has come from sitting on shelves of only selective stores to be available at most supermarkets. What has fueled this journey? Is it the genuine benefits of organic produce, or the aggressive market policy?

Have the health conscious people in their eagerness to find a healthier alternative overvalued the virtues of organic food items? In this article, we are going to look at the phenomenon from different perspectives.

WHAT IS ORGANIC FOOD?

In order to measure accurately the merits of organic foods, it is important to understand what the word "organic" means. "Organic" is the word that is used for describing produce that has been grown using certain agriculture practices.

The standard and conditions that have to be met before marketing a product as organic are set by different authorities all over the world. The U.S. Department of Agriculture (USDA) has a certification program that requires products and produce to meet strict standards before they can be labeled and marketed as organic.

WHAT ARE THE BENEFITS? IS ORGANIC FOOD BETTER FOR HEALTH?

A practice that is potentially important for the consumers is the prohibition on use of all artificial pesticides. However, use of natural pesticides and fungicides is allowed.

Some people do have revolting thoughts when they realize that the healthy apple they are about to eat is full artificial chemicals

that might be dangerous. Hence, they opt for organic apples.

NOW THE QUESTION ARISES, IS THE ORGANIC APPLE FREE FROM PESTICIDE RESIDUES? IN ADDITION, ARE THE RESIDUES IN THE CONVENTIONAL APPLE HARMFUL IF THEY ARE UNDER THE MAXIMUM LIMITS SET BY THE REGULATING AUTHORITIES?

Even if it's not, some people might still prefer it because of the misconception that "natural" is safer. This is not necessarily true; ingesting "natural" pesticide residues can also have negative consequences.



Some of the natural pesticides also have a greater negative impact on environment than their artificial counterpart. Another point that needs to be taken into consideration is that a farmer might have to use several different natural pesticides to have the same effect of a single artificial pesticide.

DOES THIS MEAN THAT ORGANIC FARMING IS A SCAM?

No, it does not. The basic idea behind organic farming is a novel one. However, just because a product is labeled as organic, doesn't necessarily mean that it is better. The benefits will depend on the farmer. A farmer might have tried effective alternative methods to control pests, and the produce might actually be better in terms of harmful residues.

WHAT STUDIES HAVE SHOWN?

Some studies have shown that organic foods do indeed have lower pesticides residues. However, the residue levels in both organic and conventional produce were lower than the maximum permissible limit set by the authorities. As of now, the possible health

Pros and Cons



benefits of even lower residues levels in organic produce are unknown and unverified.

THE NUTRITIONAL PROFILE OF ORGANIC FOODS

What about the nutritional profile of organic foods? Do they offer any extra nutrients? Studies are divided on this, some have shown that they do, others didn't come to the same conclusion. However, the difference in most nutrients overall was only marginal. Therefore, even if they do, the positive impact of those extra nutrients will be minor, if at all.

Another misconception that some people have is that organic produce will not contain harmful microbes. This is not true. Organically grown produce has the same percentage of contamination as conventional produce. In fact, some studies have shown that there is an additional risk of contamination in

organic produce. Therefore, don't be casual while handling organic produce. Use the same caution you would use for the conventional produce.

ARGUMENTS FOR ORGANIC PRODUCE

- ◆ Many nutritionists, one famous one, Ellie Krieger from the Food Network, recommend organic produce.
- ◆ Many people belong to special organic coops that are run by farmers for locals in the neighborhoods and these are spreading in popularity.
- ◆ Major supermarkets are beginning to offer organic produce sections more and more.
- ◆ And, if you have ever bit into an unwashed fruit or vegetable, the bitterness that you get as compared to when it's washed is quite noticeable, so, those pesticides do make a difference in taste.
- ◆ Many experts and consumers are convinced

that organic is just plain better for health.

ARGUMENTS AGAINST ORGANIC

- ◆ Considering the issue from different topics, the conclusion is that there is insufficient evidence to claim confidently that organic is better.
- ◆ It also costs more.
- ◆ We do need better farming methods, but organic farming is not the ideal solution, and conventional farming is not truly the evil it is portrayed to be.

THE BOTTOM LINE

A method that takes the best from both the worlds to maximize yield without the use of possibly dangerous substances, artificial or natural, is what is required. In the end, the individual must choose, and go with what they believe is right for themselves and their families. ■

Sexo, Amor e Traição.

Rosana Braga



Sem dúvida esse tema tem rondado muitos corações. Tantos conceitos e frases-feitas sobre essas questões... O que é sexo? O que é amor? O que é traição? Cada uma dessas palavrinhas tem força suficiente para nos levantar ou nos derrubar, fazendo com que nos sintamos reféns, impotentes e incapazes de compreender tamanha intensidade de sentimentos.

Sexo e amor são duas coisas diferentes? Até que ponto? Um é simplesmente desejo e o outro é sentimento? Será?! Traição é o que você faz ao outro ou a si mesmo? Que estranho mundo de prazer é esse ao qual o sexo nos leva, tornando-nos capazes de perder a cabeça? Que mergulho tão poderoso e envolvente é esse ao qual o amor nos remete, tornando-nos alguém que não conhecemos (ou que conhecemos demais!!!)?!?

Incrível como podemos nos sentir indizivelmente poderosos ou absurdamente destruídos pelos mesmos temas. Ego e coração entram numa briga insana, dolorosa e muito desgastante, nos confrontando com quem

realmente somos: nossos valores, nossas fantasias, nossos desejos e culpas mais profundos, mais enraizados...

Dualidades viscerais, como "certo e errado", "verdades e mentiras", "dinâmica masculina e feminina", "instinto e razão" entram numa dança louca e invadem a nossa mente e o nosso corpo, como que a zombarem de nossa lógica, da realidade em que acreditamos...

E nesses momentos, quando temos a impressão de que a vida só pode ser uma debocada piada ou um angustiante drama... de que estamos à mercê de gargalhadas ou de lágrimas... talvez possamos, afinal, compreender que não somos dignos de julgar o outro, de rotular as atitudes das pessoas ou de tentarmos encaixar essa dádiva de viver numa regra qualquer...

O segredo só pode estar no invisível, no inexplicável, no indecifrável... A magia da vida só pode acontecer na racionalidade dos sentimentos e nunca na irracionalidade dos pensamentos. Porque os pensamentos são contaminados, envenenados, limitados,

atrofiados pelo egoísmo e pelo medo... Mas os sentimentos, não! Esses não têm margem, nem começo nem fim... E podem nos salvar do caos!

Portanto, se você vive situações conflitantes no que se refere a sexo, amor e traição, não se deixe enganar pelas regras humanas, pelas leis hipócritas e sem nexo da sociedade. Foque o seu coração, a sua verdade! E lembre-se de que a vida começa e termina dentro de você. O que quer que o outro tenha feito para que você esteja se sentindo derrubado ou levantado, esqueça: tudo de bom e de ruim só pode acontecer dentro de você!!!

E é por isso mesmo que eu sempre insisto: o amor que você quer receber tem de ser o mesmo que você está disposto a dar... E, no final das contas, respeitar os seus sentimentos e desejos é a única resposta certa, o único caminho válido! ■

* Rosana Braga é escritora e jornalista. Ela modera o fórum de debate Amor & Romance, da Academia Novak, e ministra o curso Inteligência Afetiva no portal Manager. Seus livros podem ser encontrados nas grandes livrarias do Brasil - www.rosanabraga.com.br

"College Admissions Top Secrets"

Um dos maiores espertos em "College Admission" nos EUA revela os segredos que já ajudaram milhares de adolescentes, entre menos privilegiado e filhos de famosos, a entrar nas universidades de seus sonhos. Como um graduado da Universidade de Princeton e bolsista do prestigioso Marshall Instituto, Patrick Cunningham trabalhou como SAT Tutor para Universidades privadas em Londres, NY e L.A com resultados estelares. Amante do Brasil, tivemos a grata oportunidade de conhecê-lo em um seminário em Los Angeles. Cheque nossa pagina abaixo para + informações sobre uma promoção dc seu curso/DVD/Checklist.



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Weight Training: Eight Good Reasons to Train and Increase Your Self Esteem

Lindenberg Junior

Staying attractive, healthy, content with yourself is what we all desire, right? A balanced diet and moderate exercise are important factors that will help you feel good about life, especially when you have to look at yourself in the mirror. However, when we start talking about weight-training, people become skeptical. Even though science has proved resistance weight-training, free weights, and concentrated aerobics are as important to your well being as walking, swimming, dancing, and bike riding, however, there are still doubts and stereotypes. Setting those ideas aside, studies performed by respected American Universities confirmed that weight training has many benefits to a healthy body, mind, and self-esteem.

EIGHT REASONS FOR YOU TO WEIGHT TRAIN:

1. **Straighten Your Posture** – as you develop and strengthen your muscles, you also improve your posture. Your

muscular system supports and protects your bones. That's why thin people usually become curved as they grow old. Concerns about health conditions should be taken more seriously than looks.

2. **MORE FLEXIBILITY** – Lifting yourself out of tight spaces, like the rear seat of a two-door car, becomes more difficult with time. This is when your muscular system will become your ally. Building a stronger muscular system has also been proven to increase flexibility.



3. STRONGER BONES – Weight training stimulates the production of osseous cells. That's why smart weight training is recommended in fighting osteoporosis. Impact activities, like jogging and steps, also provide this benefit. Exercising correctly with weights strengthens movements.

4. HEALTHIER HEART – Common myth of aerobics being the only exercise to benefit the heart has become a thing of the past. Weight training also strengthens the heart to handle intense work-outs (while aerobics prepares the body for long term endurance and smother movements). Lifting weights will make your muscles strong; lower your blood pressure and cardiac frequency.

5. MUSCLE STRENGTH – When you grow the size of your muscle you also increase the size of your strength. You also train your brain while your work out, since it begins to have more muscle to coordinate.

6. YOUNGER LONGER – Since we naturally loose 10% of our body weight between ages 25 and 50, 30% between ages 50 and 80, it's common sense to gain muscle to lower the loss. Studies throughout different countries show that seniors that include resistance training in their activities tend to lose less body mass.

7. WEIGHT LOSS – An important study was done by the American College of

Sports Medicine,(the largest association of sports professionals) proved that any form of exercise helps people to lose weight because of the burning of calories. Also in the long run, more muscle accelerates your metabolism due to the higher maintenance of muscle compared to fat.

8. NATURAL BEAUTY – Muscles shape our bodies to give us our "physique". Fat, on the other hand, seems to just fill in the unwanted spaces. Sculpting your body is synonymous to working-out your muscles. Results: toned arms and legs, harder abs, cellulite-free and confidence when you look into the mirror! ■



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Exercise in a Pill

Betty Guy-Wills

There have been recent studies stating that we can actually get a "work out" by simply taking a pill!... With no Sweat! *Nature Medicine*, a monthly medical journal stated that Scripps Research Institute in Florida, has made a substance they injected into mice that caused them to lose weight, plus improve their cholesterol.

Most of us would opt to take a pill than have to work out plus lower our bad cholesterol and triglyceride levels. And no sweat! Let's also think about the benefits of exercise without the physical exertion. We can leave our jobs or office without going to the health club or gym and having to change our clothes but being able to step right out to dinner or other social events. No more lugging a gym bag or back pack and changing shoes in the car or worrying if we forgot our extra towel or personal items.

Another exciting thing about this experiment with the treated mice is that they also began using more oxygen and being more energetic than the untreated ones. That would be really great for us humans to have extra energy after a long work day...enough to dance the night away! Like it's really TGIF! Dr. Thomas Burris, the developer and chairman of the department of pharmacological and physiological science at St. Louis University School of Medicine states "there are many people who would prefer to pop a pill rather than jog a few miles". He adds that the main target of his research is to really help those who cannot exercise for health reasons. Some other scientists who previously had published some material about exercise pills told him "to expect some weird phone calls" from athletes!

Some of the scientists at Washington University School of Medicine had been

working on, something similar a few years ago, with the chemicals found in red wine and grape skin that also mimicked aerobic exercise. But according to Dr. John Holloszy, a professor of medicine at Washington University, these concoctions had to be administered at very high doses which produced a toxic effect. But still this "Exercise in a Pill" for lackadaisical people is fascinating! Dr. Burris will be speaking to investors concerning the forming of a company to create this tempting exercise pill with the expectation of human trials beginning within the next year or so. Look for it, I am! ■

***Betty Guy-Wills is a writer, beauty consultant and motivational speaker on anti-aging and age subtracting health and beauty - bettygw@roadrunner.com**



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Patrícia Barreto

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Born: Recife, PE - Brazil; **Living Now:** San Diego, CA; **Weight:** 135; **Height:** 5'3"; **Sign:** Leo; **Color:** Yellow and Orange; **Food:** Churrasco (BBQ), Pastas and Sweets; **Hobby:** Cooking, Traveling and Music; **Sport/Fitness:** Triathlons, Resistance Training and Dance; **Music Style:** Jazz, Pop and Old School; **Career:** Marketing and Event Management; **A Dream:** The "Combo": House, Kids, Husband, Dog and a Garden; **Mantra:** "Live by Faith, not by Sight"; **Photos:** Noel Fischer.

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