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(the Philly Mag mayoral endorsement, page 114)

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PAIN-FREE A-Z

FROM AGE-OLD TO NEW AGE TO CUTTING-EDGE, 53 WAYS TO MAKE THE PAIN GO AWAY—AND THE BEST PLACES TO FIND THEM. PLUS, MEET SIX PHILADELPHIANS WHO ARE WORKING OVERTIME TO EASE OUR PAIN

Muffy? Muffy, are you all right? What—oh. Well, I wasn't going to say anything, but I *had* noticed your serve isn't quite what it used to be. Sounds like you've got tendonitis, darling, or one of the myriad other muscle injuries associated with too much tennis. You really should go see Joe Zarett. Hm? You know. *Joe Zarett*. The physical therapist who helped get local tennis pro Alex Kuznetsov into the U.S. Open only *three months* after he broke his femur. He works with members of the Penn tennis team, too. And because he specializes in tennis injuries, he tends to draw, you know, a certain crowd. *Toutes les personnes d'un certain âge à Philadelphie.*

Zarett's the trainer to the stars, Philadelphia-style. Just check out the pictures on the wall at his rehab and fitness center near Graduate Hospital: There's Eric Riley, Sharon Pinkenson, Jimmy Binns, Joe Frazier. Advanta chairman and CEO Dennis Alter, who's so good he plays in tennis tournaments around the country, comes in once a month to get his 64-year-old body "tuned up." On his particularly bothersome hamstrings, he's been known to get "scraped" or "tooled," a process with roots in Chinese medicine, wherein a therapist presses these plastic knife-like instruments into the muscles where

they're bunched up and tense, and then the therapist *pulls down*, so that the thick tough knots and congestion that restrict movement and cause tightness and pain get broken down and evened out so you can heal

THE POWER BROKER
When Philly's rich and fabulous ache, they seek out physical therapist Joe Zarett

PAIN RELIEVER

properly. What's that? Of *course* it hurts. It's *agonizing*. Because they're sort of re-injuring the muscle, and breaking blood vessels and such, and your skin looks gross and bruised for *days* afterward. I once saw *Philadelphia* magazine editor Larry Platt, who has tendonitis in his biceps, after he got his stubby little arms scraped. The things were so red and bruised, they looked like a couple of Easter hams.

But it's all worth it, Zarett's patients say. "I just grit my teeth and let him scrape away, because the next day, the muscles and ligaments behave quite nicely," says Alter, and he's back on the court. And getting back on the court is worth anything to guys like him and Platt. But Zarett doesn't just do tennis players—he works with all kinds of injuries. I was in there the other day and Barbara Spencer—you know, Craig Spencer's wife, he's partners with Bon Jovi in the Philadelphia Soul—was in from the Main Line. She's been coming three times a week since she had surgery on her rotator cuff, and at first she was like, "If I'm going to drive here from the suburbs, it had better be amazing." And it *was*. And I've seen Carl Goldenberg, of the Goldenberg Peanut Chews family, working out at Zarett's. He had a hip injury a few years ago, but there he was, lifting weights while Mystikal's "Shake Ya Ass" was playing in the background. And you know how Wendy Rosen, the president of the Friends of Rittenhouse Square, fell off her bike last year? She did three weeks of physical therapy for that ages ago, but she still comes in three days a week. *Lots* of Zarett's patients do. You know what Pascal told me? Oh, silly, Pascal Collard, the tennis director at the Merion Cricket Club. He said it gets addictive. "That's the problem with Joe," he told me. "Once you go, it's like a drug." —JESSICA PRESSLER

