



Kadima... caring, helping adults and children with mental illness to move forward in their lives.

## Smoking and Mental Illness

**Did you know that people with chronic mental illness smoke at much higher rates than the general population?**

- 44% of cigarettes in the United States are smoked by people with a serious mental illness
- 75% of smokers have a past or current diagnosis of mental illness or addiction
- 27% of the monthly budget for a person with mental illness is spent on cigarettes
- People diagnosed with schizophrenia, bipolar disorder and other mental illnesses are twice as likely to smoke as the general population
- People with mental illness may have a shortened life span due to smoking-related illnesses

Sources: JAMA; National Comorbidity Study; National Association of State Mental Health Program Directors; Tobacco Control; American Journal of Addiction

**Many people with mental illness have a desire to quit smoking and, with help, some are successful.**

Insurance often covers smoking cessation programs. Kadima's therapists work with clients to gently challenge their need to smoke.

Kadima's clients learn how to cope with the stressors associated with smoking cessation.

*"After years of living with mental illness and smoking, I couldn't plan my day without having a pack of cigarettes with me. Today, with the help of my therapist and a smoking cessation program, I have been smoke-free for three years and I feel better about myself."*

**Kadima offers programs and services to adults who are diagnosed with major depression/anxiety, bipolar disease, psycho-affective disorder and schizophrenia and programs and services for children, 3 – 18 years, diagnosed with serious emotional and behavioral disorders**

If you, or someone you know, need Kadima's services, please contact 248.559.8235.

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## Success In Suspenders

Suspender aficionado solves problems with traditional apparel.

**Pamela A. Zinkosky**  
Special to the Jewish News

Entrepreneur Sal Herman sees problems as a good thing. "There's always a problem," the Bloomfield Hills resident and Temple Israel member says. "The problem is the mother of invention."

Herman, an Israeli immigrant who holds five patents for suspenders, says his inventions have all come because of a problem he or someone else has encountered. "They are all improvements of some issue," he says.

Herman came by his first suspender patent in 1990 after being frustrated with suspender clips that simply wouldn't hold up. "After a while, the metal fatigues," Herman says, explaining that he's built "like a guy — I have narrow hips and no tush" and has long worn suspenders to keep his pants from slipping down and for the comfort of not having to cinch up a belt.

Herman's needle pin suspender clip — the first patented improvement on the apparel since 1894 — keeps suspenders firmly in place without fraying the fabric. Herman, who already owned a business, was ready to sell the patent, but there were no takers, so he and his wife spent six years creating a viable product and launching the business.

Several years and four additional suspender patents later, Herman's Southfield-based Holdup Suspender Co. offers 250-plus suspender varieties and is on target to reach \$2 million in annual revenues, with 75,000 to 100,000 suspenders sold annually.

Herman had the foresight to buy the suspenders.com domain when he first founded the company. Now, Holdup owes half of its revenues to e-commerce, and Internet sales are on track to outpace wholesale sales to 2,300 hardware, sporting goods and apparel shops around the country, Herman says.

The Internet affords international exposure for the five-employee company, with multiple Holdup domains, including suspenders.com, holdup.com, holdup-suspenders.com, holdupsuspenders.com, mysuspenders.com and sloops.com, which sells Holdup's private

label jeans designed for use with suspenders.

Holdup's target market is regular suspender wearers who value "function and comfort" over price, he says. "First-time suspender wearers will go for the \$5 pair every time, but Holdup's \$20 to \$60 suspenders stand the test of time."



Judee and Sal Herman show off their five suspender patents.

The company's success stems from Herman's constant quest for "a better mousetrap," which leads to product line expansion. For example, a recent patent for Under-Ups makes it possible — and comfortable — to wear suspenders underneath clothing. The soft washable fabric holds shorts or lightweight pants

up underneath an untucked shirt for a casual look.

"That's the biggest thing," Herman says of Under-Ups, which now account for 30 percent of Holdup's sales. "It's a staple. People buy four or five or six of the same style."

Under-Ups also reach the female market with Maternity Under-Ups. "It's the same condition (as many men have), where the pants won't stay on because of the belly," Herman says.

Holdup's No-Buzz suspenders solve another problem. Metal suspender clips usually set off airport metal detectors.

No-Buzz suspenders feature plastic cam-activated clips that bypass metal detectors. The plastic clips also can be used on delicate material like nylon, where Holdup's original needle pin clip would fray the fabric. This opens up markets like ski stores, which sell Holdup's Ski-Ups, and even bed sheet purveyors, which sell Sheet Stay-Downs as accessories.

Holdup also sells Herman's patented Hang-Up suspender hanger, which holds up to 25 suspenders.

Holdup is headed into its busy season, expecting a couple of hundred orders a day during the winter holidays, Herman's wife, Judee, says. It's a far cry from Holdup's humble beginnings, when the company sold 25 suspenders over the whole year, she says.

"Luckily, I had another business to support it" back then, Herman says. "Now, this business supports the other one." □