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THE IT GIRL ASTROLOGER: AURORA TOWER

PHILOSOPHY: This "intuitionist," 49, arms her elite clientele with tips on how to get in touch with those "innate abilities, already developed" to create "profound change in your life"—through the use of exercises detailed in her books (ka-ching!). Clients can either pay \$10,000 a month for unlimited, 24-hour access to Laura or \$135 to be part of a group workshop and get a taste of the best-selling author's professed psychic abilities.

CELEB FOLLOWERS: Demi Moore, Demi's daughter Rumer Willis and Jennifer Aniston, who dished to InStyle: "I met Laura when I lost my dog, Norman. She said he would be missing for a day and a half,

and sure enough he was."

THE REAL DEAL? As Laura herself has noted, "Many of my students begin as skeptics." James Watson (the scientist who co-discovered DNA) may vouch for her skills, but the fact that Brad Pitt declares, "I believe in my gut and I believe in Laura Day"-well, color us convinced.

PHILOSOPHY: The licensed M.D., 62, has kept \$2 million a year rolling in since 1988, when he became a leader in the transcendental meditation movement. His empire now includes the lucrative Chopra Center at Midtown's Dream Hotel, where treatments include Gandharva, a massage during which a therapist taps on a "crystal singing bowl."

CELEB FOLLOWERS: Bill Clinton, Gerard Butler and Madonna, who clamored to lend her voice to an album of poetry that Deepak recorded.

THE REAL DEAL? Deepak is not without his critics. Steve Salerno, author of Sham: How the Self-Help Movement Made America Helpless, incurred Deepak's wrath—in the form of an angry December essay on the Huffington Post-after he wrote a Wall Street Journal piece attacking the guru's brand of New Age spirituality: "Show me the proof!" says Steve. "You have a \$12-13 billion industry run by people who have no credentials to sell the programs they're selling."

PHILOSOPHY: After graduating from Brown where she studied ancient Babylonian astrology then popping over to St. John to design her eco-luxury vacation home, this blue-blooded Manhattanite (and greatgranddaughter of Gertrude Vanderbilt Whitney), 26, began offering readings to her fellow socialites.

CELEBRITY FANS: Starlets Leelee Sobieski and Mena Suvari, as well as socialite Arden Wohl beeline to Aurora. "We look at their birth charts to explore what their options are," she says of guiding the girls in matters of love and money. Sadly, she has yet to do a reading for her distant relation Anderson Cooper.

THE REAL DEAL? Aurora may be new on the scene, but her practices are old-school: "Astrology has existed in every society since the beginning of time," she says. "Right now people are more open-minded about alternative ways of thinking." In other words, in times of crisis, look skyward.







GURUS-FROM LEFT-ROBLOUD/GETTY INAGES, JIM SPELLMAN/WIREIWAG, CLINT SPAULDING PATRICKINCIALLI AN, JOHNNY NUMEZ/WIREIMAGE, CHARLEY GALLAY GETTY INAGES, PMINAGES/GETTY INAGES (2), JUNTAKAHAS-HVGETTY INAGES: PMINAGEVIREITY INAGES; PMINAGES, PMINAGES,