

# Brilliant Reductions

by Andrea Renskoff

## One Size Doesn't Fit All

**Smooth Synergy** ([www.smoothsynergy.com](http://www.smoothsynergy.com)) in New York City began offering weight control services a year ago. "We offer a free half-hour with our registered dietician Nicole Garfield with our Endermologie package," says co-owner Nicole Contos. "Clients meet with her and can then tailor a package. For example, they might see her once a week for weighing, counseling, talking about how they're doing, how they're feeling emotionally and generally going over their issues." Garfield, who's also a trained chef, can even accompany clients to the supermarket to assist them in shopping for their food plan.

Whether your plan is sweeping and comprehensive, or modest and targeted, the key in providing weight control services is in customizing a plan that's right for the individual client. The CDC found that the most successful plans are specific, realistic and forgiving. Working with clients to set a series of short-term goals and helping to problem-solve when goals haven't been met are powerful tools in an ongoing program. Counseling and encouragement can prove invaluable in keeping clients on track and coming back.

**Smooth Synergy's Contos and her husband**, spa co-owner and family physician Dr. George Liakeas, see weight-related services within the spa as part of the wave toward greater customization. "We figure out what clients need and try to provide it for them. If they have health issues, my husband will be consulted and we have a chiropractor here," she explains. "If skin problems have to do with diet, we consult our medical esthetician." Smooth Synergy even works with fitness trainer George Katsigiannis (see "Lifting Weight"



In-spa weight control programs can increase the size of your clientele while decreasing the size of your clients.

below) to assist clients in the exercise component essential for weight loss.

As a medically focused spa, **Smooth Synergy** utilizes body treatments involving ultrasound and microcurrent, and even mesotherapy to enhance weight control efforts, but there are less technology-dependent modalities that can be called upon to facilitate weight control. Wellness spas might call upon acupuncture, or chakra, color and aura work, to address the issue. Green Valley Spa in southern Utah offers an Ultimate Weight Loss Program that combines physiological and psychological analyses with a spectrum of healing treatments for weight loss clients. The program includes chakra readings, energy field analyses, light therapy and meditative labyrinth walking.

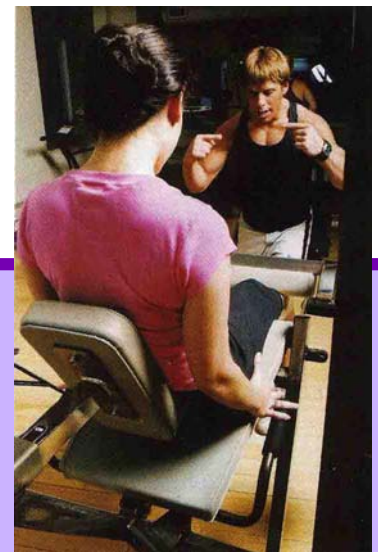
## Tipping the Scales

Spas just beginning a program will most likely hire someone on a consultation or part-time basis. As in the case of The Greenhouse Spa and Gittleman, the hired professional's own marketing may help bring new clients through the doors. Contos has a give-and-take agreement with **Smooth Synergy's** dietician: "If Nicole brings in a client, she rents space," Contos says. "If it's my client, we split the fee by percentage."

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## Lifting Weight

It started when Nicole Contos, owner of Smooth Synergy in New York City, began working out with the owner of George K Fitness, celebrity trainer George Katsigiannis. The two realized they could make their relationship even more mutually beneficial by including Contos' clients in the deal. Now, Smooth Synergy clients are not only referred to Katsigiannis' gym for workouts, they have the convenient option of working with him right at the spa—even though the spa has no room for fitness facilities. "It's still doable," says Katsigiannis, who has appeared on TV's *Queer Eye for the Straight Guy*, *Buff Brides* and *Latin American Idol*. "I bring small equipment—Swiss balls, steppers, elastic bands. We stick with certain muscle groups for 30 to 45 minutes. With the workouts and the spa treatments together, you can't go wrong."



Smooth Synergy spa clients can work out with their trainer George Katsigiannis at his gym or at the spa.