

BY RICHARD SHELENE

HEALTH

& Beauty

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BETTER YOU
FROM THE
INSIDE OUT

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ummer often means days at the pool and beach, which provides plenty of motivation to reach a new level of fitness. Of course, it doesn't hurt to have a few great beauty tips to help give you that extra edge. Yes, Janis Joplin sang in "Summertime" that the living was easy, but she also said mama was looking good. We're here to help.

Goodbye Grim Gym

Meet Rick Sangiovanni, the new owner of the soon-to-open Crunch Gym in Parkland. He has been in the industry since 1999.

"The main thing I see motivating people is their workouts being fun!" he says.

This is one of the main factors that attracted Sangiovanni to Crunch over other chains; a setting that provides a sense of community, while also being a pleasurable and innovative environment. One such example is the Tred & Shed class it will be offering – a combination of music and a full body workout on the treadmill.

Two Week Goals & Diet

There are a wide variety of motivations that prompt joining a gym or seeking a personal trainer. But one important concept is setting attainable goals.

"It's good to have a long-term goal, but also have short-term goals that are measurable – such as a weight or run time – and two week intervals are a realistic period," says Gregg Avedon, an international fitness model and personal trainer at BB3 Training Center at the Bonaventure Resort & Spa in Weston. (Does he know his stuff? Why, yes, judging by the pictures of him in our cover story.)

"It might be a little intimidating at first; just go slowly," Avedon suggests when starting a fitness routine.

Going to the gym isn't the only important part of your routine. "We may spend an hour in the gym every day, but the other 23 hours is food," Avedon says.

Diet is a key topic in his books, "Muscle Chow" and The "14-Day Get Lean Diet."

Party & Get Fit?

Personal trainer Erika Vallina is the genius behind Smarty Fit Party, a new concept of fitness for kids. Instead of some other form of entertainment, she offers fun fitness activities. Through both education and movement, the goal is for kids to develop healthier behaviors.

Adults don't have to get left out, though. Vallina also offers parties for those in the workplace. Your next team-building exercise, could be, well, exercise.

Facebook Fit

Linzi Martinez/Altabet, a certified personal trainer with over 20 years experience, is taking a social media path through Facebook called Happy Healthy Strong.

The goal is to offer free information through posts, videos and more to feel amazing from the inside out, with the added benefit of looking great.

The page, launching in August, will have daily workouts that you will be able to do anytime and anywhere.

For the more aggressive looking to train for a marathon, there will be instructive, inspirational videos of Martinez training with her clients. Other posts and videos will take you food shopping and offer advice from a panel of experts.

What's Up Doc? Cross Training

Even if you perform at an elite, competitive level, Dr. Alfred A. DeSimone, MD might have a few words of wisdom. He has more than 20 years experience as a doctor and is the Director of Sports Medicine at the South Florida Institute of Sports Medicine and was the team physician for the U.S. Olympic Skiing Team, National Rugby Team and our own Florida Panthers hockey team.

"I believe cross training is essential when considering a lifelong commitment to health and exercise," Dr. DeSimone says.

Having seen and treated a wide variety of injuries, with a special attention to knees and shoulders, he further adds, "Choose an exercise program that fits your needs and remember your limitations when participating in high-demand training regimens."



Clockwise from top: Gregg Avedon of BB3 Training Center; Linzi Altabet Martinez of HHS; Carolyn Plummer and Scott Scharg of It's A 10 Haircare; Rene Filho and Simone Xavier of Sigma Beauty; Erika Vallina of Smarty Fit Party.

A Message About Massage

Often, massage is thought of only in terms of physical therapy or relaxation, but Tanya Stewart, Manager of Therapist Development at Massage Envy, points out several additional benefits.

"Clients often come in for massages for pain, injury or post-op treatment, but massage comes with the added benefit of a healing touch. There are benefits such as stress and muscle tension relief. It has also been shown to lower blood pressure, decrease anxiety and aggression while increasing immune functions. And there are emotional benefits as you are treated in a safe and caring place," Stewart says.

Just Chill

If you are looking for a non-invasive treatment to achieve a leaner you, CoolSculpting is a leading non-invasive procedure. The process developed by Harvard scientists uses targeted cooling to destroy fat cells.

Dr. Ryan Greene's office in Weston also combines a post-treatment massage to further enhance results. Check out the video on YouTube and see before and after photos of the results at www.FreezeFatWeston.com.

Naturally Good Hair

It's A 10's Haircare partners Carolyn Plummer and Scott Scharg have put their collective experience to create and market a line of hair care products with natural ingredients. The result for the South Florida-based company has been national recognition in Cosmo and

other publications, plus an array of awards.

"Your hair is the most expressive part of a person and frames your face. It is an expression of who you are," says Plummer, an experienced stylist and salon owner. Most volumizers leave hair brittle and dry to achieve their results, while It's A 10 transforms hair to a healthier and shiny state.

Let's Brush Up On Brushes

Civil engineer Rene Filho and former veterinarian Simone Xavier develop some of the finest brushes and kits for make-up application at Sigma Beauty.

Initially making brushes with animal hair, Sigma focused on better function and quality. Xavier's analytical mind created a synthetic fiber that is as soft and pliable as animal hair.

"We are proud that we do not test on animals or use animal by-products as well as a quality product that does not shed, break or dye as easily as standard brushes," she shares. ■



- Crunch Gym
7271 N. State Rd. 7
954.798.4778
crunchparkland.com
- BB3 Training Center
Bonaventure Resort & Spa
250 Racquet Club Rd.
954.424.8584
bb3trainingcenter.com
- Smarty Fit Party
954.708.4900
www.smartyfitparty.com
- Dr. Alfred A. DeSimone, MD
SouthFloridaInstituteofSports
Medicine
1600 Town Center Blvd.
954.389.5900
southfloridasportsmedicine.com
- Massage Envy
massageenvy.com
- Greene.MD Plastic Surgery &
Laser Center
2731 Executive Park Dr., Ste 1
954.651.6600
dryangreene.com
- It's a 10 Haircare
Sold in salons nationally
www.itsa10haircare.com
- Sigma Beauty
www.sigmabeauty.com