

Lose inches with no sweat or pain

By ALLISON MacKENZIE
Herald Special

"For people who can't do aerobic or strenuous exercise, or don't want to sweat and feel pain but still want to firm up and lose inches, the Feminine Way is the answer," says the owner of The Feminine Way Passive Reducing Salon, Marilyn Russiani.

The Feminine Way, which opened in Georgetown last fall, currently has over 300 members who are toning their bodies without the physical strain and pain of traditional exercise methods, according to Ms. Russiani.

The passive reducing equipment at the salon consists of two sets of five therapeutically designed machines that firm, tone and reduce inches in specific problem areas.

Ms. Russiani explains that when a member joins, an individual program is developed and tailored to achieve the results the client wants. Members make appointments to come in to the salon for their treatments at a time that is convenient for them, any day of the week.

During their appointment they use the series of reducing tables for a total of one hour. "You don't do anything, the machines do it all," says Ms. Russiani. She recommends customers use the equipment three times a week to get optimal results.

While the client lies on the table and relaxes or reads a book, the machines vibrate cushions and belts on certain parts of the body. The equipment is placed on the body in specific areas to achieve inch loss where the client desires. The equipment provides a combination of physical therapy and isometric exercises.

The strain and fatigue associated with traditional exercise are eliminated according to Ms. Russiani. Ten minutes on the

tummy machine is the equivalent of walking two miles in nine minutes, says the owner.

Customers wear comfortable clothes to the salon, they don't sweat and they don't need a shower after the treatment. The exercise is non-aerobic and Ms. Russiani stresses while customers lose inches, the program does not cause

should try it and find out for themselves. "It works. It's been around for 16 years. The tables have been designed by a woman, for women," explains Ms. Russiani. She says the Feminine Way exercise machines are the only passive reducing tables to receive approval from the Canadian government.

the exercise tables are used by chiropractors to stimulate the circulatory system, strengthen the musculoskeletal system and improve posture.

"The results speak for themselves. I have 300 customers coming here for various reasons, and I have never had one complaint," says Ms. Russiani.

"This I Do For Me" is both Ms. Russiani's personal motto and the motto of the salon. Ms. Russiani explains, "I've raised five kids. I have three grandchildren. When I turned 50, I decided it was time for the woman to do something for herself, so with my family's help, I opened the salon."

"All my women think the same," she continues. "This hour is for

them, and if they don't do something for themselves, who's going to do it for them?"

Currently, there are 32 mother and daughter teams who come to the salon regularly to tone and spend quality time together, says Ms. Russiani.

In addition to passive reducing benches, the salon offers manicures, pedicures, waxing and make-up. The tanning bed is popular with the customers.

Colours By Dorri - the California method will be available at the salon in the near future.

Feb. 24 is Sweet Heart Spa Day, and members are offered a one-day only price for an aesthetic package and a color analysis done by a special consultant.



Catherine Kalinda, a client at The Feminine Way, gets comfortable on one of the instruments used to take off inches at the shop. Although the process won't take off pounds, it will reduce inches, owner Marilyn Russiani (left) says. (Herald photo)

weight loss.

Does it work? According to Catherine Kalinda, a Feminine Way member since last October, it's very effective. Ms. Kalinda says she's lost 21 1/2 inches and her doctor has told her to continue the exercise program.

Ms. Russiani says skeptics

The Feminine Way International was the only passive reducing company to be invited to the World Health Care Fair in March 1989, she continues. Many of the salons in Ontario are located in medical buildings.

Information supplied by The Feminine Way International says

Bold is the last word on this season's athletic wear

Aggressive colors popular this spring

Functional, active apparel has never looked better. For Spring '90, aggressive colors, including neon trims and bold print designs, create a fresh, new look in activewear that's bound to create excitement at fitness centers and along exercise trails.

Keeping fit is still very much in fashion, and the New Balance Athletics collection, designed by Apex One, makes exercising even more fashionable. Fitness enthusiasts now have a wider selection of colors, designs and fabrics to select than ever before.

The "Winner" warm-up from New Balance combines the functionality and fashion symbolic of today's activewear. Made of nylon Trilobal, this suit looks as good as it performs. Full cotton mesh lining, full-zip jacket and pant legs are functional details, while the suit's color block design in tomato red and cobalt will attract attention to the wearer.

Crinkle nylon and soft taffeta nylon are used in the New Balance warm-up suit collection. The basketball look is popular, with authentically styled tear-away warm-up pants and heavy jersey shorts with built-in Lycra-jam length undershorts.

Runners will appreciate softer, more absorbent singlets with functional new cuts including longer shirt tails and deeper arm holes plus functionally cut shorts of featherweight nylon and Cool Max briefs. Designs include solid color blocks, plus exciting prints such as tiger stripes, dots-and-stripes and confetti.

Apex One-designed New Balance all-purpose shorts, tank tops and t-shirts run the styling, fabric and color gamut. Fabrics include tricort, laundered, dry touch and iridescent nylon. Vibrant and washed neon plus tie-dye will be popular. T-shirts will feature either small front and large back graphics, wrap-around logos running front to back, or large print designs billboarded across the front.

Exercise gear has come far from the days of plain sweatpants and t-shirts. Today's high-fashion yet functional exercise clothing will help the athlete to look good and feel comfortable while working hard.



ROMANCING THE SPORTY LOOK... Bold, graphic design and lightweight, functional fabrics team up in the latest athletic wear from New Balance.

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Sandbag Table

Waist, Tummy, Hip Table

Leg Table

Program begins with a complete figure analysis to pinpoint your figure problem areas.

Quickly you start to lose unwanted inches that will continue to come off and stay off with each treatment.

Our consultants will schedule a program of individualized treatments based on three 60-minute treatments each week.

The Feminine Way program is beneficial also for some back problems, certain arthritic conditions and as a post-natal body toning and conditioning program. Age is not a factor, as the Exercise Tables are designed to produce results for women of all ages.

Table Talk. Five different Exercise Tables firm, tone and reduce inches while shaping the figure you want. The **Sandbag Table** works to strengthen stomach muscles, firming and lifting flabby muscles in the buttock area. The gentle rhythmic action of the table is designed to break down cellulite and give you a tighter, smoother tone to your skin. The **Waist, Tummy, Hip Table** gently raises and lowers your legs, helping to shed inches from your waist, stomach area and hips while strengthening muscles in the lower back. The **Stretch Table** effortlessly firms and tones upper-arms, back and tummy muscles, improving posture and over-all body tone. The **Leg Table** slenderness the whole leg area and concentrates on reducing inner thighs and "saddle-bag" outer thighs. And, the **Vibrator Table** works on complete body toning, gently vibrating body surfaces to smooth and relax you by increasing blood flow to surface skin cells.

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