

Suburban Life

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Body Shoppe

No sweat,
no muss,
for toning
and firming



RANDY BORST/staff photographer

Kristen Conley, Miss Farmington of 1988, works out regularly at The Body Shoppe and is a walking advertisement for its toning and firming equipment and its philosophy for keeping fit.

By Joan Boram
special writer

FROM MUSH TO MUSCLE — that's the motto of The Body Shoppe in Farmington Hills. "A lot of our clients aren't overweight; they are mainly interested in keeping fit," says Joy Conley, manager of the facility.

And most of the clients can't fit a regular exercise routine into their schedules. "They have a busy work or social schedule and don't have the time to fit in tennis or golf as regularly as they'd like in the summer. Of course, in the winter, we also get those who have a summer exercise program but are hampered by the Michigan winters. They hate to lose the toning they gained in the summer," Conley said.

Instead of working out using conventional machines, Body Shoppe

patrons tone up on tables manufactured by Inch by Inch. Users provide resistance against the movement of the tables in a system that's the reverse of Nautilus-style equipment. With Nautilus-type systems, the equipment provides the resistance while the user provides the pushing and pulling.

The Inch by Inch system consists of seven tables. Six of the tables tone, stretch and firm different body areas. For example, the sand bag table tones and firms stomach, hips and buttocks, stimulates blood circulation, and breaks down cellulite. The seventh stimulates blood circulation and eliminates excess water and acid waste.

The high repetitions provided by the tables firm and tone muscles without the stress and strain that other exercise equipment can cause.

"The tables also are of great help to those who for some reason are

physically unable to exercise, perhaps because of a bad back or arthritis," Conley said.

"THIS IS NOT meant to replace aerobics. It's meant for people who for some reason can't exercise. The system is wonderful for older people because they can work at their own level and their own pace. We have many people well into their 70s who participate regularly. They enjoy getting out to exercise in a comfortable and controlled setting," Conley said.

"They have more energy and feel better about themselves. And, the stretching and increased flexibility are good for their stiffer joints. The system is also very beneficial for people with arthritis: the tables help increase flexibility, and ease the discomfort associated with arthritis," Conley said.

Results are usually noticeable af-

ter only a few visits. Best results in toning come from regular sessions in conjunction with a professionally developed and monitored diet program.

Clinical nutritionist and psychologist Dr. Colleen Sundermeyer lectures Body Shoppe clients on proper nutrition. "Using food for emotional support gives food a great deal of power," maintains Dr. Sundermeyer. "The more you avoid food, the more you learn not to trust yourself. Recovery from an eating disorder isn't when the overweight person loses weight. Recovery means achieving a positive self-image and peace of mind. I believe in helping people put an end to dieting and diet behavior, like calorie counting, and the self-destructive habit of stepping on the scale."

Even without a monitored diet it's still possible to lose inches, firm and tone the body by regular sessions

with the tables, according to Conley.

"We recommend that the client start out with three visits a week. It takes about one hour and 15 minutes to use all seven tables. After about five visits, the client starts to feel the difference in her clothes," she said.

SINCE THERE is no sweat, there's no muss.

"A client can get up in the morning, put on her make-up, arrange her hair and be ready for whatever plans she has for the day. She walks out of here looking as neat as when she walked in. She can come on her lunch hour and go right back to work. No one will guess that she's been exercising," Conley said.

No special clothing is required, as long as it's loose. Sweats or knits are just fine.

Since the Body Shoppe opened in last July, enthusiastic clients have sent their friends and co-workers.

"We get a lot of nurses," owner Cindy Fischer said. "We started with one, and she loved it and spread the word. They come after their night shift, and go home relaxed and ready to sleep."

Certainly one of the best walking advertisements for The Body Shoppe is Kristin Conley, Joy Conley's daughter.

Kristin, Miss Farmington of 1988, has been toning since the pageant, and has lost 25 total body inches since August. "I only wanted to lose three inches in the hips," says the folk singer, "but I wound up losing five inches. I went down two pants sizes."

The shop is at 24275 Middlebelt Road. Free demonstrations are offered, and special rates are offered at the opening of the bathing suit season. The telephone number is 477-7546.

New address for Lovelorn is 'Dear Jeff'

By Naomi Siegel
special writer

Picture it. A brisk winter day early in 1987. Jeff Zaslow, mild-mannered Wall Street Journal reporter, enters a contest, not a phone booth.

Five months "and five cuts later," he emerges victorious over 12,000 competitors, heralded as a Chicago Sun-Times Lovelorn columnist.

As one of two successors to Ann Landers, who took her column to the rival Chicago Tribune after 31 years with the Sun-Times, Zaslow has a mission: to rescue — or at least "comfort, inform, entertain and advise" — his readers in 45 cities

(not yet in metro Detroit) who ask for advice.

National, even international, media spread the word.

As the Toronto Globe and Mail said, suddenly "everyone . . . television networks, People magazine, . . . Time, Newsweek, Glamour" and many more wanted to know more about the winners.

THIS TIME, the reporter was news. Some who knew what a brilliant record 29-year-old Zaslow had achieved at the Orlando Sentinel and the Journal wondered if he was making a serious mistake, a bad career move.

"They said 'Writing an advice col-

umn is a circus,'" Zaslow said. "Why are you leaving journalism?"

He shrugs.

"Journalism's about life . . . and isn't life a circus?" he said. "Leave journalism? Far from it. I'm still researching, observing, reporting. Just using a different format now. And sharing the lighter side of life with readers whenever I can."

Light, as in his column about a Rooster VP who "faxes" his picture to women before calling for a date. Only a few marrieds mistaken for singles have complained. Really. After nearly two years in his latest persona, Zaslow's book about his offbeat job "and what I've learned

from and about my readers" is nearing completion.

Tentatively titled "Tell Me Your Troubles, America," the hard-cover account of his career as social mentor will be published by William Morrow in January 1990.

MEMBERS OF Southfield's Congregation Shaare Zedek sisterhood didn't have to wait for Zaslow's book or the movie that almost certainly must follow.

When he spoke at the sisterhood's Feb. 27 luncheon, program vice president Faye Ullman and president Sandy Schwartz were interested to learn the topics revealed in Zaslow's mail, "especially what con-

cerns youngsters today."

Answering their questions, Zaslow traced his career steps from investigative reporter "thrilled to have my stories on the front page of the Wall Street Journal," to his current adventures writing "All That Jazz."

HIS five-times-weekly column, paired with attorney Diane Crowley's "Dear Diane," is distributed by United Feature Syndicate of New York. Their "Daily Double" provides two responses to the same question.

Zaslow's openness to change often contrasts with Crowley's traditionalist views. As always, "it's reader's choice."

Zaslow, now 30, retains the innovative bent and lively writing style that have won him the "writer's writer" accolade.

"I've been reading Jeff Zaslow's work for years," said Bill Gallagher, the WJBK-TV reporter who recently covered the aftermath of the Armenian earthquake. "Brilliant. Thorough. Effective. And he can be very funny. I never expected I'd meet him, but I'm a longtime Zaslow fan."

UNLIKE OTHER columnists who wait for mail, Zaslow also makes house calls. By invitation, at home with his readers, he listens as they unburden themselves about troubled relationships and stresses. So what, if Zaslow is not a psychologist? This man cares and communicates.

"I see America," Zaslow said. "People tell me their secrets, their hurts, their hopes, what makes them happy."

"Overall, though they make mistakes, make some enemies, most people mean well. For many, our columns are a connection, a chance to be heard, to say what's in their hearts, laugh a little."

Consider the topics: teenage parenting, spouse abuse, grandparents' rights, divorce, the traumas of changing social customs, rejection, loneliness, consumer issues, a scam ripping off amateur poets, peer pressure, etc.

"It's touching," Zaslow said. "Even those who are very unhappy still have a lot of love in them."

He counters heavy topics with tongue-in-cheek advice to the leg-

endary Elvis Presley; consults his panel of "regular Joes"; counsels a woman who visits her furs in cold storage. Cool it, he says.

ZASLOW KNEW he wanted to become a writer from age 8. A poem about a trip to the beach marked his beginnings.

Voted "most likely to succeed" in high school, he then served as editor of Carnegie-Mellon University's student paper "and on, to street reporting in Florida."

He was in his early 20s when his stories about cocaine smuggling and his expose of the poor working conditions endured by those who played Florida's Disney characters — Mickey Mouse, Donald Duck and others — brought a job offer from the Wall Street Journal.

(Zaslow's labor story had still an other impact: improved working conditions for Mickey and his gang, for actors who became members of the Teamsters union.)

"When I entered the Ann Landers competition, my intention was simply to cover the story in my own way, for my Journal column. A friend who knows the way I like to work suggested it."

Thanks to his July 4, 1987, commuter marriage to WJBK-TV anchorwoman Sherry Margolis, "Michigan's where my heart is," Zaslow said.

(WJBK-TV is based in Southfield.)

JUGGLING NATIONWIDE media appearances with column and book duties, Zaslow uses a portable word processor en route and in the couple's Farmington Hills and Chicago apartments. Zaslow hopes to settle here.

A woman in his Southfield audience leaned over and whispered to a friend, "He's even got his own beautiful, brainy Lois Lane."

While Zaslow makes no claim to being Clark Kent or Superman, those who saved his poignant column about Tillie and Alex, who struggled with Alzheimer's disease until death separated them, think he's a super writer.

Tillie Zaslow's super grandson is sensitive, smart and successful. Aspiring writers read him and reap.



Pha Vassagay

Jeff Zaslow started doing a story for the Wall Street Journal and ended up as the new Ann Landers for the Chicago Sun-Times.