



FIGURELLA ANNOUNCES SURGE IN BABY-BOOMER CLIENT BASE

MIAMI, Fla., October 17, 2013 – This week, the international wellness company, Figurella, announced an interesting development in the make-up of their clientele. The company, with locations in Florida, announced this week that they have noticed a rising number of retirement-aged women buying weight loss packages at their salons. According to Figurella spokesperson, Giulia Di Loreto, “We have always known that our method was perfect for women entering the 3rd age, or retirement. Now we are seeing a large number of these women buying into the method.” Since opening a second weight loss center in Florida this summer, Figurella has noticed that the number of women in this age-bracket that are buying memberships has more than doubled.

The method that Figurella originated decades ago is one that is designed for minimum impact. In fact, Di Loreto claims that the technique features “non-impact exercises which are ideal for women who are later in life and worried about the jarring effects that typically accompany traditional cardiovascular exercise.” The Figurella method begins with slow cardio performed in the patented *Bubble*, a machine that controls temperature and allows for dynamic movement with zero impact. The session concludes with a 20-minute active oxygen bath in the patented *SpaShell* which continues to promote metabolism triggered by *The Bubble*, and it contributes to continued fat and cellulite loss. The entire process provides absolutely no impact to joints.

The Figurella method is a natural and customized fitness plan. The weight loss center also provides knowledgeable dieticians that help clients develop diet plans that will help them achieve and maintain their goals. “It is very important that women realize that their caloric and physical exercise needs change as they age,” says Di Loreto. “We have people on staff that will help clients in any part of their life develop a plan that will get them the results that they want, fast.”

The company has been a mainstay in the international wellness community and fitness industry for three decades and continues to help women in every age group achieve their ideal body shape even thirty years after its inception in Italy. For more information on FigurellaUSA, contact a Florida weight loss boutique:

Figurella Coral Gables

1600 Ponce de Leon Boulevard
Coral Gables, Florida 33134
786-777-8951

Figurella Palm Beach Gardens
5100 PGA Boulevard, Suite 101
Palm Beach Gardens, Florida 33418
561-799-3600

Hours of operation at both centers are Monday – Friday from 9:00 a.m. – 7:00 p.m.
Appointments can also be made online at www.figurellausa.com.