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## business briefs

itrim Coming to Lafayette

855-my-itrim

If a slender Swedish body is your ultimate fitness objective and you live in Lamorinda, you are in luck. Next June, itrim, the Swedish fitness company, will open its first United States Studio in Lafayette. Registration begins in April. Jill Kinney is the United States CEO of itrim, partnering with the Stockholm-based company. She and husband John Kinney are also the founders of Club One, a fitness club with about 15 locations in the Bay Area (mostly in San Francisco and the South Bay). "itrim is more than a diet and more than an exercise program," said Kinney. "It is a personalized solution to help people change their behavior patterns." People who sign up for itrim are assigned a lifestyle coach to help them modify their eating and exercise habits. Clients typically sign up for a year or two and, after the initial assessment, meet every other week with their coach as well as with a support group to work toward a common goal. Kinney said that an average of 65 percent of members from the seven-year-old Swedish program kept the weight off even after they left the program. "Everything is coordinated, there is no diet pill, no shots," said Kinney, who indicated that the objective is to serve the overweight but otherwise healthy population. The program's exercise portion focuses on strength training (so weight loss is not done to the detriment of muscle mass) and on a lot of walking. "One of the first things we ask our clients is to get a pedometer," she said. "The objective is 10,000 steps a day." Kinney will open the first American itrim next to Clocks Etc. on Moraga Rd. and will have an office ready by the beginning of April to hand out information and accept applications. For more information, contact Kinney at [jill.kinney@itrim.us](mailto:jill.kinney@itrim.us).

i-Lipo in Orinda

89 Moraga Way, Suite A, Orinda

[www.orindailipo.com](http://www.orindailipo.com)

If itrim does not help you get back that dream figure, don't despair. There is another "i" resource in Lamorinda. Dr. Kevin M. Wong recently opened the Orinda i-Lipo Laser Center that utilizes the Chromogenix, i-Lipo Therapeutic Laser. Dr. Wong says that i-Lipo is a non-invasive, pain-free, drug-free body sculpting and fat reduction system that targets stubborn fat areas and provides immediate, and long-lasting measurable results. i-Lipo is FDA approved. It focuses a specific energy into the fat layer which stimulates the cells to convert their stored triglycerides into fatty acids and glycerol, and to open pores in the fat cell's outer membrane which allows these smaller molecules to leak out into the adjacent tissue. The fat cells then lose their round shape and collapse, much like a grape changing into a raisin. The released contents are then absorbed by the lymphatic system and transported around the body to be burned as energy. The designers of the system say that the i-Lipo laser creates the same, natural, metabolic process as the brain does when the body needs energy by converting and releasing the fat cells' contents. "Compared to surgical liposuction, i-Lipo is much more affordable with similar results," said Dr. Wong, "It is painless and completely safe and can be used on men and women, on all skin types, and on any body areas where fatty deposits under the skin are a problem."

News from the three Chambers of Commerce

Lafayette

- April Mixer, Wednesday, April 11, 5:30 to 7 p.m., Lafayette Physical Therapy 3468 Mt. Diablo Blvd. # B110.

- Social Media Workshop, Wednesday, April 18, 8 to 9:30 a.m., Lafayette Library & Learning Center, 3491 Mt. Diablo Blvd. Create a Business Facebook Page! FREE to Chamber members ~ \$15 for non-members RSVP:

[workshops@lafayettechamber.org](mailto:workshops@lafayettechamber.org).

- Ribbon Cutting, Thursday, April 12, 5 p.m., for sewnow! fashion studio in their new location, 3534 Golden Gate Way.

- Great March Mixer at the Roundup Saloon. The Chamber reported what a great time the members had at the March mixer, hosted by Karen and Mike Johnson (pictured), owners of the historic Roundup Saloon. "Great food and good cheer streamed through the bar as guests of the Chamber and the locals chatted," said Johnson. "Thanks to the Chamber members who donated raffle prizes: Oakland A's, Local Happenings Magazine, Roundup Saloon, Risk Concepts, Titan Mortgage Brokers, Lafayette Car Wash and Lamorinda Winegrowers Association."

Moraga

- Registration now open for the 6th Annual Moraga Community Faire (scheduled for May 12). To register and reserve a booth, go to the Chamber's web site: [Moragachamber.com](http://Moragachamber.com) or contact Ellen Beans at [ellen.beans@gmail.com](mailto:ellen.beans@gmail.com).

Businesses and individuals are invited to sponsor a colorful 96-inch banner that will hang on Moraga street light poles for three weeks before the Faire opens. Download the flyer online at [moragachamber.org](http://moragachamber.org) or contact Jane Russell at [JaneRussell57@aol.com](mailto:JaneRussell57@aol.com)

Orinda

- Ribbon Cutting for Visual Entree Optometry, Friday, March 30, 4 p.m., 2 Theatre Square # 114, Orinda. Join Dr. Stephanie Lee, O.D. as the Chamber welcomes this firm. For more information check their website at [www.visualentreeoptometry.com](http://www.visualentreeoptometry.com).

- Save the date for the big April Mixer at Wilder, April 17, 5:30 to 7 p.m., with cooking a demonstration by Charles Vollmar Chef Instructor / Culinary Health Educator / Wellness and Lifestyle Consultant, Epicurean Exchange.

Reach the reporter at: [info@lamorindaweekly.com](mailto:info@lamorindaweekly.com)

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