



PHOTOS BY JOHN STARKS/jstarks@dailyherald.com

A representative of the Northern Illinois Food Bank was on hand to share information with guests at the Fittest Loser finale.

## Sponsor: Finalists received makeovers valued at \$500

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"This is a challenge for all types of people," said Becky Lewis, the fitness center's owner. "We chose this challenge because as people change, their exercise needs change, too."

When changing your body from the inside out, it always helps to have a makeover, and the five Fittest Losers got the star treatment from sponsor Deer Park Town Center.

"We have been the makeover sponsor for five years," said Angelika Jurczyk, marketing director for the shopping center. "I worked with the contestants, who picked out an outfit from one of our stores and got their hair and makeup done here, too."

The makeovers, provided before the finale, were valued at \$500 for each of the five main contestants.

"The stylists did a great job and some of the contestants really stepped out of the box and tried something new when shopping," Jurczyk said.

The Fittest Loser contestants' makeovers took place at Avalon, a salon and day spa located inside the Deer Park Town Center.

Manager Natalie Roberti said when the contestants came into Avalon for their makeovers, "everyone was so excited and happy about getting to where they wanted to be. Our owner, Bonnie Conte, loves being a sponsor of this competition."

Deer Park stores also hosted events for the At Work contestants during the 12 weeks, including a St. Patty's Day run, workshops and classes, such as cooking tips at Williams-Sonoma.

Cross Kicks Fitness offered workouts in four locations for At Work Challenge participants.

"We had 10 participants come into our Roselle location to work out during the 12 weeks, and eight or nine came into our Hoffman Estates gym," said Cross Kicks account executive Mike Lobello.

Cross Kicks also provided prizes of gym memberships to the top three Fittest Loser winners.

At Work participants received a week of free workouts and a discounted membership from sponsor CrossFit Rise.

"We had a great turnout for the free trial, and a few people also signed up for the membership," said Brian Schulz, who owns CrossFit with his wife, Jessica.

Being a sponsor "was a nice opportunity to reach another market and to reach more people. It's a very worthwhile event, and we're proud to be a sponsor," he said. "We look forward to doing this in years to come."

Ala Carte Entertainment restaurant group sponsored the contest for the second time this year through two of its restaurants, Chandler's and Moretti's.

"We held the finale at Chandler's, as our sponsorship," said Jim Early, general manager for Ala Carte Entertainment. "We're very community-oriented and we like getting invited to sponsor community events."

Novatoo Audio Visual also had a hand in the finale, as a sponsor, and took care of all the A/V needs for the

## COMMUNITY Insights

Presented by  
Lifespan LLC.

### Dectecto® Scales the First Step To A Healthier You

Social media, television and the Internet brim with ads about the latest wellness product that's going to solve a health dilemma from weight loss to insomnia and fatigue and who has time to research the integrity of every company? Longevity on its side, Lifespan Brands has been



in business for a half-century offering unique branded products in USA, Canada and UK from its Elk Grove Village hub.

The Lifespan Brands portfolio of products includes: Lava® Lamp, Lava® Party, Bright Source™, Dectecto™, Precision One™ and WeightRite™. The Dectecto® brand has been around for over 100 years in the medical industry and your first experience with a Dectecto® scale was probably in your doctor's office. "Now we are offering the trusted medical brand for use in the convenience of your home," explained Jennifer Courington of Lifespan Brands. Look for it in Bed Bath and Beyond, Menards and Meijer stores as well as online at Amazon, Wal-Mart.com, target.com and sharperimage.com.

A new website launches in July at [www.dectectohome.com](http://www.dectectohome.com). "This will be an e-commerce site that features our Dectecto Scale line – all types of scales to fit anyone's health or fitness goals such as digital scales, body fat scales and a Bluetooth smart scale," Courington said. The new website coincides with a leading-edge lineup of bath scales featuring fashion-forward designs, wider platforms and the introduction of smart technology.

"If you look at our Facebook page, Dectecto Home, you will see that we are building an encouraging community for people who are looking to be healthy and live an active lifestyle," she explained,

"sharing information on overall wellness, physical fitness, healthy foods, diet plans, and inspirational posts to get people started and keep them on track for all of their health and fitness goals. We will do fun contests and when our website launches look for special promotions for our scales and giveaways."

When Lifespan Brands partnered with the Daily Herald's Fittest Loser Challenge, its Dectecto® scales became the official scale of the contest. "Fittest Loser contest fit into our core values of getting fit and leading a healthy lifestyle so we jumped at the chance to participate," Courington said, "and we loved seeing people use our scales and hear that it really helped keep them on track!"

Look for a new line of scales that will be available on [www.dectectohome.com](http://www.dectectohome.com) in the beginning of August including a high tech Bluetooth connected smart scale that works with both iPhones and Android devices. The iConnect scale connects wirelessly to smart phones and devices freeing you from keeping notes, logging stats or writing in a journal about your fitness goals and activity. Set a weight goal and the app reveals your progress every time you step on the scale. You'll get a complete analysis of your weight management trends weekly, monthly or yearly in easy to read color coded graphs with info that you can send to friends, family or healthcare provider, too. The iConnect scale and app will help you stay on track to achieve your fitness goals.

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See **SPONSORS** on **PAGE 34**