

Personal fitness trainers can get bridal party in shape

By Mike Cohen
Advertising Feature

It has been three years since Boris Tchimev established a company called Billy Sport Training at the World Gym facility at the Cote St. Luc Shopping Centre. To say that business has gone through the roof is an understatement.

Tchimev, who was a standout athlete in his native Bulgaria, works an average of 65 hours a week. He can be found at the gym as early as 7 a.m., often not leaving until 8 p.m. There are occasional days off, but he likes to be available whenever his clients need him. Working alongside him is Anna Duncan, a former client who started her own company last year called Sculpture de Corps. She and Tchimev share an office and work together servicing clients. They each have a number of experienced trainers working with them to handle the demand.

"Their 12-week program built both my muscles and my confidence," said client Sharleen Young. "Losing weight and body fat in the program changed my

life. I discovered strengths inside myself that I never knew I had."

Adds Tamara Ullman: "I not only achieved a physical appearance that makes me happy but a new inner self confidence and a whole new way of life."

Daniel Fazi notes: "I love feeling good and healthy about myself. Anna gives me confidence and the motivation that I need."

Diabetic Chris Delaney says that thanks to Tchimev she lost 80 pounds in less than a year, getting her blood sugar levels under control and managing to drop a number of medications. "Although I have reached my goal," she said, "I am continuing to depend upon the expertise of Boris."

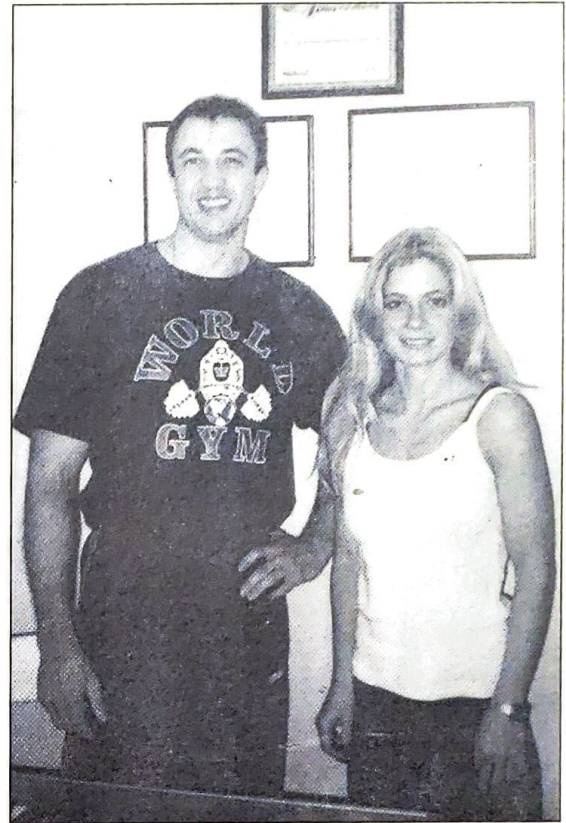
Clients come to see the personal fitness trainers for a number of reasons. Most of them, though, want to shed excess pounds. Tchimev and Duncan say that bridal parties, including the bride, the matron of honor, bridesmaids and family members, are often looking for an opportunity to get into better shape before the big ceremony. And they can't do this by themselves or simply by joining a gym.

Expertise and experience is required. A change in lifestyle signals a new routine for everybody.

"We will first provide a free consultation to the client," said Tchimev, his small office adorned with before and after photos of his clients. "We will sit down, get a full medical history and take special note of their eating habits. Then, we will put them in the gym and develop a special program for them. This will be done over the course of several weeks. They'll be monitored by us part of the time and expected to develop their own schedule as well."

Says Duncan: "Don't wait until the last minute. If the date of the occasion has been set and you now have that special incentive to lose some weight and look better we should get started immediately. We'll make sure you fit it into the class perfectly. I am particularly interested in helping women who feel there is no hope. I was there once. I won my life back. The bride should not only be in good shape for the wedding, but for childbearing as well."

For a consultation, call 483-9991.



Partners in training Boris Tchimev and Anna Duncan.

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BEFORE



BEFORE



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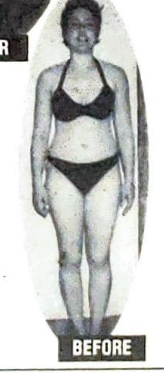
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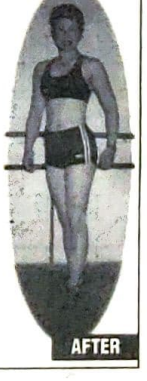
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