

These trainers make house calls

Company owner changed lifestyle, career

By Dawn Swann
Special to the Advocate

Steve Satin looks more like a chiseled Daddy Warbucks than like the rough-and-tumble college football player he used to be. And the 51-year-old Carlisle resident speaks more

like a doctor than like a sales representative, which is what he was before he took control of his own deteriorating health.

Two decades ago, Satin weighed in at 260 pounds, endured persistent pain from old football injuries and could

barely huff and puff his way up a flight of stairs. Ironically, he hawked fitness equipment for a living.

It was being winded at the top of the stairs that really got to him. Satin realized that he had to change his lifestyle or he wouldn't have much more of a life. He began by taking one flight of stairs at a time until it became effortless. He realized what would become his philosophy: Lasting change comes one baby step at a time.

In 1991 Satin, who has a degree in exercise physiology, launched one of the first, if not the first, in-home personal training companies in Greater Boston, Satin Wellness. He began to refine the steps that would eventually become S-Life: wellness assessment, workout, nutrition, personalized support tools, online coaching and in-home equipment.

Each client begins with a 20-page wellness assessment. Besides asking about health, fitness and diet, the questionnaire delves deeper into matters of motivation, goals and potential obstacles. Satin or one of his five trainers then develops a customized fitness and nutritional program.

When clients point to fitness models on TV or in magazines and say "I want to look like that," Satin doesn't mince words. "Then you've got the wrong guy," he tells them. Unless you



Steve Satin checks the neck flexibility of client Stewart Hirsch of Sharon.

are a fitness model, he says, your goal should not be to look like one. Rather, you should aim to be healthy and happy, and to lead a balanced life.

The exercise regime is geared toward the person who doesn't have the time to spend at the local health club. Typically, it's performed three times a week and includes free weights and exercise bands. Satin says that if you want to tone up a particular part of your body, you need to understand the architecture of the muscular system. Satin has a specific routine, say, for a woman who wants to lose the little roll of fat that hangs over the back of a sleeveless dress.

The company provides exercise equipment, nutritional

guidance (including referrals to a network of registered dietitians) and motivational tools, such as charts and photographs.

Satin Wellness has clients from the Cape to Carlisle, with a few as far away as Australia for whom Satin is available online and via Skype. Clients include people wishing to shed a few pounds and those recovering from massive heart attacks and strokes.


The company offers several "wellness packages," ranging from 90 days to a year. Expect to spend between one and five sessions per week with a trainer, depending on your goals and health.

The company Web site is www.satinwellness.com.

Parmenter

Community Health Care

"Local, Non-Profit Provider of Distinctive Quality Care"

 National Institute for Jewish Hospice Awards
Accreditation to Parmenter's Wayside Hospice

Visiting Nurse Services
Wayside Hospice Care
Community Services

Call 508-358-3000
press #1, for more information
www.parmenter.org

266 Cochituate Road, Wayland, MA 01778

Serving: Greater Boston,
North Shore & South Eastern MA



PRIORITY SENIOR CARE MANAGEMENT, INC

Trusted Geriatric Care Management & Advocacy

CALL (781)234-4355

Our Geriatric Care Managers Have Training in the Care of Mature Adults, Social Work, Nursing or Counseling. They Also Have Knowledge About the Cost, Quality and Availability of Services in the Community
www.priorityseniorcare.com • caremanager@priorityseniorcare.com

Seniors

Affordable Senior Housing For Over 25 Years

SOCIAL ACTIVITIES • SMALL PETS OK
Clean. Quiet. Affordable.



4 LOCATIONS:
DANVERS • SALEM
PEABODY • BEVERLY



EQUAL HOUSING OPPORTUNITY

Office location

40R HIGHLAND AVENUE,
SALEM, MA 01970

978-744-7835

An MB Rental Community



TRADITIONS OF WAYLAND




Gracious independent and assisted living in
the historic, renovated Paine Estate

Residents at Traditions of Wayland find a comfortable senior living community tailored to their needs.

Discover Traditions of Wayland for yourself. Call today to schedule a tour.

Traditions
OF WAYLAND

 749-37769

10 Green Way | Wayland, Massachusetts
508.358.0700 | www.traditionsofwayland.com

Managed by Atria Senior Living Group, Inc.