

Fitness by Design

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May, 1984 Lois Rosenblatt: Today more than ever before Hollywood's elite are seeking a North San Diego County fitness company called Fitness by Design, located in the Rancho Santa Fe Medical Center. Fitness by Design has developed a reputation for providing a world-class fitness facility specializing in personalized one on one fitness training unique in today's market.

We at Ranch & Coast wondered why so many in Hollywood and Beverly Hills travel "biweekly" to visit this unique Sports Medicine Center. The answer to that question lies with the proprietor of Fitness by Design, Mr. Gerald J. Joseph.

A graduate in Health Science from SDSU, Gerald specializes in Sports Medicine, and Self-Defense Training, told us in a candid interview, that there will always be a segment of the population that will demand the best in wellness services and would be willing to pay any price for the very best in any industry.

Upon arriving at the facilities, the elegant white marble foyer add an air of comfort as we entered the building. A private changing room complete with showers and all personal amenities are provided for the clientele. Forget your workout attire? No problems, all personal items are cleaned daily and replaced in a personal locker for the customers who choose to train at the center. All this and more is part of the exclusive service. As we sipped on some organic juice we were escorted in by the receptionist to view the workout facility.

Fitness by Design is about 1500 square feet with additional space for hydrotherapy and massage located in an adjacent space. The Fitness by Design program was developed by Gerald after working for Nautilus Sports Industry of Costa Mesa, where he trained new business owners and staff on variable strength training principles and the Health Science Center doing food allergy nutrition therapy.

Gerald explained that he saw a market niche for Fitness and Nutritional services that evolved from the gym, to a new level of sophistication centered on personalized wellness services.

As we began to investigate further we have been granted permission to talk with a long time personal client of Gerald, Mr. Donald Roon, Chairman of the Board of Scripps Medical Center of La Jolla saying, "I unequivocally would recommend Fitness by Design."

A large percentage of Fitness by Design clientele are in the fashion and modeling industry, keeping that perfect body at any cost is a high priority. We found out that in addition to Beverly Hills clientele, Newport Beach, Rancho Santa Fe, and La Jolla make up the bulk of his client base.

Services provided include the choice of home visits or visiting the sports center. Gerald personally designs in many cases within the residence of the client a state of the art fitness gym complete with all the tools necessary to facilitate their personally designed program.

A complete cardiology grade exercise test usually begins the program which is available within the medical center by Dr. Bowdon, MD, but in most cases is not necessary. The heart of the program is changing the diet, supporting the body on a cellular level, getting consistent oxygen in, and old fashioned DISCIPLINE which is called "WORK", "Gerald" says.

I was shocked when given the opportunity to view a work-out session on how unrelenting Gerald was, but with further investigation, the results speak for themselves.

For those of you who are clearly ready to start here is the bottom line expense - to start a \$2500 dollar fee is required for the initial evaluation and the first month's nutrition and fitness training service. Continuing the program depends on your personally designed program and the specific needs of the clientele. The range in costs are from \$1000-\$2000 monthly, depending on the nature of the program. Clientele who require Gerald's personal attention are placed on a retainer fee structure thus ensuring complete access for his limited schedule times. A thorough physiology assessment complete with blood chemistry panels are administered and used to qualify results.

In addition, Fitness by Design has a full-time registered Dietitian, MS, two Physiologists, MS, two corporate trainers, a Chef, and a Physical Therapist on staff.

The Chef is a gourmet Vegetarian expert who provides in home instruction, and meal preparation in conjunction with the Dietitian which is a unique aspect of this part of the program, tailored made for the specific needs of the clientele and their entire family.

So whether it's lowering cholesterol, eliminating type II diabetes, leaning out the body, or building a finely tuned muscular body, this program has a great following. Stay tuned for more.

Fitness by Design is Located at 101 S. Rancho Santa Fe Rd., Encinitas, CA, within the Rancho Santa Fe Medical Center.

