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business spotlight

Be a Better You

Be Better Solutions offers a new non-invasive, transformative body contouring treatment.

By Rachel Morgan



Everyone has them: those pesky problem areas – thighs, belly, love handles, upper arms— that no amount of hours logged in at the gym can get rid of.

That's where Be Better Solutions comes in. Be Better Solutions uses a non-invasive body contouring process called ultrasonic cavitation, which combines low frequency ultrasound and radio frequency to shrink smooth and tighten problematic areas.

The process first uses ultrasound to liquefy fat cells below the skin surface and then radio frequency to rebuild collagen,

improve elasticity and tighten the skin. "This technology creates two different results; it makes you smaller and smoother. Smaller tends to come first," says Kim Jacobs, owner of Be Better Solutions, based in

Cherry Hill, and personal trainer/group exercise instructor.

"No matter how big or small we are there are parts of ourselves that we just don't like.

Despite hours and hours of workouts, everyone knows you can't spot reduce in the gym," she says. "At Be Better Solutions, we have clients that lose 2, 3 up to 6 inches in just one visit. It's crazy. It happens right before your eyes!"

"With this technology, there is no requirement to do multiple visits," she says. "But

depending on the desired results, repeat sessions on the same area will continue to reduce size and increase smoothness."

Commonly targeted areas include saddlebags, muffin tops, bellies and inner thighs.

While clients see results in just one visit, Jacobs suggests 4-6 treatments per area for optimal results.

The treatment takes less than an hour. "It feels very similar to a hot stone massage. There is an element of heat, so it's warm, but it's not uncomfortable," Jacobs says. "With the ultrasound, you will hear and feel a buzzing, but it's relaxing. Some people even fall asleep during the treatments."

The fat that is broken up during the treatment is massaged into the client's lymphatic system, processed by their liver and eliminated via their urinary system. The process continues to work for 72 hours post treatment.

"The process is FDA approved and completely painless," Jacobs says. "The best part is that the results achieved are permanent, as long as clients maintain a healthy lifestyle."

Jacobs' knows firsthand that this technology works- she's done it. In fact, that's how she got into the business. "I'm always interested in the newest trends; anything that can help us to put our best selves out there." Jacobs is not opposed to surgery but says, "anything non-surgical that offers results will always grab my ear. A girlfriend and I heard about this treatment, so I went and tried it. I did not share

with my husband that I was doing it- because I was skeptical and knew he would be, too." Jacobs said that after her third treatment, her husband asked her what she changed about her workout, that something looked "different."

"For him to notice, I knew there was something to this," she says.

From there, things just snowballed; and Be Better Solutions, which exclusively does ultrasonic cavitation, was born. It's been almost two years and they have done close to 800 treatments. "We do treatments on both men and women," Jacobs says. "And I am always amazed at the results."

However, clients must be realistic about their results, she notes.

"People must have reasonable expectations," Jacobs says. "There is no promise that any of the current technologies out there can make you perfectly smooth or give you six-pack abs."

Without dismissing other technologies, Be Better Solutions does have a major leg up on its competitors, she says. "What separates us from the others is how quickly we see results. There is no pain, no bruising, no downtime and the expense is minimal in comparison."

The no pain, no downtime aspect of it is a huge draw for customers with busy schedules. "You can come on a lunch break," Jacobs says. "This treatment is a great option before a vacation, special event, or dress fitting. The nice thing about this is you can literally get off the table after a treatment, put on a bathing suit and head to the beach. Aside from being smaller and smoother, you can be in public with no sign that this was even done!"



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