

# BODIES IN HEAT

## SUNSHINE SALON

### *New owners have revitalized Bloomfield's Bodies in Heat tanning salon*

Before Gerald Siano and Nina La Marca Siano took over ownership of Bodies in Heat tanning salon at 372C Broad St., Bloomfield, the business struggled. And though they actually owned the building where the business was located, there was little they could do to improve the fledgling salon.

That was, of course, until they took the business over.

Yet when they took over the salon, they both knew they had their work cut out for them since in the years prior, the collapse of the salon sent many a loyal customer elsewhere. But because of their business model, and their commitment to offering the best customer service in the industry (they both really enjoy spending time with clients even when they're not tanning), Bodies in Heat is not just succeeding — it's thriving.

Even in a time when there's not exactly a lot of positive news connected to the industry.

Siano says he cleaned house when he first took over, getting rid of the entire staff with the exception of two people.

Then, he purchased the industry's best equipment. That led to people being curious as to what was happening in the salon.

"People started coming in specifically to check out the new beds and they were wowed," Siano told Smart Tan magazine. "We got read of the dead wood and that let everyone focus on the good parts of the business."

And that's exactly what happened.

In addition to tanning beds, the Sianos instituted sunless tanning — and that change was critical. Siano says there was a demand for airbrushing tans — and customers flocked to Bodies in Heat once there was a realization that it was available locally.

Now, offering airbrushing in itself is one thing. But ensuring it's administered properly is something completely different — and important.

La Marca Siano decided to get a master's certification for the airbrushing. She says that gives a of credence to her work — people see she's been properly trained and they know they're in good hands when their work



is being done.

It's all led to a thriving business, one that went from the brink of extinction to the completely opposite end of the spectrum.

So beside the improvements inside the salon, just how did they do it?

Siano says word of mouth has been critical. Happy customers bring more new clients. And it continues to spread. He also, from time to time, blankets local businesses and car windows with professionally printed cards noting the new offerings at the salon.

The salon's two other employees are also fantastic and

experienced — so their touch has also helped the business grow.

But the bottom line, Siano says, is meeting with and chatting with customers one-on-one makes a world of a difference.

"It helps me to see what's going to work best for our customers," Siano told the magazine. "I want them to feel like they can take part in what we do."

Bodies in Heat is located at 372C Broad St., Bloomfield. Visit them online at [www.Bodies-in-Heat.com](http://www.Bodies-in-Heat.com). For additional information and hours of operation, call 973-429-1404. - Kevin Canessa

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