

# BUSINESS OF NEW JERSEY

## THREE QUESTIONS

Rhea N. Bernard

### Weight loss becomes entrepreneur's gain

Carla Kruck didn't realize how much of a battle she was fighting with her weight until she had it all figured out.

Once she cracked the code to a healthier lifestyle, she wanted to help everyone facing the same struggle. After her corporate job downsized, she turned her passion for helping others into a business venture and opened a weight-loss center franchise. Although Kruck said the business helped many women and she loved what she was doing, she eventually decided to close its doors.

The Flemington resident then opted to start her own business, Be Happy in Your Skin. Kruck travels to her clients and runs on-site workshops where she teaches people their individual formula to maintain or lose weight. She shows participants what they need to do, how to do it and provides tips and tricks to help them stay focused. She breaks the workshops into six weeks on-site and six weeks virtually, and the plan is provided on her website.

Kruck spoke to The Star-Ledger about the weight loss business.

**Q. How has your personal experience with weight loss helped in your business?**

A. I think that's what really made the difference. With anything the message might be out there. But I think it depends on the messenger. If a skinny chick tells you what to do it may be right, but we tend to blow off skinny chicks, doctors and guys, because they don't know what it's like. I know what it's like to be fat. I know what it's like to feel like the fattest person in the room. I was managing 30 people, waking up at 5 a.m. and taking



Carla Kruck of Flemington is the founder of Be Happy in Your Skin.

care of kids. I not only lost the weight, I learned to change eating habits so I didn't gain it back. I worked out with a trainer for a year and didn't lose a pound. I joked that I was strong like a bull and fat like a pig.

**Q. What do you think has been the key to your success in business?**

A. I think it's a combo; partly that I can relate and also that I'm a little goofy. I make it a lot of fun. And weight loss isn't fun. Women come to me and say they love to come. People say they come every week because they enjoyed it — my humor, stories, analogies, helping women understand how their body works. We laugh, we laugh at ourselves. This is about healthy eating. I'm going to help you change some fundamental habits so you'll have control over food and it doesn't have control over you.

**Q. What is your favorite unhealthy snack?**

A. It's funny. It used to be Doritos. Now I don't even touch them. I would say wine. I tend to migrate toward the wine.