

BizSnaps

A Snapshot look at local businesses

Laser Therapy For Life

Lisa Craker/Jane Olsen/Bev Pogorelski
Owners

16 E. Milwaukee, Janesville, WI
608-314-8516

We are located in downtown Janesville in the Hayes building. Take a left just before the bridge into the parking lot, and after you have parked walk onto Milwaukee St. and we are right there on the corner.

Business Hours: By appointment.



When was the business started: 8-1-07.

Describe your service: We use an FDA approved low level laser for smoking cessation and weight control.

What do you do which differentiates you from your competitors: We have the latest in laser technology and we know how to get fantastic results! We use an FDA approved low level laser that is virtually pain free and has been used in Canada and Europe for over three decades with great success. With this technology we can neutralize the effect of nicotine withdrawal and triggers the neural responses that suppress cravings and relieve anxiety. Smoking alters the biochemistry of the brain and body in such a way it creates an addiction, and when a person stops smoking they experience physical withdrawal reactions that are typically very uncomfortable for a few days. Most smokers find the withdrawal symptoms too strong and severe to handle. The endorphins produced through laser therapy neutralize the effect of these withdrawal symptoms, giving you a much better chance of breaking free. For weight control we again neutralize cravings and aid in suppressing your appetite. Our program also addresses the psychological and emotional aspects of overcoming cigarette addiction with counseling and coaching.

How did we get interested and started in this business: The reasons are obvious, it is proven that cigarettes and second hand smoke are hazardous to your health. Lisa took care of her mother during her battle with lung cancer and decided that it was her time to quit. Bev had tried to quit with gum, patches, and pills and reverted to being just a bum smoker but never truly kicked the habit. Jane was tired of trying to find an acceptable place to smoke...not in your house, not at work, not in a restaurant, not in my new car and at least 30 feet away from most buildings!! We had heard about people quitting with laser therapy with great success...so we did it! Our success and belief in laser therapy gave us the confidence to open this business.

Training: We are all nationally certified laser technicians/trainers.

What have we learned from this business: Anyone that truly wants to lose weight or quit smoking can succeed.

What or who has had the most influence on the way we do business: The ones that taught us empathy; our parents... we all sincerely want to see our clients succeed in reaching their goals. We truly care...

Do we have a favorite saying that describes your business: Everyone loves a quitter.

What do you find most rewarding about this type of work: The Janesville community is a small one. We see many of our newly smoke free and weight control clients and it is very rewarding to know we have been a part of their newly found freedom from their addictions.

What type of customers use your services: That's easy! Smokers who truly want to quit and those persons who are ready to take control of their weights and lives.

The Janesville
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