



Straight to the Point

Faraje Kharsa and
Michel Mikse

Founders, FIT Bodywrap®

IN WELLNESS, results are everything, and the best way to deliver them is to get straight to the point. As light-based services grow increasingly prevalent across "Sun and Wellness" businesses and the broader wellness market, **FIT Bodywrap founders Faraje Kharsa and Michel Mikse** remain focused on the one thing they always have: maximizing the benefits of far infrared light through the most efficient delivery system possible.

Q: With infrared saunas gaining so much attention lately, what advantages does FIT Bodywrap provide as a wellness modality?

Faraje Kharsa: The biggest misconception we see is that all far infrared is the same. It's not. Saunas and FIT Bodywrap both use far infrared, but the way that energy is delivered—and what that means for the body—is completely different. In a sauna, you're heating the air around you, and that heated environment transfers warmth to your body. With FIT Bodywrap, there is no middleman. The infrared is delivered directly into the body through contact.

Michel Mikse: Direct contact is everything. In a sauna, the energy has to travel through space, interact with air molecules, and lose intensity along the way. By the time it reaches you, it's diminished. We eliminate that entirely. The energy is applied straight to the skin, which allows it to penetrate deeper and more efficiently. It's the most direct and effective way to deliver infrared, period.

Q: How should salon owners think about positioning FIT Bodywrap alongside a sauna?

Mikse: Absolutely, there's room for both. Some clients enjoy the sauna experience—it's relaxing and social. But that shouldn't be confused with what we're doing. FIT Bodywrap is results-driven. It's about delivering infrared in a way that directly interacts with the body at a deeper level.

Kharsa: Just because two services make you feel warm doesn't mean they're doing the same thing. In a sauna, you're getting hot because the air around you is hot. With FIT Bodywrap, you're getting hot because the infrared is penetrating your body deeper.

Q: Why is proximity so important?

Mikse: Proximity determines effectiveness. The closer the energy source is to the body, the more of that energy is actually absorbed. With FIT Bodywrap, you can't get any closer—it's literally in contact with your skin. That allows for higher irradiance at the skin level, meaning more usable energy is delivered where it matters.

Kharsa: If you're in the "light business" delivery method matters. Direct contact is the most efficient way to deliver any light-based therapy. There's no debate about that.

Q: What are some of the key benefits clients can expect from that level of delivery?

Kharsa: The benefits go well beyond just sweating. We're talking about improved circulation, muscle relaxation, stress relief, and overall wellness. Because the infrared penetrates deeper, it can interact with tissue, joints and muscles in a meaningful way.

Mikse: We also see strong feedback around pain reduction. Many users report noticeable relief in joint or muscle discomfort after just one session. There's also a calming effect—people often leave feeling deeply relaxed, which can translate into better sleep. And there's the metabolic component—sweating, calorie burn and detoxification—all driven by how the body responds to that direct energy input.

Q: What role does the FIT Coat play in the experience?

Mikse: The FIT Coat is a dual-layer wearable used during the session. The outer layer retains heat and contains sweat, making the process more efficient. The inner layer is designed for comfort and to hold topical products in place.

Kharsa: It's the only dual-layer system of its kind, designed to work well with FIT Bodywrap as well as saunas and capsules/pods. It amplifies results while making the experience cleaner and more manageable for the salon.

Q: Twenty years after the first FIT Bodywrap was created, why is it still a must-have for salon owners?

Kharsa: It integrates seamlessly, it's unattended, easy to operate, and the ROI is extremely fast. AVANT™ is our latest advancement, built on years of research, designed to enhance the client experience and reduce session times.

Mikse: It also brings in a different type of client—people who won't use a sauna or don't enjoy that environment. FIT Bodywrap offers a private, comfortable alternative that expands your audience without complicating your operation.

For more information, contact FIT Bodywrap® at (888) 5-FIT-NOW or visit **fitbodywrap.com**