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Our July Woman of the Month: Debra Wein

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Photography by Lorrain Kourafas





I met Debra a couple months ago and we immediately hit it off. Debra is a smart woman, and so very funny. We decided that we absolutely have to showcase her business. I will be her model and she will be my coach. Join me in the next few weeks on a great journey!

Debra Wein understands the power of choice. She's made a number of positive choices in her life (ie. attending [Cornell](#), becoming a Registered Dietitian, starting two companies, raising a healthy family on the South Shore, giving back to charities and her alma mater, etc.) – and it's those choices that inspire her to help others. "The hardest part of my job is changing lifelong behaviors," explains Debra, "but it's also the most rewarding."

Debra started a company called [Sensible Nutrition](#) in the early 1990's to provide nutrition services to individuals, organizations, and companies. During that time, she noticed a trend: businesses were putting a premium on preventative care for their employees to lower rising healthcare costs. By training employees to eat well, exercise and take care of their bodies, the workplace would remain productive and overall more happy. This inspired Debra to begin [Wellness Workdays](#), a business that provides this kind of strategic direction to companies.

"More and more research is showing the benefits of utilizing a strategic approach to wellness, and I've always been interested in evidence-based practice," explains Debra. "By taking advantage of the latest scientific research, and developing custom-tailored programs geared to the specific needs of each company, my team and I focus on inspiring the individual, which ultimately helps the company save money."



In the next few weeks, we will cover and document what it takes to lose weight and maintain it.

The education Debra's received throughout the years impacts not only her clients, but her family and friends as well. "I think my kids know a little bit more than your average kid about Vitamin D and cholesterol," she laughs. "My friends and I tease each other about the health benefits of wine versus scotch— it's always in good fun, and I'm careful not to preach. When people meet me, they often want to tell me what they eat; I just smile and listen and offer a professional opinion if I think they want one."



She may have a laid-back personality, but Debra's no slouch. She's tackling email, preparing for lectures, brainstorming new programs, and of course, fitting in a workout of her own. "I'm very driven, very organized, and I have a super competent team behind me," she explains. "I work hard, but maintaining strong relationships with my friends and family is also a priority."

"I wish there was more time in the day to do what I do," she says, smiling. "I love my every day!"