



# AZ Economy

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## INTEREST RATES ON THE RISE

0%



Rising interest rates hurt most bond prices across the board, with price erosion greatest on bonds with longer maturities.

### Brace for impacts if the pace of economic growth accelerates

**I**nterest rates are on the march, or at least the crawl. Rates generally have been rising for the past half year, though not yet in a big way — and from historically low levels. Economic growth isn't robust enough, or inflation warm enough, to justify big rate increases any time soon. Still, the impact from rising rates is starting to be felt. **See RATES, Page 4E**

ALEXA HAYES/GANNETT AND GETTY IMAGES

## Enterprising sisters carve business niche as partners in body-shaping boutique

Women combine expertise in CoolSculpting service

GEORGANN YARA  
SPECIAL FOR THE REPUBLIC

Their business partnership dates to when they ran lemonade stands together as girls growing up in Colorado. So it wasn't surprising when sisters Melissa Mickelson and Jessica Johnson joined entrepreneurial forces as adults to launch Bodify, their CoolSculpting-only boutique, in 2015. Their joint venture had been long in the making. As they went to college and pursued careers in different industries — Melissa in the medical spa field and Jessica in marketing and business coaching — they threw ideas out, but

nothing stuck. That changed when both sisters became disenchanted with their chosen professions. Years ago, Melissa owned a cosmetic surgery recovery business in Southern California, where she cared for liposuction and tummy tuck patients after their procedures. She got upset by all the promises made to get clients to sign up for services. "Surgeons downplayed the time it took to recover. The pain, the leakage ... they felt like they got hit by a train," Melissa said. "I liked that with CoolSculpting, you could be doing a kickboxing class an hour later." CoolSculpting is a non-surgical fat-reduction treatment that eliminates stubborn fat by utilizing controlled cooling. It's commonly used to treat the stomach area, love handles, under the

chin and inner thighs. Melissa went on to run a Valley medical spa and did CoolSculpting treatments. She asked Jessica to do the marketing for the business. Jessica had owned a business-coaching franchise, which brought her to Arizona after college. She moved on to work at a marketing firm and was helping Melissa on the side. One day, Jessica and her boss had a disagreement. She quit and did marketing for her sister full time. Melissa's unsuccessful attempt to purchase the medical spa from the doctor who owned it inspired the sisters to fulfill their longtime dream of going into business together. Three months later, Bodify opened its doors.

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DAVID WALLACE/THE REPUBLIC  
Sisters Melissa Mickelson (left) and Jessica Johnson are co-founders of Bodify.

**Bodify**  
**Where:** 2999 N 44th St., Suite 135, Phoenix  
**Employees:** Five  
**Interesting stat:** Nonsurgical cosmetic procedures increased 20 percent from 2014 to 2015, with a total of 12.8 million performed in the U.S. according to the American Society for Aesthetic Plastic Surgery.  
**Details:** 602-354-8040, [thebodify.com](http://thebodify.com).



