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Pulse Biohacking weight-loss services focus on overall health

By BRIAN BREHM The Winchester Star
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Guests fill the lobby of Pulse Biohacking during its grand opening on Friday. The Winchester wellness spa at 650 C Creek Grade, Suite 201, offers weight-loss and personal care services with an overall goal of preventing poor health.

Brian Brehm/The Winchester Star

A new wellness spa in Winchester melds tried and true medical techniques with state-of-the-art technologies and treatments to create a trimmer, healthier you.

[Pulse Biohacking](#) celebrated its grand opening on Friday with a ribbon cutting and open house at its offices at 650 Cedar Creek Grade, Suite 201.

"This project is to try to bridge ancient wisdom to modern healing," said Pulse Biohacking's medical advisor, Dr. Ajay Virmani. "What we're going to do is undo our environment and the foods that we eat and biohack, or reverse, engines."

On the surface, Pulse Biohacking is a day spa with an array of services ranging from chemical peels, botox and sauna sessions to laser hair removal, skin-tightening treatments, tattoo removals and oxygen infusions in a hyperbaric chamber.

The spa also improves a person's overall health by helping clients lose weight to avoid the medical conditions — heart disease, stroke, high blood pressure, cancer and so on — that can be caused by obesity.

Pulse Biohacking is the improved and rebranded version of Virginia Wellness Group, which opened in March 2023 on Front Royal Pike.

"We outgrew that space in 10 months so we moved to another space on Jubal Early [Drive]," said the spa's president, Laura Munson. "We started out as a weight-loss clinic with GLP-1 medications."

GLP-1 drugs, which were originally developed to treat type 2 diabetes, help people lose weight by slowing digestion and keeping food in a person's stomach longer to help stave off hunger pangs and reduce appetites. Munson said GLP-1s will continue to be offered by Pulse Biohacking and can be included as part of an overall wellness treatment plan.

The biggest barrier to people taking name-brand GLP-1s like Zepbound, Ozempic, Wegovy and Trulicity is the cost. Insurance doesn't always cover the drugs when they're prescribed for weight loss, and retail prices range from \$1,000 to \$1,400 a month. But Munson said Pulse Biohacking has found a way to offer GLP-1 drugs for a fraction of their retail prices.

"We work with FDA (U.S. Food and Drug Administration) compounding pharmacies that prescribe it," she said.

Compounding pharmacies mix chemical ingredients to produce custom versions of GLP-1 medications that are tailored to patients' needs and sold for a fraction of name-brand prices.

Pulse Biohacking does not accept insurance, but Munson said it has a variety of programs and treatments at prices most people can afford. The company also offers financing to help manage treatment costs, and will soon roll out membership packages that combine a variety of the spa's

wellness and weight-loss services for less than it would cost if paying à la carte.

Munson said a person who wants Pulse Biohacking's weight-loss treatments will start by having a consultation with a member of the staff.

"They come in their first month and get an eating plan, nutrition plan, and they get one red light therapy treatment a week, which helps enhance the effects of weight loss," Munson said.

Red light therapy, according to Pulse Biohacking's website, uses infrared light to release fat naturally from a person's cells.

Additionally, new patients are assessed with a 3D body scanner that "takes all of your measurements from the neck down and kind of slices you up ... so you can see exactly every little area of your body," Munson said.

After a patient's first visit, "they come in once a month, they get their [GLP-1] refill and they go back on the body scanner so we can monitor their progress," Munson said. "If they haven't lost weight, which is very unusual, we find out what they're doing, how much water they're drinking, how much protein they're eating because those are very, very important to make this whole system work."

Vermani, whose specialty is cardiology, said the ultimate goal of Pulse Biohacking is to offer affordable services that allow people to be proactive with their health care in order to avoid serious weight-related medical conditions.

"Our population is a pyramid as far as health is concerned, and we just take care of the absolute tip of that pyramid ... when people get [obesity-related] diseases," Vermani said, referring to the refusal of many insurance companies to cover the high costs of name-brand GLP-1 drugs that are prescribed for weight loss. "This [program at Pulse Biohacking] is to prevent people from moving to the tip of that pyramid by preventing disease rather than waiting for the disease to treat it."

Vermani's son, Dr. Chetan Virmani, serves as medical director of Pulse Biohacking and shares his father's drive to prevent disease rather than dealing with it after the fact.

"We see people when they're already very sick and we're able to turn that around and get them healthy again at a hospital, but I don't get to focus on the root causes of [poor] health and what brings people there in the first place," said Chetan Virmani, a Handley High School alumnus who

also works at Inova Fairfax Hospital in Northern Virginia. "This came up as an opportunity for me to get back into not just preventative medicine that is covered by insurance, but also everything that is available with modern technology."

In the near future, Pulse Biohacking Vice President Tracy Mullins said her spa hopes to add a rooftop patio to its current list of amenities.

"There's an enclosed part of it so it will be [available during all] four seasons," Mullins said. "If you have a membership, you'll have access. You can go up and enjoy a glass of refreshing lemonade and sit in the sun."

"This is absolutely beautiful," Top of Virginia Regional Chamber CEO Cynthia Schneider said at Friday's ribbon-cutting ceremony. "This will be a wonderful asset for the community."

To learn more about Pulse Biohacking or to schedule an appointment, go to pulsebiohacking.com.

— Contact Brian Brehm at bbrehm@winchesterstar.com

Brian Brehm

Reporter