

# Core Creativity

At the center of every good core and balance training program is creativity. Almost every member will say they *want* a stronger core, but engaging them—via creative training tools—is the key to success. Check out the following examples from these IHRSA Associate Members:

## ALCAN AIREX AG

The AIREX BeBalanced! product line maximizes efficient training for heart and circulation, body posture, equilibrium, and mind and soul. The AIREX Balance-pad Elite and the AIREX Balance-beam are foam cushions filled with millions of tiny air bubbles. The company adds that the destabilizing characteristics of its slip-proof BeBalanced products activate the brain's control functions.

"When using balance products, such as the AIREX Balance-pad Elite, therapeutic and training goals can be achieved more quickly," points out Harald Werz, sales and marketing manager at Alcan Airex AG. "This includes the improvement of inter- and intramuscular coordination ability, as well as the reduction of the risk for injuries or falls. Thanks to improved balance, users will experience stability and well-being. In addition, AIREX offers effective BeBalanced! training programs developed by specialists."

**Contact:** [www.bebalanced.net](http://www.bebalanced.net), +41 41 789 66 00. See our ad on page 22 →



## "THE STRONGER THE CORE, THE MORE FLEXIBLE AND BALANCED YOU BECOME, AND THE MORE FLUIDLY YOU MOVE."

## BALANCED BODY PILATES



Balanced Body's customized Pilates solutions help fitness centers launch or expand a profitable Pilates program. Its services include equipment, training, programming, and business consulting. Economical equipment and training packages, along with onsite training, are customized to meet a facility's goals and budget. Flexible training modules include Mat, Reformer, and the EXO Chair—the latter of which is now available with a split-pedal option.

"The EXO Chair's resistance band attachments allow users to do many Pilates exercises that could previously be done only on a Reformer, within a fraction of the space," says Ken Endelman, Balanced Body's CEO and founder. "It improves core strength, balance, and flexibility, and the new split pedal offers even more programming options with both reciprocal and rotational exercises. Plus, it's easy to stack and store."

**Contact:** [www.pilates.com](http://www.pilates.com), 800-745-2837  
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## BOSU BY FITNESS QUEST

With BOSU balance and conditioning products, core strength is enhanced by involving all the muscles of the midsection, rather than targeting them in isolation. The BOSU Ballast Ball, a weighted stability ball that stays put, offers a variety of exercise options for all skill levels. The half-dome shape of the BOSU Balance Trainer uniquely challenges the core, whether the platform side is facing up or down.

"Simultaneously training stabilizing capability in the core region and motion in other joints sets the stage for a smooth transition of power between the upper and lower body, which equates to functional power development," states Douglas Brooks, M.S., exercise physiologist. "This powerful link cannot be developed by training the trunk musculature in isolation, so products such as the BOSU Balance Trainer and BOSU Ballast Ball help improve key elements of integrated core training, which include stabilization, bracing, and rotation."

**Contact:** [www.bosu.com](http://www.bosu.com), 800-497-8281  
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## GRAVITY BY EFI SPORTS MEDICINE

The GRAVITYSystem, by efi Sports Medicine, is anchored in core training based on balance and control. GRAVITY workouts on the Total Gym GTS encourage functional movement by using body weight as resistance. The inclined rolling glideboard and cable pulley system ensure high-level performance of multi-planar movements to enhance functional strength, endurance, and flexibility, while engaging core stabilizers in nearly every exercise. GRAVITYSystem programs include personal training, Pilates, group strength training, and post-rehab.

"GRAVITY Training on Total Gym engages the core and provides an effective total-body workout," asserts Tom Campanaro, CEO. "Users of all ages, sizes, and fitness levels get a dynamic workout that chisels and strengthens the abdominals, obliques, and back muscles."

**Contact:** [www.efisportsmedicine.com/commercial](http://www.efisportsmedicine.com/commercial), 800-541-4900. See our ad on page 85 —



## FITNESS ANYWHERE, INC.

The TRX Suspension Trainer from Fitness Anywhere is designed to build strength, balance, flexibility, and core stability simultaneously. This portable performance training tool leverages gravity and the user's body weight to facilitate hundreds of exercises for every fitness goal. The TRX builds core strength with each exercise by creating an element of instability that engages the core; having a strong core helps performance, coordination, and posture, while preventing injuries.

"Suspension-training exercise manipulates the user's center of gravity and base of support to integrate core stability and multiplanar movements for enhanced physical performance and durability," says Chris Frankel, head of programming at Fitness Anywhere. "Every exercise becomes an integrated, full-body movement, leading to higher caloric expenditure. Users can load and unload exercises to improve posture, movement, strength, power, flexibility, endurance, and balance."

**Contact:** [www.fitnessanywhere.com](http://www.fitnessanywhere.com), 888-878-5348. See our ad on page 76 —



## OPTP



The OPTP Pro Rotating Discs provide a smooth, gliding, nonskid surface for developing balance

and core strength. They can be used for stabilization, Pilates, range-of-motion exercises, or push-ups.

"The OPTP Pro Rotating Discs are great for core and balance exercises," says Kelly May, OPTP spokesperson. "They can be used while the user is sitting, standing, kneeling, or lying down, which allows for variety in exercise programs. The discs can be easily incorporated into group-exercise classes and Pilates."

**Contact:** [www.optp.com](http://www.optp.com), 800-367-7393  
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## STOTT PILATES

Ideal for exercisers and rehab clients alike, the Stability Chair helps to rebalance muscles, enhance stability, and improve body control. This sturdy, compact, multifunctional Pilates machine can be adjusted to train nearly all muscle groups, yet requires a minimal amount of space with its approximately 20" x 20" footprint.

"The Stability Chair is a great option for clubs that want to offer their members fresh programming while working within space constraints," says Lindsay G. Merrithew, president and CEO of STOTT PILATES.

**Contact:** [www.stottpilates.com](http://www.stottpilates.com), 800-910-0001  
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## POWER PLATE NORTH AMERICA, INC.

Power Plate machines were designed to provide an efficient, total-body workout in just 30 minutes. They utilize Advanced Vibration Technology to naturally increase muscle reactions multiple times per second during exercise. The resulting benefits include increased core strength, balance, fitness, strength, muscle tone, flexibility, and bone density, among others.

"Power Plate machines provide facilities with a unique and effective way for users to increase balance and coordination by utilizing Acceleration Training to strengthen and stabilize the core," says Tony Swain, training manager at Power Plate North America.

**Contact:** [www.powerplate.com](http://www.powerplate.com), 877-877-5283. See our ad on page 35 —

