

PRODUCT SHOWCASE

Everyone's chi is different. Now, you can help your club break free from the mainstream by introducing tools that are guaranteed to enhance the mind/body experience for your members—no matter what their preference. IHRSA's associate-member companies offer a nearly endless variety of products and services—specialized classes, yoga and Pilates accessories, etc.—that are sure to de-stress, decompress, and otherwise enhance the Zen-sation of mind/body exercise.



LES MILLS INTERNATIONAL

BODYFLOW is a 55-minute yoga, tai chi, and Pilates class that builds flexibility and strength and leaves participants feeling centered and calm. Designed for those looking to improve general fitness, relax and reduce stress, increase mental clarity, and get a sense of wellbeing, BODYFLOW is a holistic workout that has broad appeal. As with all Les Mills programs, comprehensive group fitness management support is ongoing and new music and choreography are released every three months.

Contact: 888-669-8876, www.lesmills.com. Please see our ad on page 21. —



MAD DOGG ATHLETICS, INC./ PEAK PILATES

Peak Pilates has introduced two new mind-body innovations for health clubs. The Fit Reformer is a lightweight "studio height" reformer that easily stacks and stands on end, with no removable parts. The High Ladder Barrel, part of the eco-friendly, sustainable bamboo studio equipment line, redefines efficiency with its easy, patent-pending, three-step locking system.

Contact: 800-925-3674, www.peakpilates.com. Please see our ad on page 41. —



BALANCED BODY

The CoreAlign from Balanced Body combines mind-body exercise, cardiovascular exercise, and strength training into one unique workout experience. Exercises are easy-to-learn and emphasize upright posture while improving posture, balance, and functional movement. The CoreAlign stimulates core stability muscles to fire in perfect timing while performing challenging exercises, very deep stretches, and core-controlled aerobic training. It's also exceptional for musculoskeletal rehabilitation, performance enhancement, and as a regular activity for a healthy lifestyle.

Contact: 916-388-2838, www.pilates.com. Please see our ad on page 75. —



MERRITHEW HEALTH AND FITNESS

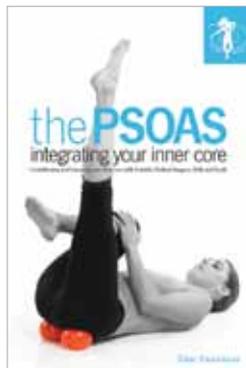
Lightweight, easy to move, and built to last, the value-priced, entry-level Club SPX Reformer comes with all the accessories needed to get a facility's Pilates program quickly up and running. The bundle includes: SPX Reformer, Reformer Box with Footstrap, Padded Platform Extender, Roll-Up Pole, Double Loop Straps, Traditional Spring Package, and two DVDs.

Contact: 800-910-0001, www.merrithew.com. Please see our ad on page 83. —

SPRI PRODUCTS, INC.

The ChiBolster is an easy, effective, and flexible way to build core strength, relieve pain, and balance the body. Combined with exercises based on proven Pilates principles, the ChiBolster builds core strength to support the spine, improve mobility, and promote proper postural alignment. Sensory nodules activate specific points on the meridians to restore health and wellbeing and relieve pain. When used as a massage tool, the ChiBolster promotes mental and physical relaxation. The ChiBolster stores flat, which makes it perfect for travel.

Contact: 800-222-7774, www.spri.com. Please see our ad on page 70. —



OPTP

Renowned dancer and movement educator Eric Franklin provides an innovative approach to core conditioning in his new book, *The PSOAS: Integrating Your Inner Core*. This book combines the Franklin Method with balancing and conditioning exercises for the psoas, a core muscle that embraces the lower spine. The Franklin Method draws on dynamic imagery and one's imagination for a truly motivating and effective workout experience.

Contact: 800-367-7393, www.optp.com. Please see our ad on page 82. —

PRODUCT SHOWCASE

For more information, or to contact any of these companies, log on to www.ihrsa.org/products



OPTP

Add dynamic resistance to workouts with this fun and challenging tool. Composed of medium-level resistance tubing joined in an X-shape, the OPTP SpyderCord will help strengthen, tone, and stretch muscles. The OPTP SpyderCord provides dynamic resistance throughout exercise; integrates upper body, lower body, and core; travels anywhere for workouts; adds fun, variety, and challenge; and includes a 32-page manual.

Contact: 800-367-7393, www.optp.com. Please see our ad on page 82. —



MERRITHEW HEALTH AND FITNESS

The Stability Cushion can add variety, functionality, and challenge to any exercise program. Its unstable nature makes it an ideal tool for establishing and reinforcing balance, stability, agility, and proprioception while gaining core strength. Exercises can be performed in standing, kneeling, seated, supine, and prone positions. The Stability Cushion is ideal for use with everyone from rehab clients to professional athletes. It can be used separately or in pairs.

Contact: 800-910-0001, www.merrithew.com. Please see our ad on page 83. —

SPRI PRODUCTS, INC.

Cardio, strength, and flexibility workouts are propelled to the next level with the unique STEP360 from SPRI. This versatile functional training tool uniquely combines a stable platform atop dual-inflatable oscillating air chambers for a valuable balance challenge during a multitude of functional and traditional exercises. All levels of exercisers can add excitement to their routines, improve core strength and stability, maximize exercise efficiency, and achieve optimal performance through 360 degrees of movement.

Contact: 800-222-7774, www.spri.com. Please see our ad on page 70. —



MAD DOGG ATHLETICS, INC./BODYBLADE

The new Bodyblade program is a fun, calorie-burning, results-oriented, and cost-effective resistance program that's perfect for group exercise, small group training, and one-on-one instruction. Get started now with Bodyblade Total Solution packages that provide the equipment and instructor training needed for a turnkey launch of this versatile, cutting-edge program that members will love.

Contact: 800-772-5233, www.bodyblade.com. Please see our ad on page 41. —

POWER PLATE

The Power Plate pro6 is the first-ever combination of Power Plate exercise with upper-body cable-resistance training for the ultimate total-body workout. Featuring an innovative fitness system called proMOTION Dynamic Vibration Technology, high-strength Vectran cables transfer vibration from the base of the machine directly to various muscle groups in the arms, back, core, and shoulders at high-speed frequency rates.

Contact: 877-877-5283, www.powerplate.com. Please see our ad on page 50. —

