



Lowell Caylor

Exercise studio features Concept2 rowers

Former National Football League player Lowell Caylor, 67, and his wife, Laura, have opened an exercise studio in Greenville, South Carolina, that includes 17 Concept2 indoor rowing machines. Caylor credits indoor rowing with his survival and recovery from a 2006 heart attack. He now shares his passion for the sport by leading more than 14 group indoor rowing classes weekly. “Our older clients love the fact that they can get a total-body workout, plus cardio, in one time-efficient exercise,” says Caylor. For details about Concept2 products, call 877-887-8014 or log on to www.concept2cts.com.



THERA-BAND Resistance Loop

Hygenic expands resistance band offerings

New THERA-BAND resistance band loops, from Hygenic Corporation, provide the same resistance levels, system of progression, and quality as the company’s existing bands and tubing. Individuals with lower-extremity issues can use the loops for resisted lateral walking, hip

abduction, and ankle dorsiflexion. Upper-extremity exercises include shoulder abduction and external rotation. Loops come in different lengths and colors (indicating different resistance levels), and are individually packaged in sealed polybags with safety instructions. Each box contains 10 loops. For further information, visit the “Portals” section at www.thera-bandacademy.com and select Band Loops within the “Products” section.

Les Mills program boosts participant’s fitness

Les Mills’ BODYPUMP was mentioned in the *Atlanta Journal-Constitution* newspaper on December 8, 2008. An article spotlighted active adult Jack Olden, who exercises at the Marcus Jewish Community Center in Atlanta. Olden “was in the worst shape in [his] life” before a personal trainer suggested adding Les Mills’ weights-based group exercise program to his fitness routine. The 65-year-old now attends four BODYPUMP sessions a week as part of a well-rounded exercise plan. He has lost weight, gained strength and fitness, and lowered his body fat percentage, the article states. For BODYPUMP information, call 888-669-8876 or go to www.lesmills.com.

Life Fitness Academy develops educational tools

To better support facilities that purchase the company’s equipment, Life Fitness and its Life Fitness Academy (LFA) recently developed a five-step learning solution with a variety of educational tools. The blend of e-learning, webinars, and onsite training provides the flexibility to reach and empower a large number of facility staff members. LFA is the professional education and training support resource for Life Fitness, and its staff has coached fitness facility personnel for more than a decade. For details, check out www.lifefitness.com or call 800-634-8637.



Technogym’s Element+ Shoulder Press

Technogym announces new equipment line, CEO

Technogym recently unveiled Element+, which offers simple, intuitive strength-training experiences. The equipment features nonintimidating design, instructional placards with exercise guidance, padded seats and backrests for extra support, and wide seats to accommodate various body types. Conical handgrips are available for different hand sizes and training positions. Set-up adjustments are minimal, and accessible from a seated position. In addition, independent and converging arm movements on upper-body machines allow for balanced strength improvement. In other company news, Technogym has announced that Graziano Verdi, formerly of Granitifiandre, is the company’s new CEO. For product information, view www.technogymusa.com or call 800-804-0952.

Greenmaple adds topic area to e-zine

Greenmaple Wellness Inc.’s client-customized e-zine now features a new topic section entitled “Life.” Like the other five topic sections—Fitness, Nutrition, Family, Medical, and Spirit—Life will include original articles on issues that affect the active-aging population. The aim is to inspire and motivate individuals and families within the company’s client communities. To see the new topic section and the rest of the e-zine, go to www.gogreenmaple.com. Call 888-355-

Preferred Vendors

1055 to learn more about Greenmaple's services.

Precor launches new conditioning circuit

Precor has recently introduced the Experience Strength S-Line series, a 13-piece turnkey conditioning circuit particularly suited to fitness/wellness facilities that prioritize economy of space. The system features instructional placards and walk-in designs, and includes equipment for the following exercises: bicep curl, tricep extension, chest press, shoulder press, pulldown, seated row, rear delt/pec fly, inner/outer thigh, leg press, leg curl, leg extension, abdominal and back extension. For further information on Experience Strength and other Precor products, visit www.precor.com or call 800-786-8404.

NSPF conference educates hundreds on-site, online

Sponsored by the National Swimming Pool Foundation (NSPF) and held in Colorado Springs last October, the fifth annual World Aquatic Health Conference drew 357 registrants from 42 states and 6 countries, who participated in 45 seminars. In-person conference registration was up 25%, according to NSPF. Moreover, in addition to the on-site participants, 341 people obtained access codes (tickets) to view seminars at NSPF's online training site, www.eoproacademy.org. To learn more about NSPF's conference and other educational offerings, go to www.nspf.org, or call 719-540-9119.

Octane broadens target market for new xRide

Now available to commercial health clubs, Octane Fitness's xRide seated elliptical delivers a total-body, low-impact cardiovascular workout. Exercisers can engage the upper and lower body simultaneously, the lower body alone, or the upper body only. xRide's active seat position is set at a 45-degree angle to open

the hips and torso for greater muscular activity and for comfort and support for exercisers of all sizes. Details about the xRide and other Octane Fitness products are available at www.octanefitness.com, or by calling 888-628-2634.

OPTP augments catalog

Orthopedic Physical Therapy Products (OPTP) has added two new booklets by Angela Kneale, OTR, to its catalog. *Desk Pilates: Living Pilates Every Day* offers exercises to bring variety of movement and better alignment to participants, while *Stretch Out Strap Pilates Essentials* targets dynamic exercises to strengthen and lengthen the body. Both books include exercises that emphasize strength, flexibility, posture, core stability and control. Call 800-367-7393 or visit www.optp.com to learn more about these and other books offered by OPTP.



SCIFIT manufactures and distributes bioDensity Isometric Strength Technology

SCIFIT introduces strength-training system

Created by Performance Health Systems, bioDensity Isometric Strength Technology—a personalized approach to improve, measure and track functional strength—is now available in health and fitness facilities. The bioDensity system, which is manufactured and distributed by SCIFIT Systems, is appropriate for all fitness levels, and particularly beneficial for deconditioned or aging clients, or those with limited range of motion. The patented process involves four isometric exercises that provide the user with real-

time feedback on exercise intensity and force output. For details, go to www.biodensity.com or call 800-278-3933.



WAVE Pro Elite

WAVE model debuts with new technology

WAVE Whole-Body Advanced Vibration Exercise has officially launched WAVE Pro Elite. Set to replace the WAVE Pro model, the device provides Air Wave Technology—patented vertical calibration of the vibration platform via inflation of the unit's air cushioning system. This feature helps ensure comfort and consistent dosimetry in vibration forces, regardless of the user's weight. The device also provides Vertical Controlled Vibration. To coincide with the launch, WAVE has designed a new, interactive website at www.wavexercise.com. Or call 866-420-7546 for more information.

STOTT PILATES creates active-aging program

New from STOTT PILATES, the Active for Life Program helps facility owners and fitness instructors implement or enhance pilates courses geared towards the active-aging population. Active for Life workshops provide instruction in pilates essentials, and for classes designed particularly for an older audience. Some workshops include the use of light equipment and address the specific needs and concerns of different age and health categories. For further information about Active for Life, email fullsolutions@stottpilates.com. ☺