



*Concept2 SkiErg*

## **Concept2 introduces SkiErg**

New from Concept2 CTS, the Concept2 SkiErg offers another way to experience Nordic skiing without snow. Similar to the Concept2 Indoor Rower, the new product helps individuals build strength and endurance in a sport-specific motion. Each pull engages the legs, arms, shoulders and core in a downwards “crunch,” and finishes by extending the arms down along the hips with knees partly bent. This motion can help older adults improve functional reaching, pulling and sitting movements. For details, see [www.concept2cts.com](http://www.concept2cts.com) or call 877-887-8014.

## **Age Dynamics clients open wellness centers**

Age Dynamics, Inc., (ADI) developed and implemented wellness programs for two clients who recently opened new wellness centers. Swiss Village in Berne, Indiana, dedicated its 21,200-sq.-ft. Arthur and Gloria Muselman Wellness Pavilion earlier this year, and Cross Keys Village in New Hope, Pennsylvania, formally opened its 31,000-sq.-ft. Harvey S. Klein Wellness Center on May 29. ADI also provided design support for these facilities. For assistance with wellness programming, facility design, or program management tools, call 800-929-2719, or go to [www.agedynamics.com](http://www.agedynamics.com).

## **CogniFit makes driving program available online**

CogniFit now offers Senior Driver online, an addition to its line of brain-training programs. Scientifically designed to help older drivers maintain and improve their driving skills, Senior Driver assesses and trains 14 driving-related cognitive abilities. The baseline assessment creates a personalized program that provides training in areas identified as most needed. Patented individualized training system technology allows real-time adaptation of the training tasks to match each user's progress and performance, the company says. More information is available at [www.cognifit.com](http://www.cognifit.com).

## **Iron Grip partners with Medical Fitness Association**

Iron Grip Barbell Company has joined the Medical Fitness Association as a corporate vendor member. Medical fitness centers “educate the population ... about the health benefits of regular exercise,” plus “help to legitimize the idea of ‘exercise as medicine,’” says Donna McCallum, the free weight provider's vice president of sales. “Iron Grip is a perfect fit, since so much recent research has emphasized the advantages of strength training as part of a ... routine.” For equipment information, call 800-664-4766 or visit [www.irongrip.com](http://www.irongrip.com).

## **Magazine honors LifeBio**

*Today's Caregiver* magazine recently bestowed the 2009 Caregiver Friendly Product Award on LifeBio, Inc., a company that helps people tell and share life stories and simplifies the publishing process so anyone can create autobiographical books. The new MemoryBio program works for those with Alzheimer's disease or other forms of dementia and serves as a tool for caregivers. Classes and curriculum are also available for groups of all ages and abilities. To learn more about the company's certified community program, log on to [www.lifebio.com/communities.htm](http://www.lifebio.com/communities.htm).

## **Conductorise certification program yields new instructors**

Active-aging professionals can now become certified instructors of David Dworkin's Conductorise, A *Sound Workout for Mind, Body and Soul*. Instructors of this low-impact program with a music education twist have been certified in Australia and the United States (Alaska, California, Colorado, Kansas, Michigan, Missouri, New York, North Carolina and Ohio). In addition, Conductorise events continue to be featured around the US, most recently in California, Connecticut, New Jersey, New York and Texas. Go online to [www.conductorise.com/certification.html](http://www.conductorise.com/certification.html) for certification information.



*Leeza Gibbons and Brookdale's Dr. Kevin O'Neil (second and third from left) are pictured with their colleagues at the brain fitness symposium in Los Angeles*

## **Brookdale cosponsors educational programs on cognitive health**

Brookdale Senior Living and the non-profit Institute for Optimal Aging are sponsoring a series of open forums on brain fitness. Geriatrician Kevin W. O'Neil, MD, FACP, medical director of Brookdale's Optimum Life initiative, is a featured speaker, along with local medical professionals. Breakout sessions will include topics such as brain foods, the importance of sleep, and tai chi demonstrations. The next Cross Train Your Brain symposium takes place in Kansas City, Kansas, on October 7. For details, visit [www.brookdaleseniorliving.com](http://www.brookdaleseniorliving.com).

# Preferred Vendors

## **FDA expands indication for NIMS product**

The US Food and Drug Administration recently granted an expanded indication for the Exer-Rest, advises Non-Invasive Monitoring Systems, Inc. (NIMS). Currently marketed as an aid to temporarily increase local circulation, provide temporary relief of minor aches and pains, and support local muscle relaxation, the Exer-Rest is now indicated to reduce morning stiffness. This condition is defined as slowness or difficulty moving the joints when getting out of bed or after staying in one position too long. Go to [www.nims-inc.com](http://www.nims-inc.com) to learn more.

## **Venture forum likes PowerLung's product pitch**

PowerLung, which makes a handheld device to train breathing, was named one of the "Most Promising Life Science Companies" for the second straight year at the annual Rice Alliance for Technology and Entrepreneurship Life Science Venture Forum in June. The Houston event drew more than 400 attendees, including investors, venture capitalists and business leaders, among others. Companies presented a 90-second product pitch to attendees and were judged solely on the messaging they communicated. See product information at [www.powerlung.com/activeaging/](http://www.powerlung.com/activeaging/).



*The Renaissance, a Masterpiece Living partner, held a cruise ship-style event to launch its wellness initiative*

## **Masterpiece Living partners with Ohio CCRC**

Upon partnering with Masterpiece Living earlier this year, The Renaissance

continuing care retirement community marked its official launch of whole-person wellness and successful aging with a wellness-themed cruise ship-style event. A steering committee of community residents, staff and leaders formed to help create the launch, which included activities and events geared toward the components of successful aging. This group guides the community today as its successful aging culture evolves. Located in Olmsted Township, Ohio, The Renaissance is part of the Eliza Jennings Senior Care Network. For information, log on to [www.mymasterpieceliving.com](http://www.mymasterpieceliving.com).

## **Pennsylvania CCRC selects Sodexo wellness program**

HealthAbility, a comprehensive wellness program for senior living, is partnering with Garden Spot Village in New Holland, Pennsylvania, to expand the community's wellness program for residents and employees. The 1,000-resident continuing care retirement community chose this Sodexo Senior Services' program out of the desire to have a multi-dimensional, campus-wide wellness program for all levels of services. HealthAbility is a wellness management offer from Sodexo. To learn more about HealthAbility, email [cindy.lauer@sodexo.com](mailto:cindy.lauer@sodexo.com).

## **Erickson adopts TMI's salt purification system**

A new ICAA Preferred Vendor, TMI Salt Pure Corporation, has been appointed the preferred aquatic vendor of Erickson Retirement Communities. Erickson is transitioning its pools to the TMI Automated Salt Pure system, with its System Integration Package. "The residents really loved the feel of the saline water; it was very good to their skin ...," comments Larry Ross, Erickson's senior director of maintenance and engineering. The senior living provider's network currently includes 23 campuses. For product details, call 800-818-8266 or check out [www.tmisaltpure.com](http://www.tmisaltpure.com).

## **New Thera-Band products offered for active care**

The Hygenic Corporation/Performance Health Inc. recently introduced several new Thera-Band products that are designed for use in the clinic or at home. The Thera-Band foot roller is a tool for individuals with foot pain caused by common conditions such as plantar fasciitis. The Thera-Band resistance tubing loop with padded cuffs is appropriate for sport-specific training and midrange rehab and fitness programs. An exercise guide is included to improve ease of use at home. Go to [www.thera-band.com](http://www.thera-band.com) for further product information.

## **Take 5 to Exercise now offers CEUs**

The California Department of Social Services has approved Kelly Ward's Take 5 to Exercise fall risk reduction workshop for three continuing education units (CEUs). Bookings for Ward's interactive, three-hour program are welcome from both inside and outside the state. The workshop fee includes the CEUs and a fall reduction package, which includes the Take 5 to Exercise DVD series, resistance band, compliance charts, and general fall risk reduction tips sheet. Email Kelly Ward at [wardkelly@mac.com](mailto:wardkelly@mac.com) to find out more.

## **Hip Hop drinks aimed at weight- and health-conscious active older adults**

Hip Hop Beverage Corporation, a new ICAA Preferred Vendor, manufactures and distributes Pit Bull Sugar Free Energy Products, which are approved for use by people with diabetes. Drinks in this new product line have no calories, carbohydrates, sugar or fat, and include vitamins and ingredients such as ginseng extract. These features—plus the lemon-lime flavor—make the drinks appealing to active older adults who are weight- or health-conscious. For information, call 800-686-3697. Or order online at [www.pitbullenergyproducts.com](http://www.pitbullenergyproducts.com). ☺