



Foot Solutions' digital foot analysis

Foot Solutions seeks footwear for those in need

Through a new partnership with an international charity, Foot Solutions is helping furnish footwear for those in need—and introducing individuals to its digital foot scanning technology. The specialty footwear company is asking people to bring shoes they no longer wear to any of its participating locations to be donated to Soles4Souls, a charity that provides free footwear to people in need worldwide. Everyone who brings in a pair of gently worn shoes will receive a free foot analysis (\$75 value). For participating Foot Solutions locations, go to www.soles4souls.org/about/locations.cgi.



CogniFit's redesigned logo

CogniFit launches new website and branding

CogniFit has redesigned its logo and repositioned its products under a new brand identity. After launching an online version of CogniFit Personal Coach in March, the company renamed several of its brain fitness programs so they are now easily recognized as members of the CogniFit family of products. The brand offers a baseline assessment of 14 cogni-

tive skills that personalizes training for each user. “Our patented ITS training system keeps users challenged, even as they improve,” explains CEO Amichai Bar Nir. Product information is available on the company’s newly launched site at www.cognifit.com.

NuStep wins design award

NuStep has received a 2009 Medical Design Excellence Award (MDEA) for its T5^{XR} Recumbent Cross Trainer in the rehabilitation and assistive-technology products category. The T5^{XR} was launched in September 2008 after a four-year collaborative effort that drew on the expertise of exercise physiologists and ergonomic specialists and the input of NuStep customers.

The product was designed “with the rehabilitation customer squarely in our sights,” says Mark Hildebrandt, NuStep’s vice president of research and development, who led the development team. “Everything [we] did was focused on meeting or exceeding the needs of our rehabilitation customers.” For product details, call 800-322-2209 or visit www.nustep.com.



Dr. Robert Kahn (second from left) displays his award

Masterpiece Living recognizes successful aging leader

Masterpiece Living, a new ICAA Preferred Vendor, has established the Robert L. Kahn Award to recognize leaders in the field of aging who have made exceptional contributions to the propagation and application of successful aging

principles. Dr. Kahn, coauthor of the book *Successful Aging*, lead investigator at the MacArthur Foundation Research on Aging, and Masterpiece Living Alliance Foundation board member, is the first recipient of the award that bears his name. He was presented with the award at the first Masterpiece Living Lyceum earlier this year. For more award information, contact Emily Warren at ewarren@mymasterpieceliving.com.

Conductorcise goes on tour

David Dworkin’s Conductorcise, A *Sound* Workout for Mind, Body and Soul, is on the road again. Maestro Dworkin recently presented the low-impact exercise program with a music education twist at the Plummer Movement Disorders Center at Scott and White hospital in Temple, Texas, for individuals with Parkinson’s disease. He then toured the West Coast with programs throughout California for Classic Residence by Hyatt, and appearances at Paradise Valley Estates in Fairfield and Pilgrim Haven in Los Altos, both located in the San Francisco Bay Area. Conductorcise also recently launched a certification program. See www.conductorcise.com/certification.html for details.

IHRSA honors SPRI

The International Health, Racquet and Sportsclub Association (IHRSA) presented its Associate Member of the Year award to SPRI Products, Inc., at the IHRSA Annual Convention and Trade Show in March. This award acknowledges a company whose dedication to advancing its products and services improves not only itself, but also the industry as a whole. SPRI was selected as a pioneer in the manufacture and distribution of rubberized resistance exercise products for the health and fitness industry, and for advancing a simple, yet effective, method of strength training. Product information is available online at www.spri.com. Or call toll-free 800-222-7774.

Preferred Vendors



The new BioSway, from Biodex

Biodex introduces portable device for balance testing and training

New from Biodex, the BioSway is a portable balance assessment and training device that helps providers identify balance deficiencies when screening older adults at risk for falls or neurological, vestibular or postsurgical problems. The BioSway system includes a lightweight instrumented platform and an easy-to-use color touch screen display, plus the choice of interactive training modes or standardized testing environments. In addition, a hard shell travel case protects the device when it is moved within a facility or transported to satellite locations. To learn more about this new balance product, call toll-free 800-224-6339 or visit www.biodex.com/biosway.

Brookdale implements brain fitness campaign

Brookdale Senior Living's new Cross Train Your Brain awareness and wellness program encourages older adults to reap the benefits of brain fitness. According to Brookdale's Kevin O'Neil, MD, medical director of Optimum Life, "Brain fitness does not depend on just what we think, but what we do. Research has confirmed the benefits of regular physical activity as well as the importance of emotional health and social engagement." Led by O'Neil, the Cross Train Your Brain pro-

gram is "educating [Brookdale] residents that brain fitness can be improved," he says, "and, when done, will positively impact the aging process." Check out www.brookdaleseniorliving.com for information.



Thera-Band Stability Disc

Hygenic unveils new Thera-Band products

The Thera-Band Stability Disc is one of several new products introduced by Hygenic Corporation/Performance Health, Inc. Complete with an instructional poster, the 13" disc offers an unstable, sensory-stimulating surface that facilitates balance and proprioceptive training, and automatic postural reactions. The disc is suitable for advanced balance exercises, and can be used with other Thera-Band balance products as part of a progressive balance-training circuit. Among the brand's other new products are a versatile 9" mini ball used for core muscle strengthening, and neoprene-covered ankle and wrist weight sets. Details are available online at www.thera-band.com.

WAVE joins Facebook community

WAVE has launched an official Facebook page. By becoming a member of the WAVE whole body vibration group, users can participate in discussion boards to learn how vibration exercise works and what its benefits are. Members can also share photos, links and videos of their personal experiences using the technology. WAVE is designed to simulate the body's natural stretch reflex through involuntary muscle contractions, giving

users of all functional levels a whole-body workout in as little as 15 minutes. Benefits include increased strength, balance, circulation and minimal stress on joints. To learn more, refer to www.wavexercise.com or call toll-free 866-420-7546.

Exerstrider educates public and professionals

Tom Rutlin conducted an Exerstrider instructor training event in Manhattan Beach, California, on May 28–29. North America's largest Nordic walking event to date—the Walking and Nordic Walking Health Expo—followed on May 30 in Santa Monica, where Rutlin and other Nordic walking leaders provided free instruction and informative lectures to the public. The Exerstrider founder also presented at the Aging Services of Arizona's annual conference in June in Scottsdale, and offered free Nordic walking instruction at the Gathering Waters Festival in Milwaukee, Wisconsin. For information about walking poles and instructor training, call toll-free 888-285-7392 or view www.exerstrider.com

Nautilus announces changes to leadership of commercial business division

With the departure of Tim Joyce, Sebastien Goulet, senior vice-president of operations, now heads up commercial business for Nautilus Inc., including all commercial manufacturing, engineering, quality, service, sales, marketing and product line management. Goulet has been with Nautilus since May 2008, and previously held senior leadership positions with a number of global companies. With this leadership change, James Liggett becomes general manager/vice-president of commercial business in North America. Liggett joined Nautilus in January 2006 and has been responsible for commercial sales and marketing in North America. For information about Nautilus products, visit www.nautilus.com or call toll-free 800-NAUTILUS (628-8458). ☞