



SPRI's Contour Weights

SPRI adds new weights to collection

New from SPRI Products, the flexible Contour Weight is a neoprene-covered 28-inch barbell-style weighted tube, which wraps comfortably around the body as an effective strengthening workout tool. Nylon end-stirrups may be used as handles for upper-body movements such as presses or curls, or positioned around the waist for added lower-body challenge for squats and lunges. Users may buckle the ends for secure placement around the waist, increasing calories burned while walking; or they may rest the weight atop their feet for added resistance. SPRI's Contour Weights come in increments, ranging from six to 30 pounds. Visit www.spriproducts.com or call 800-222-7774 for details.



(L to r), California SilverSaints Kathryn Schultz and Maxine Wardlow

SilverSneakers and 'SilverSaints' aid Gulf effort

To support ongoing efforts to rebuild after Hurricane Katrina, Healthways SilverSneakers Fitness Program launched the SilverSaints initiative. The program

will donate more than \$25,000 to Habitat for Humanity on behalf of each member in Louisiana, Texas, Oklahoma and California who visited a SilverSneakers location at least 12 times during August—6,000 members in total. "Our members were improving their own health and well-being while helping others," says Account Manager Robin Hochstadt, a founder of the SilverSaints program. For information, call 800-295-4993 or go to www.silversneakers.com.

Concept2 introduces latest rower

This fall marked the release of Concept2's Model E Indoor Rower. Designed in response to feedback from health clubs, the new Indoor Rower boasts enhanced technological features and a more accessible 20-inch seat height, which is six inches higher than Concept2's Model D. A double-coated frame, rechargeable battery and nickel-plated chain help to minimize maintenance. The new PM4 monitor makes rowing more fun with games, wireless heart-rate monitoring, and racing capabilities. Refer to www.concept2.com to learn more about both models, or call 800-245-5676.



The GolfGym Balance Ball

GolfGym refines program

GolfGym has updated its recently released Golf Fitness Made Simple program, with refinements that include, among others, changes in the way some material is taught and the addition of

new product demonstrations. Presented by President Ken Pierce, the program focuses on participants improving their game by becoming more "golf fit" using GolfGym products and positive motivation. The presentation covers golf fitness issues and demonstrates exercises using the PowerGrip Squeasy, Balance Ball, PowerSwing Trainer and Weighted Clubs. Log on to www.golfgym.com or call 877-4 GOLFGYM for product and program details. ICAA members receive a 10% discount on purchases by using promo code ICAA07 at checkout.



Iron Grip's new bar

Iron Grip expands line

Iron Grip has introduced the Competition Series Needle Bearing Bar to its family of Olympic bars. Made in Iron Grip's on-site facility in the United States, this bar offers users a combination of performance, safety and durability. The Competition bar features a durable hard-chrome finish to protect against flaking or peeling, and is specifically treated—as are all Iron Grip bars—to eliminate any hydrogen embrittlement. The product is also extensively tested. To learn more about this new product, visit www.irongrip.com or call 800-664-4766.

Matrix's US sales soar

Matrix Fitness Systems announces its 2007 third-quarter US sales increased 98% over the corresponding 2006 period. In the same time frame last year, global sales grew 55%. Matrix believes its new products—including the Ascent Trainer, Incline Elliptical, and Hybrid Cycle—have helped to fuel this growth. Chris Clawson, president of Matrix, also attributes the company's nearly triple-digit sales growth to more customers realizing the benefits of Matrix's Customer Advantage Program (CAP), its three-year

warranty coverage on parts and labor, and its fast, dedicated customer service. More company information is available online at www.matrixfitness.com or by calling 866-693-4863.

STOTT unveils reformer

STOTT PILATES has revealed its newest piece of equipment, the V2 Max Plus Reformer. Featuring a set of height-adjustable pulleys on its vertical frame, the V2 Max Plus offers a smooth multi-planar functional system for pilates training. The machine's direction of resistance is variable, providing additional support as needed through the full range of hip, shoulder and spinal movement. Older clients can work against very gentle tension and build incrementally as strength increases. This all-in-one unit also provides opportunities to work on balance while kneeling, lunging and standing. For details, call 800-910-0001 or go to www.stottpilates.com.



Thera-Band Rehab and Wellness Station

Thera-Band releases trio of products

Thera-Band recently expanded its product line with three new offerings. The Thera-Band Wall Station is a compact, total-body rehabilitation system designed for upper- and lower-extremity strength training. Also available is the Thera-Band Rehab and Wellness Station, a total-body rehabilitation center for active care that uses the Thera-Band colors and levels of progression. Finally, the new PRO SERIES SCP Ball was developed with a

custom-engineered compression deflection to provide a comfortable and responsive exercise experience. To learn where to find demonstrations of these products, check out www.thera-band-academy.com. Or locate a dealer by calling 800-321-2135.

Biodex presents new dynamometer

Biodex's System 4, a new dynamometer, provides a fast way to identify, treat and document the physical impairments that cause functional limitations. The System 4 features a redesigned seat, to accommodate both strong and frail persons; new software interface; isometric total impulse; exercise summary report, which plots strength, pain, range of motion and other defined measurements; new touch screen; simplified patient positioning, with on-demand action instructional videos; and expanded after-sale support, installation, training and continuing education programs. Output reports can be as comprehensive as required, but also simple enough for others to understand. For more information, visit www.biodex.com or call 800-224-6339.

Flagship product revealed by BalanceGym

BalanceGym, LLC, has released the BalanceGym, a commercial-grade individual or group exercise and rehabilitation station. Designed by an orthopedic surgeon and a physical therapist, the BalanceGym allows users to perform high- and low-level balance and cross-training exercises in a stable, safe and nonthreatening environment, with or without an assistant. The product facilitates exercise and rehabilitation for people with minor balance conditions or permanent balance impairments, helping individuals to participate in group exercise classes, balance training, stretching, aerobics, pilates and resistance exercises. Further details are available by going to www.thebalancegym.com, or by calling 888-522-BGYM.



EXCITE Top from Technogym

Technogym launches upper-body cardio machine

The EXCITE Top joins the Technogym EXCITE cardiovascular line. EXCITE Top combines shoulder, torso and core muscle toning and strengthening, and offers an aerobic benefit for those with lower-body impairments. Facilities can select a standard seat option with a contoured seat and backrest for extra support, an ergonomic seat for increased core muscle engagement, or a seat removal option for standing or wheelchair users. Additional features include a high visibility display, rotating handles and adjustable hand cranks that accommodate the user's arm length. Also, a patent-pending warm-up routine provides a comprehensive upper-body warm-up. Call 800-804-0952, or email kkobayashi@technogymusa.com.

Precor augments offerings in treadmill series

Precor has added two models to its new 9.2 series of home treadmills. The low-impact models feature an age-friendly lower deck height, and come in contemporary styles and a warm color scheme. The 9.23 treadmill offers active older adults their choice of six programs, including interval, hill climb and weight loss. With 10 programs and two user profiles, the 9.27 model offers two heart-rate programs, weight loss, hill climb, and 5k track choices, as well as touch heart-rate sensors and heart-rate telemetry. Visit www.precor.com or call 800-786-8404 for further details. ☺