

# PILATES

The Balanced Body® Newsletter

# CORETERLY



**Portia Page** has been in the fitness industry for over 18 years as a teacher, competitor, program director, instructor trainer, international presenter, fitness director and creator. She is a Gold Certified Pilates Teacher through Pilates Method Alliance, a faculty member of Balanced Body University and a STOTT Pilates Certified Instructor. She holds current certifications with ACE, AFAA and PMA and has a BS in Cognitive Science from the University of California at San Diego.

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## CLUB SCENE

### 2010 Resolution: Gaining and Keeping New Clients After the New Year's Resolutions Fade

by Portia Page

The New Year is the perfect time to bring new members to the Pilates studio in a club, or retain current ones. With the New Year comes the desire to start over and become that wonderful, productive, healthy, happy person we've always wanted to be. The trouble is, the enthusiasm to make changes, especially with exercise, tends to fade once we realize we can't change overnight. So how do you bring in new members and maintain your current ones past the "resolution phase" of the New Year and into the rest of the year?

#### Sell the Benefits of Pilates

In order to attract them and keep them coming to studio, a club needs to develop relationships with new members (addressing their attitudes), and establish patterns to ultimately retain them (offering real-life values) and steer them towards the Pilates way. The key to obtaining value on both ends (for the club management and the new member) is really the same – attitude. Most people trying to keep resolutions fail because of outlook or attitude; they sabotage the outcome by setting themselves up for failure. Recognizing this situation and addressing it in simple terms are key to acquiring them as members and then retaining them in the Pilates studio.

Educate them about the benefits of Pilates so they will see it as a valuable asset to their overall health and wellness, versus just another expense. The perfect way to do that is by selling prospective and current members on the value of a regular Pilates routine: better posture, weight loss, feeling and looking better, increased energy levels, enhanced daily mental concentration and performance, preparation for a trip or sport, or increased libido, just to name a few. Having members understand that their health and well being are more important than anything else, that it's worth paying for, and that it can be achieved through Pilates is a better message than just saying, "here are the prices for the classes in the Pilates studio."

## Know Their Goals

With regards to the member, the attitude adjustment comes in their perspective towards exercise itself. They need to be set up for success. This starts with how they feel about the relationship between their bodies and exercise. It is well worth your time to spend some time “chatting” first to find out how the member feels about the gym and the exercise they are doing there. If you can find out their goals, then you can let them know how Pilates can help them attain those goals. For instance, if the goal is to lose weight, you can show them how Pilates will help them move in a better range of motion for everyday life and in the other activities they do at the gym, thus enhancing other gym work. If the goal is to gain flexibility and relieve back pain, then explain how Pilates is the number one choice for this type of thing, since it can address spinal alignment and core engagement. Regardless of the goal, inform them of the plentiful benefits that Pilates can offer them and their lifestyle. By informing them of the outside physical benefits (e.g. straighter posture, flatter abs, better range of motion, weight loss) and backing that up with the inside benefits like better concentration and focus, a clear mind, and stress release, you can easily assure them of the value of a weekly Pilates routine and the long lasting effects it will have on their daily lifestyle.

Resolving to retain a member throughout the year can be done by just a simple adjustment of attitude...allowing the client to realize that their health and wellness is a valuable asset, not an expense, and that it can be attained through Pilates.

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# CORETERLY



**Teresa Wong, PT** has been a physical therapist for over 17 years. She has worked extensively with neurological patients of all ages, from infants to centenarians.

She has published research in *JOSPT* and *Archives of Physical Medicine and Rehabilitation* on spasticity, gait and wound healing. She has also worked in a functional gait assessment laboratory utilizing surface and fine wire EMG, as well as kinematics to study dynamic gait patterns.

Teresa came upon Pilates over 13 years ago in Los Angeles at Mari Winsor's studio. Since then, she has continued to build upon the integration of Pilates principles into her physical therapy practice.

## REHAB CORNER

### PILATES AND THE STROKE PATIENT

by Teresa Wong, PT

According to the American Heart Association Statistics Committee and Stroke Statistics Subcommittee, every 45 seconds someone has a stroke in the United States. This equates to over 700,000 victims a year. 500,000 of these strokes are first occurrences. In addition to these sobering statistics, the "face of stroke" is changing. According to the Joint Commission, "Strokes are getting younger and younger." About 30% of strokes occur to those under 65 years of age. In other words, these strokes are happening in their productive "wage earning years." In a study performed six months after a stroke, they found that 30% of survivors continued to need assistance to walk and 50% had some degree of paralysis on one side of their body. Another long-term follow-up study revealed that long-term stroke survivors, especially those with only one episode, had a good chance for full functional recovery.

The impact of a sudden disability can be devastating, not just physically, but emotionally, financially and socially. As a result, the rehabilitation programs for this patient population need to be reexamined with strong emphasis on effectiveness and efficiency. In over 17 years of experience as a physical therapist working with neurological patients, I have found Pilates to be extremely powerful when incorporated into the rehabilitation program of stroke survivors. At Rehab Hospital of the Pacific, this is what we call Clinical Pilates.

#### Centering, Control, Flow, Breath, Precision, and Concentration

These six principles are the essential components of a Pilates session with emphasis on quality over quantity. Pilates exercises do not include a lot of repetitions for each move. Instead, doing each exercise fully, with precision, yields significant results in a much shorter time. With assistance from Pilates equipment such as the Reformer, these principles are integrated into each exercise, resulting in a more effective and efficient exercise program to facilitate maximal recovery.

#### "Centering" After a Stroke

The most common physical dysfunction as a result of stroke is hemiplegia or the paralysis of one side of the body. During the initial rehab process, it is common to utilize compensatory patterns as quickly as possible in an effort to gain mobility. As a result, the patient's awareness of their bodies is often altered.

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With Clinical Pilates, the focus is continuously on centering and strengthening those deeper core postural muscles with an emphasis on control. With the guidance of the Reformer and a trained practitioner, the treatment becomes “self-correcting” and facilitates rewiring of the nervous system with minimal compensatory patterns through the encouragement of fluid movement patterns that emphasize control, stability and alignment all at the same time. As a result, patients gain a better understanding of their bodies at this critical point in their recovery process. During the initial rehabilitation process, it becomes a powerful combination to integrate Pilates principles, such as core strengthening and control, into traditional therapeutic techniques, such as gait and balance training, to maximize functional recovery.

### **The Breath and Alignment**

Most stroke survivors intuitively hold their breath as they make the arduous journey to learn to move their bodies again. It is instinctive and almost universal when your body suddenly feels unfamiliar, weak and unstable. Because of this, their physical recovery lacks efficiency as the body globally contracts its muscles and become easily fatigued from the constant contractions.

Pilates’ emphasis on controlled breathing with each movement not only boosts physical efficiency by decreasing unnecessary contractions, but also facilitates proper alignment in posture and overall balance. In addition, the emphasis on elongation of each movement helps to open up the trunk and pelvic area, allowing more range of motion. This results in more freedom of movement during dynamic activities. With hemiplegia, there is a strong tendency to shift completely to the unaffected side, which only reinforces the weakness and poor motor control of the affected side. As a result, the asymmetry in the physical body becomes reinforced, as opposed to moving towards correction. With the use of Pilates principles to facilitate proper breathing and alignment, comes improved balance. With improved balance, comes increased confidence.

### **Educating the Patient**

As physical therapists, our job is to educate each of our patients on how best to heal their bodies after an injury to maximize their functional potential. This becomes a significant challenge when the nervous system has been damaged and proprioception, sensory input and motor function are all impaired. Additionally, in the stroke population, often there are cognitive impairments, and abnormal reflexive tone that is often not under voluntary control.

The utilization of the Reformer in the rehabilitation program facilitates this education process instinctively. Again, if done properly, Pilates is self-correcting, meaning the patient can see and feel their weakness, their asymmetries, and their abnormal motor patterns themselves. This increases their body awareness significantly and allows them to gain a deep understanding of their body and take a proactive approach in their rehabilitation process.

With the rapidly changing currents in healthcare, there is an emphasis on rehabilitation programs to focus on educating each patient to be responsible for their own recovery process, regardless of their diagnosis. Each patient needs to understand the recovery process can continue long after their formal rehabilitation programs ends and therefore, the better they understand their bodies and it’s strengths and deficits, the better equipped each patient will be to maximizing their own recovery.

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# CORETERLY



**Carol LeMaitre** came to Pilates the typical way - as a dancer with a back injury. The method was so successful at getting her back onstage that she was inspired to become a teacher. She also used Pilates to prepare for and recuperate from the births of her two sons. In 2004, Carol founded Sanchez Street Studios in San Francisco and she serves as the head of the Green Committee of the United Pilates Collective.

## THE PILATES MARKETEEER

### Creating an Eco-Friendly Studio: Good for Business, Great for the Planet

by Carol LeMaitre

*(Editor's note: This following article was originally published in our 2009-2010 catalog.)*

It all started when one of my clients made a comment during a session about how tankless water heaters were the most cost effective green fix available for building owners. Ironically, not too long after he brought that up, both the upstairs and downstairs water heaters went on permanent strike. I looked into the tankless heaters and, though a bit costlier to install, they save a lot of energy by heating only the water that's used, instead of maintaining a tank full of warm water at all times. Little did I know at the time that the tankless water heaters would be the first step to creating an eco-friendly environment at my studio.

The next thing to go was the antiquated heating system. After much research, we decided to try radiant electric heaters. They are similar to the heaters found outside of restaurants to protect curbside diners from frostbite. They are amazingly effective at heating objects, not the air. So, when you enter the studio, the object, meaning you, is warmed.

#### Effective Heating

As soon as people get their blood pumping in a class, we can turn the heaters off and turn on the fan. The room is pleasantly cool since the heaters did not heat the air. This is an example where the new technology is actually less expensive than the old. Radiant heaters are half as expensive as a forced air system and there's no need to block off a window for exhaust.

We also decided to try an overhead heating fan for a back room that was constantly freezing. You set the fan thermostat and it circulates the air until the temperature hits your setting. Then it will reverse the fan to cool the room to maintain a constant temperature. By this point, I was hooked. The next step was solar panels. Though they were costly to install - about \$30,000 not counting the rebates - I am getting an immediate return on investment. It's such a thrill to get a \$0 bill from PG&E. I used to spend about \$500 per month on gas and electric during the winter months and last year my electric bill was minus \$600.

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### Cutting Down the Paper Trail

Now that we had the big things under control, it was time to conquer the smaller issues. We used to do a mailing about at least four times a year to approximately 800 people. That's a lot of paper and time! So we switched to sending out an online newsletter and posting notices on Craig's list. We have gone from spending \$4000 a year on a mailing, to \$945 with Constant Contact, an email marketing service.

And I can send reminders much more frequently to announce new classes and new specials at the studio. We have also started emailing all receipts, unless people ask for a hard copy. We use 100% recycled paper when we absolutely have to make a copy.

### No More Plastic

One of my favorite changes was buying a couple of water filters and compostable cups. I couldn't stand to see all of my students carrying their plastic bottles to the studio. I also hated the idea of a truck delivering water. So I announced that we would be offering filtered water at the studio. This might be the single most effective change I have made. If you figure 300 people visit the studio each week, that is a LOT of water bottles that aren't in the land fill and weren't trucked across country.

Other things we have done is used VOC paint when we remodeled, replaced light bulbs with compact fluorescents, recycle EVERYTHING and use green cleaning supplies. I like to wipe down the equipment after each client with a mixture of 16 oz water, 4-6 drops of tea tree oil (a natural antibacterial) and 6-8 drops lavender oil. It smells lovely and clean.

I now head the "green committee" for the United Pilates Collective, a service organization of dedicated Pilates professionals who work on a variety of initiatives for Pilates studios – from health care, to marketing, to independent contractor issues. For me it's so important and rewarding to take the small steps to a cleaner, greener community and to have Pilates be associated with the health and well being of the individual and the planet. I want my students to leave the studio feeling empowered in their body and inspired to band together to take the small steps that make the big changes.

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**Karena Thek Lineback** is the owner of Pilates Teck, Inc, located in Newhall, CA. She is the author of *OsteoPilates; Increase Bone Density, Reduce Fracture Risk, Look and Feel Great* and the host of the PBS special, *Pilates for Healthy Bodies*, that focuses on helping those with chronic pain.

## FROM THE STUDIO

### Sabotaged by Sugar

by Karena Thek Lineback

I work with a lot of people in pain from things like hip replacements, spine surgery and neuralgia, which keeps me aware of fluctuating pain levels. When it is cold or it rains, I notice my clients are in more pain. This year after the holidays, I was perplexed at an increase in complaints; it was 75 degrees and sunny outside - far from cold or wet. But after thinking about it, it started to make sense when we take into account the excess sugar, fat and alcohol bacchanals that usually accompany our holidays. This makes our job as Pilates teachers even more important.

It is crucial for us to understand what's going on in the body and how we can help our clients counteract the negative impact of increased sugars with exercise like Pilates. However, movement alone cannot fix a diet that may be sabotaging your clients' quest for reduced pain and/or increased overall health. Without a healthy diet, it is impossible to yield optimal results that any workout could potentially provide. It is important to approach healing and fitness from the many aspects of the human body. Just as musculature needs to be balanced and aligned, so does nutrition. After doing some research on the subject here are some tips on how to effectively convey this information to our clients.

#### Making Our Clients Aware How We Process Sugar

We need to understand how the body processes sugars. Excessive sugar can create inflammation, which, for someone who is already struggling with pain, throws oil on the fire. Unfortunately, this inflammation is not easily recognized because it occurs at a cellular level. Most clients don't realize that inflammation is to blame for their discomfort.

Sugar metabolism begins when you eat something like cereal, a bagel or a piece of candy. The process goes something like this:

1. The sugars in these foods are converted to glucose.
2. If the body needs energy, the glucose will be put to use right away.
3. For glucose not immediately needed, insulin is released to maintain a balanced blood sugar level (homeostasis).

The sugars are then taken out of the blood stream and put into cells which will take some of that sugar and convert it to glycogen, an energy store to be used

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when the body needs a burst of energy. Once these stores are filled, any excess glucose will turn into fat.

The insulin does, however, try desperately to create a balance. This takes us back to homeostasis. With too much sugar, the insulin is caught up in a constant struggle. Imagine trying to balance on a ball. For five minutes you balance perfectly; after that, you fatigue and hope for a soft landing. In response to too much sugar your body also tries to maintain balance, but when it's just too much to assimilate, your body's systems will finally give up the battle. At this point, you are no longer able to process the high amounts of sugar in the body and you become insulin resistant. Your body can no longer react to insulin and process sugar. According to Jill Redfern, R.N., of Women's Health Advantage, Santa Clarita, CA, if your body can't maintain a strong, healthy insulin reaction and homeostasis, your body will exhibit the repercussions in the form of excess fat, pain and/or the development of disease.

### How Sugar Can Wreak Havoc

The Nurses' Health Study provides a great example of how high intake of sugar creates havoc with our health. In 1984, 75,000 healthy nurses were selected to participate in the study. Ten years later, 761 of the nurses had died or been diagnosed with heart disease that was directly linked to a diet high in refined sugars. Those with high sugar diets more than doubled their risk of a heart attack. According to Redfern, high quantities of simple carbohydrates contribute to increased heart disease in 40% of women.

Let's take a look at the skin to try to understand what is going on inside our bodies. When you take in too much sugar, it attaches to the protein molecules in the skin (called glycation). The skin becomes stiff and inflexible (wrinkles). Now imagine that same stiffness and inflexibility happening to the tissues inside your body, in the organs you can't see. You can then understand how increased sugar intake would inhibit a whole host of normal, healthy processes like healing, muscle building, and organ function.

The inflammation that results from poor diet, and the resulting impaired homeostasis, is thought to be at the root of most cases of suppressed immunity, resulting in disease. Fibromyalgia, lupus, heart disease, obesity, cancer, diabetes and more are thought to have their roots in an overwhelmed homeostatic system stemming from a poor diet.

### Starting a Low-Sugar Diet

We need to encourage our clients to start a low-sugar diet. As such, here are a few things they should to know as they get started:

1. Large amounts of Vitamin B-complex and alkaline minerals are needed to metabolize carbohydrates and simple sugars: If you are using a majority of your Vitamin B on sugar processing, you will feel exhausted.
2. Sugar in the form that we most often eat it is no longer the food it was. It has been stripped of nutrients and color. Raw sugars contain trace nutrients of phosphorous, calcium, iron, and magnesium.
3. Brown sugars are not all the same. So called 'light' or 'dark' brown sugar has been stripped, like all refined sugars, and has molasses added back in for color.
4. Cane sugars are naturally brown.
5. Consumption of sugar inhibits the immune system and reduces the capacity to heal.

Encourage clients to read labels on the food products they buy. In terms of "bad" sugar, have your clients look for glucose, sucrose and high fructose corn syrup. As an alternative, the newly popular agave syrup can also be just as refined as white sugars. Stevia and Lakanto are viable sugar alternatives ([www.bodyecology.com](http://www.bodyecology.com)).

Another resource is [www.NutritionData.com](http://www.NutritionData.com). You can look up a food and they will give you all the nutrition data on that food, including an inflammatory index. Foods that have a negative inflammatory impact are given negative numbers as scores, and *vice versa* for positive impact. For example, a tortilla chip is -94, a raw carrot is 209.

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# CORETERLY



## WHAT'S NEW

### Winter 2010

As usual there's been a lot going on at Balanced Body since our last Newsletter! Here's our latest news on product offerings and activities.

1. Natalie Coughlin at IHRSA
2. CoreAlign™
3. F.I.T. Kit™
4. How to Podcasts
5. Pilates on Tour® - San Diego
6. On the Road™
7. Enhanced website searching

### Natalie Coughlin will be at IHRSA

We're thrilled that Olympic swimmer and former *Dancing with the Stars* contestant Natalie Coughlin will be spending the day with us at IHRSA this year. She has already medaled 11 times, but is looking for more to hang around her neck in London in 2012! Visit our booth and see how the Pilates Arc™ fits into her training regimen.

### CoreAlign™

Functional training is about to be completely redefined! The much-anticipated [CoreAlign](#) is almost here! Part cardio, part mind-body... totally unique! A wonderful new addition to our product line, the CoreAlign is at once a rehab tool, fitness equipment, and core strengthener. Check it out in February at Pilates on Tour - San Diego, or at IHRSA, where you can give it a test drive. Better yet, get trained to be a teacher on this innovative apparatus! Join us for the pre-conference training at Pilates on Tour in [San Diego](#) or [Phoenix](#) for our Rehab Summit in April.



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## **F.I.T. Kit™**

Coming soon... Our new and improved F.I.T. Kit! Explore various angles of resistance to increase, expand, and create new ways of exercising on your Allegro® Tower of Power™, or Reformer with Tower. Provide more precise, effective workouts that target specific muscle groups. Work off either side of the Tower. It's integrated with the carriage, making traditional work even more challenging and individual.

## **How-to Podcasts**

Ever wondered how to assemble your Trapeze Table or exchange the carriage on your Allegro® Reformer? Watch our Technical Support Specialist, Joe Weiss, as he guides you through the process, step-by-step. Or, if you'd like to know more about the various Reformers available from Balanced Body, take a tour with Nora St. John, Program Director for Balanced Body University®.

[See](#) what we have available!

## **Pilates on Tour® - San Diego**

Come join some of the best educators in the business in sunny San Diego! Take informative classes on some of the most interesting topics in the Pilates world. Not only will you be staying in one of the most beautiful resorts in San Diego, but you'll get to hob-nob with legends like Pilates elder Lolita San Miguel and photo journalist I.C. Rapoport. [Pilates on Tour in San Diego](#) is the place to be!

## **Chairs, Arcs & Toys *On the Road™***

For On the Road™ this year, we've "driven" up some great workshops for you to take at area studios! Try your hand at the Pilates Arc™, EXO™ Chair, and various toys. Visit [www.bbupilates.com](http://www.bbupilates.com) to see if a stop is being made near you.

## **Enhanced Website Searching**

Searching [Pilates.com](http://Pilates.com) just got better. Now it's even easier than ever to find what you're looking for: products, articles, trainings, tradeshow, and more. Come check it out!

Have ideas for articles for our Newsletter? Want to write an article? Let us know! Email [balancedbody@pilates.com](mailto:balancedbody@pilates.com).

# PILATES

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# CORETERLY



**David Higgins** is co-founder of TenPilates in London, England. Originally from Australia, David was both a professional Aussie Rules player and a sports scientist for the Australian Institute of Sport. He also has a degree in Exercise Sports Science in Human Movement. After studying Pilates in Beverly Hills, David moved to London in 2004 and co-founded TenPilates three years later.

## PROGRAMMING FORUM

### The Evolution of a Group Reformer Program

*by David Higgins*

Like so many instructors I was introduced to Pilates after being injured. I was playing semi-pro Australian football and studying for a degree in exercise rehabilitation at Victoria University in Melbourne, Australia in 2001. I dislocated my shoulder and tore ribs from my sternum. That pretty much ended my playing career. While self-rehabbing the injury, I was introduced to Pilates, using its basic principles to aid in my treatment. After a full recovery from the injury I completed the remaining few months on my degree and left to travel the world.

Los Angeles was home for 12 months where, along with working with private clients as a personal trainer, I was introduced to “system dynamic,” a Reformer-specific exercise program at Sebastian’s Pilates Plus. I was intrigued by the equipment and the potential programming possibilities in a group format.

I continued on my travels to the United Kingdom and landed in London late 2004 where I began a stint as a rehabilitation personal trainer. There was a Reformer in the studio where I worked and I began to “play” with it, instantly falling in love! After years of furthered education, and mostly through trial and error, I collated my first teaching manual that has now become the corner stone for my business, TenPilates.

My first studio opened in September of 2007 in Nottinghill, London. It was 1500 square feet, with ten Allegro Reformers. We saw a maximum of ten clients a class with a schedule that ran 20 classes a week. Now we have 3 studios in London: Notting Hill, Mayfair and Chiswick, with over 75 classes running a week. And we are going to expand even more in 2010!

So how did we grow to three studios and counting in just over two years? A solid concept and business plan.

The guiding “concept” behind TenPilates is what I have termed “Dynamic Pilates.” Dynamic Pilates is a system that focuses on isolation, integration, fatigue and stretch. It is tailored to the active individual who requires more education on how to use their bodies correctly and efficiently. It is a results driven, fun and informative exercise Reformer program. All programs that we offer tie into this concept.

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## Public Relations and Marketing are Key Components

In order to grow you have to get your name out there.

It seems like an obvious tactic, but I'm shocked at how many businesses in general don't diligently market their services. When our first studio was launched, a large portion of the budget was given to marketing and increasing the visibility of the brand. Public Relations was also very instrumental in the launch and continual popularity of the brand.

In addition, I met my business partner Joanne Mathews in the same rehab gym where I was working on the Dynamic Pilates manual. She sustained a fractured spine from a car accident in 2004 and was one of my first clients in London. She was the first to experience "Dynamic Pilates." She is now 100% rehabbed and back to an active, pain-free lifestyle. As the founding partner of TenPilates, Jo comes from a Marketing and PR background and therefore understands and believes in its importance.

I'm aware that not everybody has marketing-trained staff on board. If you don't, find someone – a friend, a cohort – who does have a marketing background and bounce ideas off them. It's critical to understand all the avenues available and finding something effective within your budget.

## Quality Instructors

I find that with Pilates quality instructors are more important than almost all other exercises. There are so many modifications and nuances to the exercises, and if an instructor does not make the right one for a particular client that client will not have a positive experience. At TenPilates every member of our training team has a degree level of exercise and at least three years experience in the industry. They have to share our values of being Expert, Celebratory and People-Driven; above all they have to care. We also assess industry knowledge. We look for experts and then continue to train them. All instructors undergo 180 hours in our academy before they even teach a client.

At TenPilates we're expecting a great 2010 and are looking forward to exposing more and more clients to the concept of Dynamic Pilates!



## EQUIPMENT AND MAINTENANCE

### What are These Things?

*A guide to great equipment you may not know much about - yet*

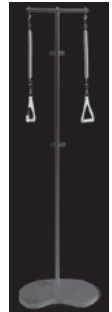
*by Joe Weiss*

Sure, we've all heard of Reformers, Trap Tables, and Chairs. But there is a lot of other Balanced Body equipment out there that, while not household names (yet), are extremely effective – and sometimes very economical.

Here are some of our favorites:

#### Ped-a-Pul

Composed of a base, a pole and two springs with handles, the Ped-A-Pul is great for shoulder and back exercises. Brackets are included to attach the unit upright to the wall. The Ped-A-Pul lets users work against gravity with the assistance of the pole.



Balanced Body Ped-a-Puls are available in two base styles: the original square shape designed by Joseph Pilates, and the kidney shape we built for Ron Fletcher to his specifications. The kidney-shaped base helps the user properly align the feet. Height: 84" (213cm).

Check out complete features and pricing for the [Ped-a-Pul](#).

#### Wall Tower

Our Wall Tower is free-standing, giving you the flexibility of using it with a Reformer or a mat. The Wall Tower provides Trapeze Table or Cadillac functions in a very compact space. As your business grows, or during peak studio hours, you can move the Reformer to its own station and use the Wall Tower with a mat.



Built from highly polished, chrome-plated tubular steel, the Wall Tower features push-through bar positions for the mat and all Reformer heights. Mat and Moon Boxes sold separately.

Check out complete features and pricing for the [Wall Tower](#).

## Functional Footprints®

Originally designed to help dancers achieve optimum technique, Functional Footprints are innovative, easy-to-use tools that teach leg alignment without placing stress on the ankle or knee.

By integrating the kinetic chain from the foot through the pelvis and upper spine, Functional Footprints can teach anyone how to get the foot, ankle, and hip working together. Achieve maximum alignment, strength, symmetry and balance in an easy-to-follow, sequenced progression. Economic and great as a rehabilitative tool and for dance medicine.

Check out complete features and pricing for [Functional Footprints](#).

## The Avalon™ Step Barrel

The Avalon Step Barrel is a complete redesign of Joseph Pilates' original Spine Corrector, from an original concept by world-renowned teacher Rael Isacowitz and developed in collaboration with Balanced Body. It provides 100% of the functionality of Joseph Pilates' Spine Corrector, plus the groundbreaking addition of a full spring system for resistance-based repertoire.

Check out complete features and pricing for the [Avalon Step Barrel](#).

## Joe's Toe Gizmo™

Traditional Pilates equipment designed in collaboration with leading Pilates educators, our new Joe's Toe Gizmo improves bunions, corrects toe misalignments, strengthens feet, and improves balance and gait. And we've made it better than others on the market - it won't come apart, the metal parts are non-corrosive, and the spring will not wear out. Comes in two resistances: heavy spring (with black loops) or light spring (with red loops).

Check out complete features and pricing for [Joe's Toe Gizmo](#).

*Joe Weiss is the Technical Support Specialist for Balanced Body.*

# PILATES

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# CORETERLY



## BB ON THE ROAD Winter 2010

Visit Balanced Body at one of the shows or events we will attend in the next few months around the world. At most of these events you can test our new equipment or partake of a group Allegro® Reformer or EXO™ Chair session with some of the leading instructors in the industry. You can also purchase any Balanced Body equipment featured on the show floor, and almost all equipment is also available to pre-purchase.

If you are in the area, come by and say hi!

### FEBRUARY

#### APTA CSM

February 17-20, 2010

San Diego, California

[www.ppsapta.org](http://www.ppsapta.org)

#### Pilates on Tour®

February 26-28, 2010

San Diego, CA

[www.pilatesontour.com](http://www.pilatesontour.com)

### MARCH

#### IHRSA

March 10-13, 2010

San Diego, CA

[www.ihrsa.com](http://www.ihrsa.com)

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