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REVIVE - AUGUST 2008 NEWSLETTER



Editorial: Hi and welcome to August. This month we are celebrating our second birthday (City Studio). I would like to thank my staff and all of our wonderful clients for the support and energy they have given over the last two years. Revive continues to grow from strength to strength and we now have an extended family of Revive clients in the City. I feel like we have been here forever—time flies when you're having fun! Ashgrove turned 7 this year and I would also like to thank our loyal clients at Ashgrove for their continued support. Don't miss Cyndi O'Meara's workshop on Tuesday evening (5th August) - it promises to be a great night—you can attend for only \$20—a small price to pay for invaluable knowledge on simple ways to change your diet and exercise habits. Stay well -

Jules

REVIVE LIFESTYLE OVERHAUL

READY TO MADE CHANGES TO YOUR DIET, YOUR HABITS AND THEY WAY YOU LOOK AND FEEL?

JOIN OUR 12 WEEK PROGRAM TO GET YOU STARTED ON YOUR NEW LIFE AND NEW YOU!!

Over \$2,500 worth of products and services for 12 easy weekly payments of \$125

Plus: Once off joining fee \$300

THE PACKAGE INCLUDES

- Equipment Pilates pack (three 1:1's and 10 groups).
- 12 one hour massages (1 per week).
- 1 seminar with Cyndi O'Meara.
- 21 day kick start program and e-book by Cyndi O'Meara.
- 3 one hour Endermologie sessions (free body stocking for treatment).
- Revive t-shirt and water bottle.
- Walking group membership (twice weekly).
- 10% off physiotherapy services for members.



PROGRAM COMMENCING MONDAY 4TH AUGUST

SEMINAR WITH CYNDI O'MEARA

TUESDAY 5TH AUG (7—8.30 PM)

You can attend the seminar (with supper) alone for



**IT'S REVIVE'S
2nd BIRTHDAY!**

**TO CELEBRATE WE'RE
OFFERING THE FOLLOW-
ING AUGUST SPECIALS**

- **EQUIPMENT
PILATES START-UP SPECIAL \$470**
(VALUE \$730).
- **5 X 1 HOUR MASSAGE \$350** (VALUE \$440)
- **10 X 1 HOUR MASSAGE \$680** (VALUE \$880)



*Let each day leave an
imprint of happiness upon your soul.*

Adèle Bashzer

Aerobic exercise may shield ageing brain

Keeping the heart fir with aerobic exercise may boost over 55's brain power, a research review suggests. In an analysis of pooled data from previous clinical trials, researchers in the Netherlands found that when healthy adults older than 55 improved their fitness through aerobic exercise, there was also often an improvement in memory, attention and other mental abilities.

Research has linked regular exercise to better cognitive function in older adults-but it has not been clear whether this is related specifically to aerobic exercise and gains in cardiovascular fitness. To investigate, researchers reviews 11 clinical trials conducted in the US, France, and Sweden that involved a total of 670 adults older than 55.

In eight of these studies, the researchers found, participants who engaged in aerobic exercise showed an average improvement in their fitness levels. The improvement coincided with gains in certain measures of mental acuity.

Improvements in cognition as a result of improvements in cardiovascular fitness are being explained by improvements in cerebral blood flow, leading to increased brain metabolism, which, in turn, stimulates the production of neurotransmitters and formation of new synapses.



What is that strange machine? **THE REFORMER**



The Reformer has been around since the early 1900's and has been popular for years with world-wide celebrities. It is a machine originally designed by Joseph Pilates to "reform" the body using exercises similar to those in mat classes to work very precisely to develop good

alignment, core strength and flexibility. The basic design is a moveable carriage, 2 pulleys with ropes and straps attached to the end, a footbar, and resistance springs that allow you to exercise either sitting, standing, or lying. There are numerous exercises that can be designed so as to ease the ability to control your body, or to increase the difficulty. Your total body can be strengthened and lengthened on this one piece of equipment, and it is also a great design to aid in rehabilitating patients with back pain by giving support to the spine while you learn to control your pelvis deep stability system. Also, many exercises can be adapted



mimic actions for particular sports, namely golf. Here at the studio, reformers are used in addition to other pilates equipment in our Equipment Pilates Sessions.



Maintaining a Healthy weight—creating life-long habits.

The secret of successful weight loss lies in changing your habits, not in dieting. To lose weight and keep it off, small but permanent changes to your lifestyle need to be made. This can be a struggle as there can be many obstacles to losing weight including:



- Lack of exercise.
- Body shape
- Genetics
- Medical complications
- Our sedentary lifestyle

These factors make it hard to control weight, but need not be overwhelming. Be realistic in your expectations and concentrate on changing your behaviour. Rather than fixating on the scales, focus on the changes in your body shape. As you begin to lose weight, these changes will help to keep you motivated and boost your confidence and self esteem.

"We are what we repeatedly do. Excellence, then, is not an act, but a habit". Aristotle.

When you lose weight, you lose it as fat and muscle, but when you regain it, it only comes back on as fat.



Every time you lose this muscle, you reduce your ability to burn fat. It gets harder and harder to lose weight unless you exercise. Exercise and increased levels of activity are essential in preserving and building muscle as well as reducing fat. Exercise also enhances your self-esteem, making you feel more alive and positive about yourself.

Exercise also delays the decline in general fitness that accompanies ageing. Your overall physiological capacity declines with age unless you participate in regular and effective exercise.

Just because you are busy or "on the go" all day, it does not mean that you are active enough and don't need to exercise. If you are overweight, your body has got used to this level of normal daily activity.

The best combination of exercise to promote healthy and long-lasting weight loss is a mix of aerobic exercise and resistance exercise. Walking, swimming or bike riding for 15—30 mins 3—5 times a week and a strength session of weights or pilates 2 times a week to build lean muscle mass will have you looking and feeling better within a matter of weeks.



Why wait till tomorrow? - GET STARTED TODAY!

Half Price Stock Sale!!

Check out our great range of stock throughout the studio! Anything with a yellow sicker must go!



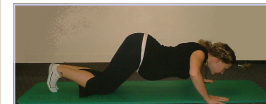
KIDS PILATES IS BACK FOR THE SEPTEMBER HOLIDAYS!!!

Our fun loving Pilates Instructor, Shauna is running another set of Kids Pilates sessions through the September holidays. Her class will be held down at Taylor Range Country Club at Ashgrove and is a gentle stretching and strengthening routine to help set kids up for a lifetime of health and wellbeing. Suitable for ages between 8 and 14 years. Contact our Ashgrove studio on 3366 0500 for more information. We also have Kids Pilates DVD available for sale at both City and Revive Studios.



Exercise of the month

Push Up Prep / Knees down



- Spine and pelvis neutral with legs adducted and parallel, hips extended. Feet can be on or off mat depending on comfort, hands shoulder-width apart. Gradually develops strength through scapular stabilizers and arms.
- **Inhale:** for 3 counts. Flex elbows more with each inhale to lower torso toward mat
- Exhale and extend to straighten the elbows

- Do not do this

Staff news... ..

City news

Only 7 weeks until Lori has her baby!! Her last day is 29th August—she will be on maternity leave for 6 months—good luck Lori!

Nicole is off to Europe for the next two months - bonvoyage - stay safe!

Juliana is moving back home to Brazil with her husband and will be truly missed. We are devastated to lose Juliana but excited to gain the talents Aideen Farrel as our new massage therapist.

Natalie is getting married and will be away until 13th October—we wish her all the best for her special day

Ashgrove news

Simone is leaving us at the end of August to take up a dancing contract in France—good luck Simone

Justine will be taking more of our matclasses and some equipment goods in the studio