



News

October 2006

EQUIVITA Annual Open House

Have you heard? We'd like to invite you, your friends and family to the EQUIVITA Annual Open House on Thursday, October 12, 2006 from 5 – 7 pm. The Open House is always a great time to celebrate, and this year, you can expect an even bigger party! Live music will be provided by Lift. Refreshments will be provided. So why not gather up a few friends and stop by EQUIVITA to share a few laughs, tell a good story or two, and listen to the fabulous music. This is the place to be on October 12!

Fit U Classes: Got Metabolism?

Have you attended any of our free educational classes offered on Saturday mornings? Our last class, "Got Metabolism?" rewed things up again. After providing basic information about what metabolism is (the sum total of the metabolic process), Adam Milligan, EQUIVITA founder and developer of Transitional Fitness, provided interesting facts about how our bodies change as we age and how we might increase our metabolism through one type of cell we control: muscle. Muscle cells are very energy expensive for our bodies to maintain. Every pound of muscle requires 35 – 50 calories per day and because of this, the body tries to maintain as little as possible. If the muscle is not being used, the body will break it down and use it for energy. This is why, after the age of 25, the average American loses ½ pound of muscle per year. This loss of muscle is directly related to a decreased metabolism and for the average American, to gaining 1 pound of body fat each year after the age of 25. How does the body adapt to this muscle loss? The answer lies in biomechanics. For a more in-depth summary of this class, go to the EQUIVITA web site at www.equivita.com.

Next Fit U Class: The Joy of Stress

Chronic stress affects both our minds and bodies. Chronic stress causes chemical changes that can have serious negative side affects on our mental and physical health. Learn how chronic stress can contribute to diseases such as depression, insomnia, heart disease, chronic fatigue, eating disorders, and skin disorders. It also hinders the body's ability to burn fat. Learn more about the "fight or flight" response at the next free educational seminar on Saturday,

October 7 from 10 – 11 am in the EQUIVITA Café. Light refreshments provided. Registration not required. Questions? Call 614.298.8781 or email info@equivita.com.

Taking Care of You

Have you had a chance to take a look at the Body Awareness Journal available at www.equivita.com? This simple tool was designed to help you focus a little bit each day on what is most important – you! To encourage you to take the few moments that you need to connect with your body and thereby maintain your path to better health, EQUIVITA is offering a massage special. Complete and submit 5 Body Awareness Journals and earn 15 extra free minutes of massage. That's right – 75 minutes of massage therapy for the price of 60 minutes. It's easy. To receive your additional massage time, complete one Body Awareness Journal entry per day for 5 days. Each journal entry must be submitted on a different day and only one entry will be accepted per day. All 5 Body Awareness Journal entries must be received by the end of the day prior to your scheduled massage. Your journal entries will become a part of your chart at EQUIVITA. That's it.

Our bodies are able to maintain and perform many functions without our conscious thought, but this can lead to bad habits. We often aren't aware of these bad habits until something makes us aware, such as pain. Through a little daily attention, we hope that you can have a better chance of maintaining your health.

Referrals

Chances are that you are already benefiting from Transitional Fitness through EQUIVITA and you probably know that one of the things that makes us unique is the Transitional Fitness Assessment. But did you know that we have many clients from near and far that rely on our expertise to ensure they are getting the most from their workouts through the Transitional Fitness Assessment only? Although many of our assessment-only clients live throughout the Columbus area, we also serve clients across Ohio and the nation. Please keep this in mind as you tell others about us and feel free to forward this newsletter to those who you think might be interested in Transitional Fitness. We want to ensure that people are getting the most out of their workouts.

Start at the Beginning: Transitional Fitness Assessment

If you are going to take the time to exercise, it's important to understand your body and to create the right environment so that your body can change. Let us help you learn through a fitness program that works for you, your body, and your goals. It begins with a Transitional Fitness Assessment. The unique EQUIVITA approach to a Transitional Fitness Assessment begins with a comprehensive evaluation of your current state of posture, biomechanics, flexibility, circumferential measurements, and exercise history. During this 2-hour (When was the last time you spent 2 hours with a health professional for your

preventative health?) assessment we will teach you about the Five Keys of Fitness and help you to decide which areas you want to emphasize. Your body's muscle and bone structure do affect how and what exercises you should do, and we will help you to learn about what's best for you.

With the knowledge from the assessment, you and your Transitional Fitness Trainer will develop an exercise plan that makes sense. Your plan will be designed for your goals and tailored to your life. The typical challenges to fitness will be addressed and by maintaining the focus on what is right for you, you will have a plan to better avoid these hindrances. Call us to schedule your assessment today at 614.298.8781.

Women and Wellness Conference

On September 19, EQUIVITA participated in the Women and Wellness conference sponsored by The Ohio State University Alumni Association and The Ohio State University Medical Center. The purpose of the meeting was to help women take charge of their health, no matter what their age. Dr. Christine Lawless, Director of Cardiac Prevention, Rehabilitation and Sports Cardiology spoke on women's heart health. Dr. Julie Bishop, The Ohio State University Department of Orthopaedic Surgery spoke on important issues related to bone health for women. EQUIVITA was there to help educate and support women to take an active role in their health.

Spread the Word

We've been working hard to let others know about who we are and what we do. For the Open House, we've attended several networking opportunities through Business First and the Upper Arlington Chamber of Commerce, posted flyers, and will be recognized as supporting WCBE radio. We also participated in the Women and Wellness Conference as well as the Women's Economic Development Organization. Do you want to know our best source of referrals? You! Thanks to those of you who have taken the time to let others know about us. For your efforts, we have set up a special reward. For each person who gives us your name as a referral, you will get one entry into a special massage raffle. We appreciate all you that you do for us. Let us know how we can help you to help us.