

Why EQUIVITA?

by Adam Milligan, EQUIVITA

You don't have to look very far in our society to see that the fitness industry just isn't working. People are suffering physical ailments, limitations and hindrances that are unnecessary, but the information they receive just makes it seem hopeless.

"We know that creating more discerning health care consumers is good for everyone."

The Beginning

In 1993, when I first began working in the fitness industry, one of my mentors told me that it was great that I was fascinated by exercise and how the body worked, but I needed to remember that the people I worked with did not have the same fascination and, in fact, more times than not, couldn't care less. Of course, I had lots of trouble believing this and spent many years working with clients who would get a glazed look on their face when I would continue describing some specific detail about what their body was doing or what they needed to do to attain their goals. Thankfully, it did not deter me from trying to help others to understand their bodies and the science behind exercise.

The Science

When you begin looking for research on fitness and exercise you quickly realize a number of key problems:

1. The topics are complex.
2. The funding is limited – or biased.
3. The subjects participating are often not typical of those who would apply the results and knowledge – often college students.
4. The variables are too many and often cannot be discounted or isolated.

While many researchers are still able to make great strides into learning about the human body through valuable studies, the answers produced are not simple.

Media

The parsing up and distribution of the information produced from research is the challenge of the media. In addition to the challenge of producing useful information, it must also be enticing enough to sell the publication. Unfortunately, this often leads to confusing and misleading statements about diet, exercise and fitness.

As an example, there was recently a Reuters article published over the Internet that made claims about how exercise doesn't increase caloric expenditure post-activity. I know it was published lots of places, because I had it forwarded to me by many people through different web sites. As is my way, I promptly went to the original Journal article that was cited to find out what was actually studied and the conclusions that were made. I will not use this space to discuss this specific



article in detail– you can check out equivita.com for that – rather, I would simply like to state that this new research used exercise programming that we know doesn't significantly increase post-activity caloric expenditure. Namely, low intensity "fat-burning" cardio exercise. Unfortunately, the author of the article didn't choose to focus on the benefits of fat-loss exercise over fat-burning exercise. An opportunity missed.

Time for something new

Regrettably this whole process has left our society with so many mixed up concepts about fitness, diet and exercise that many are too confused to find out what would work best for their body. And for those ready for the challenge, where can they start testing the waters?

EQUIVITA

This is exactly the question I asked myself when I realized the need for a new model of fitness. For fitness to work, and truly be successful, people need:

- Education to understand their body and the choices they are making,
- An Environment that is comfortable and welcoming,
- Accountability without judgment, and
- Support from others.

EQUIVITA is designed specifically for these needs. Our facility has a café and lots of quiet sitting areas throughout the building, in addition to fitness equipment and massage therapy rooms. Our staff are experts in their field, and truly enjoy connecting with people. And our educational efforts reach beyond our clients through free classes, workshops and articles. To top it off, EQUIVITA has an incredibly supportive community created by our clients.

Our goal at EQUIVITA is to educate. We know that creating more discerning health care consumers is good for everyone and we will continue to develop ways to connect you with the facts...or at least with the information. So you can make your own decision about what is right for you.

