

CORPORATE

Press Release



THE ULTIMATE LUNCHTIME WORKOUT!

It's common knowledge that a fit and healthy workforce is a productive one. On average, employees spend 60% of their waking hours at work, mostly sitting behind a desk. So why not give yourself a revitalising lunchtime boost? A short Power Plate® training session provides the ultimate midday workout. It's convenient, quick and safe to use enabling even the most reluctant gym-goer to exercise without compromising their social life.

The Power Plate® machine is an ingenious fitness machine, which uses **Acceleration Training™** exercise to work all the muscles in the body simultaneously. When different parts of the body are put in contact with the platform in various exercise positions, vibrations are transferred to the working muscles. By holding a pose for up to 60 seconds at a time, multiple muscle groups are activated simultaneously to stretch, tone and strengthen.

By working out in this way, you can stimulate different muscle groups far more effectively than standard resistance training and great results can be achieved in just three short sessions a week.

Acceleration Training exercise is low impact and gentle enabling anyone, regardless of their age or fitness level, to benefit without putting strain on joints or other parts of the body. Physical activity and exercise are beneficial to the mind as well as the body. Exercise lifts energy levels and produces endorphins, which create a natural boost and are proven to reduce stress. A short exercise session on a Power Plate® machine during your lunch hour will give you the natural lift you need to stay productive throughout the day and to manage any stressful situations that come your way.

emena spa, a Power Plate Authorized Center near you, offers Power Plate training sessions throughout the week. Power Plate Authorized Centers offer guidance from trainers who hold internationally recognised Power Plate Academy certification, and deliver exemplary customer service.

So really make your lunchtime count: fit a Power Plate® workout into your workday and feel the difference!

For more information please contact emena spa or visit www.powerplate.com.

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Notes to Editors

The Power Plate® machine works by transferring vibrations to muscles, which naturally activates reflexive muscle contractions. Different poses such as a squat, bicep curl or stomach crunch are held on the machine's vibrating platform for up to 60 seconds at a time, activating multiple muscle groups simultaneously to stretch tone or strengthen, and enabling you to target particular areas of the body. Acceleration Training™ exercise is low impact, enabling anyone, regardless of their age or fitness level, to benefit from a fast and effective workout without putting strain on joints or other parts of the body.

Acceleration Training exercise on the Power Plate® machine offers a wide range of benefits, and you can notice the difference in as little as three short sessions per week. Regular training can help improve muscle strength and tone, flexibility, range of motion and circulation, and enhance metabolism to aid weight loss. Exercising on the Power Plate® **my3** model can also help to reduce sports injuries, speed up rehabilitation and shorten healing time; it is also used by many sports professionals from a range of disciplines for stretching, warming up, massage and relaxation purposes.

About Power Plate® Equipment and Acceleration Training™ exercise

Acceleration Training exercise is based on Rhythmic Neuromuscular Stimulation (RNS) dating back to the 1960s when Professor W. Biermann, from the former East German Republic, described 'cyclical vibrations' capable of improving the condition of the joints relatively quickly.

Russian scientist, Vladimir Nazarov, became the first person to utilise **Acceleration Training** exercise in its most modern application - Biomechanical Stimulation (BMS). With this technology, he was able to investigate involuntary muscle contractions and involuntary movement.

As the theories of **Acceleration Training** exercise developed, Russian ballet dancers with minor muscle injuries such as Achilles Tendonitis discovered that vibration aided the healing process. They also found that their muscular strength and jump height increased with only a quarter of the effort or time required by traditional training methods. Since then many athletes have discovered the benefits of **Acceleration Training** exercise.

Power Plate® machines are now used by a wide range of people from athletes looking to improve their performance, to individuals attempting to improve their fitness and wellbeing, and those who have a disability or illness that can be relieved or alleviated by **Acceleration Training** exercise.

Power Plate® Machine Training Schedules

A diverse range of exercises can be performed on the Power Plate® machine, with straps attached to the platform at various lengths offering additional resistance training options.

The simple, user-friendly control panel ensures ease of use with time and frequency set automatically. Training intensity can be adjusted using three different mats that dampen the vibrations to varying degrees.

There are four main groups of exercises:

Strengthening – squats, lunges, push-ups and tricep dips, shoulder press, front and lateral raises, bicep curls and four different abdominal exercises.

Stretching – hamstring, calf, adductor, shoulders, pectoral and quadriceps.

Massage – calves, upper arm, quadriceps, adductor, abductor and hamstring.

Relaxation – shoulder and neck, lower back, upper body, back, first step and sitting pull.