

SPA/ BEAUTY
FITNESS/ GYM

Press Release



GET AN 'A LIST' BODY THIS SUMMER WITH POWER PLATE® EXERCISE

Ever longed for a pert bottom like Kylie or a washboard stomach and long lean legs like Elle "The Body" Macpherson? Now you can share the fitness secret of the stars. The ingenious Power Plate® machine delivers a full body workout in as little as 15-25 minutes. So it's no wonder that **Kylie Minogue, Claudia Schiffer, Natalie Imbruglia and Elle MacPherson** are just some of the world famous celebrities and sports personalities among the machine's ever-growing fan base.

"My friends raved to me about the Power Plate® machine, and now I know why. It is a great invention and a convenient, time-efficient, work out!" – Kylie Minogue,

Developed to optimise the effects of Acceleration Training™ exercise, just three short sessions a week on the Power Plate® machine are enough to notice the difference: increased muscle strength, flexibility, stamina, fitness and wellbeing. Regular training gives you that toned body you long for, and even helps to combat cellulite, for radiant skin that leaves you perfectly poised to hit the beach in style this summer.

Internationally renowned Supermodel and mother, **Claudia Schiffer** adds:

"I love using a Power Plate® machine as part of my fitness regime as I can do a really intensive work out in such a short space of time. As a working mother with a hectic work schedule exercising on a Power Plate® machine helps me stay in shape without having to spend hours in the gym."

To target different areas of your body, different poses are held on the machine's vibrating platform, such as a squat, bicep curl or stomach crunch, for up to 60 seconds at a time. So whether you want to fight a flabby stomach or tone up your thighs, you can control your workout just the way you like it. Each pose activates multiple muscle groups simultaneously to stretch, tone and strengthen.

Acceleration Training exercise is low impact and gentle, enabling anyone - regardless of age or fitness level - to benefit without putting strain on joints or any other parts of the body. A Power Plate® machine is convenient, quick, safe to use and virtually maintenance free.

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 if you want to hit the beach with confidence this summer, get fit fast and discover the difference with a Power Plate® sessions.

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.