

Press release

Get set for the ski season with Powertone Studios

If the glistening peaks of the Pyrenees, the Dolomites or the Balkans are calling you this winter, then make sure you're in top physical condition with an intensive Power Plate workout, courtesy of Powertone Studios.

The advanced vibration technology offered by the Power Plate is extremely effective at improving muscular endurance and developing core strength, helping ski nuts and snowboarding fans to ski for longer, improve balance and avoid injury.

The Power Plate uses vibrations to stimulate and contract muscles for a powerful total body workout that delivers results in just 25 minutes. Simply perform a series of exercises on the Power Plate such as ski squats and jumps with one of Powertone's experienced personal trainers, and you could be conquering the slopes with ease in no time.

Cameron Russell, Powertone's personal trainer, said: "Designer gear and cutting-edge equipment is all well and good, but without preparing your body for the slopes, you can spend much more time flat on your back than stood on your feet.

"Many people only manage to fit in one skiing holiday a year and often find that their stamina levels decrease and key muscle groups lay dormant. If you're going to stay on the slopes all day long and make the most of the après ski, it's vital to improve your endurance, muscular strength and correct your posture, and that's where we come in.

"A three week programme on the Power Plate, just twice a week, will help put the power back in the quads, strengthen major joints such as the ankles and wrists, which are at most risk of injury, and improve core stability to keep you balanced."



To tackle those slopes, Cameron recommends the following exercises on the Power Plate:

- Ski squats and single leg squats are ideal for targeting the quads. Both exercises improve balance and encourage correct tracking of the knee over the toes
- To turn up the heat try squat jumps. These intensive, fun exercises will really tone up the thighs and put power back into the legs
- Centre planks and side planks will develop core strength and improve stability for increased muscle endurance
- Press ups and tricep dips will strengthen the upper body and wrists – great if your picking yourself up out of the snow all day long
- For an advanced exercise add in a fitness ball. Exercising with the ball will develop core stability and work all stabilizer muscles in preparation for those big stacks

Powertone Studios is suitable for all ages and abilities and those recovering from injury. Visit Powertone Studios located in Mayfair, Battersea, Fulham or Chelsea. Further information and training tips are also available at www.powertonestudios.com or call 0800 599 9505.

-ENDS-

Notes to editors:

Powertone Studios has brought in new state-of-the-art equipment to complement Power Plate training in order to help you lose weight, improve your fitness levels, tone up and reduce the appearance of cellulite in under 12 weeks.

The four London-based studios are home to technology from around the world, which work together to deliver natural, effective results – fast. Powertone Studios is the only group of health and fitness studios in the UK to offer the innovative Powertone Narl, Vacustyler and Ionised Air machines for the ultimate natural body makeover.

25 minute Power Plate session: £20

10 Power Plate sessions: £160

For further information:

For product details, images or to arrange a visit to one of the studios, please call Emma on 07966 869438 or email emma@powertonestudios.com

