

Press release

Kick start New Year's resolutions with innovators Powertone Studios

If the festive season has taken its toll on your body and your looking to get back into shape this New Year, then why not consider a workout of a different kind at Powertone Studios.

Powertone Studios is unlike any other gym experience, offering a contemporary workout zone where you can lose weight, tone up tired limbs, increase your flagging energy levels and detox your system for a totally new you this New Year.

The Powertone Narl is perfect for removing those extra inches added over Christmas. The Narl's low frequency ultrasound helps to breakdown fat cells stored in key problem areas such as the tummy, which are then effectively burned off during a 25-minute workout on the Power Plate.

Power Plate workouts are fast, fun and effective, and equivalent to 90 minutes hardcore training in the gym. Each session is extremely powerful and focuses on delivering natural results that you can see and feel fast.

Sarah Michnik, Powertone's personal trainer and sports therapist, explains: "January is a busy time of year for the fitness industry. Many people flock back to the gym to loose the excesses from Christmas and throw themselves into an arduous fitness routine. But often over-crowded gyms and long queues for machines lead to people giving up before they even get started.

"At Powertone we aim to do things differently. Classes are limited to five people per session to ensure that everyone receives special attention and enjoys the benefit of our personal training. We encourage short regular workouts at this time of year allowing the body to gently shake its way back into shape, rather than giving it a shock to the system.

"The Power Plate is fantastic for detoxing the lymphatic system and circulates fresh blood to the bodies major organs flushing out all the naughty treats and fatty deposits that have been stored over the party season. Add in some sessions on the new Powertone Narl and those extra inches can easily be lost."



Sarah recommends setting small, realistic goals to kick start your New Year workout plan. Her hard and fast rules include:

- Choose short, intense workouts as they are much more effective for both the mind and body. Long workouts can produce stress hormones and actually make you store more fat in problem areas such as the tummy – so keep the workouts short and repeat them more often
- Commit to attending two classes a week or eating an extra piece of fruit a day, rather than setting yourself the task of losing a stone as these goals are much more attainable and will keep you motivated
- Don't ban everything and go cold turkey straight after Christmas – eat and drink in moderation
- Exercise to make yourself happier and increase your energy levels as you'll learn to love exercise rather than dread it!
- Focus on exercises that you need to do rather than ones you like best

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 minute Narl session: £10

30 minute Powertone session: £30

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

