

american **FITNESS**

March/April 2006 \$4.50

Billy Blanks
Packs a Punch

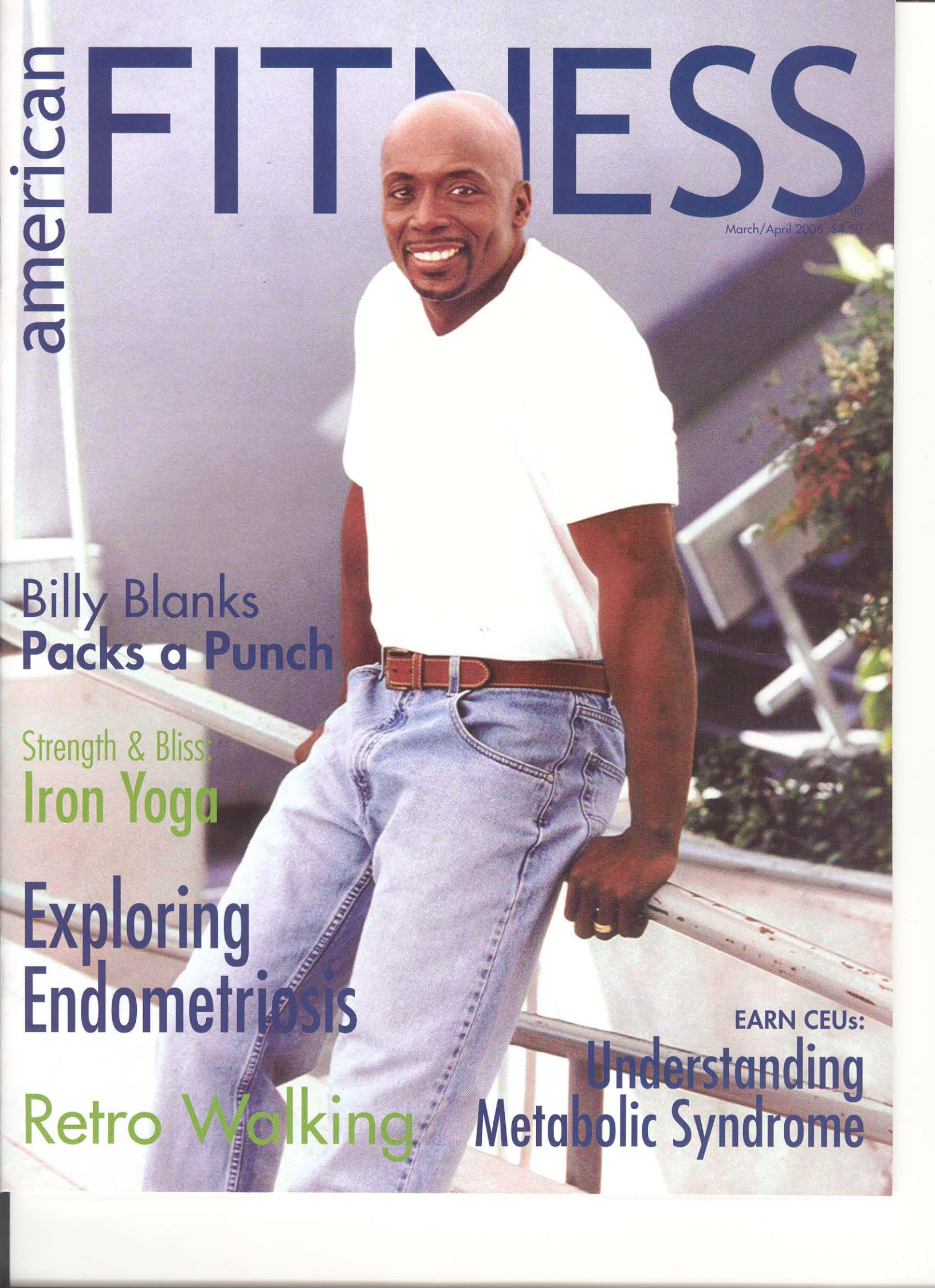
Strength & Bliss:
Iron Yoga

Exploring
Endometriosis

Retro Walking

EARN CEUs:

**Understanding
Metabolic Syndrome**



Cashing in on Coupons

A recent study shows that advertising in health clubs is effective. When health club members were surveyed after their workout, 61 percent said that when they left the gym they were going shopping.

"We were obviously thrilled that this research validated what we have learned through experience—that health club members work out as part of their daily routine, with many doing so prior to shopping," says Richard Hirsch, executive vice president of marketing and business development for the Health Club Panel Network. "It helps explain why the redemption rates our clients generate from coupons placed on their panels are up to 12 times higher than the national average. People aren't putting those coupons in a drawer and forgetting about them. Many are taking them directly to shop that day."

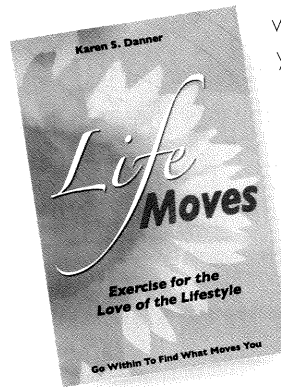
Visit www.healthclubpanel.com.

Bridging the Exercise Gap

"The only thing between you and anything you want is...you," states Karen S. Danner. No truer words have ever been spoken. Danner has written *Life Moves: Exercise for the Love of the Lifestyle* (GoodPress, 2005) for people who aren't motivated to work out. Playing the dual role of cheerleader and educator, she helps bridge the exercise gap. "When there is a space between where you are and where you would like to be, some contemplation about what lies in the gap is necessary to move you forward," she explains. Written exercises, an essential part of *Life Moves*,

will paint a picture-by-number of who you are, what's getting in your way and what it is you really want. Be warned though, *Life Moves* tends to get a bit wordy. But the message it contains will make it worth reading for some.

To order *Life Moves: Exercise for the Love of the Lifestyle*, visit www.loveyourselfwell.com.



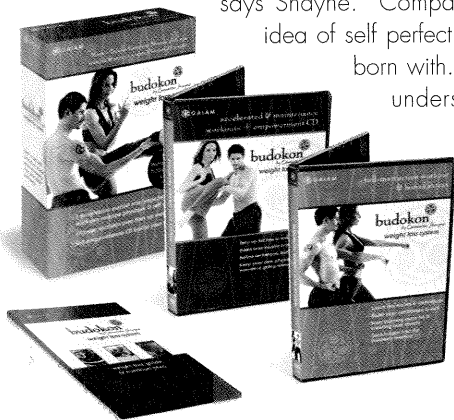
A Winning Workout

In *Budokon Weight Loss System* (Gaiam; \$25), Cameron Shayne puts viewers through holistic paces with a workout divided into three segments—yoga, martial arts and meditation. The word "Budokon" in Japanese means "way of the spiritual warrior." The *Budokon* method is a descendant of the ancient training systems of Buddhist monks where martial arts, yoga, holistic health and meditation were a natural part of daily life.

The 12-week program is designed to promote gradual weight loss through natural foods, exercise and the belief that you are in complete control of your reality. The box set includes 30-, 40- and 50-minute workout DVDs, a motivational CD and a *Weight Loss Guide & Nutrition Plan* booklet.

"The *Budokon Weight Loss System* is important to me because I genuinely care about guiding people toward compassion, patience and simplicity," says Shayne. "Compassion for self means understanding that your idea of self perfection should start with loving the body you were born with. Patience for others cultivates true wisdom and understanding. Simplicity is living simply, eating simply and simply being in the moment. This is not a new diet fad. This is stripping away old habits and patterns to get back to your natural self."

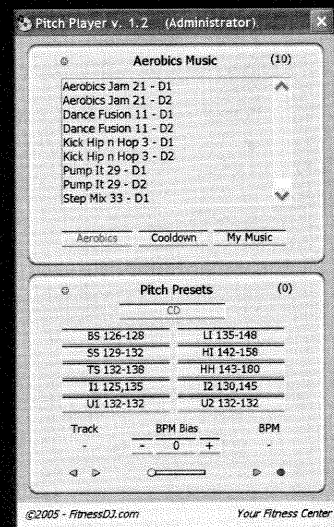
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