

New Products

Body Bar Flex®

Innovative and versatile fitness tool for flexibility, strength and balance training for all ages

- **The Body Bar Flex®** is a fiberglass composite rod with easy-grip durable rubber casing and end caps.
 - Works the entire body in simple or compound movements for promoting strength, flexibility, coordination, balance, control and cardio conditioning.
 - Comes in two great lengths, 3 feet and 4 feet, for total body training options.
 - Weighing approximately 1 pound, **The Body Bar Flex®** can create a surprising amount of resistance.
 - Offers resistance ranging from zero when straight to 20 pounds when bent into an arc.
 - Programs are great for all ages and fitness levels. They are perfect for de-conditioned and novice exercisers, older adults, those recovering from injuries, those wishing to improve balance and flexibility, martial artists, pilates and Yoga enthusiasts and those with joint or grip problems.
 - Patented exercise extremely effective for targeting abdominal muscles. Customers have rights to use the patent that goes with the **Flex Bar®**.
- **NEW – Power Body Bar Flex®** – double the resistance (up to 40 lbs in its full U-shape), also available in a weighted version (4 lb).

TESTIMONIAL

“**The Body Bar Flex®** is a unique piece of fitness equipment that can be used for an infinite amount of exercises. I like the feel of it and it’s fun to use. It’s adaptable for all populations and works effectively to strengthen, stretch and condition the body.”

Keli Roberts
2003 IDEA Instructor of the Year

patent granted

PRODUCT

PRICE

| | |
|---|---------|
| 3’ - 1 lb (original) Body Bar Flex® | \$24.95 |
| 4’ - 1 lb (original) Body Bar Flex® | \$29.95 |
| 4’ - 2 lb (power) Body Bar Flex® | \$39.95 |
| 4’ - 4 lb (weighted power) Body Bar Flex® | \$49.95 |



Smart Bells®

Revolutionary sculptural weights for cardio, flexibility, and strength training

- **Smart Bells®** are cast aluminum or iron with two handles to make holding and moving secure and comfortable. The curved horizontal axis conforms to the shape of the body while the curved vertical axis allows the smart bell to balance in vertical and horizontal planes as well as during dynamic circular motion exercises.
- The unique biaxial curved shape and Core Circular Movement patterns are patented.
- **Smart Bells®** work the entire body in an integrated, functional and dynamic manner promoting strength, flexibility, coordination, balance, control and cardio conditioning.

TESTIMONIAL

“**Smart Bells®** are truly unique and revolutionary. Training with them develops a body that not only looks lean, strong and defined, but also can move with agility, power, grace, and control. **Smart Bells®** open your mind and body with a whole new approach to functional training. Great for both group and personal training, the market is everyone from kids, to athletes to older adults. Fun!”

Sherry Catlin
2004 IDEA Program Director of the Year

patent granted

PRODUCT

PRICE

| | |
|-----------------------------------|----------|
| 3# Smart Bells® | \$89.95 |
| 6# Smart Bells® | \$89.95 |
| 15# Smart Bells® | \$89.95 |
| Transporter-holds 50 Smart Bells® | \$495.00 |
| Smart Bell Basics DVD | \$19.95 |
| Smart Bell Smart Strength DVD | \$19.95 |
| Smart Bell Fusion DVD | \$19.95 |

