

NEW CARDIO/
STRENGTH/MIND/BODY

Splash!



Poolates combines the appeal of Pilates with traditional water-based exercise

A brand-new exercise program out of Miami combines the natural cardiovascular and resistance-training benefits of water exercise with the mind/body rewards of Pilates. It's called, appropriately, Poolates, and was developed by Rebecca Pfeiffer, a personal trainer, Pilates instructor, owner of Pfeiffer Fitness, and former health policy analyst for the U.S. Department of Health and Human Services.

"The combination of buoyancy and resistance with the Pilates principles—such as precision, centering, control, and concentration—makes for a beautiful marriage and a natural evolution of the work," Pfeiffer tells *CBI*.

The workout integrates the core-strengthening principles of Pilates with the resistance properties of aquatics training to help tone the legs, abs, and back; improve posture; increase flexibility and range of motion; and enhance balance. The movements, executed while submerged in water,

derive from Pilates mat, standing, or apparatus exercises, and are safe for students at all fitness levels, from sedentary seniors to elite athletes.

"Poolates appeals to people who have wanted to try Pilates, but haven't for a variety of reasons—they can't get to the floor, or they think the machines look scary. The water takes that away," Pfeiffer says. "And, for people who have been water-exercising, Poolates offers them a method of cross-training that wasn't available before."

Poolates, she adds, is particularly appealing to aging baby-boomers, who tend to prefer the gentle, but effective, nature of water-based activities. "It helps to remove that barrier to joining a club and typically leads to participation in other, non-water-based exercise," she points out.

Pfeiffer offers a Poolates certification program for individuals, and licenses the trademarked program to other clubs. ■