

HEALTH

Monday, October 11, 2004

latimes.com/health

Pilates as a lifestyle choice

A new magazine joins the studios, workout videos and health-club classes fueling the current popularity of the century-old exercise program.

By JEANNINE STEIN
Times Staff Writer

IT'S official: Pilates has gone from being just an exercise to a full-on lifestyle. At least that's the opinion of the new Pilates Style magazine, a polished quarterly publication covering the ever-expanding world of Pilates, from how to find a studio to what to wear to class, destination spas, makeup tips and step-by-step exercises.

As an exercise program, Pilates concentrates on developing core muscles through toning and stretching, which can be done with and without equipment. It was developed about a century ago by German immigrant Joseph Pilates and was adopted by ballet dancers before hitting the mainstream in recent years. Its popularity has fueled a marked increase in Pilates studios, workout videos and classes at health clubs.

But Pilates Style is about more than training — it's fashion and cosmetics and travel and celebrities. This is exercise marketed as lifestyle, even though some of Pilates Style's lifestyle features have a tenuous relationship to the exercise. A story on fall makeup palettes, for example, quotes a Henri Bendel makeup artist and notes that Joseph Pilates once opened a studio in Bendel's New York City store. A fashion spread features women in workout pants and tops with fake fur jackets and scads of chunky jewelry.

"This is our touch of whimsy," says Julie Davis, president of Lifestyle Media Inc., the magazine's New York City-based parent company, which also publishes Dance Spirit, American Cheerleader, Pointe and Stage Directions. "We've got to have something that's totally fun. Besides, one of the benefits of doing Pilates is that you're going to look good, and you want to show your body off."

A magazine devoted solely to Pilates probably shouldn't be that surprising, considering its speedy

growth in the last few years. According to the Sporting Goods Manufacturers Assn., there were 9.5 million participants in 2003, up from 4.7 million in 2002. Many larger gyms offer Pilates mat classes, and some offer private training using machines. It's likely the fastest-growing exercise activity, according to an association spokesman, who predicted a slower but "healthy" rise in the next few years.

Pilates is certainly not the first sport or exercise program with its own magazine. Not all, however, try to shoehorn the activity into a lifestyle. Yoga Journal has, of course, with stories on travel, alternative medicine, nutrition, skin care and philosophy that not so subtly advocate a peaceful, wholesome lifestyle. But yoga has a history that goes back thousands of years, and the practice has a strong spiritual component. Although one can argue that Pilates incorporates a strong mind-body connection, it stops short of anything vaguely divine.

That may make it difficult to pinpoint what a Pilates lifestyle is and who partakes of it.

Editor in chief Deborah Quilter says students and teachers of Pilates are "conscious about what they're eating, interested in other forms of movement, in a mind-body connection, and they're interested in going to places where they can still do Pilates." Quilter is an author and personal trainer who took her first Pilates class some 16 years ago and has studied "sporadically" since then. Since taking the helm of the magazine, she has immersed herself in Pilates culture, discovering that this crowd is generally upscale, primarily women (though many men are devotees as well), and that they like to drive SUVs.

These broad characteristics could be applied to many people, but she narrows the focus a little: "This is more than just going to the gym," she adds. "Pilates means more to people. It's kind of like a nice club, and that sense of belonging makes it part of the lifestyle."

Reaction to the magazine among Pilates studio owners, teachers and students has been primarily positive; most are happy to see a publication devoted to their interest rather than having to read bits and pieces in general health and fitness titles.

"There has been no unifying vehicle before for

everyone interested in Pilates," says Siri Dharma Galliano, founder and director of Live Art Pilates Studio in Los Angeles. Galliano, who has trained celebrities such as Uma Thurman and Carrie-Ann Moss, has another of her clients, actress Debi Mazar, featured in the magazine. "I think the success of the magazine is going to lie in the success of the industry."

But could the addition of fashion and makeup be trivializing the benefits of Pilates? Perhaps, says Melinda Bryan, director of Performing Arts Physical Therapy: the Pilates Studio of Los Angeles. "I think it's being somewhat glamorized," she says. "I see it being positive for spreading the word about Pilates, but we've been approaching doctors over the last 13 years who have said it's a fad and never going to catch on. There's a little concern because I don't want people to get the wrong idea."

Davis says the magazine won't shy away from tackling controversial issues such as the debate on standardized teacher certification and the merits of various forms of Pilates, such as Stott and Winsor. Such concerns will be addressed in first-person columns to "enable Pilates professionals to express their views on different aspects," according to Davis. "We look at this as a forum that everyone can be part of that will unify the community and not pit sides. We're not here to take a stand; we're here to help the enthusiast enjoy Pilates."

Pamela Cincola, who has studied Pilates for three years, wishes the magazine had been around when she was a novice.

"Even the articles that are for beginners were kind of a nice refresher," the 58-year-old Long Beach resident says. "I compared it to what I was learning and found it to be a good barometer for knowing the consistency of a style of exercise."

The magazine bodes well for the fitness industry, says Bill Howland, director of research for the International Health, Racquet & Sportsclub Assn., a health club trade organization. "It's one more discipline that people can plug into," he says. "Most Americans are inexperienced when it comes to exercise, and they need reliable information. If this becomes that, that's a positive thing."

August/September 1995

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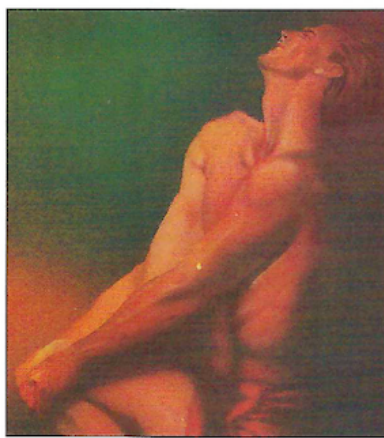
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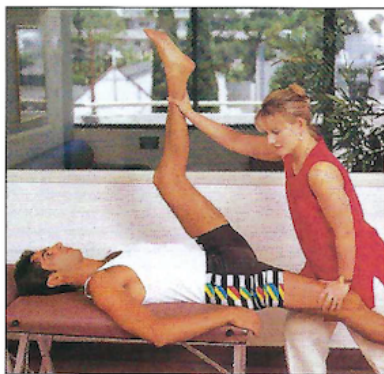
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Rehab Economics

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REGENCY HEALTH ACQUIRES SOUTH COAST REHAB

Regency Health Services, Tustin, Calif, has acquired South Coast Rehab Services, Laguna Hills, Calif. The nursing home chain, which operates 94 facilities, reported that it paid \$13.5 million for South Coast, which equals only 45% of projected 1995 revenues. South Coast is worth approximately \$30 million. An April 1995 pay advisory for speech and occupational therapy from the Health Care Financing Administration (HCFA) contained rates substantially lower than current reimbursement

INDUSTRY WATCH

levels. Market values for contract rehab companies have since dropped significantly, despite a later HCFA release clarifying the pay advisory.

FHP TO SELL SUBACUTE FACILITIES IN REORGANIZATION

FHP International, Fountain Valley, Calif, will sell its two southern California subacute facilities. The move is part of a reorganization into a new Com-precare Medical Group that will consist of a physician practice management company. Following the sale of its subacute facilities, FHP will rely on contract rehabilitation services. The company's two acute care hospitals will also be sold in the reorganization.

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PRIVATE PRACTICE

A Place for Performers

BY CYNTHIA S. MYERS

A passion for performers and the performing arts led Sean Gallagher, PT, to open Performing Arts Physical Therapy in 1990. A former professional dancer with the Melanie Stewart Dance Company in Philadelphia, Gallagher saw a market for therapy geared to the specific needs of dancers, singers, musicians, and other performers. Performing Arts Physical Therapy provides services in three locations around the United States and also offers on-site treatment at theaters and performance halls.

From the original 800-sq-ft studio in New York City, Performing Arts has grown to a 3,000-sq-ft New York City facility with five therapists, and branch offices in Los Angeles and Seattle. Gallagher and partners **Melinda Bryan, PT**, and **Lori Coleman, PT**, also former dancers, offer tra-



From left, Lori Coleman, PT, Melinda Bryan, PT (seated), and Sean Gallagher, PT

ditional physical therapy, as well as the Pilates® method of exercise, the Feldenkrais® method, and massage therapy.

"We're trying to create a much more holistic type of practice that uses both traditional and nontraditional services," Gallagher says.

Expanding services in a niche market has led to success for Gallagher and his partners. Performers from around the country come to them for care, while more traditional patients seek them out as well.

Gallagher started out as a dancer, but while studying dance at Temple University in Philadelphia, a back injury sent him searching for help. "I went to doctors and it wasn't that they didn't know what to do with me, but they tried to give me things for sports and other things that just didn't fit," he says. "I knew there

had to be a better answer than that, and I'm still looking for it."

The search for a better answer led Gallagher to a double major in dance and physical therapy. *continued on page 92*

takeaway

Does a hospital violate its tax exemption when it provides incentives for private-practice physicians to join its non-employee medical staff or provide services on behalf of the hospital? Yes, if such activity benefits a private interest or results in inurement of net earnings to private shareholders or individuals.

Source: *Healthcare Trends Report*, July 1995, Vol 9 No 7.

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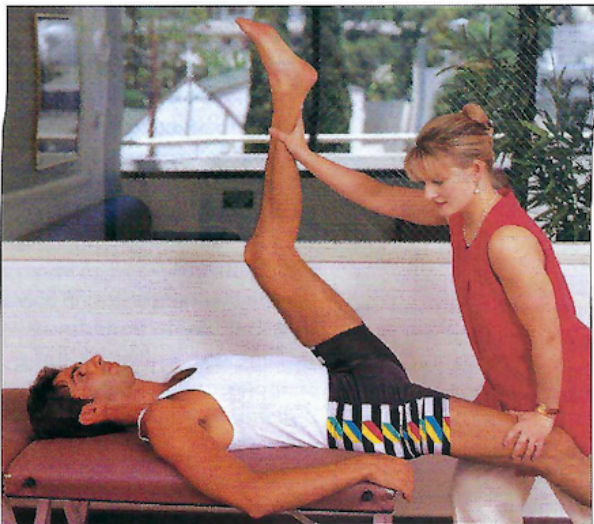
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After graduation, he started a physical therapy program at the Pennsylvania Ballet and commuted to New York City on weekends to provide physical therapy services for the New York City Ballet. He moved to New York City in 1988 and worked out of his



Bryan practices an alternative passive functional range-of-motion technique with a cast member from "Miss Saigon."

home, before opening Performing Arts Physical Therapy of New York in 1990.

CARVING OUT A NICHE

Since then, Performing Arts has been contracted for more than 15 Broadway shows. "I was the first PT to do Broadway, and it's been an uphill battle for the past 7 years," Gallagher says. "In the beginning, I would call up the Broadway shows and they'd [say] 'Well, that's a concept. . .we'll give you a call.'"

Gallagher was able to sell Broadway on the idea of employing an on-site PT for their shows by proving that such a service could save money and lost time.

"'Will Rogers' Follies' was one of the Broadway shows we did," Gallagher says. "Out of 16 girls that were in the corps, I had nine of them in my office, coming in for therapy." When Gallagher went on-site, he was able to cut the number of workers' compensation claims for the show. "We started out with 5 hours a week [at the theater]. We finally cut back to 2, because we didn't need to be there as much."

Performing Arts of New York also has a contract with the Juilliard School. Their agreement with the school allows them to see a student four times before consulting David Weiss, MD, the in-house orthopedic physician. "We found that 83% of the students did not need to go see the doctor," Gallagher says. "Within four visits, they had recovered with physical therapy."

EXPANDING THEIR REACH

Gallagher was working on the production of Jerome Robbins' "Broadway" in 1992 when the company took the show on the road. Their first stop was Los Angeles. Gallagher recommended his friend and fellow Temple University graduate Melinda Bryan to travel with the company and provide physical therapy for the performers.

When the tour ended, Gallagher persuaded Bryan to open Performing Arts Physical Therapy of Los Angeles. The 4,000 sq-ft facility opened in 1992 and now employs two therapists in addition to Bryan.

Bryan credits her association with Performing Arts Physical Therapy of New York with jump-starting her office's rapid growth. "We're known as a sister establishment of the New York office," she says. "A lot of the performers that come through [Los Angeles] know that we're out here already."

A few months later, Lori Coleman, PT, also a dancer and fellow Temple University graduate, joined Gallagher to open Capital Hill Physical Therapy in Seattle, where she is

the sole PT. "We don't have the large population of performing artists [in Seattle]," Coleman says. "I didn't want people to be scared off by the name 'Performing Arts.'" However, word-of-mouth in the arts community has led to a significant number of performers seeking treatment at the Seattle clinic.

"The performing arts community is not that big a community," Gallagher says. "So the word travels pretty quick on who to go to and who not to go to, who understands the dancer and who doesn't."

BUILDING A REPUTATION

Understanding the dancer—and the singer and the musician—has given Performing Arts a firm toehold in this specialized market. Performers on tour from New York seek out Performing Arts' sister offices in Los Angeles and Seattle. From corps dancers and orchestra musicians to Tommy Tune and Jodi Foster, Gallagher, Bryan, and Coleman treat a variety of patients. Working on-site at theaters allows them

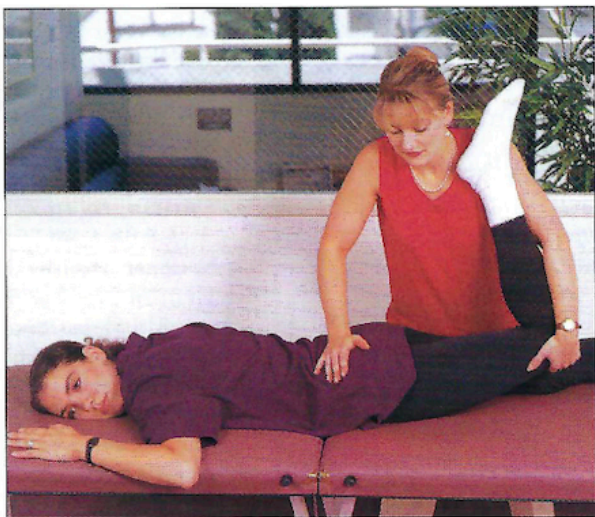
to consider not only a performer's movements but the costumes, shoes, and choreography involved in the movement.

For example, Gallagher worked with "Beauty and the Beast" on Broadway. Since the national touring company arrived in Los Angeles, Bryan has seen the results of his work. "There have been amazing changes made to costumes and choreography based on Sean's involvement in New York," she says. "Because of the changes that Sean helped to create, there have been fewer problems here than they had in New York."

Gallagher sees this therapy translating to other types of patients. "If you look at what sports therapy has done for orthopedic physical therapy, it's taken it very far," Gallagher says. "I think the new place to get those kind of state-of-the-art, new ideas is with performers, especially dancers. They are probably the highest-level athletes there are out there. What you can do for them, you can transfer to everybody else."

ADDITIONAL SERVICES

Looking for new ways to address old problems, Gallagher discovered the Pilates method of body conditioning, a 70-year-old exercise system. He now trains and licenses Pilates instructors throughout the United States and offers Pilates exercises and massage therapy at all Performing Arts locations. He hopes soon to add acupuncture.



Bryan performs anterior hip stretch on a patient.

"I think part of the reason we're growing is because we're not just physical therapy," Gallagher says. "You remember the research the American Medical Association did about alternative care? Consumers spent \$13 billion out-of-pocket for other types of modalities. We provide traditional physical therapy, but we also provide a lot of the alternatives."

Such diversity also gives Performing Arts other profit centers whenever managed care plans reduce payments for traditional physical therapy services. The fact that managed care does not usually cover alternative services has not hurt business, even in strong managed care markets such as Los Angeles and Seattle. Both these clinics participate in a number of managed care plans, but report that patients are willing to pay out-of-pocket for services the plans do not cover.

GROWING WITH INDEPENDENT CLINICS

Gallagher has just opened a clinic in Chicago, and is scheduled to open an on-site clinic at the Pennsylvania Ballet in September. He is opening a clinic in Washington, DC, in December, and another in Atlanta in spring 1996.



From left, Gallagher; Terrence Mann, the originator of the "beast" role in "Beauty and the Beast"; and Bryan.

When looking for a new site, Gallagher considers cities with a large base of performers or touring companies. He steers away from locations where other physical therapy centers are already meeting the needs of performers. "If it's not there, I want to provide it," he says. He also looks for therapists who are ex-performers and who want to work with performers.

"It's a win-win situation for everybody," he says. "The performers get people who really want to work with them and who understand them and understand their mentality as much as their injury problem, and then the therapists who were performers get to stay connected with the performance, and do the kind of work they want to do."

Coleman offers herself as an example. "I still take ballet classes," she says. "So my patients know I know what they're talking about. I'm in there pulling it up and sucking it in just like they are."

Though Gallagher is a partner in each location, the offices operate independently.

Bryan and Coleman set their own goals

and make their own day-to-day operating decisions. They join with Gallagher several times per year for planning sessions. Right now they are putting together a national press kit that all three centers can use.

The company is also beginning to look at formal outcomes measures. The results demonstrated by their work at Juilliard and with Broadway shows like "Will Rogers' Follies" has helped to persuade doubters of the need for their services. They keep logs when working for a show, and these translate easily into outcomes data.

REACHING A SPECIALIZED MARKET

Performing Arts advertises in dance magazines, and receives referrals from physicians, but the largest number of patients come through word of mouth. Gallagher hopes that will continue to grow. "In another 10 years, when [people] talk about [where to go for] performing arts therapy, I bet you they're going to say Performing Arts Physical Therapy." ♦

Cynthia S. Myers is a contributing writer for Rehab Management.

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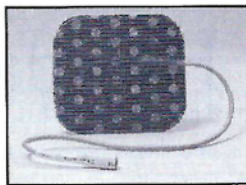
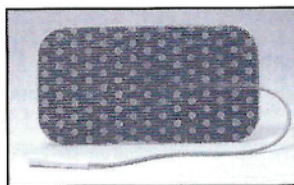
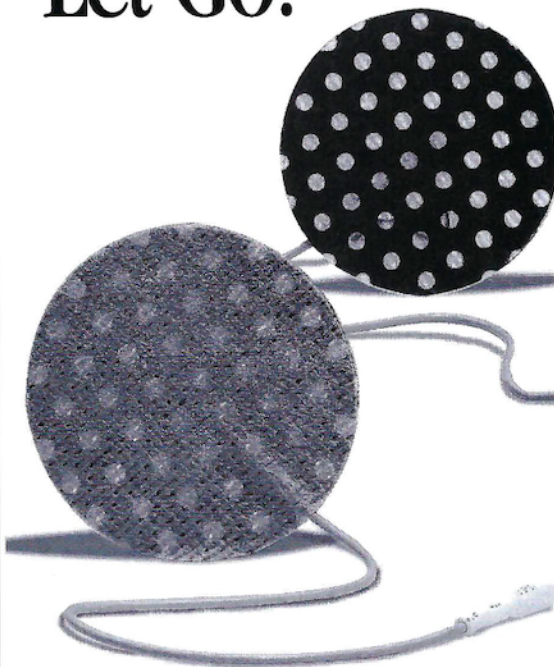
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Jodie Foster, Oscar Perfect

Col brushes from England when I blow-dry her hair."

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A longtime athlete, Foster enjoyed water sports, skiing, tennis, horseback riding, kickboxing and karate in the eighties. Now, "Jodie comes to me whenever she's in New York," says Pilates instructor Romana Kryzanovska, of Drago's Gymnasium. "She's very strong, very serious, and in great shape. She does the mat work and the machines. It's about a 45-minute to an hour workout." When on the West Coast, adds Kryzanovska, Foster works out at PAPT (Performing Arts Physical Therapy). Foster's exercise routine keeps her 5-foot-4-inch, 110-ish-pound body in fighting shape.



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The Jeans Expecting Stars Love

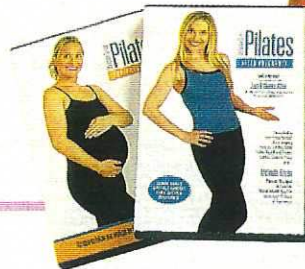
Courtney, Gwyneth take note! It seems that by Hollywood standards, Bella Dahl has the best maternity jeans. Celebrity mom-to-be **Kate Hudson** placed an order for a dozen Bella Dahl maternity jeans and cords, telling her stylist that she "lives in them" during her pregnancy. Stars love the duds because they have the same great fit, colors and washes as the original collection — and they come without the typical bad maternity waistband. Available exclusively at A Pea in the Pod. apeainthepod.com or (877) 273-2763.

► SARAH JESSICA PARKER ORDERED 30 PAIRS FOR HERSELF DURING HER PREGNANCY!



Pilates for Pregnancy

Stars like **Brooke Shields** stay in shape during and after pregnancy with the first *Pilates for Pregnancy* video/DVD series by Melinda Bryan. Pilates — the hottest celeb workout since Jane Fonda urged women to feel the burn — is the perfect exercise for expecting moms. It aims to improve balance and coordination as the body changes, while focusing on abdominal and pelvic muscle strengthening to help reduce back pain. pilates-studio.com.



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Pilates for Injury Prevention

With workers' comp reform sweeping the nation, preventive physical therapy may be the wave of the future—Pilates offers the perfect means to this end

by Melinda Bryan, PT

With the introduction of Pilates into the rehab environment, many physical therapists have now experienced a remarkable adjunctive treatment option. Pilates exercise is no longer "poh what?" It is respected by the medical community and an astounding number of physicians who thought it was going to be another exercise fad. I can still remember the days when I pounded the pavement and visited physicians' offices to tell them about a revolutionary, "new," 70-year-old exercise method. "Can I show you pictures, a video perhaps, how about coming to our center to see and experience it?" I asked. It took some time to convince these skeptics that it was therapeutic exercise, neuromuscular re-education, and functional rehab.

Fortunately, Pilates is now recognized as a viable form of physical therapy. So now that it is used to treat a variety of musculoskeletal and neurological dysfunctions, it is time to discuss the next logical step of this ingenious program—injury prevention.

Preventive Therapy

A few HMOs require annual checkups to head off potential problems, but the medical insurance industry could learn a lot from dental carriers, who not only cover, but frequently require, preventive dentistry, such as biannual prophylactic treatments.



Pilates, once thought of as an "exercise fad," has become a respected part of the physical therapist's arsenal.

However, virtually no insurer covers preventive physical therapy.

Therefore, we are at a place with Pilates exercise where we can use it to treat injuries once they have occurred, reduce the risk of further injury, and suggest to our patients that they continue with Pilates in a fitness environment with qualified trainers when discharged. The physical therapist can introduce Pilates mat exercises as part of the patient's home exercise program. These are very valuable exercises that focus on core strengthening, but also functionally integrate upper- and lower-extremity strengthening and stretching. With the introduction of Pilates home exercises, you will be preparing the patient to practice fundamental principles of Pilates work and to look forward to the challenge of beginning a regular exercise program when physical therapy goals are met upon discharge.

Pilates work consists of six key principles: centering, concentration, control, precision, breath, and flow. These principles encourage the mind to guide the body with all movement. Focus is on the body's core, the "powerhouse," a corset that wraps around the midsection providing muscular stability and strength. The movement patterns are multidimensional and functional, ensuring efficient and effective musculoskeletal use. The rhythm of the repertoire of exercises you create enhances performance by creating

Pilates for injury prevention



The proper Pilates machine is vital to the injury prevention regimen.

a beat like that of your heart. Joseph Pilates, the creator of this method of exercise, and what he called "the art of controllogy," used very simple direction, giving tactile, verbal, and visual cues. His goal was to encourage a strong, stable center and a firm foundation, which would provide the best support for all functional activity.

To prevent further injury, or to reduce the risks of future injury, has always been an important goal that physical therapists typically add to the list of long-term goals on an initial evaluation. It is only in the past decade that the topic of injury prevention has been in the news. This is very likely due to the dramatic increase in the incidence of work injuries. Today, with workers' comp reform around the corner, injury prevention will be important to all of those in the workplace, employers and employees. Repetitive stress injuries (RSI) and neck and back injuries may top the list. In addition to this group of people, there are those individuals with chronic low back pain from known and unknown etiology.

Conditions That Benefit From Preventive Physical Therapy

Osteoporosis and osteoarthritis are also prevalent conditions that can be managed with regular exercise, as well as preventing future injuries. Researchers have concluded that an increase in bone mineral density is a beneficial side effect of regular resistance training. A study by Oregon State University researchers,¹ proved this with premenopausal women. Stronger bones could decrease the risk of fractures later in life.

Obesity is yet another serious health problem. Though perhaps not in the category of injury prevention, I believe that it should not be overlooked. The introduction of a diet and exercise plan into the obese person's life is crucial. Pilates could play another very important role here. As physical therapists, it is with-

in the scope of our practice to promote health and wellness. Though most of us are not dietitians and do not offer diet counseling, we should responsibly refer our patients to appropriate professionals. Our involvement should be in the recommendation and assistance with choosing an exercise program that is right for our patients.

Pilates can be a perfect choice. A regular exercise program can often detect weaknesses and imbalances in the body, if an area is weak and overloaded, the risks of injury increase. Pilates identifies this key problem, muscular imbalance, associated with injury during an assessment, while continuing a regular training program.

Introducing Pilates Into the Therapeutic Regimen

Pilates exercise may be introduced to an individual utilizing a variety of equipment, or without equipment and the use of a floor mat. There are many popular makes and models of Pilates machines today. Each of these devices has spring resistance enabling the exerciser to improve muscular strength, balance, coordination, and symmetry. Dynamic stretching, which many believe decreases muscle stiffness and improves overall length and flexibility, can also be achieved while using these machines or per-



Pilates not only strengthens the body, it also corrects imbalances.

forming mat exercises.

These are some of the primary areas I focus on when using Pilates to prevent injury using a specific apparatus. I prefer a machine that allows one to engage in exercise in many different positions. Initially, the most common position is supine. This is typically the easiest way to begin the introduction to Pilates because your patient is in a comfortable position. The instructor or therapist can begin a program in a non-weight-bearing position and teach exercises, including both open and closed kinetic chain, dynamic trunk stabilization and plyometrics, as well as movement and breath awareness in a gravity-eliminated environment.

In other positions, kneeling, standing, and sitting, we work on spinal mobility, joint range of motion and muscular flexibility. For a patient, the chair-type configurations offer exer-

Pilates for injury prevention

cises that can re-create functional movement patterns and activities in standing and sitting. They can also be used for a variety of upper extremity stabilization routines.

Postural re-education, another important physical therapy goal, is incorporated into most Pilates rehab and injury prevention programs. Workplace ergonomics reflect an individual's awareness of posture and become very important in RSI and CLBP. The biomechanics of work-related activity or sports participation can also be evaluated, and a program implementing postural exercises, awareness, and activity-specific moves is often performed on the apparatus as well. Improved posture and postural awareness, with core strength,



A qualified Pilates instructor can create an almost infinite variety of injury prevention programs.

almost guarantees lessening the risks of injury. Pilates provides more effective, efficient use of the body, and all movement becomes purposeful and intelligent.

It is clear that Pilates exercise programming has enhanced many different traditional physical therapy programs from pregnancy to sports to neurological disease. There is no end to the number of ways that a therapist or a qualified instructor might incorporate Pilates into a fitness regimen and help to prevent injury. I would highly recommend to all therapists when choosing or referring to a Certified Pilates Instructor that you thoroughly check the individual's credentials and experience. A formal comprehensive certification program usually includes instruction on all pieces of apparatus and mat, and typically includes 6 months to 1 year of apprenticeship. The curriculum should include lecture on common musculoskeletal conditions and injuries, along with basic anatomy knowledge. These fitness trainers will be most appropriate for your discharged physical therapy patients. ■

Melinda Bryan, PT, a certified Master Pilates Instructor, is director of Performing Arts Physical Therapy and The Pilates Studio of Los Angeles. She has been a PT for 17 years, incorporating Pilates into physical therapy programming for the past 14. Bryan also directs The Pilates Studio of Los Angeles Teacher Certification Program. She can be contacted at Melinda@pilatestherapy.com.

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Smooth Moves

The Pilates method, a workout popularized in the '30s as dancers began practicing the technique, maintains its status as the exercise cult of the moment. By Victoria Kirby

FAKE!

DIARY OF AN A-LIST IMPOSTOR

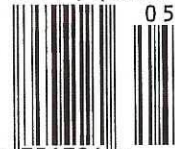


West Hollywood

Performing Arts Physical Therapy and the Pilates Studio of Los Angeles
8704 Santa Monica Boulevard, Suite 300
310-659-1077

When on-the-road Broadway dancers perform out in Hollywood, they turn to the only Southern California center certifying traditional Pilates instructors to stay in shape (most recently toning up were the cast of *The Lion King*). Since everyone in L.A. is in the performing arts in one way or another, local athletes, celebrities (Jodie Foster, above, is a regular), and executives from nearby Paramount Studios also feel at home in this no-nonsense space. The 20 instructors adhere to the strict guidelines of the traditional Pilates method. "We don't use any equipment or teachings that Pilates himself did not help design," says owner Melinda Bryan.

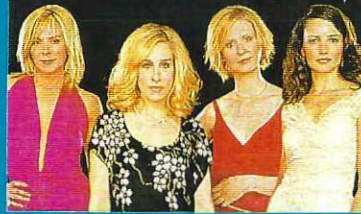
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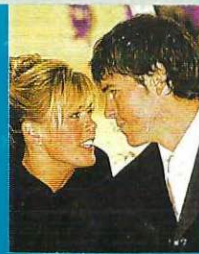
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J. Lo's desperate fight for Ben



SEX AND THE CITY Shocking new season surprises



Trista: I just dread being apart from Ryan

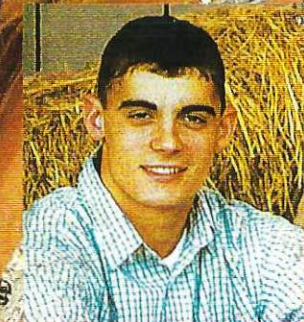
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WHY SHE DID IT

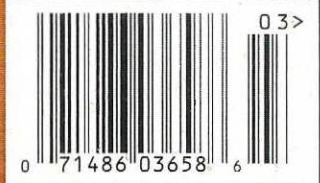
Just a joke... or was it all about Justin?



How Justin's happiness drove her into Jason's arms

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The parent parade is still marching strong in Tinseltown. So how do these stars stay sexy and stylish? Here's the scoop!



DEBRA MESSING'S JOINED THE CLUB OF NOM FANS!

Melrose Moms

Naissance on Melrose, also known as NOM, is the hip maternity boutique for La La Land's stork-awaiting stars. Much of **Jennifer Aniston's** pregnancy wardrobe on *Friends* came from NOM, **Carrie-Anne Moss** and **Reese Witherspoon** were regulars, and **Gwyneth Paltrow** has received a special shipment. In addition, **Debra Messing** has been out in a trendsetting Mickey Mouse top from NOM that is so cute, even non-pregnant women may be jealous! naissancematernity.com or (800) 505-0517.

The Jeans Expecting Stars Love

Courtney, Gwyneth take note! It seems that by Hollywood standards, Bella Dahl has the best maternity jeans. Celebrity mom-to-be **Kate Hudson** placed an order for a dozen Bella Dahl maternity jeans and cords, telling her stylist that she "lives in them" during her pregnancy. Stars love the duds because they have the same great fit, colors and washes as the original collection — and they come without the typical bad maternity waistband. Available exclusively at A Pea in the Pod. apeainthepod.com or (877) 273-2763.

► SARAH JESSICA PARKER ORDERED 30 PAIRS FOR HERSELF DURING HER PREGNANCY!



Pilates for Pregnancy

Stars like **Brooke Shields** stay in shape during and after pregnancy with the first *Pilates for Pregnancy* video/DVD series by Melinda Bryan. Pilates — the hottest celeb workout since Jane Fonda urged women to feel the burn — is the perfect exercise for expecting moms. It aims to improve balance and coordination as the body changes, while focusing on abdominal and pelvic muscle strengthening to help reduce back pain. pilates-studio.com.



DENISE RICHARDS WORKS TO MAINTAIN MUSCLE STRENGTH AND TONE.



PREGNANT STARS SHOP FOR STYLISH LOOKS AT NOM.

CURB YOUR ENTHUSIASM'S CHERYL HINES FLIPPED FOR NOM'S NEW FRAGRANCE.

THE \$125 UTILITY BELT IS FAVORED BY FRASIER'S JANE LEEVES.

rosie

Dear Chelsea:
"I Blew It—Don't You!"
 Tough advice from
 President Reagan's daughter



big losers

HEY! WE'RE

the rosie diet challenge

"I lost only 2.8 pounds, but hey, it's better than gaining!"



Kim Coles is pleasantly surprised by this month's 2.8-pound loss. "I haven't exactly been a model member of Weight Watchers," admits the 40-year-old Los Angeles actress and comedian. Instead of measuring her portion sizes, for instance, Kim's been judging by eyesight ("I'm sure I've been a little off"). And she hasn't gone to all her weekly meetings. "I don't like to go unless I'm losing," she explains, "so I guess it's a catch-22." When Kim does attend, she prefers to weigh in first thing in the morning, before she's had a single bite. "Then I'm so ravenous," she says, "I sometimes leave before the meeting starts—to get something to eat."

Still, even Weight Watchers Kim-style is making an impact. It helps that she's been logging four to five workouts a week. Her secret: supervision. Twice a week, Kim meets with L.A. personal trainer **Julie Fisher** to hike in nearby canyons or to do cardio and weight work in a local gym. She also attends three Pilates classes per week at the Performing Arts Physical Therapy/**The Pilates Studio**® of Los Angeles with head trainer **Melinda Bryan**; the strengthening exercises, Kim says, are already making her muscles look longer and leaner.

While Kim still has 24 pounds left to lose to meet her 30-pound goal, her 6-pound Challenge total hasn't gone unnoticed. Says the celebrity with a satisfied smile, "The other night one of my guy friends said, 'Wow, Kim, you look good!'"

pumped up to drop pounds

After only one month of working out and eating right, Kim Coles and her fitness buddies already notice a difference!

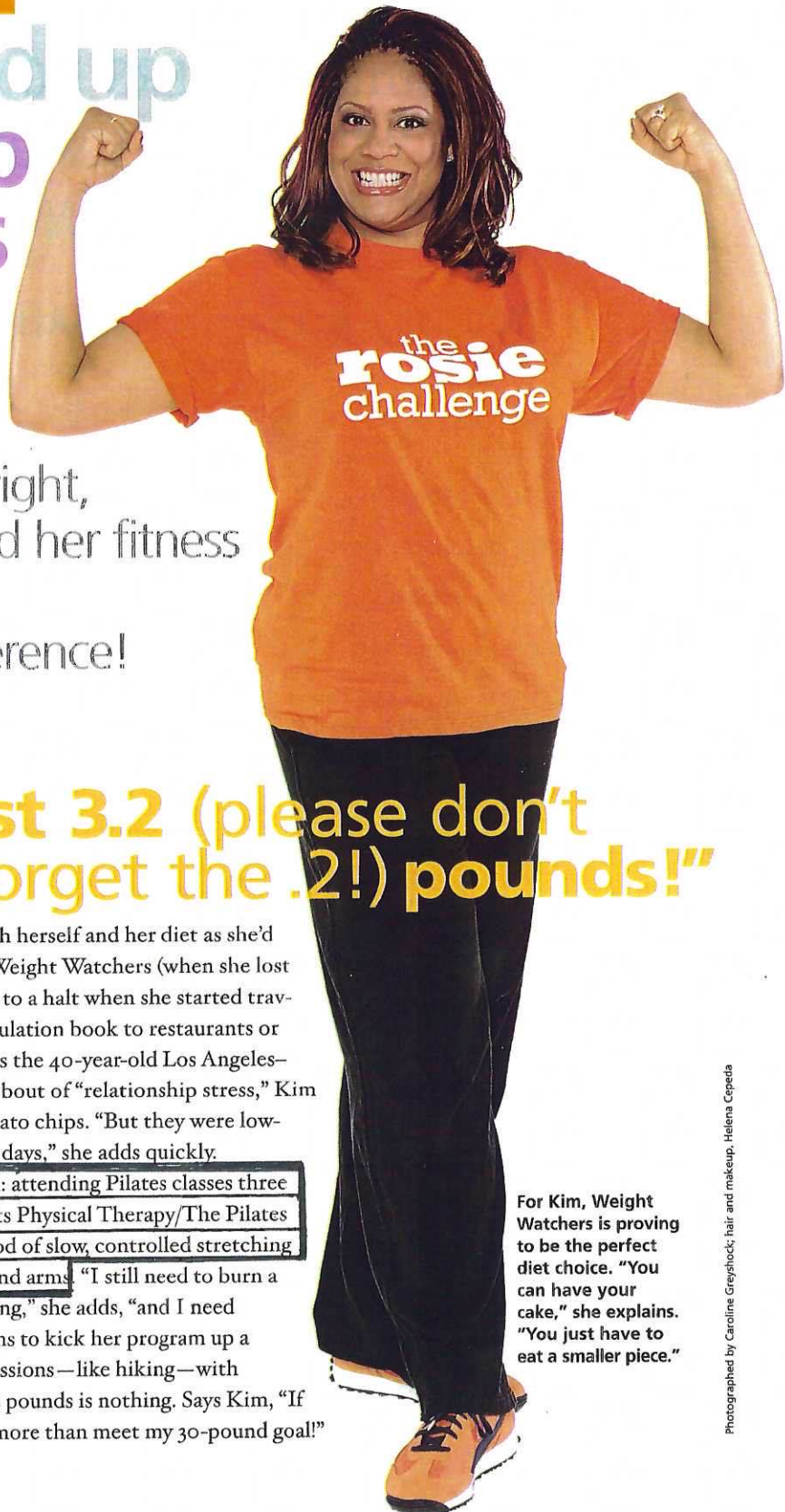
By Julia Califano

"I lost 3.2 (please don't forget the .2!) pounds!"

Kim Coles isn't being as strict with herself and her diet as she'd like. After a banner first week on Weight Watchers (when she lost the 3.2 pounds), her progress came to a halt when she started traveling. "I don't carry my Points calculation book to restaurants or events—it's too embarrassing!" says the 40-year-old Los Angeles-based actress. And during a recent bout of "relationship stress," Kim found herself seeking solace in potato chips. "But they were low-fat—and I made the bag last three days," she adds quickly.

What Kim is doing without fail: attending Pilates classes three times a week at the Performing Arts Physical Therapy/The Pilates Studio™ of Los Angeles. This method of slow, controlled stretching is already firming up her abs, legs and arms. "I still need to burn a lot more calories to really start losing," she adds, "and I need a bit more supervision." So she plans to kick her program up a notch by doing hour-long cardio sessions—like hiking—with a trainer twice a week. Not that 3.2 pounds is nothing. Says Kim, "If I lost that much every month, I'd more than meet my 30-pound goal!"

For Kim, Weight Watchers is proving to be the perfect diet choice. "You can have your cake," she explains. "You just have to eat a smaller piece."



Photographed by Caroline Greystock; hair and makeup: Helens Cepeda

rosie

DECEMBER 2002

FAREWELL
ISSUE

RICHARD GERE TALKS TO ROSIE:

"We are all
redeemable"

weighing in

Kim Coles

Age: 40

Her goal: To lose 30 pounds and exercise more consistently

The plan: Kim's been following Weight Watchers, practicing Pilates three times a week at the Performing Arts Physical Therapy/The Pilates Studio® of Los Angeles with head trainer Melinda Bryan and, since Month Three, doing cardio and weight work with L.A. personal trainer Julie Fisher.

Results: "I have gone from wearing 16s to trying on the 14s first."

By the end of the summer, when Kim's losses hadn't reached even the double digits, she started feeling discouraged. "I look a lot leaner thanks to the Pilates and cardio workouts, but I began to think I'd never reach my 30-pound goal," says the Los Angeles-based actress and stand-up comic. So on the advice of her Weight Watchers leader, she recently reset her sights on losing 15 pounds at a time, rather than fixating on 30. "Before, I thought success meant losing 5 pounds a week, but the truth is, there's nothing wrong with slow and steady weight loss," explains Kim. Taking the pressure off made her feel better about herself immediately. "I started eating healthier right away," she says. And thanks to a tradition the celebrity started two years ago, the holiday season should actually help—not hurt—her waistline. "Instead of heading to my family's house on Thanksgiving to gorge for six hours, I hole up at home, eat nothing but juices, fruits and veggies, and clean out my closets," she explains. The end result: "mental, spiritual and spatial clarity. Plus, I usually lose a few pounds." ●

Help for holiday overeaters! Click on the "Health & Lifestyle" section at www.rosiemagazine.com for seasonal tips from our diet and exercise gurus.

| the rosie diet challenge

93

WHOLE BODY & SOUL LIVING

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CARE

Thanksgiving Break, continued

3 STIMULATE AND RELAX YOUR ABS WITH PILATES

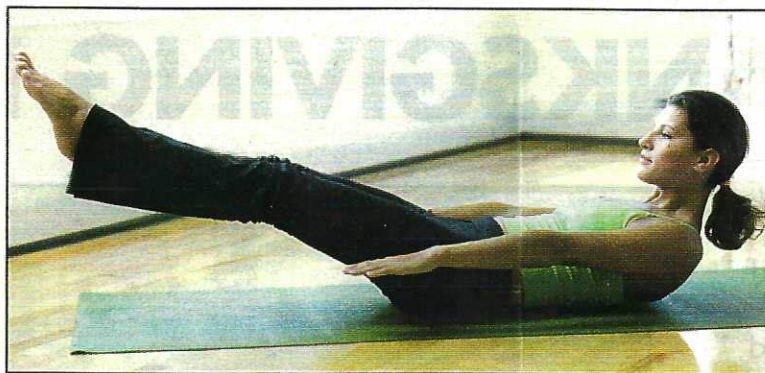
Time: 5–7 minutes

Whether you're familiar with Pilates or not, you can benefit from incorporating some of this strengthening and conditioning program into your workout. "The beauty of Pilates is that it's core-related," says Melinda Bryan, founder and director of the Performing Arts Physical Therapy and Pilates Studio of Los Angeles. "By doing some simple mat exercises, you stimulate blood flow to the stomach area and enhance digestion. You'll not only step up your metabolism but also burn calories and give all the systems of your body a jump start."

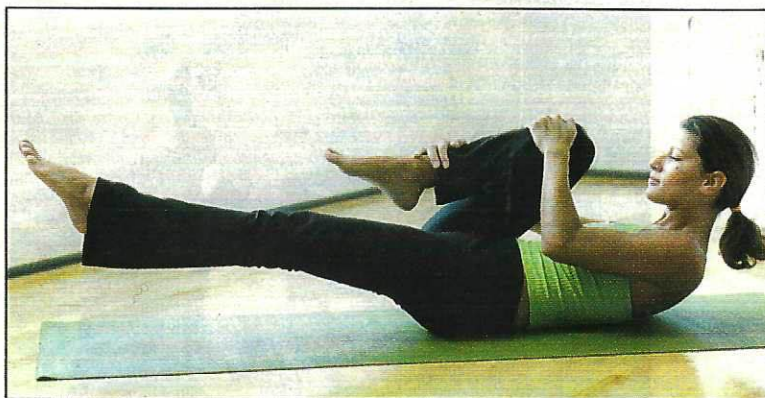
THE HUNDRED

Wake up your core with this basic Pilates warm-up.

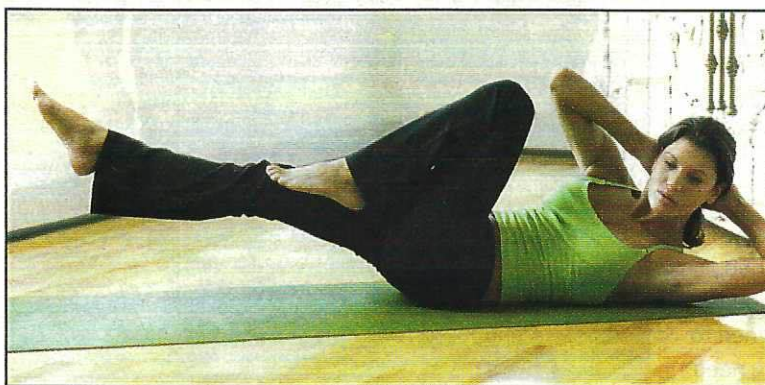
- Lie on your back, head lifted, arms stretched out at hip level, palms down, legs outstretched at about 45 degrees (higher if you're beginning, lower if you're more advanced).
- Press your navel to your spine without arching the lower back. If you find you are arching, raise your legs higher to maintain a neutral spine.
- Breathe into the back of your lungs, expanding your rib cage out and back.
- Pump arms up and down in a steady rhythm, as if dribbling a basketball, for 10



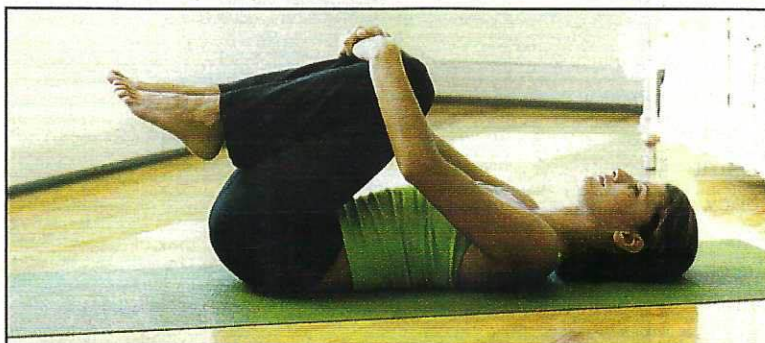
THE HUNDRED



SINGLE-LEG STRETCH



CRISSCROSS



COOLDOWN

counts of 10, or 100 arm beats. Breathe in for five counts and out for five as you pump.

SINGLE-LEG STRETCH

- Lie on your back, head lifted, with one knee pulled into your chest and the other leg stretched out and low to the floor without arching your back.
- Hold your knee for two beats, then switch, pulling the other knee to your chest and straightening the other. Breathe in with one set and out with the other. Repeat for five sets.

CRISSCROSS

- Cradling your head, pull both knees into your chest, keeping elbows flat.
- Inhale as you extend your left leg 12 inches off the floor. Reach toward your bent right knee with your left shoulder.
- On the same inhale, extend the right leg, bend the left knee, and reach toward it with your right shoulder (shown).
- Repeat on the exhale. Do five cycles.

COOLDOWN

Pull your knees into your chest; rock gently from left to right to massage the back and relax. Breathe.

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Vol. 6, No. 3

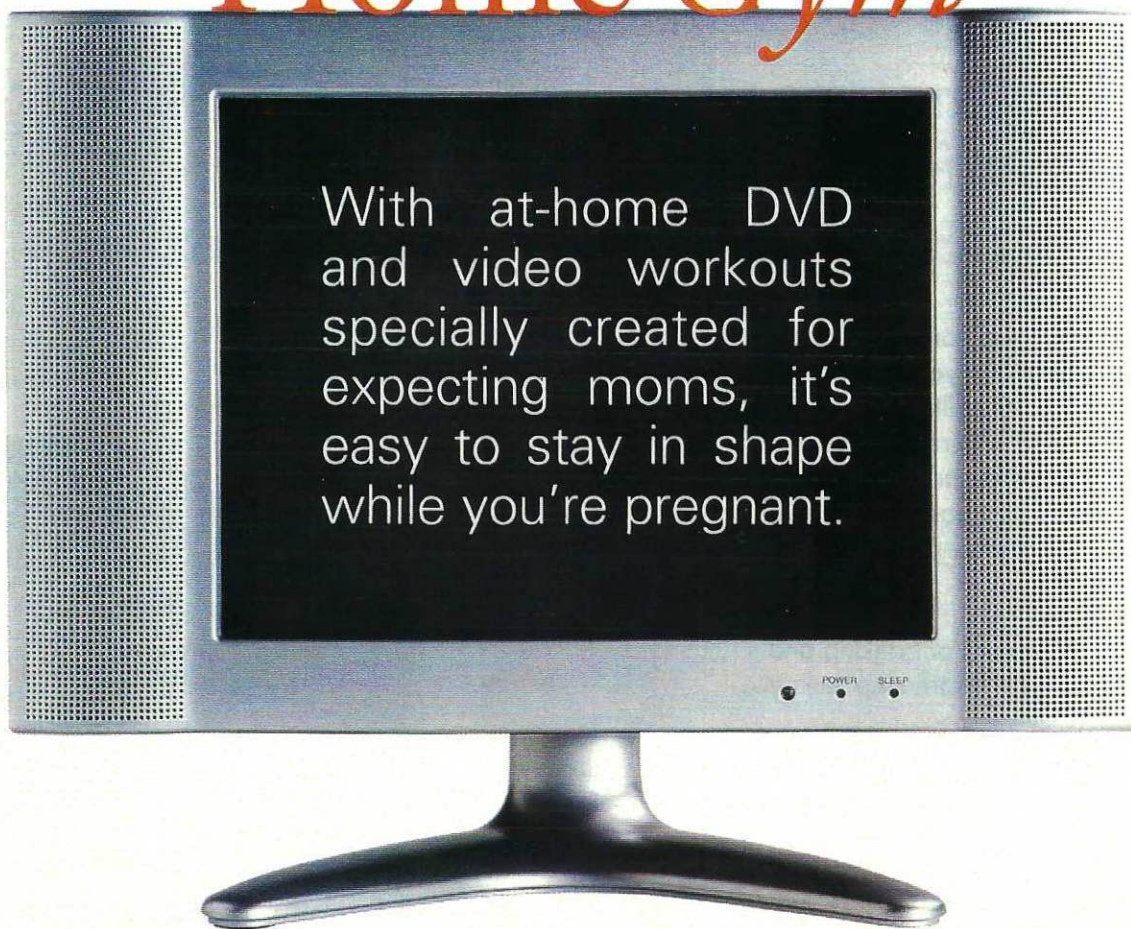
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Home Gym



BEING PREGNANT CAN HAVE a big impact on your fitness routine. Fatigue and nausea during the early months and a shift in your center of gravity as your stomach expands can make it embarrassing – not to mention uncomfortable – to work out at a gym, but exercise is an important part of a healthy pregnancy.

Fortunately, there are many pregnancy workouts on DVD that recognize that her own living room is the most comfortable place for a new mom to stay in shape.

Melinda Bryan's Pilates for Pregnancy (\$29.95)

Pilates can help you keep your balance, strengthen your pelvic and abdominal muscles to prepare for labor, reduce lower back pain and even help speed up postpartum recovery, so it's an ideal workout for moms-to-be. Melinda Bryan, who's a real-life mom in addition to a physical therapist and

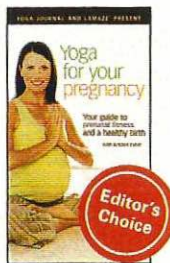
Pilates instructor, guides you step-by-step through basic Pilates moves.

Reader review: "I loved these exercises because they helped me to feel more confident about my changing body. And I was able to sleep better at night after I started exercising."



Yoga for Your Pregnancy: Your Guide to Prenatal Fitness and Health (\$19.95)

Yoga can help improve your strength and flexibility, while at the same time helping you get ready for labor with focused meditation and stress-reliever breathing and relaxation techniques. What we really



love about this yoga workout is that it's the brainchild of *Yoga Journal* and Lamaze, the real pros when it comes to the lotus position and labor.

Reader review: "I'd only taken one yoga class before I got pregnant, so I was worried that I wouldn't be able to keep up, but all of the instruction was so clear it was easy to do. I especially liked the meditation parts, because they let me bond with my baby."

Jennifer Gianni's Fusion Pilates for Pregnancy (\$21.95)

For intermediate to advanced level exercisers, Jennifer Gianni's hour-long workout is the perfect blend of Pilates and yoga to help you keep in shape and prepare for the challenges of childbirth ahead. The workouts focus on improving posture, stability and coordination.



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Bottle or Tap?

Drinking water is doubly important during pregnancy, but chlorinated tap water and confusion about bottled water sources can make even simple H₂O, well... complex. To help, we asked some experts to answer your questions.

• **What's the difference between bottled and tap water?** Bottled water comes from wells or springs, or is municipally treated water that's filtered to remove sediments, minerals and chemicals. The U.S. Food and Drug Administration controls bottled water, so if you're concerned about the source, read the label. Look for an expiration date and a mark of approval from NSF International, an independent, not-for-profit company that tests the safety of water, food, air and consumer products.

• **Is bottled water safer?** According to NSF International's Loren Merrick, this question is confusing. All tap water is safe

because it's government regulated. "Safe" isn't necessarily better, though. Tap water usually contains chlorine, which affects taste and raises eyebrows with holistic healthcare providers. Bottled water is chlorine-free, but purity isn't guaranteed.

Raymond Mohler of Carefree Air & Water Management in New York warns that you need to maintain bottled water systems. If you buy large jugs of bottled water for a cooler, be sure to clean the well whenever you change bottles. Otherwise, bacteria can build up in the cooler, making chlorinated tap water a "safer" choice.

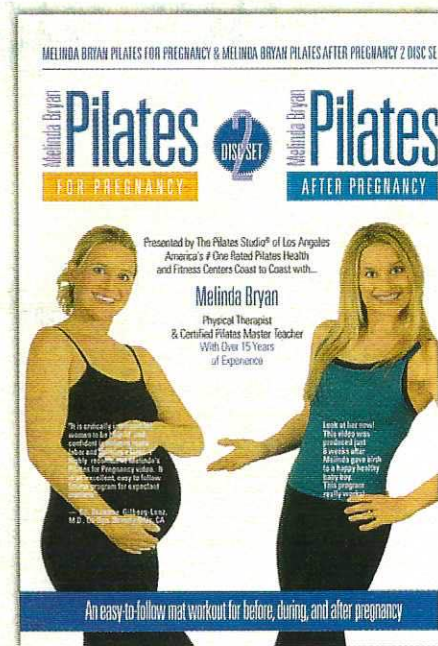
• **Should I just filter my tap water?** Filters can remove a variety of items from the water, and both Mohler and Merrick agree you should find out what's in your water and purchase a filter system to suit your needs. Ask your municipality to provide you with a water report and select a filtration system that is NSF approved. — CC

Support Your Losing Habit

Having a hard time losing that baby fat? It can be hard to stick with your diet and exercise routine when the pounds seem cemented in place, so don't pay any attention to your scale. Try this instead: For 1 month, don't weigh yourself. You'll know if you're shedding pounds by the way your clothes feel. If they're feeling looser, then you're on the right path. Next, find a plan that looks like it will work for you and get support to help you stick with it. This

support doesn't need to come from friends and family alone. There are a variety of websites that offer message boards and chat rooms to keep you on the losing track. Check out the boards at ePregnancy.com and you'll find other moms facing the same challenges you're dealing with. You might even make a lasting friendship that can see you through life's other ups and downs. — GB

Mamas in Motion



Gwyneth Paltrow and Kate Hudson both know Pilates wards off pregnancy discomforts by counteracting the effects of a swayed lower back, rounded upper back, tight hamstrings and lax abdominal muscles. Melinda Bryan, a physical therapist and certified Pilates master teacher, offers an easy-to-follow workout in her new 2-disc DVD set, *Pilates for Pregnancy* and *Pilates After Pregnancy*. We love that the exercises include modification options for a less strenuous workout closer to delivery and a terrific postpartum workout, as well. Get yours for \$30 c PilatesStudio.com. — JR

LIFE & STYLE



◀ BODY WATCH

The Pilates Method, which strengthens and stretches, is enjoying a rebirth. E2



Photos by KIRK MCKOY / Los Angeles Times

Arlene Bronstein takes to the mat with the help of Melinda Bryan, director of Pilates Programming at the Performing Arts Physical Therapy and the Pilates Studio.

By **KATHLEEN DOHENY**
SPECIAL TO THE TIMES

In the beginning, you barely sweat.

Afterward, you feel peaceful and in control. You don't feel like you've run or been through an aerobics class, but you have worked out.

"You know you've done something—you feel energized," says Jay Grimes, a veteran teacher of the Pilates Method, an approach to exercise that's been enjoying a rebirth.

Created 70 years ago by a German physical trainer named Joseph Pilates (pronounced puh-LAH-tees), the exercise regimen that stretches and strengthens as

it engages both mind and body is now attracting celebrities as well as boomers weary of high-decibel stints at the gym.

Five years ago, there were about 75 studios in the world, one Pilates expert estimates. Now, she counts about 1,000. And for those who can't afford a steady diet of the pricey studio sessions, there are a growing array of home-based options.

The Premise

The rhythmic, gentle exercises that make up the Pilates regimen are meant to develop elongated, balanced muscles that give people the long, lean look of a dancer.

While most people with a nodding acquaintance with the method equate it with exercises done on a medieval-looking machine called the Universal Reformer, that's only part of the story. Beginners are encouraged to take a "mat class," in which the exercises are done on a padded mat in an empty studio, and then to progress to doing the exercises on the Pilates machines.

And the Universal Reformer, a bed-like apparatus with a sliding carriage, looped straps for arms and legs, and springs to provide resistance—is just one of several machines used.

Whether performing the exercises on the floor or on the machines, proper breathing is important.

"Some people compare Pilates to yoga, but it's not accurate," says Melinda Bryan, a registered physical therapist and director of Pilates

Programming at the Performing Arts Physical Therapy and the Pilates Studio in West Hollywood. "Yoga focuses [primarily] on breathing, but Pilates is a more dynamic method. There is stretching and strengthening with focus on the 'powerhouse.'" This powerhouse, considered the body's center of energy by Pilates advocates, extends from the lower part of the ribs to just above the pubic bone.

Joan Breibart, president of the Physicalmind Institute in Santa Fe, N.M., which teaches a Pilates-based method and trains teachers, calls the exercise regimen "yoga in motion."

In the Beginning

A typical mat class begins with a warmup and progresses to exercises with intriguing names—such as "the seal" and "the teaser"—that eventually work the entire body. There's "the hundred," an exercise in which you lie on your back on the mat, lift your head with the chin tucked and knees bent into the chest. Next, you raise your arms, palms down, straight out. Now, contract the abs. ("Keep your back on the mat!")

Power With Pilates

It's a regimen that strengthens and stretches, engaging body and mind. The 70-year-old method is enjoying a rebirth.

YOUR BODY



Bronstein works on a Pilates machine under Bryan's watch. Beginners start with mat work and graduate to the machines.

admonishes Grimes during a recent session.) Straighten the legs and raise the arm 1 or 2 inches off the mat in a pumping motion for 10 sets—or 100 worth. And oh, yes, don't forget to breathe.

Advancement

Once students master the mat classes, they move to the machines.

"After 10 sessions, you feel a difference," Bryan tells new students. "After 20, you see a difference. And after 30, you have a brand new body."

The exercise intensity can be varied, she says, so the method is tailored to any fitness level or age group. "We have people from 10 to 80," she says.

Beginners will notice improved flexibility. And, at advanced levels, there is cardiovascular benefit in addition to the strengthening and toning effects, teachers say.

But that's not the point, Breibart says. "You're not doing it for cardiovascular benefit," she says. The prime motivation, in her view, is to learn about your body and what it needs. Among the other benefits are balance, coordination, body awareness and control.

Advocates' input

While some Pilates converts are refugees from high-impact aerobics and marathons, others were sedentary before. Nancy Archibald, 37, of Redondo Beach had severe back pain because of sciatic nerve problems and disk problems and initially went to Bryan for physical therapy, in which she incorporated Pilates exercises. When insurance for the physical therapy sessions ran out, Archibald continued taking Pilates sessions. She takes three classes a week and is hooked. "I have days where I am 95% pain free," she says.

The Downside

Getting that long, lean "Pilates body" can get expensive. In the Los Angeles area, a one-hour mat class costs about \$12 to \$20, a semi-private one-hour session on the machines costs about \$35 to \$50, and a private one-hour session on the machines is about \$65. Discounts are offered for buying a series of classes.

Finding the classes can be tough, complicated by factions within the Pilates community. There have been legal disputes over who can use the Pilates trademark. As a result, some studios call their approach Pilates-based or describe their method without using the word "Pilates."

Home Scene

Now there are also instructional videos for exercisers and reformers for home use. The at-home reformers range from about \$479 to \$899 plus shipping.

But Breibart cautions novices to seek out a studio class first. If you can't afford a class, observe one. Such observation is crucial to prevent incorrect technique, she says.

Resources

■ For referrals to Pilates or Pilates-based classes, call the Pilates Studio, (800) 474-5283, or the Physicalmind Institute, (800) 505-1990.

■ For information on videos and home equipment, call the Physicalmind Institute, (800) 505-1990, or Current Concepts Corp., (800) 745-2837.

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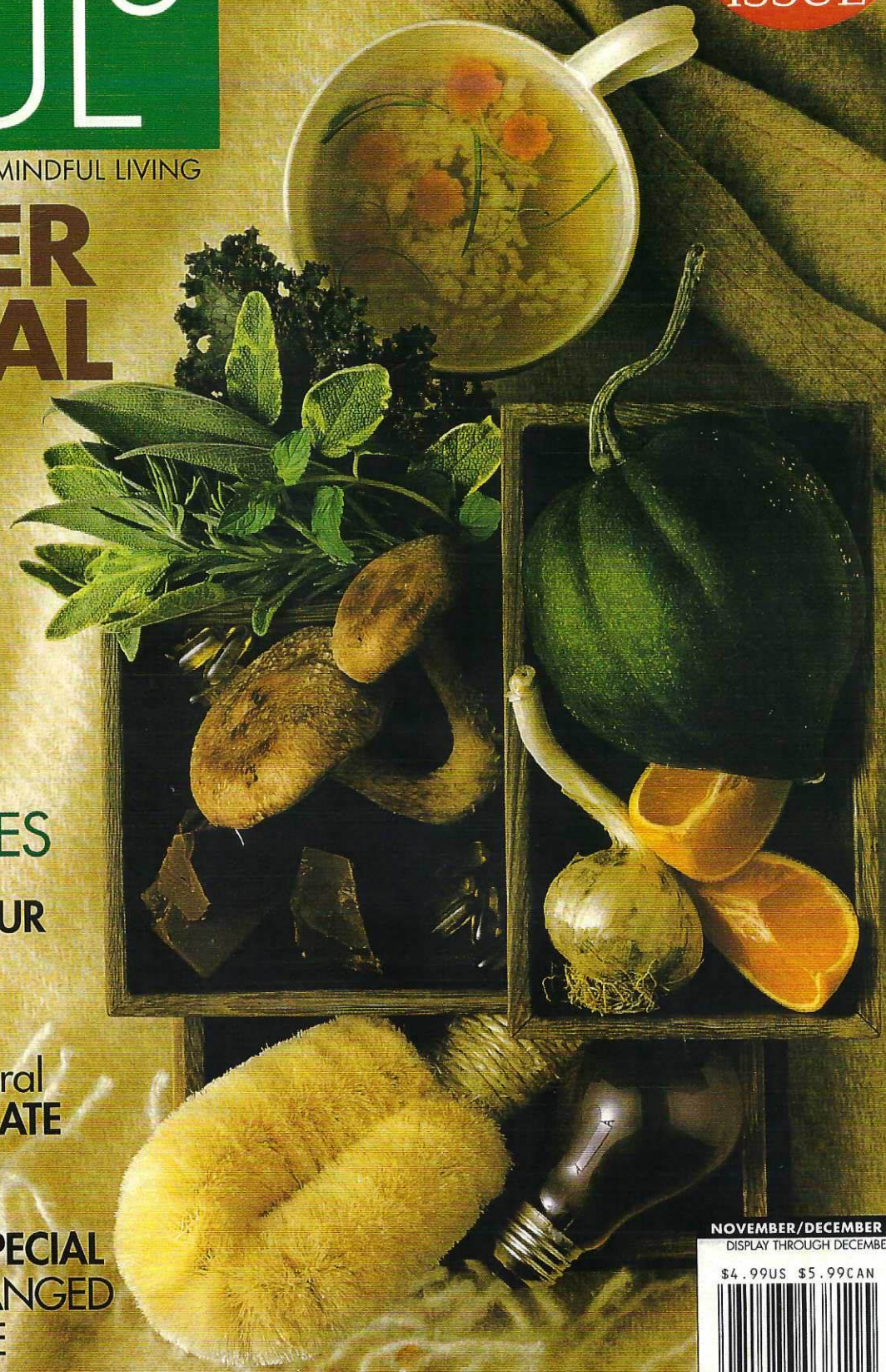
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CARE

Thanksgiving Break, continued

3 STIMULATE AND RELAX YOUR ABS WITH PILATES

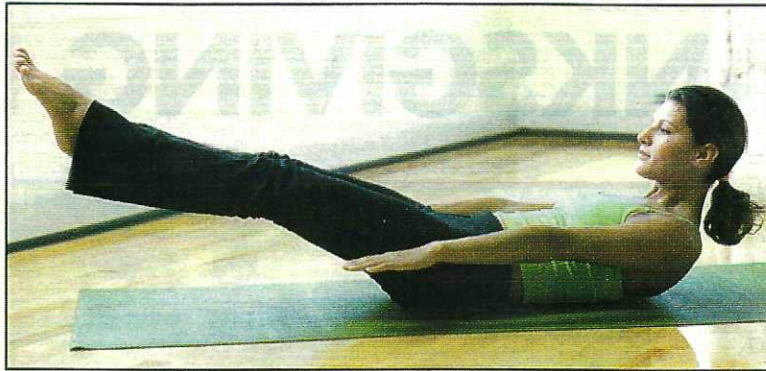
Time: 5–7 minutes

Whether you're familiar with Pilates or not, you can benefit from incorporating some of this strengthening and conditioning program into your workout. "The beauty of Pilates is that it's core-related," says Melinda Bryan, founder and director of the Performing Arts Physical Therapy and Pilates Studio of Los Angeles. "By doing some simple mat exercises, you stimulate blood flow to the stomach area and enhance digestion. You'll not only step up your metabolism but also burn calories and give all the systems of your body a jump start."

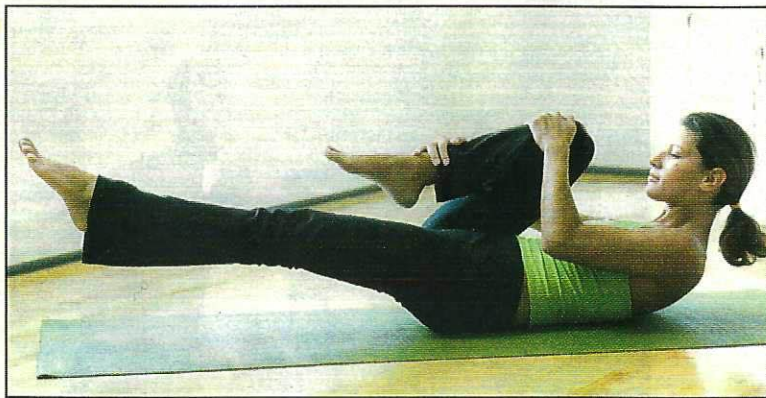
THE HUNDRED

Wake up your core with this basic Pilates warm-up.

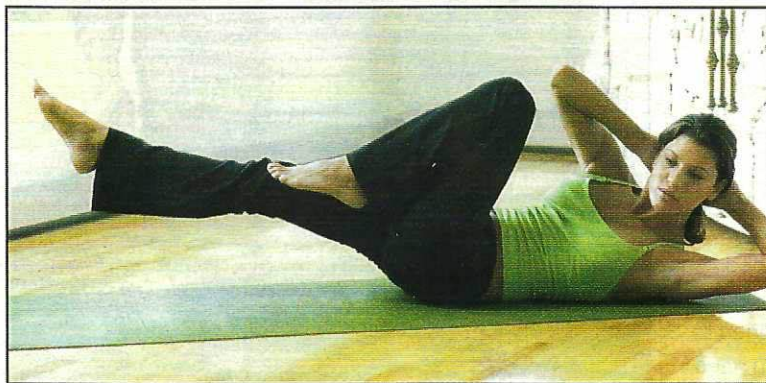
- Lie on your back, head lifted, arms stretched out at hip level, palms down, legs outstretched at about 45 degrees (higher if you're beginning, lower if you're more advanced).
- Press your navel to your spine without arching the lower back. If you find you are arching, raise your legs higher to maintain a neutral spine.
- Breathe into the back of your lungs, expanding your rib cage out and back.
- Pump arms up and down in a steady rhythm, as if dribbling a basketball, for 10



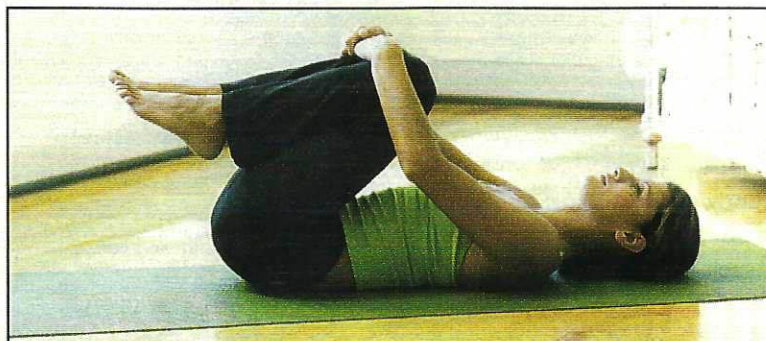
THE HUNDRED



SINGLE-LEG STRETCH



CRISSCROSS



COOLDOWN

counts of 10, or 100 arm beats. Breathe in for five counts and out for five as you pump.

SINGLE-LEG STRETCH

- Lie on your back, head lifted, with one knee pulled into your chest and the other leg stretched out and low to the floor without arching your back.
- Hold your knee for two beats, then switch, pulling the other knee to your chest and straightening the other. Breathe in with one set and out with the other. Repeat for five sets.

CRISSCROSS

- Cradling your head, pull both knees into your chest, keeping elbows flat.
- Inhale as you extend your left leg 12 inches off the floor. Reach toward your bent right knee with your left shoulder.
- On the same in-hale, extend the right leg, bend the left knee, and reach toward it with your right shoulder (shown).
- Repeat on the exhale. Do five cycles.

COOLDOWN

Pull your knees into your chest; rock gently from left to right to massage the back and relax. Breathe.



JENNIFER S. AITMAN

MORE THAN EXERCISE: *Pilates Style* editor Deborah Quilter says the practice is "like a nice club, and that sense of belonging makes it part of the lifestyle."