

BACK PAIN NO MORE • BANISH SUGAR CRAVINGS

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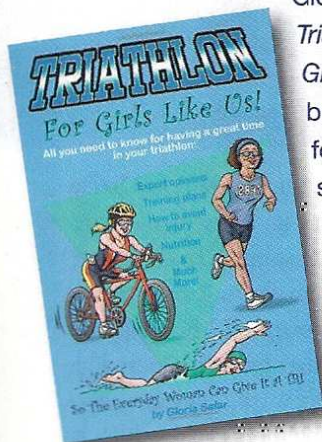


Pot-lates?

Pilates pros have long worried about competition from gyms and health clubs. But will clients now be absconding to head shops? A new trend—medical marijuana boutiques transforming themselves into full-service wellness clinics—could be the latest threat to the traditional Pilates studio. Owners looking to expand the “healing” aspect of their shops are positioning their businesses as legitimate holistic health venues, offering such services as acupuncture, massage, skin care, shamanic healings and—you guessed it—Pilates. Will the day come when customers can combine a little Atomic Haze and their Ab Series? —Anne Marie O'Connor

tri it, you'll like it

Need a little motivational boost? Try training for a triathlon. A new manual designed especially for women,



Gloria Safar's *Triathlon for Girls Like Us*, breaks it down for professionals and amateurs alike, with training logs and plans, expert answers to

FAQs, injury-prevention pointers, and even a race-day checklist. (\$12.95; amazon.com).

—Katherine J. Chen

sweet addiction

Have you ever had the thought *I'd kill for a cupcake*? If so, you're not alone, says Jacob Teitelbaum, MD, author of *Beat Sugar Addiction NOW!* (Fair Winds Press, 2010) and medical director of the national Fibromyalgia and Fatigue Centers. “An average of 150 pounds of sugar has been added to our American diets each year,” Teitelbaum says, “so the sensitivity of our metabolism and taste buds has adapted to where wanting to increase sugar has become the rule rather than the exception.” To top it off, when we try to cut it out of our diet, our bodies go through withdrawal and we actually experience intense cravings.



Excessive sugar doesn't just add extra pounds around our middle; it can lead to serious health consequences, like heart disease, cancer, metabolic syndrome, chronic fatigue, fibromyalgia and IBS—and that's just the short list. To help us understand the root of our addiction, Teitelbaum has identified four types of addicts, along with coping strategies:

- 1. Hooked On “Energy Loan Shark” Drinks** You're chronically exhausted and hooked on caffeine and sugar. **Solution:** Boost your energy levels with a morning energy drink. “I start my day with a powdered high-potency multivitamin called the Energy Revitalization System vitamin powder by Enzymatic Therapy and a scoop of ribose, which turbocharges energy production.”
- 2. Feed Me Now or I'll Kill You** Stress takes over your life, exhausting your adrenal glands. **Solution:** Support your adrenal glands. “Turn off the news networks when they start to make you feel bad or stressed. Drink licorice tea and stay hydrated.”
- 3. The Happy Twinkie Hunter** Yeast/candida overgrowth (nasal congestion, sinusitis, spastic colon or irritable bowel syndrome) leads to cravings. **Solution:** Take probiotics, the healthy bacteria that fight yeast. “The ones in ‘pearl’ form are best, since they protect from stomach acid. Sugar-free yogurt with live cultures, like Dannon Activia, can also help.”
- 4. Depressed and Craving Carbs** Your monthly period, menopause or andropause leaves you wanting sugary snacks. **Solution:** “Stop the hot flashes with the herb black cohosh (Remifemin from Enzymatic Therapy). Also, a handful of it can help raise your estrogen naturally.” —Amanda Altman

SPEEDY SCHEDULING

Leaving a new client on hold or forgetting to reserve a regular's time slot are two top business-killers. But **MINDBODY** has the solution. The seven-year-old business management software company, which has serviced some 8,500 Pilates, yoga and fitness studios, spas and salons, is launching new technologies to improve online booking services. The Mindbody Finder web interface allows users to schedule appointments from anywhere in the world, 24/7. “Unlike a traditional search engine that lists URLs for individual businesses, Mindbody Finder lets consumers find, book and pay for classes and appointments using parameters they define,” says marketing director Meg McCall. “For example, if someone wants to squeeze in a Pilates class right after work, they simply key in the word *Pilates* and then specify a geographic radius. Finder brings up a list of upcoming classes that fit the criteria, along with class times and descriptions.” Now if only MindBody could balance our checkbooks. —A.A.

