

# FRIENDS OF FITREC

THE SPOTLIGHT IS ON...

Check out these leading industry suppliers and what they can do for you.

## miha bodytec EMS

EMS increases lean muscle mass, bone density, back stability and overall body toning. How does EMS work? The miha bodytec device stimulates muscle contractions via impulses sent to the body which triggers 90 per cent of muscle fibres to activate together, with 85 contractions per second. Its effectiveness is proven in numerous published scientific studies. A 20-minute miha bodytec personal training session is as effective, as about three hours of conventional strength training.



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## 'ANIMATING THE CUE' BY THE FUNCTIONAL TRAINING INSTITUTE

Learning a new skill is a way to motivate clients on a journey that is progressive and purposeful.

Today, fitness professionals are recognised as providing one of the most effective services to enhance health, reduce risk for chronic disease, maintain muscle mass and bone density, and prevent premature ageing as well as a host of additional physical, emotional, and psychological benefits. AFAA-certified professionals interface with physicians, health clinics, managed care providers and corporate health networks, to ensure clients receive a seamless program of lifestyle management.

The AFAA Group Fitness Instructor Certification – called 'Animating the Cue' – is a qualification recognised by many major fitness education organisations including ACSM, IHRSA, IDEA, FIBO, AFC and more. The AFAA Group Fitness Instructor Certification also offers A60 points toward the personal FITREC Industry Education Rating.

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## BF BROKERS (Business & Franchise Brokers)

BF Brokers assist clients throughout all stages of buying and selling a business or franchise. With a vast array of experience and specialised knowledge, BF Brokers have proven themselves as the 'go-to brokerage' within the health and fitness sector.

First established in 1994, BF Brokers have seen continual national growth over their 25+ years of operation. Using an honest and system-driven approach, BF Brokers are committed to ensuring the utmost service and integrity, with a focus on being customer-centric.

LEARN MORE: Should you be thinking about selling your business, BF Brokers offer a FREE no-obligation 'Estimate of Market Worth'. Simply follow the link [HERE](#) and fill out the form.

For those seeking to purchase a business or franchise, BF Brokers encourage you to browse their health and fitness listings at [HERE](#).

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## BF BROKERS

Committed to Service and Integrity

## FATCH FITNESS

- Are you interested in knowing just how strong your core really is?
- Do you want to better understand how to develop a truly strong and functional core?
- Are you tired of all the misinformation promoted by fitness 'experts'?



Use code: **FITRECFF2021** at the checkout for your special FITREC discount

Fatch Fitness is offering an amazing online course developed by renown Strength and Conditioning coach, Adrian Faccioni. This course provides you with all the information you need to fully understand what core exercises you should be using; and equally importantly, those exercises that are too advanced for almost all clients. The course will also provide you with your own personal abdominal biofeedback unit, to allow you to accurately and objectively measure your clients' current core strength, and their progress over time.

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## POSITIVE ACTION PILATES – THE LEADERS IN PILATES EDUCATION

Marena and Chris Digby are third generation Classical Pilates teachers, having trained with Romana Kryzanowska's protégé, Alycea Ungaro, at her prestigious teacher training program in New York City.

Their Pilates training company, Positive Action Pilates, offers courses either in-person at their Pilates Studio, in-house at your health club, or virtually with their successful 'live online' training option. Courses include:

- Certificate IV in the Authentic Pilates Method (10644NAT)
- Pilates Matwork Levels 1, 2 and 3
- Pilates Reformer
- Pilates and Props.

Positive Action Pilates offer a flexible approach to learning with a modular study approach. They support your Pilates journey and your timing, in a supportive and encouraging environment.

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