

Shake it up! Body vibration therapy with the Power Plate® is adding a new component to fitness training - Trends

American Fitness, March-April, 2003

Power Plate North America, LLC., is capturing the attention of health and fitness professionals, athletes and celebrities around the United States and Canada by introducing the cutting-edge benefits of whole body vibration therapy with the Power Plate[R]--a therapeutic strength and conditioning machine. Utilizing whole body vibration therapy principles, the Power Plate[R] substantially improves muscle strength, performance and flexibility. Studies have shown vibration therapy on the Power Plate[R] enhances blood distribution, which is critical in regenerating damaged tissues as well as in the circulatory system's ability to deliver vital nutrients and hormones throughout the body. Ultimately, it can enhance an individual's general wellness and quality of life, regardless of age, physical and neurological condition.

"For more than two decades, Europeans have used vibration therapy for its profound enhancement of muscle strength, performance, conditioning, overall health and wellness, in addition to its integral role in rehabilitating injuries and improving the quality of life for those suffering [from] injury or debilitating conditions, such as multiple sclerosis or arthritis," says Jerry Beckman, president and CEO of Power Plate North America.

Medical research on vibration therapy dates to the 1700s. Arnold Snow, M.D., in his 1912 book, *Mechanical Vibration*, references the use of vibration therapy in ancient times. Further developed by Russian scientists for Olympic athletes during the 1970s, the dramatic effects of whole body vibration were evidenced by the Russians' dominant Olympic run during that period. Identifying these incredible results, the Russian space program turned to whole body vibration therapy to combat the degenerating effects of zero gravity on Russian cosmonauts' bone and muscle tissue. Power Plate North America is currently discussing the use of the Power Plate[R] with NASA.

Used alone or as a pre- and post-workout complement to traditional strength training and cardiovascular exercise, the Power Plate[R] provides its conditioning benefits in a fraction of the time traditional exercise routines require. Full-body workouts, consisting of movements and positions designed to train the entire body, can be done on the Power Plate[R]. Since it can train without the physical rigors of traditional exercise, individuals with debilitating conditions can enhance their quality of life and potentially extend it through improved overall fitness. For avid fitness enthusiasts, the Power Plate[R] enhances traditional exercise regimens.

The Power Plate[R] employs a 20-by-32-inch body positioning plate, which houses a driving mechanism that evenly distributes vibrations throughout the body. This accelerates and magnifies the same muscular contraction and relaxation reflexes employed during traditional weight-training exercises. However, whereas traditional resistance-training methods only provide resistance on a single linear axis, the Power Plate[R]'s resistance effects occur on multiple axes, stimulating the entire body of fibers within a given muscle group. This taxes and conditions the muscle group to its fullest extent.

"The amazing thing about the Power Plate[R] is that it works from the inside out without the strenuous physical rigors of conventional training methods, activating muscle tissue conventional fitness machines overlook," says Chris Verna, founder of the Chris Verna Training Center in Boca Raton, Florida, whose clients include football legend Joe Montana, golfer Nick Price and Atlanta Braves closer John Smoltz. "This machine is incredible in its ability to increase flexibility, strength and critical blood flow while reducing joint discomfort. I'm amazed at how effective it has been for my arthritis clients who are severely limited in terms of available fitness alternatives."

Among the first to reap the benefits of Power Plate[R]'s vibration therapy in North America are basketball icon Shaquille O'Neal and football's Oakland Raiders and Tennessee Titans.

O'Neal has been using the Power Plate[R], which he affectionately refers to as his "miracle machine," to combat the rigors and injuries associated with the grueling NBA season. He literally leaned heavily on it during his post-surgery rehabilitation to expedite his return for the 2002-3 season.

Likewise, after suffering a career-threatening Achilles tendon rupture, Oakland Raiders pass-rush specialist Trace Armstrong turned to elite athletic trainer Mark Verstegan and the Power Plate[R]. After using the Power Plate[R] only a few months, Armstrong was back to wreaking havoc on NFL quarterbacks. Impressed by its incredible effects on Armstrong, Oakland Raiders strength and conditioning coach Garrett Giemont now uses Power Plate[R]'s to provide a competitive edge for the entire team.

"The Power Plate[R]'s ability to increase explosive muscle strength, dramatically enhance flexibility and expedite the recovery of damaged muscles and tendons makes it an athletic trainer's dream machine," says Giemont. "Whether I'm working with veteran players looking to extend their careers or young players looking for a competitive edge, the Power Plate[R] has the answers."

In addition to professional athletes, celebrities, such as Don Johnson, Clint Eastwood, Laura Dern and Julie Andrews, also use the Power Plate[R] to achieve their fitness goals. Following suit, the private fitness club on the Warner Brothers studio lot features its own Power Plate[R].

The Power Plate[R] is designed for and marketed to health clubs, spas, physical therapy and rehabilitation clinics, professional and collegiate athletic training facilities, fitness trainers as well as home users. For more information, call (310) 216-7654 or visit www.powerplateusa.com.

Power Facts

In search of methods that would give his athletes a competitive edge, Dutch Olympic trainer and conditioning coach Guus Van de Meer became obsessed with vibration therapy research and, recognizing its enormous potential, turned his obsession into the Power Plate[R]. Backed by his passionate belief in vibration therapy, the Power Plate[R] has become a multi-million dollar business within the European health and fitness industry, with nearly 3,000 machines sold in just under three years.

A variety of United States medical, rehabilitation and athletic training facilities currently use the Power Plate[R], including the ARCO Olympic Training Center (San Diego, CA), National Academy of Sports Medicine (Calabasas, CA), Athlete's Performance Center (Phoenix, AZ), National Rehabilitation Hospital (Washington, D.C.), Chris Verna Training Center (Boca Raton, FL), DeOrio Medical Group (Santa Monica, CA) as well as Oakland Raiders and Tennessee Titans training facilities.

The Power Plate[R]'s dramatic benefits include:

- * increased muscle strength, particularly explosive fast-twitch muscle performance
- * increased flexibility, range of motion and mobility
- * reduced joint and ligament stress as well as potential for joint- and ligament-related injury
- * increased bone density, which makes it an ideal weapon against osteoporosis
- * enhanced blood circulation
- * positive stimulation of neurological system
- * increased fat-burning capability

* increase in motor unit recruitment, resulting in enhanced hormonal release, including serotonin, human growth hormone (HGH) and testosterone, key in the regeneration and repair of damaged tissue

* pain suppression.

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"Shake it up! Body vibration therapy with the Power Plate® is adding a new component to fitness training - Trends". American Fitness. March-April 2003. FindArticles.com. 18 Nov. 2007. http://findarticles.com/p/articles/mi_m0675/is_2_21/ai_112982363 Continued from page 2. Previous - 2 - 3

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