

Sport meets street with Reebok Freestyle

The Reebok Freestyle range was inspired through Reebok's enviable heritage in fitness, but blended with the demands of fitness functionality to produce a unique range of fitness apparel. Pilates, yoga, dance classes and other studio based fitness regimes are the design inspiration behind the Freestyle range. The versatility of the Freestyle range means that it is as appropriate to wear warming up, working out and cooling down as it is on the walk back home. To find out more visit www.reebok.com.au or phone 02 9698 7000.



Trax music

Look out for some hot new releases from Trax to coincide with Network 04 on the Gold Coast. Due for release on 2 December are CDs from our favourite Aussie international presenters Marcus Irwin and Michelle Dean, plus a new HiLo, step, cycling and Pilates / mindbody releases. For details and samplers, log on to <http://listen.to/traxmusic> or phone Trax music 02 9908 9908.

Add some integrity to your fitness

Australia's own Integrity Strength Systems have successfully launched yet another world-first product design with the Integrity cable chest-shoulder machine. This revolutionary machine permits both unilateral user defined chest and shoulder pressing movements from a single seated position. Characterised by a sleek compact outline, it retains the exclusive features that continue to distinguish the Integrity brand from other Australian manufacturers. Phone 1300 666 058 or visit www.integritystrength.com for more information.



Not all exercise programs are created equal...

Pro Conditioning delivers 500 resistance training, flexibility and conditioning exercises each with accompanying video, picture and/or description. The database is completely customisable reflecting your business and the needs of your clients. Add your own exercises to reinforce your unique style and service, then print, email, store and catalogue the programs. Upgrading with additional modules is also available. For everything you need, and nothing you don't, visit www.proconditioning.com.au

Secrets to achieving sales excellence

Selling fitness memberships is not about a simple one-off sale, rather the sale of fitness club memberships is about emotional selling and communicating a lifestyle solution to people who will be pleased to pay for that solution, as well as the sweat and even sometimes the pain that goes with it! Impact Training Corporation (ITC) is a management consultancy company that specialises in the area of sales performance and communications, delivering workshops, in-house coaching, training and support to companies worldwide. Established since 1993, ITC is the number one world Class training organisation to the health and fitness industry. For more information contact our Sydney office on 02 9436 1113.



Get into Brooks Adrenaline GTS 5

Brooks Progressive stability technology, incredible flexibility, outstanding fit and Hydroflow cushioning make the new Adrenaline the most versatile performance running shoe on the planet. Featuring progressive posting for ultra-smooth transitions through the gait cycle, this shoe gives a whole new meaning to the term 'fluid motion'. For stockists call 03 9338 5099 or e-mail info@runhappy.com.au



Make your body a Brazil body

Inspired by the cool and sexy style of Brazil and incorporating the latest eye-catching designs, the Brazil Body quality range is truly the choice for the active, modern woman. Made from cutting-edge high-performance 'Supplex', Brazil Body garments breathe, while absorbing and drawing excess moisture away from the skin, even during the most intense activity. Brazil Body offers the style, practicality and support in all the right places. Stand out from the crowd with Brazil Body Activewear. Visit www.brazilbody.com or phone 02 9388 1771 to find out more.

BODYCOMBAT - the ultimate martial arts workout

The power of self-defence and martial arts combine in what is fast becoming the number one martial arts workout in the world. Music and pre-choreography create a fierce, energetic experience which raises fitness levels throughout the whole body, while reducing fat and cholesterol. Experience BODYCOMBAT® with our fabulous new choreographers, Dan Cohen and Rachael Newsham, at the Network 04 convention on Friday November 3 at 12pm in Southport rooms 2 and 3 - or visit www.lesmills.com to find out more.



Massage a new career for yourself with the Australian Institute of Fitness

The Australian Institute of Fitness (AIF) is a stimulating and contemporary health and fitness education provider that prides itself on 'training world class trainers'. A national registered training provider, AIF is well known throughout the fitness industry for offering comprehensive courses in fitness including personal training, gym instruction, and group exercise. As part of its ongoing innovation in the industry, AIF is proud to announce the launch of their training courses in massage, which are due to commence in 2005. These courses will form the perfect complement for any fitness professional currently working in the industry. To find out more about this exciting career opportunity, call your local AIF campus on 1300 669 669.

Thorpedo for advanced hydration

Australia's most successful Olympian, Ian Thorpe, has launched a new range of high-tech functional energy waters under the Thorpedo brand name. The launch is the first major initiative from Ian Thorpe's new business venture, which is entirely focused on healthy food and beverages. Thorpedo Advanced Hydration Water combines great taste with the latest science to hydrate and sustain energy longer, while reducing sugar highs and lows. With four new flavours and an ultra-low Glycemic Index (GI), the energy waters are available from petrol stations, convenience and grocery stores nationwide for approximately \$3.





Healthy Inspirations - it's what women want

Healthy Inspirations, the franchise group of healthy weight loss and exercise centres just for women, is launching three new centres in three States. Dr Joanne Samer and partner Jeffrey Lindhorst have opened their third centre in Perth with the September launch of their Booragoon site. Jacque and David Pollack open the doors of their new Mitchelton (Qld) centre on 4 October and Renae and Rohan McGregor open their new centre in Wagga, NSW, mid October. For more information on establishing a Healthy Inspirations centre see the advertisement on page 23.

Become a professional communicator who can sell anything

Do you want an exciting career in sales, a position that is the lifeblood of all companies around the world, and one that every company is continually looking for?

The National Sales Academy will teach you the skills and techniques that are essential for success, so you can be part of the highest paid careers in the world today. We have courses for everyone starting 2005, including:

- Selling Essentials – 5 days (36hrs - full time / part time)
- Selling Mastery – 10 days (72hrs - full time / part time)

Increase your value in the market place and learn how to earn the income you only dreamt about! For further information call 02 9436 1113.



Become the complete fitness professional

This fantastic CD is a comprehensive fitness training resource with over 175 resistance-based exercises all demonstrated on video. Every exercise is fully described with separate key points and coloured muscle activation diagrams. Create professional exercise program cards complete with pictures using the 'program writer' facility. A wide range of sample programs and fitness fact sheets help you become the complete fitness professional. Contact David Cook on 0416 181 162 or visit www.builtforlife.com.au to order your copy.

Step into Life - Australia's largest group personal training franchise

Step into Life® is an outdoor group personal training franchise that provides a secure entry into a group personal training business. We have launched 16 new franchises since March 2004 and have 47 franchises Australia-wide. Our business systems create a 90 per cent retention rate of clients and provide our franchisees with turnovers in excess of \$10,000 per month. To learn more about this exciting opportunity call us on 1300 134 136.



The exercise and lifestyle solution



Where is the weight loss industry going this millennium?

The weight loss industry is typically full of phony programs and dodgy diets, with many mainstream weight loss companies being dollar-driven, based on out-of-date research or focused around ideas that have long proven to be false! Can you imagine a tried and tested program that actually teaches your body to burn its own fat? Well this is exactly how the Gaining Slimness™ weight loss system works. To find out more about this program, and how it can be used in your facility or business, phone 07 3880 4248.