

# Spa mantra

India's Spa & Wellness Magazine

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## Mirroring Success

Is franchising the growth mantra?

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Spa Director, The Imperial Spa &  
Salon

Heritage Walk  
Rajasthan's best spas

The Work of Workouts  
The business of fitness

# The WORK of WORKOUTS

High-tech gym equipment and fitness programs in spas and fitness centres are the order of the day to satisfy demanding clients

Writer | Bindu Gopal Rao

A gym routine is one of the best ways to keep healthy and fit. With a huge choice of equipment, gyms offer several options from body building to fitness training to weight loss and even weight gain programs. As in other walks of life, technology is playing a big part in changing the way gyms are being perceived and used. In fact, technology is redefining how gyms work and how clients train. **Spa Mantra** learns more about what's new in gyms.

## TECH TALK

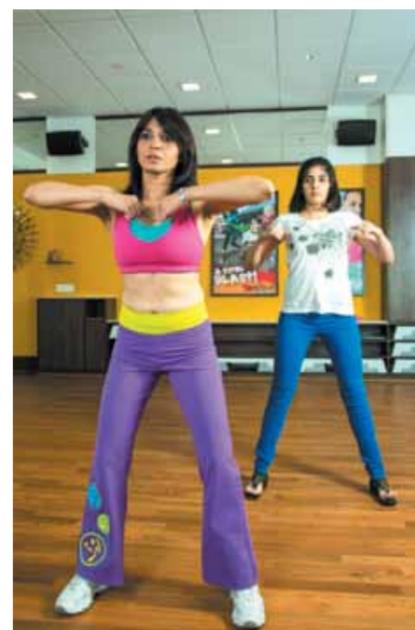
The latest technology introduced at Talwalkars is NuForm in which EMS (Electro Muscular Stimulation) is used. From a technical point of view, it is a full body training exercise using impulse current. "In everyday life, our central nervous system constantly sends electrical impulses to control our muscle action. EMS uses this natural principle and is able to intensify this process to reach deeper muscle layers, which are hard to activate through conventional training. This is achieved by applying EMS electrodes to the skin directly above the muscle,"

explains Prashant Talwalkar, MD & CEO, Talwalkars Better Value Fitness Ltd. EMS helps in increased muscle formation and definition, increased maximum strength and endurance while being gentle on your joints."



freaks, the Treadmill Excite Run 700 has the three levels of safety and new screen position to help you maintain correct posture and maintain safe exercise for your muscles and joints. Also working out on the Treadmill Run 700 has fewer risks for the joints and muscles. Thanks to its consistency, the Run Now belt offers better responsiveness and equilibrium between the two phases and minimizes the risk of injuries caused by incorrect movements. Fitness trends are increasingly moving towards less usage of equipment. The latest workouts like the Barre workout are being done using one's own body weight as resistance. "Fun fitness programs like Zumba are getting increasingly popular in India. Functional fitness is available across most gym chains. In terms of technology, use of heart rate monitors, pedometers, calorie trackers etc are quite popular," opines Chandra Gopalan, Director, Contours India.

Identity, a one-of-its-kind fitness centre in India specially designed for women, has a unique exercise programme called Circuit Training where you move from one exercise to another in set intervals with little or no rest in between to keep the heart rate in the target zone. It is a type of interval training in which strength exercises are combined



"Some of the new technologies are TRX, VIPR, RIP 60, Bouncing Medicine ball, Gliding disc, and Foam Roller, which we use extensively. They are superior to traditional fitness equipment because the exercises are movement-based and in a systematic manner and can be done on all



Pratik S Rao

three planes viz. Flexion/ Extension, Abduction / Adduction, and Rotation," says Pratik S Rao, Fitness Training Manager, Fitness First India.

The new workouts that are gaining popularity are Zumba, Masala Bhangra, TRX, Piloxing and Cardio Kickboxing. For cardio

with endurance/aerobic exercises, combining the benefits of both a cardiovascular and strength training workout. "We use only 'Hydraulic Machines', which give far superior results in less time. They work on the principle of fluid resistance and do not have any weights attached to them. There are eight different machines arranged in a circle with exercise boards in between them. Each machine works on a specific set of muscles. The exercise changes every 40 seconds with women changing their machines (or board stations) once in every 40 seconds. A trainer guides them on every move. The entire workout involves only 30 minutes, including warm up, cool down and stretches. This can burn upto 500 calories in 30 minutes and gives three times better result than traditional separate cardio and strength training regime. We make it a wholesome and effective programme by incorporating different themes of exercises daily. So circuit training at Identity includes themes like Yoga, Kickboxing, Pilates, martial arts, step aerobics and many more," says Megha More, Co-founder Identity, Fitness & Wellness Centre for Women.



Likewise, for people who want a good cardio workout which has variation, Zumba and Masala Bhangra are excellent cardio workouts which are done on excellent thumping music. "The benefits of these workouts are unbeatable and people are getting excellent results. Cardio Kickboxing and TRX are also great workouts. They are more for body toning and people have got superb results. Piloxing is a fusion of Pilates and Boxing. It's another great workout which takes care of cardio and body toning in one exercise," says Hetall Madiwalla Fitness Expert & Founder Frequencee.

and better machines making frequent appearances in the market. Traditional gym equipment becomes obsolete with new and improved versions being introduced almost every year. As per research done by master trainers, new technologies are introduced in a gap of one month, three months or may be a year. Gyms should upgrade to new technology as per their business set up and trainer's qualifications. Opines Pallavi Gore, Heavenly Spa & Recreation Manager, The Westin Mumbai Garden City, "New technologies hold huge implications for the fitness industry in terms of the consumer's experience and more importantly, who is in charge of the experience. Many consumers expect all their experiences, including fitness, to deliver – what they want, when they want it, and where they want it. These consumers expect fitness experiences that are customized for

**KEEPING PACE**

In the fitness business, innovation is very important, it is the only constant in today's world with new technologies



Pallavi Gore

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each person's age, gender, location, spending power and personal preferences. Technology is likely to empower consumers to choose from a range of fitness options, for example, a 'virtual personal trainer' might lead your workout while you're at home alone; you might be able to link from home to your gym's group-fitness experience; you might get your exercise while appearing in a virtual 'game show' with your friends; or maybe you'll go walking in the park and experience it as a virtual science-fiction battle." There are virtual-fitness softwares that predict how an individual will respond to a specific training and dietary regime. Other future fitness products that



personal health and wellness goals. A workout routine in your daily activities helps you lead a healthy, stress free life." Sanjana Bhandari, Manager Spa, Radisson Blu Hotel New Delhi Paschim Vihar quotes, "Hotel fitness solutions occupy an important place in the bouquet of services they provide if they want to enhance their guests' overall experience at the property. There has been a significant shift in fitness trends over the last few years where in people are no longer exercising just to look good. They are working out because it has a positive impact on their overall wellbeing. Exercising gives them a sense of being fit, not just well



Shekhar Malkotia

have been forecast include an LCD mirror that inputs drinking, eating and exercise habits into the computer to make an image of how you will look in five, 10 and 15 years based on current lifestyles. Go ahead and hit the gym while giving your health a tech boost!

**THE SPA-GYM CONNECT**

Shekhar Malkotia Spa Director at Claridges Surajkund says, "A perfect balance between physical, mental and emotional aspects of an individual leads to holistic well being. New workout routines involving a lot of resistance training, body weight training and core conditioning and stretching routines are used by the trainer to have a balanced approach to physical fitness and mental alertness. Regular use of fitness facilities helps you achieve



sculpted. This shift in attitude makes them unwilling to compromise on their exercise regimen, whether they're at home or on a trip. After their workout the guest needs a good spa treatment to experience a complete relaxation to unwind his spirits. A facility that compliments steam/sauna with a spa treatment is preferred by the guest while making a choice of hotel. Hotels and resorts have to realize that it's no longer an option, but a requirement of their business to have a first rate fitness centre in house. They have to start by allocating more space – both on their properties and in their budgets – to hotel fitness solutions."