

# CoreAlign® in Action

## PILATES STUDIOS

CENTER OF BALANCE, MOUNTAIN VIEW, CA - While on a break from teaching at a Pilates on Tour conference a few years back, Pilates master instructor Tom McCook spent an hour and a half with physical therapist Jonathan Hoffman on a new piece of fitness equipment that Hoffman was developing in collaboration with Balanced Body. The equipment was called the CoreAlign.

"I knew right away that it was something I was going to get. I loved the immediate feedback it gave me, and it was straightforward to use. It's not complicated and it's easy to cue people relative to the positions they are in - actually much easier than a Reformer. So it was something I felt I could integrate into Center of Balance's program," recalls McCook.

Putting together a successful CoreAlign program at their studio seemed like such a clear path that Tom, along with his wife and business partner Karen deMoor, decided to go for it right off the bat and bought six units. Center of Balance has two studios. One is furnished with Pilates and other mind body equipment. The other is an open studio that is used for Yoga and Pilates mat classes, Franklin Method, life coaching and meditation. They decided to use the open studio for the onset of the CoreAlign program. "One of the great things about the CoreAlign is that, if planned correctly, you can achieve a lot within a small footprint," says deMoor.

McCook and deMoor lined the walls of that studio with CoreAligns, attaching the ladders to the wall and then, when not in use, pushing the bases flat against the wall between the ladders and securing them with bungee cords. "It ends up being a very robust group exercise option for those who have limited floor space," says McCook.

Tom and Karen began to introduce the CoreAlign to their existing clients by integrating it into their Pilates sessions for 10-15 minutes at a time. "With a Pilates background it helped our client base to feel the upright feedback that the CoreAlign provides and learn the exercises faster," says McCook. "Same with our instructors (all 12 of Center of Balance's Pilates instructors completed the three levels of CoreAlign training with Tom). "Already knowing how to activate their client's bodies gave them a real edge in teaching people how to use the CoreAlign at its most effective. It's really like an extra pair of hands - it gives the student a lot more neuromuscular feedback quickly."



In a short period of time the CoreAlign has become a major component of Center of Balance's offerings. Tom and Karen now have seven group sessions running weekly (at \$45 per person with up to six people in each class. They also run a large array of private sessions (\$85 an hour). In addition, the CoreAlign has become fully integrated in their other equipment sessions, adding a unique and challenging workout to the sessions that their clients greatly enjoy. Finally, Tom offers teacher trainings for other professionals who want to become CoreAlign instructors, thereby adding another revenue stream for Center of Balance.

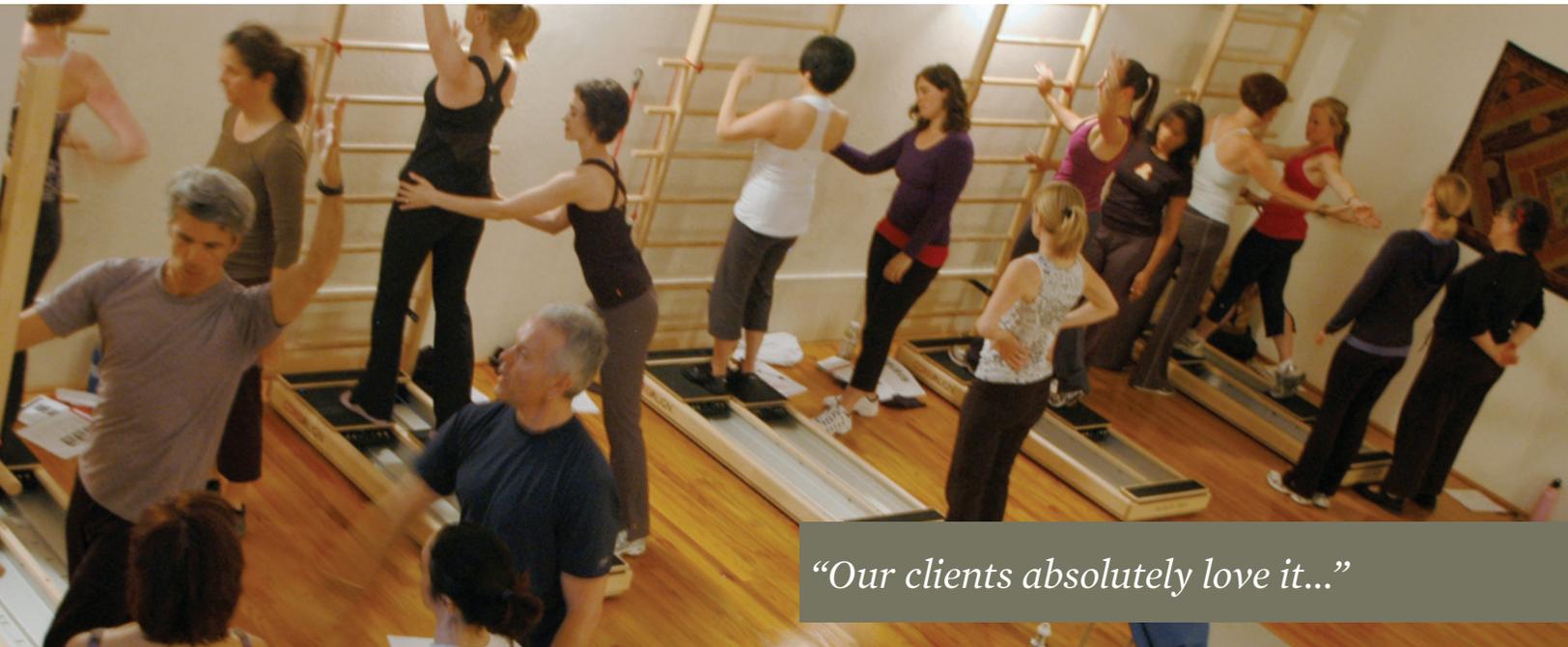
"Our clients absolutely love it. I know because they constantly tell me they do. And they are seeing tremendous results. I have a client in her mid-50's with bone density issues. Since she has started her CoreAlign classes her doctor has told her that the bone density in her spine has increased," says McCook.

"It has been an important investment for Center of Balance," says deMoor. "We are now able to offer something very unique to the area and very effective for our clients. And it works so well in concert with our other equipment - that's crucial."

So what does the future hold for the CoreAlign? "Really the biggest challenge the CoreAlign faces is a lack of recognition," says McCook. "Not a whole lot of people know about it - yet. But the word is getting out - and it's starting a ripple effect. I can see this becoming an important fixture in studios."

To learn more about the CoreAlign, visit [pilates.com/corealign](http://pilates.com/corealign).

To learn more about the CoreAlign program at Center of Balance, visit [centerofbalance.com](http://centerofbalance.com)



*"Our clients absolutely love it..."*

© Copyright 2012 Balanced Body Inc. All rights reserved. 06.05.12