

P.T.S. Health & Fitness Center Offers Full Range of Services

Fitness is for you ... and you ... and you!

Alex Obe, owner of P.T.S. (Personal Training Studio) Health & Fitness Center in the Village Shopper, 1340 Route 206, is determined to bring fitness to everyone. Size, shape, age, previous experience are all part of one's individual package, but none of these should be an obstacle to a positive session at the gym.

**IT'S NEW
To Us**

"We try to keep things fun," says Mr. Obe, who has owned P.T.S. for a year and a half. "We know there are fitness 'junkies' who will always come. But we want to appeal to everyone, including the people who think they have to shape up or lose weight before they come to the gym. They will never feel intimidated here. Our clients come in all shapes and sizes and levels of fitness. We welcome everyone and have a very friendly atmosphere."

P.T.S. offers a complete set of circuit machines for resistance, also state-of-the-art cardio-vascular equipment, free weights, stability balls, and group exercise classes. A variety of training programs is available, including general member-

ship and personal training packages.

Nationally-Certified

"All our trainers are nationally-certified, and additionally certified in our own in-house training," notes Mr. Obe, who previously worked at New York Sports Clubs after an earlier corporate career at Price Waterhouse Coopers and I.B.M.

"When clients become members, they have two free sessions with a trainer. The first is a basic assessment: checking body fat measurements, blood pressure, body circumference measurement, and a strength test. Second, we set up an appropriate schedule for strength training on the circuit machines for each individual, including the number of sets and reps. The machines work most of the major muscle groups, and resistance work helps to create lean muscle and strengthen bones.

"Our cardio equipment includes treadmills, elliptical machines, upright and recumbent bikes, Stairmasters, and rowing machines," continues Mr. Obe. "All of these have personal viewing machines."

He reports that many clients choose to meet with a personal trainer once or twice a week, as well as working out on their own. "We have 10 trainers, including me. They all have areas of expertise, such as Pilates, yoga, T'ai Chi, body-building, and sports

specialties. For example, we can help someone who has never run, and now wants to run their first 5-K."

All Ages

Clients are all ages and backgrounds, he adds. Men and women and teens from 14 to 81. "Their goals and commitments vary. The majority come to tone up and lose weight; some come after an injury or on the recommendation of a doctor to lower cholesterol or alleviate Type 2 diabetes. Others want to build muscle, and athletes come for training too. We are currently helping to train a runner preparing for the 2008 Olympics. We're helping him with strength training and core/trunk stability. We also have a lot of stay-at-home moms — it takes strength to pick up those toddlers!"

Many P.T.S. clients are very serious about their goals and diligent with their workouts, he adds. "Some people want to be very active and really change body configuration. That takes dedication. In three to four months, you can see changes depending on your dedication. Four days of activity at the club, in combination with a trainer or by yourself, is very good — it's more days active than not. A combination of cardio, resistance, flexibility, and a healthy diet can make a big difference."

P.T.S. will also plan special programs for people with specific conditions, such as

arthritis, injuries, or other health considerations.

"A fitness program can be tremendous," points out Mr. Obe. "Sometimes it can even help people reduce the need for their medicines. It can help lower blood pressure and help improve the overall quality of life. Also, you can reach physical goals today. You don't have to live in the past and say 'I used to run, play tennis, etc.' Many people want to have more energy, and here, they can build the energy from within."

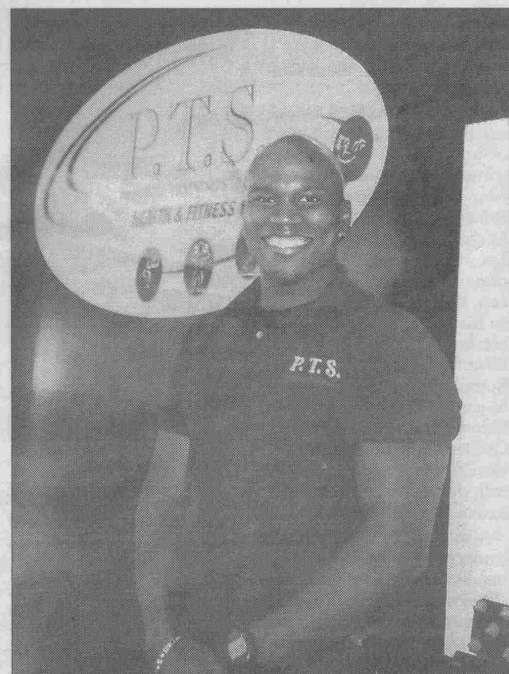
Personal Service

P.T.S. offers three membership options for clients: (1) personal training only; (2) general membership workouts (without personal trainer); and (3) combination of both (general membership complemented by personal training). The last two require a membership fee and monthly payments. Personal training packages vary, with payments made in full or by installment.

"Personal service is very important here," stresses Mr. Obe. "I firmly believe in customer service. It's very important to meet the needs of our clients. We greet everyone by their first name and ask how their dog is! We can be therapists too. Someone may have had a bad day, and we say 'do another set!'"

"We have a great staff, and there is continuity with our trainers, no quick turnover. People really enjoy training here."

"Fitness is a growing trend," he adds. "It is fueled by the Baby Boomers,



FEELING FIT: "Fitness is available to all. It doesn't matter who you are, your age, or your background. You want to feel and look good." Alex Obe, owner of P.T.S. (Personal Training Studio) Health & Fitness, is pleased to offer clients a state-of-the-art fitness program specifically suited to their needs.

who are starting to age, but are determined to be fit and healthy, and who want a good quality of life as they get older."

Mr. Obe is encouraged in all areas of his life, he is happy to report. His business is thriving, and as he says, "I am loving life right now. My son was born 14 weeks ago; I have a wonderful wife who has been very supportive of me in the difficult path of getting here. I'm surrounded by positivity right now."

"And I am so happy with P.T.S. We have a high quality staff, high quality equipment, and there are great vibes here. I feel we can make a difference in people's lives. We can change their lives for the better."

P.T.S. Health & Fitness Center is open every day except Christmas. Hours are Monday through Thursday 5:30 a.m. to 9 p.m., Friday until 8, Saturday 8 to 4, Sunday 8 to 2. (609) 252-1117. website: www.pt.sprinceton.com.