



From: Silvia Casabianca
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Contact: Silvia Casabianca, silvia@naplessuntimes.com

FOR IMMEDIATE RELEASE

Back Exercise Un-favored By Many Physical Therapist Patients Until The MedX Core Spinal Fitness System Was Provided

(Naples) -- In the past 40 years, back pain has come to rank third in terms of health care charges, topped only by hypertension and cardiovascular disease. This news is shocking when considering that the science of injury control has improved so much in the same period. Furniture makers have raised standards with regards to ergonomic designs and businesses more often consider the importance of environmental modification for the sake of injury prevention.

According to a press release from the Health Club of Naples, "the United States is currently spending \$100 billion a year in spine care," and "8 out of 10 Americans suffer from back pain at some point in their lives." Physical Therapist and Club Director, Kathy Hoeft, believes that the many hours that people spend sitting in front of a TV or a computer screen are to blame for the high incidence of back discomfort. "I'd say that 85 percent of the people I see have a weak core. It's because of their sedentary lives; they are sitting most of the time."

Her experience as a physical therapist for a decade has made Hoeft realize that people would not want to do the exercises designed to strengthen their core. "They don't like to do back extensions or crunches and they don't like to lay down on the stomach," she said. When she opened the club a year ago, she decided to buy the Core Spinal Fitness System by MedX, which consists of four biomechanically precise machines that isolate and strengthen the lower back and torso muscles. "The reason why I like it so much," Hoeft said, "is because it fits perfectly to the person's body. The machine locks you in a position where the back is supported, the knees and the feet are held down, and so you cannot injure yourself. It truly isolates waistline muscles."

Hoeft works a progressive program with each individual, educating them so that they identify the core (the muscles around your waist, which should protect and stabilize the spine). After a fitness test that includes sit ups, and back extensions, Hoeft determines which muscles the person needs to strengthen and what activities to do. "Some people are really weak," she said. "If they tried to exercise before, they either didn't enjoy the traditional training or hurt themselves. With the Core System you're sitting, you don't have to bend so much." When people's muscles are really weak, she recommends to progress slowly from simple exercises until they are ready for more. Once there is no discomfort, she takes them to the next level. She also recommends that people be aware of posture. "I tell them, when you're waiting for a traffic light to change, squeeze your butt and hold your abdomen for three seconds by pulling your belly button through your spine."

The Core System features an effective pelvic restraint system that helps prevent injuries and ensures that the person works out the targeted spinal area. It not only helps the person strengthen the vulnerable muscles around the spine, but also improves flexibility, which, according to Hoeft, makes the machine a favorite among golfers who are looking to increase club head speed.

For more information, call Kathy Hoeft at 597-0787 or visit their website: www.thehealthclubofnaples.com.

Silvia Casabianca graduated and practiced as a medical doctor in Colombia, and holds a master's degree in art therapy from Concordia University in Montreal. She is a Reiki Master/teacher, a Licensed Massage Therapist and a certified Trager practitioner. Her current multidimensional view of the body and holistic approach to health is the main topic of her recently released book "El fin de la enfermedad," soon to be translated to English. She teaches Reiki seminars and leads bodywork workshops around Florida.