

ProperForm®

PRIVATE FITNESS

ProperForm Private Fitness Expands Services, Adds Staff, to Offer Healthy Transitions for Women Program

The popular South Beach private gym announces a new diet and exercise program designed specifically for the needs of women forty years of age and older.

Miami Beach, FL July 27, 2009—Women over the age of forty have choices that go beyond hormone treatments, and ProperForm Private Fitness will show them how to live a healthier and more fulfilling life with its Healthy Transitions for Women program. Emphasizing proper nutrition and exercise habits, every facet of the program has been designed for women who are about to begin, or have already started, the process of adjusting to the changes in their bodies that typically occur at this stage in their lives.

Exercise and menopause

Of course, the decision to take hormone replacement therapy is a personal one, and should only be made with the assistance of the woman's family doctor or gynecologist, who understands her individual health status and risks. However, the benefits of proper diet and exercise should not be underestimated when it comes to reducing the symptoms of menopause, and these positive effects can be achieved whether or not a woman elects hormone therapy.

Healthy Transitions for Women has three main components:

1. **Aerobic conditioning** for heart health and calorie burning
2. **Strength training** for muscles, bones and metabolism
3. **Stretching** for flexible muscles and fluid movement

"We know that women age forty and older have specific exercise and nutritional requirements," explains George J. Pilibosian, ProperForm Private Fitness Co-Founder. "A thorough knowledge of the issues facing women at this stage in life is needed to help them move in a positive direction," he says, adding, "So we made sure that we have the right people in charge of this unique program."

Judith Pardo, M.D. joins team

Having recently joined the ProperForm Private Fitness staff, Judith Pardo, M.D. has been assigned the responsibility of managing the Healthy Transitions for Women program. Dr. Pardo has practiced medicine for 24 years, both in private practice and as Attending Physician Ob-Gyn Triage at Jackson Memorial Hospital in Miami Beach, Florida during the years 2004 to 2009. Her background and familiarity with the special needs of women over forty make Judy, who is also an ISSA-Certified Personal Trainer, a perfect choice to implement this specialized fitness program.

Dr. Pardo will work alongside Mary E. Farley, who has more than five years of experience helping women over forty improve their level of health and fitness, and is an IFPA-Certified Personal Trainer and Women's Fitness Specialist.

How it works

The Healthy Transitions for Women program is flexible when it comes to the individual needs of the client. While the content, workout programming, and educational parts of the program are specific to women over forty, the number of sessions, schedule of workouts, and other logistics are customized to meet the individual needs of each participant. The first session of the program involves a one-hour assessment and counseling session, the results of which will determine the specific administration of the program for each client.

Anyone interested in learning more about the Healthy Transitions for Women program may contact ProperForm at (305) 531-8818 or via email at info@properform.com.

Proper Form Private Fitness is a fitness training facility located in South Beach, Florida. Named "Best of the Best '08" by *Florida International Magazine*, the private gym has earned a reputation for taking an intelligent approach to the implementation of their specialized fitness programs. The state of the art facility is used exclusively for fitness instruction, and the staff has been hand selected by the owners for their impeccable credentials and their love of helping others reach new levels of personal achievement.
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