

From All-Out to Chill Out

The latest HIIT and recovery products that tax, and then restore, club members

While HIIT remains *hot* throughout the fitness industry, recovery—a relative newcomer that complements HIIT perfectly—is gaining both traction and momentum. As trainers and instructors continue developing innovative and imaginative new ways to vary these rigorous workouts, members are working out harder and faster, and show no signs of slowing down.

The increased physical challenges, however, demand a salutary response—intelligent, proactive programs, services, and equipment that help bodies to, yes, *recover*.

Not long ago, for anyone who wasn't a serious athlete, that word simply meant some static post-workout stretches. Today, it describes a complete curriculum and portfolio of possibilities that promote healing, improve performance, allow members to feel better, and permit them to keep on HIIT-ing it.

A growing number of IHRSA-member suppliers are established HIIT and recovery product providers, and many had planned to introduce their latest and most sophisticated offerings in those two categories in March during IHRSA's 39th Annual International Convention & Trade Show in San Diego.

The dire arrival of the COVID-19 pandemic prevented that.

However, pending the advent of IHRSA 2021, which will take place next March 10-13 in Las Vegas (ihrsa.org/convention), *CBI* has reached out to eight of this year's would-be exhibitors to inform you, in print, about what they had intended to share with you in person.



Life Fitness Experience (LFX) for SGT

HIIT

Life Fitness

The new Life Fitness Experience (LFX) small-group training (SGT) packages are a turnkey solution for creative HIIT, functional, and circuit workouts. LFX offers nine distinct packages, featuring products from the Life Fitness family of brands, at various price points, to meet a club's unique needs.

Each equipment package comes with one year of LFXBlox programming, developed by Life Fitness Academy (LFA) trainers. The LFA staff also conducts an eight-hour onsite course for fitness teams, and provides interactive training guides and quarterly webinars.

In addition, LFX comes with the customizable Digital Coach platform, which offers on-screen demonstrations of some 1,500 exercises, providing participants with in-depth guidance, with or without a live instructor.

"Clubs that compete with studios are facing a growing demand for instructor-led classes and digital coaching," acknowledges Leigh Wierichs, Life Fitness' global training and education manager. "Trainers can utilize all of the LFX components, which work together to create a more powerful, effective, and satisfying member experience." →

“We certainly missed seeing our customers at the IHRSA convention and trade show, which is always a highlight of the year. We’re all confronting this challenge together, and believe our shared passion for wellness will help the industry emerge even stronger. Our commitment to health and fitness, and our inherent understanding of the power of movement, unites us across the globe. We’re excited about coming together at IHRSA 2021!”

—Leigh Wierichs

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Helix Company

Helix has added a lateral HIIT option with its new Helix 3D Group Ex program, which, performed on its lateral trainers, features patented 3D motion. To accommodate exercisers at every fitness level, the Helix 3D is equipped with new mechanical positions that minimize the starting effort, making it easier to get going, and reducing perceived exertion.

“Other than the slide boards of decades ago, there hasn’t been a laterally oriented group-ex product that engages all three planes of motion and activates so many muscles,” explains Scott Logan, the vice president of sales and marketing at the Helix Company.

Clubs that purchase five or more 3D machines can access online, instructor-led, 20-minute, advanced HIIT classes and 30-minute standard sessions, and profit from an onsite instructor course conducted by a Helix master trainer. Helix also is developing new classes as the program expands to more locations.

“In beta testing, participants have said these were some of the most fun and invigorating classes they’d ever taken,” notes Logan.



Helix launches 3D Group Ex

Octane Fitness



The Octane Trifecta cavalcade

High-impact HIIT movements, such as plyometrics, jumping jacks, and burpees, are hard on the body when repeated over time. Enter the new Octane Trifecta, an innovative trio of low-impact, total-body machines that facilitate quick bursts of all-out effort.

Comprising the Octane Rō rower, the AirdyneX bike, and the Max Trainer, the Octane Trifecta permits exercisers to maximize intensity without pounding on their joints. Each machine is ideal for SGT, circuit workouts, or individual sessions, and is simple to use.

Exercisers can quickly get on and go with a fast-paced HIIT routine—such as the 14-minute Max Interval HIIT workout on the Octane Rō and Max Trainer—while the equipment’s tachometer motivates them to strive harder.

“The Octane Trifecta is a valuable, compact, and easily transportable collection that can drive new programming and adherence,” suggests Chris Kvale, the director of North America commercial sales for Octane Fitness.

“Like everyone else, we truly missed IHRSA 2020. Now, during this challenging time, we’re even more committed to fueling our customers’ businesses and the industry, overall, with innovative efforts. We’re eager to reconnect with the passionate fitness community—in person—at next year’s show.” —Chris Kvale

TRUE Fitness

TRUE Fitness recently introduced the Atlas HD, a customizable group training system that allows trainers to lead HIIT sessions for members at different fitness levels. TRUE’s largest group training system, the Atlas HD accommodates up to 12 users simultaneously, and comes standard with monkey bars, a step platform, a dip station, a core trainer (landmine), an accessory rack, a rope rack, and storage trays.

Accessories include functional trainers, a half-rack, a punching bag, battle ropes, a chin-up bar, overhead targets, dumbbells, kettlebells, medicine balls, and slam balls.



“Trainers can implement traditional, functional, and corrective exercises, as well as HIIT routines, with the Atlas,” explains Randy Leopando, the training education manager at TRUE. “Or exercisers can use it on their own and enjoy virtually endless dynamic training experiences.”

A unique feature of the Atlas HD: It’s designed to stand on its own, while supporting multiple suspension trainers. Because there’s no need to bolt or anchor it, clubs can easily modify their floor plans.

RECOVERY

Cryo Innovations

Cryotherapy immerses the body in extremely low temperatures (approximately -230 degrees Fahrenheit) for short durations to treat muscle pain and soreness, reduce inflammation, minimize swelling, and promote immunity.

The XR Cryotherapy Chamber, from Cryo Innovations, boasts several singular features that make it a safe, convenient, and unique club amenity.

Use and management are simple and straightforward. Once a digital waiver has been completed, dual fingerprint authorization is required from both the user and the manager. A built-in point-of-sale system promotes multiple session purchases and renewals. And an administrator dashboard allows managers to monitor and control the cryotherapy chamber from any smartphone, tablet, or computer.

For members, the XR unit includes live thermal imaging to track real-time skin temperature, and a pulse-oximeter to measure blood-oxygen levels during a session.

“Exercisers may quit because of sore muscles, but our chamber reduces inflammation,” says Keith Scheinberg, the CEO of Cryo Innovations. “When members realize they can work out harder, but recover quickly, they have a more positive club experience.”

HydroMassage

Known for its inviting, innovative, water-massage products, HydroMassage recently introduced the 440X Lounge, which has been designed specifically for recovery. The lounge offers a smoother, more focused massage to better target sore, tired muscles.

This model also features a larger massage cover; an upgraded touchscreen; customizable LED lighting; a proprietary water recycling system; usage analytics and reports; and the company’s proprietary, traveling-warm-water, dry-massage system.

“Member demand for wellness and recovery is higher than ever,” reports Hilary Wahlbeck, the firm’s marketing manager. “We’re extremely mindful of user feedback, because we want to ensure we’re providing the most effective and technologically advanced products, both for club operators and for members.”

Clubs can position the 440X Lounge as a new profit center or as a premium membership perk. Those with the highest usage rates create HydroMassage Zones—multiple units in a semi-private room reserved for recovery and relaxation. →



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Hyperice and NormaTec

In March, Hyperice acquired NormaTec in order to provide exercisers with a comprehensive suite of technologies to help them move better, recover faster, and feel their very best. “This accelerates our ability to innovate, and offer clubs turnkey recovery and wellness solutions,” says Gilad Jacobs, the founder of NormaTec.

Among the solutions:

- The PULSE 2.0 Series, a more compact and sophisticated system, featuring NormaTec’s patented compression technology, that employs dynamic pulsing to move fluid and metabolites out of the legs following workouts. It comes with a novel app, which enables users to control their sessions, share data, and track their recovery efforts.
- Hyperice’s new Hypervolt Plus massage therapy device—with a high-torque motor, the company’s Quiet Glide Technology, and five interchangeable head attachments—increases circulation, enhances range of motion, and relieves pain.

“People are taking wellness and self-care very seriously, and there’s huge growth in recovery,” observes Jim Huether, the CEO of Hyperice.

Coming soon: Wellness pods, which incorporate a range of devices, along with education and recommended protocols, to optimize performance.



“Missing out on IHRSA 2020 was a real disadvantage, but, right now, we’re all protecting the health of our communities. We’re very much looking forward to IHRSA’s 40th anniversary in 2021, where we’ll be able to connect with the global industry once more. There’ll be no better place to exhibit in our new capacity—which includes NormaTec—and make more announcements!”

—Jim Huether

Theragun

Theragun’s new Theragun PRO—its fourth-generation handheld percussive device—is a commercial model designed for use in clubs, physical therapy clinics, and professional sports training facilities. Employing a proprietary brushless motor with QuietForce Technology for virtually silent operation, it delivers 16-mm deep strokes into muscles that, repeated 40 times per second, stimulate circulation, generate heat, and release tension.

The company also recently introduced the Wave Roller, a Bluetooth-enabled, vibrating foam roller that enhances myofascial release. Both the Theragun PRO and the Wave Roller boast RangeTech Anti-Theft Technology and wireless charging racks.

“Gyms are recognizing the value of recovery, and adding specific areas, rooms, or classes, to help members feel and perform better,” points out Dr. Jason Wersland, Theragun’s founder and chief wellness officer. “We’re committed to providing a whole suite of recovery solutions.”

Theragun also offers a TheraOne CBD line, which includes lotion, body balm, tincture, and massage oil for the use of exercisers before and after workouts. —

—Julie King, julie.king1@comcast.net



“It was tough missing out on IHRSA 2020! Like the rest of the industry, we’re now working hard to mitigate the overwhelming effects of the pandemic. This setback may just set us up to become stronger as an industry. We can’t tell you how much we’re looking forward to IHRSA 2021—IHRSA’s 40th anniversary. See you then!” —Dr. Jason Wersland