



## SUMMER NEWSLETTER 2017

Dear Client,

Welcome to the summer term at EQ! The weather is hotting up and it feels like the Studio is too! It's lovely to see the place buzzing with enthusiasm and excitement! We continue to be inspired by all of you as you develop your Pilates and Yoga with us. We are especially proud of those who are going through challenges in life at the moment; hang in there and know that EQ has your back.... your front, your core, your limbs, in fact all of you!

### **WELCOME ALI**

This year we welcomed Ali to the EQ team. Many of you will have met her as she has helped with lots of cover recently, for which we are extremely grateful. Occasionally a new teacher arrives at the Studio and we know instantly they're going to be a valuable member of our fabulous team. The 'pocket rocket' teaches an intermediate mat class on Wednesday evening and offers massage at the studio on Tuesdays and Fridays. To book one of her amazing treatments call her on 07842 435494, you'll be glad you did - she can work miracles on tight or sore muscles.

### **TRAINING**

As always, the team have been training to increase their skills and knowledge to share with you. Sharon has completed both advanced Reformer and the Cadillac 2 syllabus to enhance her equipment expertise. Likewise, Emma plans to take the Cadillac 2 qualification at the end of this year. Sarah Jones has taken a course in Pilates for Equestrians as well as completing a Mat Revolution syllabus. I attended Booty Barre training in March and I'm currently working towards my exam – I teach a class of willing guinea pigs on a Thursday afternoon! We expect to start running Booty Barre classes by the end of the year!

### **EQUIPMENT STUDIO**

For all you long time mat aficionados, it's time to try the equipment! Only last week an advanced mat client said they weren't keen to try the Reformer or the Cadillac because "you don't really use your core". Which made us think we clearly haven't done a very good job educating you lot about the massive benefits of working out on the equipment. So, let's dispel some of the myths:

#### **The equipment studio looks like a torture chamber:**

The equipment in the studio may look like the rack but it's far from it! The beauty of the equipment we use is that it can be tailored to the individual. We can also accurately pinpoint every muscle in the body to target specific areas of weakness in the body. The Reformer and Cadillac very quickly highlight problem areas, sometimes far quicker than on the mat thanks to the physical framework of the machines. Rather than being a weapon of torture the equipment can be a very intuitive and sensitive aid. You will find your mat work improves - most people do!

#### **I'm scared I won't be able to use the equipment, I'm not strong enough:**

Joseph Pilates built the reformer and Cadillac based on his work with the hospital patients of the POW camp in which he was held during WW2. Many of the people he taught were injured and sick servicemen. Today the equipment remains a valuable rehabilitation tool for those recovering from injury or those suffering with long term illness.



### **You don't use your core on the machines:**

You only need to look at some of the amazing videos on YouTube to see how the equipment can develop a strong core. Remember your 'core' isn't just your tummy, it's also your bottom and shoulder girdle! The massive array of exercises you can perform on the machines, can work your core in every endless exciting way. You'll be exercising standing, sitting, on all fours, in a plank, inverted, lying down, kneeling, on one leg...the list goes on and on and on!

### **It's not as hard because your body is supported:**

In some respects, this is true, especially when we are working with injury or illness. The straps and springs of the Reformer and Cadillac can provide support to make some Pilates exercises easier. It can, however, challenge you beyond belief, and work you incredibly hard.

### **It's way too expensive:**

We have just launched Reformer 45 as a way of introducing the Reformer at a slightly cheaper cost. It's £14, so only £3 more than your mat class, less than a latte!

Sometimes when we work hard at movements we do create strength in our muscles, however, if we are out of alignment this can make you tighter in the joints. The Reformer and Cadillac create strength in the body, improve alignment while creating more mobility in all joints. It's a win win!!

### **WELL DONE FAYE**

Thanks everyone in the Wednesday beginners for your support as Faye has been completing her supervised teaching at EQ. Faye has developed into an excellent Pilates teacher and has just received her first sign-off!!! We look forward to congratulating her very soon on qualifying as a Body Control Pilates Teacher.

### **HOLIDAYS**

I'm sure many of you have booked summer holidays, which will fall within this term. Please do book and do your make ups before you go away so you are not disappointed when classes are full as everyone tries to make up before the end of term. Samantha is always happy to help you find a class to make up in. Don't forget to mark yourself as absent when you will be away to give others the opportunity to make up in your spot!

The new notice board is now up and running, so take a look for any news, updates or important information. In the coming weeks, we will launch our range of EQ branded clothing. We will have a small selection of tops for you to try on and order your favourite.

Thank you as always for your custom, continued support and loyalty.

Very Best Wishes,

Sarah, Linda and the EQ team