

Media Release

For immediate use

Create Your Advantage

Power Plate® Gives Men a Competitive Edge in Minimum Time

Creating your ideal body doesn't have to mean hours on the weights machine or a diet of protein bars and salad leaves. Power Plate equipment (www.powerplate.com.au) is the ultimate full body workout perfect for toning muscle, building strength and eradicating that spare tyre forming around your waist.

With many men being exceptionally time-poor due to work and family commitments, a Power Plate workout allows plenty of time for the more important things in life. Only half an hour on the Power Plate, three times per week, can achieve incredible results.

In fact, research has compared Power Plate Acceleration Training to traditional resistance training with interesting results. Those who trained on the Power Plate machine had an increase in strength and could jump higher than their resistance training counterparts.

Further research showed that training on the Power Plate machine also improved sprint running performance and explosive strength performance.

"The research shows not only strength and power improvements, but also much needed speed of movement," says Amanda Boyle, International Master Trainer and Head of Education for Power Plate Australia. "Velocity of movement is one of the most important criteria for optimal human function."

Best of all, Power Plate workouts will not only help with physical strength and agility.

"Power Plate has been proven to give you a number of benefits in a shorter time frame," says Boyle. "Research shows that using the Power Plate can also improve bone mineral density, decrease stress hormones released into the body, increase metabolism to aid weight loss, and increase circulation to keep your skin looking youthful."

#ENDS



Notes to the Editor

ABOUT POWER PLATE

A Power Plate® machine is the ultimate training partner and has been proven superior to traditional fitness methods. Power Plate machines use the principles of Acceleration Training™ to stimulate the body's natural response to vibration, causing muscles to contract in a reflex action.

Used by elite athletes, celebrities and people from all walks of life, Power Plate exercise can help improve fitness, muscle tone and strength, flexibility, bone density and circulation and cardiovascular function. Power Plate has a presence in 92 countries globally.

Power Plate *proMOTION* technology features high strength Vectran® cables which transfer vibrations at high speed frequency rates directly to the muscles of the arms, back, core and shoulders. The integration of this resistance element into the pro6 model further enhances the benefits of Acceleration Training™ exercise for the ultimate total body workout.

For more information, visit: www.powerplate.com.au

RESEARCH

Strength Increase after Whole Body Vibration Training Compared with Resistance Training
Medicine & Science in Sports & Exercise, Vol. 35, No. 6, pp. 1033-1041
Delecluse, Roelants & Verschueren, Katholieke Universiteit Leuven, Belgium

Whole Body Vibration Training Improves Sprint Performance
Journal of Sports Science & Medicine (2007) 6, 44 – 49
Track and Field Unit, Department of Sport & Exercise Science, University of Athens, Greece
Paradisis & Zacharogiannis

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