

SHOWCASE™ Institute



What's Included?

- Fluidity Bar
- Fluidity Beginner DVD
- Fluidity Intermediate DVD
- Fluidity Advance DVD
- Fluidity Ball and Pump
- 2 Resistance Bands
- Guide to Healthy Eating

Fluidity Bar

Fluidity integrates nearly all of your 630-plus muscles to work together. It's this integrated movement that stimulates your body to change. Fluidity is a great way to reshape your whole body."

Neal Pire
Exercise Physiologist,
Columbia University

How does Fluidity work?

Fluidity works the body the way nature intended. When you stand up and use your own body weight for resistance, you engage all of your muscles to work together.

The result? You develop strength, proportion and flexibility from head to toe, creating a longer and leaner look.

How is Fluidity different from traditional strength training?

Traditional weight training often isolates one muscle at a time.

The result? Isolation leads to muscle imbalance. Muscle imbalance creates a thicker, bulkier appearance and increases your risk of injury.

How is Fluidity different from Pilates?

Pilates exercises often isolate specific muscles in the lower body because when you lie down, you are no longer in a whole-body, weight-bearing exercise.

The result? Because you can't work the body in unison, you isolate - rather than integrate -

muscles, developing muscle imbalance and making it impossible to develop the proportionate legs and seat of a dancer's body. By not working your upper body, your core and your lower body all at the same time, you lose the effectiveness and efficiency of a whole-body, weight-bearing exercise.

What is a Fluidity Bar?

The Fluidity Bar® combines unique functionality with superior design to deliver the ultimate whole-body workout!

- Designed by MIT-trained engineers
- Patented for design and utility
- Provides the stability of a wall-mounted bar in the convenience of a fold-down unit
- Adjusts to your hip height and level of flexibility
- Folds down to 4" high and rolls into a closet or under a bed
- Arrives FULLY ASSEMBLED and set up in 4 easy steps

Dimensions: 43"L x 33"W x 4"H .

Unit Weight: Approximately 55 pounds (on wheels).

Weight Limit: 300 pounds



Fluidity Exercises

Here are three exercises that you can start with to highlight the Fluidity. We also suggest that you get familiar with the DVD's and do these exercises at the store front to attract interest.

#1. Stand facing, and holding the bar with both hands, and position your feet to form a V that opens towards the bar. Slightly bend your knees, and lift your right leg, so your right ankle is sitting on your left thigh, just over the knee. Now, sink down, into what looks like a sitting position, still holding the bar with your hands, and flexing your right foot. As you lean back, you want to feel the hamstring stretch. This will help to strengthen, and lengthen the muscle. You'll want to do the same thing, just with the other foot. These moves should be held for at least 15 seconds, so you can ensure the muscles have been stretched.

#2. Face away from the bar, and lift your right leg up, so the top of the foot sits on the bar. Reach back, and hold on to the bar, so your hands form a wide V. Sink down on to your left leg and rotate your pubis bone forward, and then pull your navel to your spine. This will also strengthen and lengthen your muscles. This exercise is great for your quadriceps. Again, you can switch legs to work the other side.

#3. Walk to the end of the mat, and face the Fluidity Bar. Keep your feet about your hips' distance apart, and lift your right foot up, and onto the bar. Relax your toes, and put your heel under the bar. Place your hands on your pelvis and push yourself forward without curving your back. Reach your hands forward, and attempt to touch the bar (depending on your fitness level, you may, or may not be able to reach the bar) but do not bend your spine. Hold this move for about 10-15 seconds. With your foot on the bar, you'll now turn your body to the right, so your foot is still on the bar, but your body is facing away from the bar. Take your right hand, and place it on your inner right thigh. Straighten your other arm, and bring it up, to above your head. Stretch this arm, keeping it straight, and keep your toes above the bar, and push your heel beneath it. Look towards the ceiling, and bring your right arm to your foot, on the bar. Feel free to alternate legs.

The DVD's contain more information and you should check them out as this fitness routine will appeal to many of your female customers who are looking for a change in body shape that doesn't include bulked-up muscle!