



the ZONE

FEATURING THE FRESHEST GEAR ON THE MARKET TODAY.

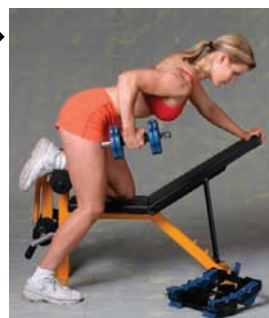
There's no place like the GearTrends® Product Zone to see and be seen. These mini-product blurbs—granted, pay-to-play ones—offer a peek at what's new and what's coming from leading industry companies.

Wish your company's product was in this magazine for the world to see? For details on how to become a part, contact Gene Treacy at the GearTrends® sales office: Gene@geartrends.com or 865-675-2052.



Be part of the excitement and find out what the buzz is all about! Come and see what Bodyguard is unveiling! Booth #1013.

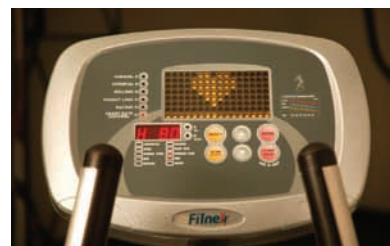
Bodyguard...protecting your health since 1969.



The DoshGym 1000 strengthens and sculpts all of the muscle groups, as dumbbell workouts are known to do. It comes with assisted ab machine technology, a leg extension and a leg curl using the DoshBell—the innovative, simple, patented DoshBell 55 lock and go system. The DoshGym 1000 is so easy to put together, if your grandparents can't assemble it, we've failed. With less space, less money and time, you've got a great GYM. The DoshGym 1000 is all you need to sculpt your body.



E40. The Elliptical that looks as good as it works. A beautiful machine that performs beautifully. Sixteen levels of resistance. Feedback includes time, distance, speed, calories and pulse. www.fitnexusonline.com



E50. The stylish elliptical for home use. An elliptical that looks good enough to decorate your home but is packed with enough features to do duty at the local gym. Six built-in programs and 16 levels of resistance. Feedback includes time, weight, watts, program level, distance, RPM, speed, heart rate, calories and average speed. www.fitnexusonline.com



Bongo Board & BoardRock

- The ultimate training tools for surfers, skateboarders, snowboarders & wakeboarders.
- These FUNCTIONAL trainers will improve your S.A.M. (Stability, Agility and Mobility) giving you the edge when you hit the surf, ramp or half-pipe.
- Enhance your ride with better balance.
- Contact Fitterfirst 1-800-Fitter-1 • www.fitter1.com.



Fitter International is excited to introduce a revolutionary product, completely unique in form and function, to the North American market. The Xco Trainer effectively builds and tones muscle while strengthening the surrounding connective tissue and stabilizing the joints. The Xco Trainer is designed to provide a total-body at-home or group exercise workout that improves muscle tone and definition while enhancing cardiovascular fitness. www.fitter1.com



Fitterfirst Classic Series

- FUNCTIONAL, high-quality products designed to improve balance, performance and reduce the risk of injury.
- Use the Exercise Ball Chair, Active Disc, Balance Board and Power Web at home and office.
- Proven to enhance Stability, Agility & Mobility (S.A.M.) in sports and daily living.
- Contact Fitterfirst 1-800-Fitter-1 • www.fitter1.com.



HOIST

V2 Multi Gym

No limits. No boundaries. The V2 represents ultimate flexibility. The sky is the limit with our cutting edge Split Weight Cabling™ system, counter-balanced, self-aligning pulleys and an adjustable back pad with a self-tracking seat. Whether you want to improve your game, blow off some steam, or boost your performance level, the V2 accommodates any workout you can dream up with a countless variety of cable exercises.

prove your game, blow off some steam, or boost your performance level, the V2 accommodates any workout you can dream up with a countless variety of cable exercises.



Humane Manufacturing LLC provides a wide range of mat and flooring applications for use in Weight Rooms, Home Gyms, Clubhouses and more. Protect your equipment and flooring. Guardian SuperSport Mats in stock 3/8, 1/2, and 3/4 inch 4' x 6'. Loktuff standard interlock flooring can cover large islands or entire rooms. 3 year Warranty. 805 Moore St., Baraboo, WI 53913 • 800-369-6263 • info@humanemfg.com • www.humanemfg.com



Group Strength® by Iron Grip

Group Strength® is a commercial quality free weight system for group strength-training classes that offers superior utility and versatility. Unique rubber-encased weight plates feature integrated handgrips so they can be used safely and comfortably in the place of dumbbells, or they can be loaded onto the heavy-duty bar (holds up to 100 lbs.) Includes commercial-grade collars that can be securely locked and unlocked with one hand. 800-664-4766 • info@irongrip.com • www.irongrip.com



LAMAR
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IGNITE

I 830 Elliptical.

The Ignite I 830 Elliptical is packed with all features today's active fitness clients demand. Articulating footplates and 18" stride for a smooth glide path, a blue backlit computer with 12 program profiles, 4 HRC programs, 3 user, 1 constant watt, body fat/BMI readings, & grip heart rate to satisfy even advanced users. With a comfort adjust fan, reading rack, contemporary design & warm colors, the I 830 has it all! Ignite is a LAMAR Health, Fitness & Sports brand. www.lamarhfs.com.

LEKI
SKI • TREKKING • FITNESS

LEKI Ultralite Ti Trekking

poles paired a new technology mesh strap to wick moisture with a redesigned Thermo Foam grip that features an integrated Positive Angle. This means that the "angled" poles compact down even farther than before—24". The locking system is the strongest available with lowest torque to set adjustment. www.leki.com



T9e Treadmill

Nothing compares to the gentle cushioning, multiple terrain options, and refined luxury of the T9e Treadmill. As the ultimate home version of our high-end commercial model, this fully-loaded dream machine with built-in LCD television screen delivers the kind of workout experience once reserved for world-class athletes and health club patrons. Visit lifefitness.com for more information.



nalgene

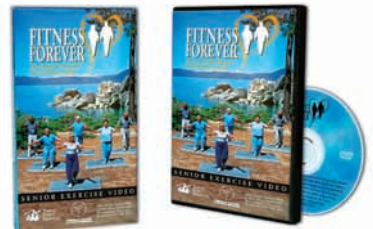
Introducing the New OTG (On the Go) Nalgene® Bottle.

On the one hand, it's the perfect Nalgene bottle. On the other hand, it's your handlebars, your steering wheel, or your rope. The New Nalgene OTG bottle offers easy one-handed operation so you can pop the top and take a drink without letting go of your momentum... or anything else for that matter. For more information or a FREE copy of our Nalgene Catalog, call 800-276-2543 or visit us online at www.nalgene-outdoor.com



LifeSpan

LifeSpan™ Exercise Bikes. LifeSpan introduces the C3 and R3 upright and recumbent exercise bikes featuring innovations like the multi-position OptiView™ display console, pull out magazine rack, and intelligent lighting that leads each user through program set-up and operations. These features are built on a frame worthy of a lifetime warranty and a drive system that was designed from the ground up to be quiet, smooth and durable. www.lifespanfitness.com



LifeSpan

LifeSpan™ Fitness Forever Video

Fitness Forever is a nationally recognized, hospital-based program featuring exercises that will enhance and maintain the good health and fitness of seniors and those just starting an exercise program. It is the only workout video that is approved by the American College of Sports Medicine (ACSM). The video features cardio and strength training in a very supportive and encouraging environment. www.lifespanfitness.com



PRECOR^{USA}
move beyond[®]

Precor EFX[®] 5.23 Elliptical Fitness Crosstrainer

Recognized as the global leader in elliptical crosstrainers, Precor brings the club experience to the home with the EFX[®] 5.23 Elliptical Fitness Crosstrainer. Offering unmatched smooth, fluid motion, the EFX 5.23 delivers a superior workout, through patented Cross-Ramp[®] technology that varies the stride motion to engage a variety of muscle groups. www.precor.com.



PRECOR^{USA}
move beyond[®]

Precor M9.35 low-impact treadmill

Precor's smooth, quiet top-of-the-line M9.35 treadmill offers exceptional stability, with technologies that give Precor treadmills a natural feel. Featuring durable quality proven in clubs worldwide, the M9.35 is a step above the rest, offering a variety of programs, and heart rate monitoring that enables users to optimize their workout. www.precor.com.



SPIRIT

The new ZE50 Cross Conditioner by Spirit incorporates and combines the benefits of two machines into one. The low impact workout characteristic of an elliptical machine, plus the body toning characteristic of a stepper/climber makes this a truly unique product. 800-258-4555

www.spiritfitness.com



SportsArt
FITNESS

807 Elliptical

The 807 elliptical trainer with its patented "on the fly" adjustable stride stands alone in the world of one-size-fits-all fitness equipment. The feature allows the user to target more muscle groups with less risk of injury and accommodates users of almost any size. A full electronics package and sturdy steel frame add even more value to this premium quality elliptical.



SportsArt
FITNESS

E82 Elliptical

The SportsArt E82 contains all of the refinement and innovation you would expect from an industry leader. Premium components, a tough, welded steel frame (with lifetime warranty), advanced electronics, and patented adjustable stride length will deliver years of enjoyable performance. Dual action motion delivers total body training, and a large dot matrix display with the CardioAdvisor[™] heart rate training system supplies detailed information to help users reach their fitness goals.



XTrainer

SportsArt
FITNESS

The latest example of industry changing innovation from SportsArt Fitness is the X-Trainer. An all-new total body workout machine, the X-Trainer combines independent lower and upper body resistance, which has been proven to provide better training results than any other cardio product. Rotational handles provide a variety of training options and include fingertip controls for both lower and upper body resistance. The state-of-the-art display features advanced programmability, polar heart rate control and cardio advisor.



SportsArt
FITNESS

C53r Recumbent Cycle

The C53r recumbent cycle features comfortable mesh seat back that forms to fit any user comfortably. A state-of-the-art display and electronics package with patented CardioAdvisor[™] allows the user to display both cardio and HRC targets for a fully interactive workout session that delivers maximum results.



SPRI[®]

Contour-Weights[®]

are available in a 28-inch, barbell-style design that can be fastened and secured around the waist or draped over the shoulders and neck—leaving hands free for other exercise movements. Or, grip the nylon end-stirrup to position around the feet for lower body movements. Available in 6,9,12,15,20 lbs. SPRI[®] (800) 222-7774; www.spriproducts.com.



Trixter X-Bike 1000

The total-body X-Bike[™] is the only indoor cycle that incorporates Trixter's patented handlebar mechanism that allows the rider to engage the upper body and core musculature along with the legs and lungs. This total-body workout provides substantially enhanced fitness benefits while bringing the natural movements of outdoors cycling indoors. 650-364-7525 usasales@trixter.net www.x-biking.com



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DON'T MISS IT

Specially designed for the retail fitness industry, Health + Fitness Business connects a targeted audience of buyers and sellers of fitness products, ranging from strength and cardio to yoga and Pilates equipment and accessories. The focused trade event kicks off with a morning of insightful seminars, and continues for three days of exhibits, meetings, conferences, and relationship building.

Determine the future of your fitness business – participate at the Health + Fitness Business Expo & Conference.

2005 Features

- > Exhibits from over 175 innovative brands
- > Keynote presentation by Harry J. Friedman of the Friedman Group – sponsored by Vision Fitness
- > Fitness Forum moderated by GearTrends Magazine
- > Learn how to reach the growing women's market at Kate Bednarski's seminar
- > Stretch your sales with yoga and pilates, presented by Danskins/Fitness EM.
- > Relationship building opportunities, including the Industry Party @ Wynkoop Brewery – sponsored by SportsArt Fitness

Retailers/Buyers: Register online @ healthandfitnessbiz.com or call 800.486.2701

Manufacturers/Suppliers: To exhibit, call 949.376.8133 or go to healthandfitnessbiz.com



**We're x-ceptionally x-cited. And from the looks of things,
our competition's a little x-tra nervous.**



And there's good reason; we've come up with something that's completely different, truly a total body fitness experience, built tough and did we say different? In a sea of same-old-same-old, the next big thing is something to get pretty darned x-cited about.

Unless you're the other guys.



SportsArt FITNESS
Never Stop.

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