



## Strength Genie 2019 Press Kit

### **Backgrounder**

Strength Genie represents the next level in evidence-based fitness regimens. Utilizing clinically proven benefits through prototypical exercise machines, Strength Genie delivers quantifiable results through two specially designed 20-minute workouts. The Strength Genie program begins with a Fit3D body scanning analysis, which then tailors your workout on three distinct pieces of exercise equipment: the ARX Fit, Vasper and Car.O.L. Each of these machines are dialed in to your exact body type specifications, providing an exercise regimen destined to become the future of physical fitness.

### **Hours and Address**

#### **Strength Genie**

9555 Lebanon Rd.  
Unit 503  
Frisco, TX 75034  
Phone: 214 281-8933

#### **Hours**

By Appointment  
Monday - Friday: 6:00 am - 9:00 pm  
Saturday - Sunday: 8:00 am - 5:00 PM

#### **Walk-In Hours**

Monday - Friday: 9:00 am - 5:00 pm  
Saturday: 10:00 am - 4:00 pm

## About the Founder

Forrest Michals, the founder of Strength Genie, has more than 50 years of experience in the fitness industry. In 1966 a mutual friend, Peary Rader - the founder and publisher of Iron Man Magazine -helped him secure a position working for Rheo H. Blair--the nutritionist who first introduced the concept of protein supplements.

While working for Rheo, he had the opportunity to train with, and be trained by, some of the legends in the strength and body building industry, including Vince Gironda, the 'Iron Guru', who trained Arnold Schwarzenegger, Don Howorth (Mr. Universe) and Larry Scott (the first Mr. Olympia).

In 1972, he opened the second Nautilus Health Club in America and worked closely with Arthur Jones (inventor of Nautilus) for more than seven years. In 1975 he invented an early prototype of an accommodating resistance exercise machine. This machine, marketed for a short time due to liability issues, was used by the U.S. Olympic weight lifting team, the San Francisco 49ers professional football team and a Mr. Olympia finalist.

Many current and former professional trainers got their start working in Forrest's original club. Some of the positions these trainers later became strength coaches for the likes of the University of Nebraska, University of Miami, Ohio State University, the New York Jets, the New York Giants, Director of the Cooper Aerobics Center and president of the National Strength and Conditioning Association (the largest and most respected certification group in the world). Additionally, Michal's power lifting team set six world records. In addition to his storied fitness equipment career, he also has more than 20 years of experience in the health food industry, where he owned and operated five GNC stores and sold his own line of nutritional supplements.

## What Strength Genie Does

Strength Genie changes lives! Imagine looking and feeling your best, with an abundance of energy to get through the day and meet all of life's challenges. This lifestyle is available and can be achieved much quicker and easier than you ever thought possible.

## The Benefits of Strength Genie

Two twenty-minute "evidence-based" weekly workouts at Strength Genie have been clinically proven to provide the following benefits:

- Accelerated metabolism and fat loss
- Increased bone density
- Improved glucose control
- Improved cholesterol profile



- Enhanced libido
- Increased testosterone and growth hormone production
- Improved cardiovascular health
- Reduced inflammation and pain
- Improved sleep quality
- Increased cognitive function
- Elevated endorphins, which improve life energy levels and mood
- Improved flexibility
- Increased number and diameter of collagen fibrils in tendons to increase strength and help prevent injuries
- Increased athletic performance
- Increased strength and muscle mass
- Make more proteins for your energy-producing mitochondria, effectively slowing down aging at the cellular level
- Reduced stress hormones, such as cortisol

## The Equipment

### ARX Fit:



**THE OMNI**



**THE ALPHA**

## Exercise List

- |                     |                          |                     |
|---------------------|--------------------------|---------------------|
| ● Belt Squat        | ● Pullover               | ● Pec Fly           |
| ● Deadlift          | ● Compound Row           | ● Triceps Pressdown |
| ● Romanian Deadlift | ● Overhead Press         | ● Biceps Curl       |
| ● Calf Raise        | ● High Pull              | ● Hamstring Curl    |
| ● Pulldown          | ● Chest Press (3 Angles) |                     |

## Exercise List

- |               |                |                   |
|---------------|----------------|-------------------|
| ● Leg Press   | ● Compound Row | ● Torso Extension |
| ● Chest Press | ● Calf Raise   | ● Torso Flexion   |

ARX is resistance training technology that uses computer-controlled, motorized resistance in place of weights or other more traditional forms of resistance. This “adaptive resistance” provides safe,

controlled, and quantifiable resistance that is of a higher quality than is currently possible with weights or other gravity-based systems found in the world today.

There is no need to set the resistance while using ARX; the machine applies perfect opposing resistance in direct proportion to what the user is producing at each moment in time. The machine moves the handles or foot pads at the selected speed during the positive and negative regardless of how hard a user exerts. The difficulty is determined entirely by the user, whose effort is measured and displayed by the software in real time.

All ARX machines can be entirely controlled by the software (Automatic Mode) so you can perform workouts alone and without the need of a trainer or partner. The machines can also be controlled via a handheld remote (Manual Mode) where the operator controls the speed and range of motion. Toggling these modes back and forth is quick and easy to do in the software.

The drive system is attached to a load cell that reads the force that the user is currently applying to the machine. The load cell then communicates this information to the software in real-time. The software receives all of this data, stores it, and then translates it into useful charts, graphs, and other visual feedback components.

The speed of the motor can be adjusted within the ARX computer software. You can control the speed of the positive (concentric) and the negative (eccentric) portions of the repetition, independently. You can also control the amount of time the motor pauses at both ends of the repetition. This speed control allows for the ultimate in flexibility for programming your workouts.

ARX is safe for all forms of rehabilitation, offering the full spectrum of resistance ranging from passive resistance (stretching) all the way to eccentric loading (negatives). There are no weights to drop, the speed is manageable and controlled, and the machine can never act upon the user. This means that a user can never encounter any forces that they themselves did not first produce, and this never-excessive scenario dramatically lowers the risk of injury.

Both ARX can be used once per week, seven days per week, once per month, or anywhere in between depending on your goals. In the same way that the metal weights in a gym can be used in a wide variety of ways, ARX technology can be used in various rep/set schemes, varieties, intensities, and more.

With ARX, any protocol is possible and no matter which you choose, ARX will provide you with the safest, most efficient, and most effective form of resistance you can find today. The Omni and The Alpha can provide you with full-body workouts. The Alpha can perform both lower body exercise (in the form of a leg press) while also providing a potent upper body workout (in the form of chest press and rowing). The Omni can perform various upper body exercises but also allows users the ability to perform lower body exercises like Belt Squat and Deadlifts.

Not only is there no medical benefit of strength training that ARX cannot provide, but its use can provide those benefits with a far smaller time commitment, far smaller risk of injury, far better progress tracking, and in a far smaller time period.

The body's adaptive response of building stronger, bigger muscles is provoked primarily by the following three things at the muscular level: mechanical tension, physical damage, or accumulation of the metabolic byproducts of fatigue.

These stimuli can all be produced using weights, but with access to ARX's adaptive resistance, you can produce all three elements in greater magnitudes, more safely, and more quickly than with any weight. So for those looking for a pump, bigger muscles, or just looking to build a more aesthetic physique, ARX is the best tool currently available to achieve all of these outcomes.

## **The Vasper**

Vasper is an exercise machine based on three scientifically proven principles – compression technology, cooling and interval training. When all principles are working together, the results are extraordinary.

Compression and cooling create the effect of a high intensity (anaerobic) exercise without the time, effort, and muscle damage it takes to achieve the same results with conventional exercise. Instead of feeling tired and sore, Vasper leaves you energized and rejuvenated, alleviating your body aches and pains.



- Compression accumulates metabolites, such as lactic acid, amplifying the anaerobic exercise signal for muscle growth and repair.
- Cooling increases efficiency by delivering more oxygen to the muscles and aids in recovery and pain reduction.
- Customizable software enables interval training to be adjusted to any physical ability level.
- Low impact NuStep T5XR platform accommodates almost any physical limitation while reducing physical breakdown and fatigue.

### Compression Technology

Placing compression on the arm and leg muscles while exercising at a low intensity has been scientifically shown to create the physiological effect of high intensity exercise.

Compression cuffs worn on the arms and legs safely compress the muscle to quickly build up lactic acid, mimicking the physiology of an intense workout that would typically take extensive time and effort.

Compression builds metabolite concentration quickly and activates fast twitch muscle fibers. This triggers a systemic recovery response, including the natural release of anabolic hormones such as testosterone.

### Dynamic Cooling

When your body temperature increases, blood vessels near the surface of the skin dilate, increasing blood flow to the skin, leaving less blood and oxygen for the muscles. When there is not enough blood to remove lactic acid from the muscles, the body hits a wall and fatigues.

Remaining cool during exercise allows blood oxygen levels to remain high throughout the body which makes exercising much more efficient and pleasant. Sweating is also dramatically reduced or completely eliminated. Cooling the body during the workout mitigates further physical stress and reduces existing pain and inflammation.

### Customizable Software

Each Vasper protocol is a 21-minute interval training protocol, delivered on a tablet fully integrated with the recumbent bicycle. Interval training involves a warmup period followed by a succession of sprint and rest intervals, scientifically proven to increase the efficiency of an exercise session.

Each section of the interval training protocol is fully customizable, allowing for adjustments in duration, intensity, resistance, and speed. The pressure and cooling can also be modified for ability, comfort level, and performance. Heart rate monitors and a graph of power output is displayed on screen to track performance. Session metrics are also displayed at the end of the workout and can be emailed directly from the tablet.

### Low Impact NuStep T5XR

The reason Vasper uses a NuStep T5XR is to avoid stressing the body and breaking down muscle tissue. The goal with Vasper is to minimally stress the muscles while still triggering a systemic recovery response that can heal damaged or unconditioned areas of the body.

## **The Car.O.L**

Standing for CARdiovascular Optimization Logic, CAR.O.L is an AI-powered, interactive exercise bike with self-learning algorithms that took four years to program. She automates each HIIT workout and guides individuals through touchscreen and audio prompts.

### **CUTS YOUR EXERCISE TIME DRAMATICALLY**

CAR.O.L is clinically proven to give you the same cardio benefits of a 45-minute jog in under 9 minutes, with only 40 seconds of hard work.

### **A PERSONALIZED HIGH INTENSITY INTERVAL TRAINING (HIIT) BIKE**

CAR.O.L's algorithms personalize your resistance to guarantee you hit max power every session in order to deplete your sugar stores. No other HIIT workout or fitness class comes close.

### **GROUNDING IN SCIENCE**

Clinically proven to fight obesity, diabetes, and heart disease, CAR.O.L is an interactive exercise bike based on 20 years of peer-reviewed university research.



## **Fit3D**

The Fit3D Proscanner is an accurate and consistent imaging machine. This non-invasive, near-infrared 360° 3D body scanner produces precise body measurements in under a minute.

The entire process begins with stepping onto a 3D body scanning platform, grabbing onto the handles, and standing as still as you can for about 40 seconds. The platform will rotate as the sensor moves up and down, scanning every inch of your body to get the most accurate results. In less than a minute, the Fit3D Proscanner will extract more than 400 measurements including circumferences, heights, lengths, widths, volumes, and surface areas from your entire body. The most important of these measurements are mapped onto a 3D image and can be used in wellness assessments to show progress and analyze what needs improvement. A comprehensive report is emailed to you within 5 to 10 minutes of scan completion.

### **Online Booking System**

Interested parties may book online by following this link:

<http://strengthgenie.com/book-now/>

### **Press Releases**

Next Level Fitness Spa, Strength Genie, Opens in Frisco (*will be hyperlinked when posted*)

### **In the Media**

This section will feature hyperlinked articles, stories and interviews

### **Media Inquiries:**

For interviews or demos, please reach out to:

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