

Issue Six

August 2007

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SCHEDULING CHANGES IN THE STUDIO

As BCPS continues to grow and strive towards offering the best Physiotherapy and Pilates service in Melbourne we have had to make some scheduling changes on the studio floor.



To maintain our position as a market leader, our directors Bruce and Megan will now spend more time developing practitioner education and training courses in Physiotherapy Pilates and the Franklin Method.

We understand this affects their available appointments, and we apologise if you have been inconvenienced by this change – but assure you that the team we have in place is of the highest standard. We hold regular team in-services to maintain a sharing of knowledge to best suit your Physiotherapy and Pilates needs.

PRICE CHANGE UPDATE

On July 1st we implemented our first price increase in 3 years, to bring us in line with standard industry rates. To clarify any confusion about the price changes – which from all feedback, has been mostly about the new delineation between our Physiotherapy and Pilates sessions – pick up an information sheet at reception or speak with Naomi.

Based on feedback from our clients we have developed a new 'Rehab Pilates' package suitable for clients who choose to see a Physiotherapist for their Pilates session (now named 'Rehab Pilates'), but who don't have private health insurance. We hope that this is a satisfactory compromise as we aim to offer the highest standard of service at a competitive rate.

"HAPPY NEW FINANCIAL YEAR" AT BCPS

To introduce you to the NEW MEN OF BCPS we are offering a special deal to beat the new price increase. Refer a new client to Zac, Brent or Rob – and the new client receives a FREE initial consultant, PLUS 50% off the second consultation AND a FREE Myotherapy session! WHAT A DEAL!

YOUR REWARD is to receive the pre-new financial year prices for the remainder of August. See the notice board in the studio for more information or speak to Naomi at reception.

EXPERT MAT CLASS SUCCESS

The first **EXPERT MAT CLASS** on July the 6th was a huge success with 10 participants from both BCPS and other Melbourne studios taking part in the class taught by Bruce. Our close colleague, Celeste Bruce, from Physical Mind Pilates, South Melbourne taught the second class on July 20th, working the class very hard through the classical repertoire. Megan will take the next class on the August 3rd just before she leaves for her lecturing commitments in Brazil.

If you enjoy the mat repertoire and have been participating in Pilates for more than 6 months you may be interested in joining this expert class. Speak to your instructor to find out more, or speak with Naomi at reception to book in for these classes – run fortnightly at 3pm on Fridays. Cost is \$20.

NEW LECTURING ROLE FOR MEGAN IN PORTUGAL

Megan is proving her expertise on the Physiotherapy/ Pilates world stage by securing a second international lecturing agreement in Portugal! Megan's lecturing colleague, Chloe Lorbach of WELLWOMEN in Brighton, is currently in Portugal on the first round of lectures with Megan's trip scheduled for late September. An easy transformation as now Megan doesn't have to learn another language!



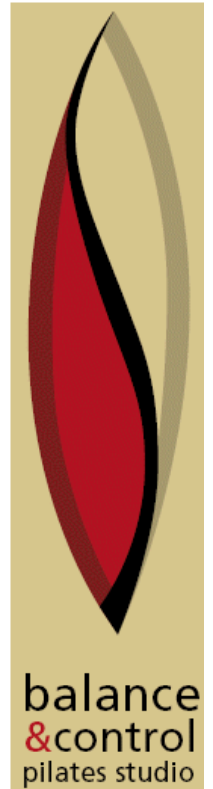
Further updates for these courses – our newest Physiotherapist Brent Davies will travel to Brazil with Megan in August to co-present with her on the courses in preparation for further trips to Brazil for Brent. We look forward to Brent using his extensive exercise rehab and Sports Physiotherapy skills in both his Rehab Pilates and lecturing roles.

LOCAL NEWS

One of our regular committed clients doubles as a business man and football coach. He is the first to put up his hand to get his local footy team in our local news.



Bernard Dunn coaches one of our local football teams, Southern Saints, part of the over 35's Metropolitan SuperRules league. They just had a seven goal victory over the second top side. Southern Saints win has pushed them to third place on the ladder and are looking strong leading into to the finals. Good luck to Bernard and the team!



QUOTE OF THE MONTH:

*"I'M GOING TO DO PILATES.....
FOR THE REST OF MY LIFE!"*

(Jonathan, recent Pilates devotee, client since April '07)

CONGRATULATIONS KRystal

Balance & Control Golden Girl Krystal Wier has earned nomination for the trial event to the 2008 Beijing Olympics by qualifying at the Kiel regatta in Germany! Krystal then finished in 12th place in the World Champs in Cascais, Portugal, ahead of her Aussie rival Sarah Blanck in 16th place.

NEW MAGIC CIRCLE

We are trialling a new magic circle in the studio, and looking for client feedback – next time you are in for a session, trial the SISSEL black magic circle and let us know your opinion of the product. It is on sale at a bargain price at reception for \$80. Mention this newsletter when purchasing this product to receive a further 10% discount.

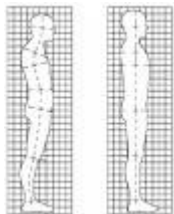
YOUR PILATES STORY

This month's Pilates story has been taken up by our Myotherapy team. As we work side-by-side with Elite Myotherapy we feel their story is just as valuable as ours. Next month we promise a story from our clients' perspective! Submit your short story, which can now be done via our NEW FEEDBACK FORM on our website – just follow the links to the CONTACT page. Naomi is happy to discuss your short story for the newsletter and write it on your behalf. **Email the studio for your story to be included in the next edition of the BCPS Newsletter.**

ELITE MYOTHERAPY AT BCPS - A match made in heaven!

By Sam Couzin-Wood - Director

People often wonder how all the different health modalities work together and if they negate or compliment each other. We believe that all therapies have a role in the health of the body and we have found Myotherapy has been able to play a strong complimentary role in Pilates training – with the aims of Myotherapy treatment to restore or maintain normal muscular integrity, strength, flexibility, and decrease pain – very similar to those of Pilates.



In line with the fundamentals of Pilates, Myotherapy considers the body working as a whole. In our consultations we assess and treat the body in its entirety, rather than isolating one part from another. Correct alignment is required for any efficient movement and this is why Myotherapy is effective because it helps you achieve

optimum alignment while understanding the complex muscle patterning that goes on when any movement is performed.

The common Pilates goal of maintaining NEUTRAL PELVIS will be affected if certain muscles are tight and short – making it more difficult to maintain this ideal alignment. Myotherapy treatment can assist in restoring ideal muscle length through soft tissue treatment to improve joint mobility and increased range of motion – all having a positive impact on your Pilates training.

Myotherapists are available Mondays, Wednesdays, Fridays and Saturdays. Please call 9826 2006 for your appointment! Visit the ELITE MYOTHERAPY website at www.elitemyotherapy.com.au for more information or to make a booking.



SPECIALISED WOMEN'S HEALTH CONTINUES AT BCPS



Tessa has long had an interest in Women's Health Physiotherapy and has now completed her "Continence and pelvic floor" course. The course included specific assessment and treatment of pelvic floor dysfunctions including problems such as urge incontinence and stress incontinence.

Tessa gave the staff an in-service in mid-July to update the team on the latest information relating to incontinence in women. The in-service reviewed how simple treatment can have a huge impact on overall well-being and confidence in an exercise environment. You can now pick up information pamphlets about Women's Health and Tessa's new services at the studio.

We understand this is a sensitive topic, but encourage any of our clients to book in a time to see Tessa for a private assessment and treatment consultations, and to ask any questions relating to Women's Health. We look forward to seeing how your exercise program can be tailored to address this specific issue.

BABY PHOTO'S FROM THE NOTICEBOARD

We have recently reshuffled the front notice board and removed the pictures of all the babies the mums have given birth to since we opened. Below is a baby collage as a tribute to all these little gems and their amazing mums!



Balance and Control Pilates Studio

Specialist Pilates and Physiotherapy
Suite 3, 474 Victoria St., Richmond VIC 3121

Tel: (03) 9429 6448

info@balancecontrolpilates.com

www.balancecontrolpilates.com