

Business

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20 MINUTES,
ONCE A WEEK

John Tatore's Exercise Solutions

By POOJA SHAH
Staff Writer

Heidi Coleman used to wake up at 5:30 a.m. every morning just to find time to pop in her 30-minute Jane Fonda exercise tape before getting her children ready for school and starting her busy day. As an artist, said Coleman, trying to find time to go to the gym and be available for my children's needs was not impossible but not convenient.

About a year and half ago, Coleman heard about John Tatore's Exercise Solutions and more importantly, the 20-minute a week workout that was supposed to tone the body and provide all the exercise needed to stay in shape. Coleman decided to sign up and see for herself whether it works and the results, she said, speak for themselves.

"I am in the best physical condition that I have ever been in. My entire body is fit, my arms are stronger, my legs are stronger and I just feel that I am getting a better workout," said Coleman.

SuperSlow, said Tatore, is a high-intensity, low-force exercise program designed to efficiently work the body muscles through slow moving weight training. The program is unique in that it doesn't target individual muscle mass one at a time but works the whole body through only four exercises per weekly session.

"Most people throw around weights at the gym and waste energy doing so. If you go to the gym for an hour, you are not working at full capacity the whole time. If you come here for 20-minutes, you are focused on what you are doing and you are getting the most out of your muscles," said Tatore.

Tatore starts a client on an exercise, such as the leg press, at a weight they are comfortable holding. The client must then use a 10-second count up and a 10-second count down method in com-



Photo by Alex von Kleydorff

Heidi Coleman works out on the pull-down apparatus with trainer John Tatore of Exercise Solutions in Stamford.

pleting one press. Each exercise, said Tatore, is continued for a three-minute cycle.

"We work the muscles until they get to the point of momentary muscle fatigue. That is the point where you just feel like you can't do anymore. At that point, I tell the client to finish the last press and then hold the weight for a few seconds," said Tatore.

It is not about working with a certain amount of weight or about how many repetitions a client can complete, said Tatore. Instead, he said, when the body is pushed past total fatigue, it receives a signal saying it needs more muscle to prevent this from happening again.

Tatore said the final step is on the client's end in feeding the body proper nutrition and giving the body adequate rest so it can produce more muscle.

It takes about six months, said Tatore, for a new client to understand what the SuperSlow method is about and how to properly utilize it while doing exercises. Tatore said his role in those first months is to repeatedly tell his client to stay relaxed and focus their attention on only one muscle.

The common problem, he said, is that once the body gets tired, the instinct is to complete the exercise any way possible including using the wrong technique. With individualized attention, Tatore is able to correct the flaws immediately. He said it takes about

three months before people can learn to use intellect before instinct.

"I don't advertise my business as a weight-loss program because if I did, there would be a line around the door and I could charge \$1,000 a session. Everybody is looking for an easy solution but the truth is that if you want to lose weight, you have to change the way you eat," said Tatore.

However, said Tatore, with muscle comes more energy and a faster metabolism.

Coleman, who is in the mid-40s, said she finds it easier to maintain her weight and figure because she is in good shape. She said she doesn't do any additional cardiovascular exercise during the week.

"Why do you need to do cardio? To raise the heart rate? Well, I can guarantee that if you work with me for 20 minutes in a high-intensity weight lift, your heart rate is racing," said Tatore.

The program, which costs \$65 per session, takes place in a white-walled room with seven machines and no distractions like posters or music. For the 20-minutes, said Tatore, clients are expected to focus only on their muscles.

Tatore said he generally attracts three times of clients: Athletes who want to spend most of their time playing the sport but need the muscle, people who have really busy schedules and people who don't enjoy exercise but figure they can do anything for 20 min-

utes.

One couple, an 89-year old man and a 71-year old woman, come in every week and are able to do lift weights even though they suffer from arthritis. The woman, he said, leg pressed 350 lbs. this week.

About half the people that come for the first session leave the program, said Tatore, because it is hard work with an emphasis on long-term results. Tatore, himself an identical twin, said that while he uses the SuperSlow method, his brother spends an hour at the gym three days a week. Both brothers look the same but for Tatore, 20-minutes opposed to three hours makes the difference.

For Suzanne Malloy Zalenski, Exercise Solutions was the perfect fit for her 40+ hour work week that ends with three children eager for her attention at home. Zalenski said she began working with Tatore two and half years ago and saw her body get toned after just six weeks.

Zalenski said she was able to continue her workout until two weeks before her baby was due 18-months ago and started losing the baby weight only three months after delivery. Zalenski, who just learned she is expecting her fourth child, said she plans to use the same exercise program this pregnancy.

For a free trial session, contact Tatore at (203) 249-3937 or visit his Web site at www.ExerciseSolution.com.