

# EXERCISE Get It Done THE BEST OF ABDOMINALS™

IN PURSUIT OF A PERFECT MIDSECTION

APRIL 2009 ©

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# FIT NOTES

## LUMBARWEAR BACK SUPPORT

EvaPat, a European leader in the development of high-technology fabrics, recently introduced LumbarWear Wellness products to the U.S. through leading mail order catalogs and Internet merchandisers. The Wellness Collection provides unparalleled support with a barely-there look and feel.

Introduced to retailers in Europe in 2007, LumbarWear has already become hugely successful among Europeans for ultra comfort and efficacy. LumbarWear's seamless technology allows the garment to adapt perfectly to the body, making it suitable for year-round wear under any style of clothing. Made of the revolutionary anti-microbial, temperature-regulating Silver Yarn X-Static, an innovative fiber containing permanently bonded silver threads, LumbarWear applies graduated compression that activates abdominal and lumbar muscles to reduce back pain and build healthy posture.

LumbarWear has undergone exhaustive scientific studies proving biochemical core muscle activation. Other thermodynamic tests show that while wearing the garment during physical activity, the body temperature is maintained. The product's patented and exclusive seamless knitting technology produces a fabric that significantly improves the support of the lumbar region between the thorax and pelvis without the danger of muscle atrophy that can result from other compression garments. According to clinical studies, patients with chronic lumbar pain experienced an unprecedented level of pain relief and comfort when wearing LumbarWear.

The men's line includes both a fly-front brief and fly-front boxer. No special care is required to maintain the quality of the garment, simply machine wash and lay flat to dry. All styles are available in black or nude in six sizes ranging from XS-XXL. Retail prices range from \$45-\$60.

LumbarWear can be purchased through leading mail order catalogs and websites such as aswechange.com, bebeautiful.com, solutions.com, gaiam.com, supportplus.com, blissworld.com, colonialmedical.com, skymall.com, fulloflife.com, taylorgifts.com and painreliever.com.



## OH ALMOND FUDGE!

Oh Yeah! has introduced yet another irresistible flavor to their line of protein bars with their newest release, Almond Fudge Brownie – their most decadent creation yet! These bars boast a whopping 30 grams of protein, as well as a flavor combination that is so delicious, you have to try it to believe it. Oh Yeah! – it's that good!

OhYeah! bars are available at progressive sports nutrition and other retailers nationwide. For additional information, visit [ohyeahnutrition.com](http://ohyeahnutrition.com).



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\* Source: "National Industry-Occupation Employment Matrix," a publication of the U.S. Bureau of Labor Statistics.



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