

New fitness studio takes a different approach

By Arlene Colcombe

H-I-T Fitness, newly opened and located at 91 Ninth Street South in downtown Naples, advertises a 20 minute strength training session.

Although the form of training is "high intensity," the owners, Karen and Kevin Dubree stress that this training is not just for the athlete or the superfit, but can benefit anyone.

The couple met at a health club in Chicago, where the two got hooked on this concept of training as well as each other. They both got certified to instruct this form of exercise, and moved to Naples to set up a studio.

Anyone familiar with the usual gyms or workout centers may be shocked when they get to HIT Fitness, and find the walls bare and the room devoid of anything to fix your gaze upon. This is called the "distraction-free" environment, where the exerciser is set up to focus on his or her workout and nothing else. Cell phones are also outlawed, and the room is kept at a crisp temperature with nothing but the equipment, which is sparkling new and state of the art.

The workout is a 20 minute program, with either Karen or Kevin as the trainer, working with the client the whole time. The workout is "super slow," usually just a couple of minutes on each machine, where the exerciser is to work "one set to failure." This means that the person works each piece of equipment in their

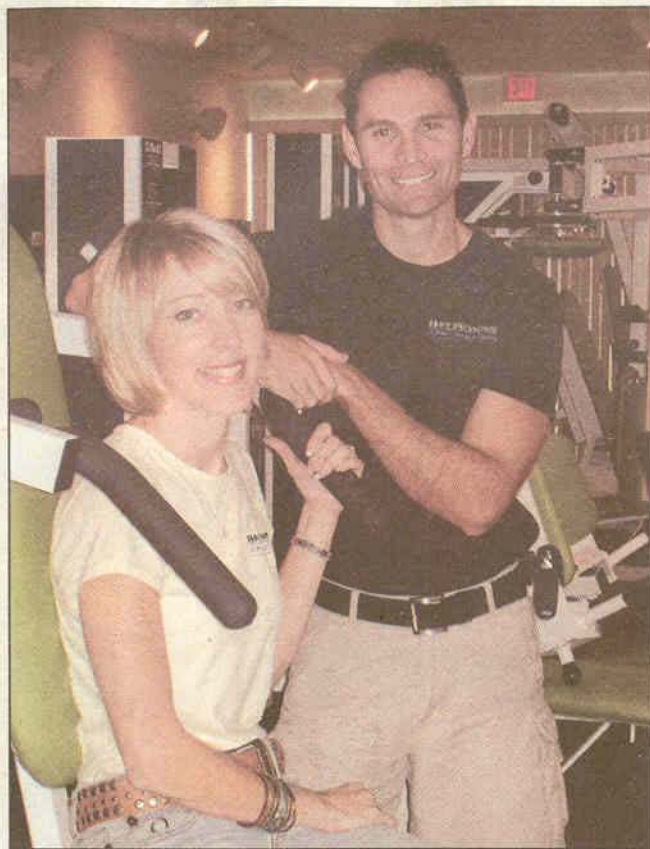


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Karen and Kevin Dubree, showing one of the 14 pieces of specialized equipment in their brand new studio. The couple has been married for three years, and both are educated in the health and fitness fields. The two train each other when they are not working with clients.

routine without stopping, until the muscle group being worked can absolutely do no more. That moment comes quickly when the sets are focused and performed "super slow" as well as with

absolute correctness. The result is a full body workout with as much benefit as the usual hours in the gym, but in only 20 minutes, twice a week.

Sessions are scheduled by

appointment only, and that time is schedule with either of the two as a trainer to work with the client, first for safety reasons, because using the equipment improperly can cause injury, but also to perfect and thereby maximize form and benefit as well as to encourage. Karen and Kevin keep close track of the routine that their clients work and exactly how they perform on each machine, setting individual goals and changing the routine to get the best results for the individual.

Karen feels that the education she and Kevin have to offer makes a big difference. "People need to understand why and how their body works," she explained. Karen has a degree in dietetics, which works well with Kevin's master's degree in sports fitness management. Kevin talks about people he used to train in the gym, working out hard for hours each day, people who "never changed size," although that was obviously what they were working towards. This is where the strength training improves ordinary training, because according to Kevin, "if you have muscle, you are burning calories all the time."

The most obvious benefit is the "20-minutes, two times a week" program, which is very appealing to those time-starved individuals who also want to be fit. The program claims to also help with weight loss simply because building muscle helps burn calories. The couple believes that this training will improve whatever

other activities the client does. "If you run, you will improve your running," explains Kevin.

Another benefit of strength training is that it reduces the risk of injury in all areas. The two recount tales of some of their older clients who took major spills or had accidents and were amazed to find they had sustained no major injuries. Not only does increased muscle help to protect against injury, but the training can increase bone density, which helps prevent breaking, and is an excellent benefit for older clients. Karen wants women to know that they can help their body to avoid osteoporosis, which leaches calcium out of the bones, and is prevalent to women and a common cause of injury. She claims that women who are concerned about building a too muscular look worry needlessly, because without male hormones, the female body won't easily get that bulky appearance. She also wants people who have injuries or disabilities to know that they can still get a workout; there are adjustments that can be made in the routine. "It's for everyone — from the extreme athlete to the beginner," she said.

HIT Fitness offers spanking new equipment in a distraction-free environment, but the couple feels that their "knowledge and passion makes the difference."

To set up an appointment or consultation, call 659-4487 or e-mail at hitfitness@earthlink.net.