

KNOCK, KNOCK! WHO'S THERE? SHAPING UP IN STYLE WITH HOMEBODIES L.A.

COMPILED BY CARLA FISCHER

The doors of opportunity can open up at different times in our lives in order to help us reach our maximum personal potential. JJ Flizanes, director of HOMEBODIES Los Angeles has crafted a premier wellness and fitness training company to help develop an optimum level towards attaining these goals and integrating a healthy balance in the process. HOMEBODIES L.A., offers a variety of fitness programs, including twenty different services that are tailored for home, office, gym and travel. These services range from cardiovascular, resistance, flexibility, triathlon, agility and balance trainings to yoga, tennis, Pilates, dance, aquatics, massage, nutrition, kick-boxing, boxing, pre and post natal weight management, body building, post rehab, golf conditioning and gyrokinesis. The beauty of these services offer on-site personalized attention, using a team of professional trainers. J.J. believes in well-rounded workouts that are fun, invigorating, efficient and effective to getting desired results.

J.J. Flizanes is a lovely and vibrant poster girl for fitness, living proof that when applied properly, these techniques work. She hails from NYC, where she began honing her skills as a fitness consultant, more than a decade ago. She was the Foundations Director and a Master Trainer at the New York Sports Club.

As a nationally recognized personal trainer, J.J. has provided consultations for various individuals as well as some highly esteemed organizations including Vogue, N.Y. Times, Elle, Harper's Bazaar, and recently featured in Jan. 2003 issue of Shape magazine. With Biomechanics as her specialty, this savvy and articulate lady has provided many workshops and lectures to corporations and for media events on everything from Anatomy, Exercise Physiology to Fitness Assessment and Testing. She has been a guest of NBC Weekend Today in N.Y. and Nissan of Southern California, to name just a few. She is also a continuing Education provider for the National Academy of Sports Medicine (N.A.S.M.).

Over the past five years, as part of her education, J.J. has earned certification by several organizations including multiple certifications from the National Academy of Sports Medicine, a certified Nutrition Specialist and Certified Kickboxing Instructor.

J.J.'s creative networking has expanded across the country. In a precedent setting partnership with the Fairmont Miramar Hotel in



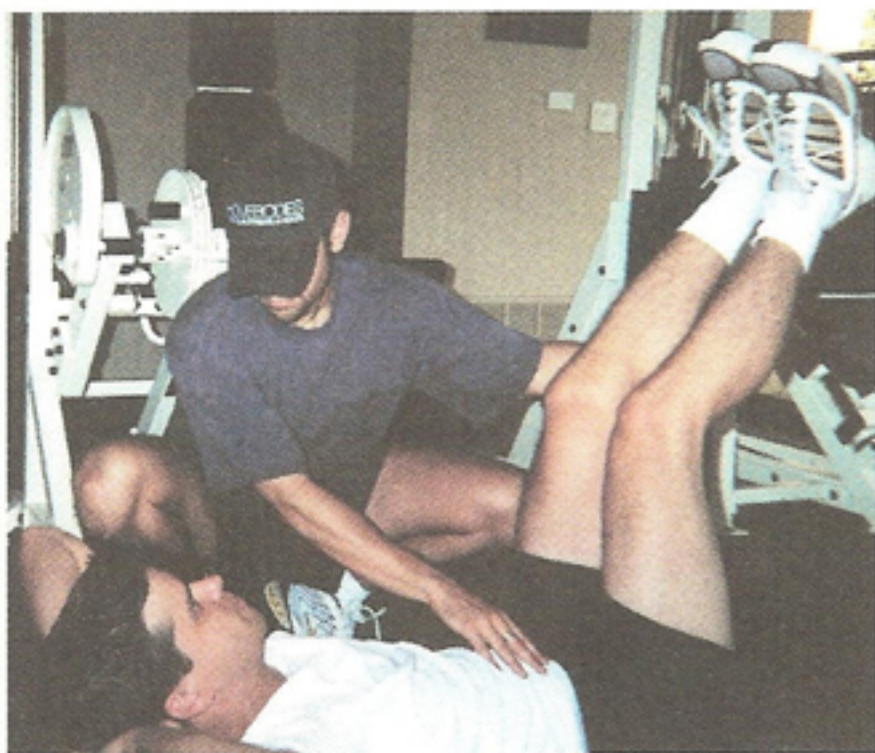
Santa Monica, participating guests are provided with a robust menu of health and fitness experiences, including a 'Wellness on the Go' package for those who want to stay on track or kick start their current routine. Business travelers are invited to add some leisure time and integrate a healthy balance while they're on the road.

Another innovative step that HOMEBODIES L.A. has taken is called 'Supermarket Smart Tours'. Through HOMEBODIES L.A., monthly tours at Whole Foods Markets in and around L.A. will be available. They are designed to increase nutritional awareness and educate participants on wise shopping selections-all the while keeping personal health and fitness goals in mind as a priority.

In an interview with Malibu Monthly Magazine, J.J. Flizanes, highlights some important aspects of HOMEBODIES L.A., her philosophy of fitness and the sciences involved in training, in order to attain one's personal best.

CF: What were your early inspirations/influences that motivated you to develop a career in fitness and health?

JJ: I had always been a dancer and had good body awareness but never worked out per se. My girlfriend and I, when we were growing up, would go on diets and in college, I went to work at Bally's Fitness as a receptionist. I was seeing the trainers work and asked the training manager how can I do that. I took the ACE Test (American Council on Exercise). I transferred to the Bally's Vertical Clubs. A colleague who was an occupational therapist, who knew 15 times more than I knew at the time, asked me what the functions of the machines were, but I didn't really know. Martin uncovered for me my need for more body information. In 1996, I



took some courses at N.A.S.M., and found their information was very advanced for where I was at that time. I was blown away! That was the first time I met Tom Purvis, a physical therapist and past body builder. He was the one who started N.A.S.M., in terms of its level of education. Tom Purvis was a scientist in biomechanics and was really on to something new. It was my pleasure to get to see him teach the last Standard N.A.S.M. course in 1997. The most memorable story was about Tom having the same knee injury three times, only to discover that being a physical therapist taught him absolutely nothing about how to work out. Hence, his quest for the applicable sciences and understandings to make sense of this body and how it works.

CF: What do you like to do in your free time?

JJ: I enjoy traveling. Last year I went to Jamaica three times and to Curacao, on business and pleasure. Our trainers travel with clients but I rarely get to go myself! I still enjoy dancing and I am currently writing a book called 'Fitness Myths 101', debunking the myths about ab rollers, weight belts, thigh masters, fat and carbs etc. Ninety percent of the American public doesn't have a clue about how to work out, and that includes the medical professionals—they just aren't taught to apply the sciences to the structure of our bodies. It's unfortunate that in 7 years, we are still asking the same questions!

CF: Who are your workout heroes?

JJ: Tom Purvis is in great condition. He's a brilliant and very passionate person who would like to change the world as much as I would because it's about understanding. It's about the misconception that we all know how to workout. All this stuff is science. It's all explainable, trackable, and measurable and no one gets that. It hasn't been told to the world yet. After leaving N.A.S.M., Tom started R.T.S. (Resistance Training Specialist) and Tom Purvis is Mr. R.T.S. And FYI, this page can give any kind of credentials on him available at this site: www.rts123.com

Mitch Simon, who is an Exercise Physiologist and getting his Doctor of Chiropractic, is Tom's partner. Again, just a brilliant

applications teacher. Mitch takes information, knows how to apply it and make it usable.

CF: You wear many different hats as the Director of HOMEODIES L.A.

JJ: I conduct on-going education for my trainers, classes and certification. I train clients as well as manage and schedule 10 trainers working for HOMEODIES, at this point in time.

CF: As a fitness trainer and certified nutrition specialist, you integrate fitness and medical health aspects. It seems like a very holistic approach to fitness. What led you to integrate these disciplines?

JJ: I also worked on a software programs designed by physiotherapists in Australia, in order for physical therapists and trainers to talk about clients/patients www.torson.com. In essence, the therapist would assess and send to the trainer or would work visa versa, and share information. I educated the trainers and qualified them for the Torson training, which was the science plus how to use the software. Talking on the same level as Physical Therapists requires much more education than what most trainers have.

In terms of food, I advocate a balanced diet, whole grains, fiber, not over proteined, not carbs that don't do anything for you. You have to take reality and the put it together with what will work.

CF: When do you eat? Before you work out? After you work out?

JJ: It depends on the level of training and lifestyle.

CF: What challenges have you found in your work?

JJ: The most important thing is that all my clients are serviced. Every client works with more than one trainer for balance. You don't get bored and you have an opportunity to have different kinds of modalities and that's what makes me different than the usual home trainer. The client and I plan what they want and consider their goals. We use a trainer log so that whoever the trainer is that comes next, they can look on the trainer log and see what the last trainers have been doing. Trainers might do a different exercise, because it's all force and motion, using the same muscle groups...whatever the goals are. Like rotating your tires, you want someone to do different exercises with you to make sure there's no wear or overuse injury doing the same thing all the time. It keeps it fresh, fun and flexible.

CF: You must feel a great sense of satisfaction in helping people to feel healthier and strive to attain their maximum potential.

JJ: My goal in training is to always find the most recent studies, research and leaders in the fitness world. I am dedicated to being a part of the shift in the fitness industry where medical and fitness walk hand in hand."

I can guarantee top quality. There's no other company doing what I'm doing. And I can guarantee there's no one better.

For more information, contact:

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