



**J. J. Flizanes, Exercise Architect**



**Invisible Fitness —Visible Results**

**269 South Beverly Drive, #584, Beverly Hills, CA 90212**  
**Phone: 1.800.571.5722 Fax: 310.546.6208**  
**[www.invisiblefitness.com](http://www.invisiblefitness.com)**



Credentials and accolades follow the name of J.J. Flizanes wherever it appears and for good reason. J.J. is an Exercise Architect and the creator world-class fitness programs and routines, such as the Foundations Program for the New York Sports Club and Invisible Fitness™. What sets J.J. apart from her Celebrity Fitness counterparts lies in her anatomically centered routines, which protect overworked and aging joints from catastrophic failure. Named by *Elite Traveler Magazine* as their 2006 Global Black Book pick of *Best of the Best* Fitness Resource in Los Angeles, J.J. has been lauded by *Shape Magazine* as one of the top 6 fitness trainers in 2003.

J.J.'s philosophy is simple—to sculpt a more visibly toned body while creating a strong and balanced invisible support structure of nutrition, centeredness and health. The key to her unique programs is visible in her client's results: sleek, toned and hot bodies achieved with an eye to injury prevention and the avoidance of joint degeneration.

As a leader in innovative exercise, J.J. is not only certified by the National Academy of Sports Medicine (NASM), but also served as a Continuing Education Provider. J.J. launched her professional career in 1996 as the Foundations Director for the New York Sports Club, where she designed curriculum and in-house certification for new and previously uncertified fitness trainers. With a focus on Biomechanics, J.J. is a regular lecturer for **The Learning Annex** and debuts as a featured speaker for New York Times Best-Selling Author of *The Millionaire Mind*, T. Harv Ecker's *Peak Performance* seminars in early 2007.

A favorite of journalists and the media for her depth of knowledge and vibrant personality, J.J. has been featured in many magazines in addition to the ones previously mentioned including *Muscle and Fitness HERS*, *Elegant Bride*, *Fitness Magazine*, *E Pregnancy Magazine* to name a few. Her television appearances include LA's KTLA, CBS and NBC. A published author, J.J. is a contributor to the book *Inspiration to Realization*.

In January of 2007, J.J. launches her most challenging and exciting program to date: The 90 day Health and Body Makeover, in which candidates take on creating a new body and lifestyle for life. Her successful training program, **Invisible Fitness**, continues to inspire and create healthy and fit bodies throughout the Los Angeles and the Southern California region. Invisible Fitness offers a variety of exertive activities such as kickboxing, yoga, pilates, tennis, dance, aquatics and much more. For program details, please contact the office at 1.800.571.5722 or at [www.invisiblefitness.com](http://www.invisiblefitness.com).



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## Company Fact Sheet

### Business

Invisible Fitness is in the business of health and well-being. From exercise design to implementation, the company utilizes one-on-one personal training for executives, high-performance, and high-visibility individuals. New personalized programs employ telephone coaching and group teleseminars in the area of fitness, nutrition and life-balance.

### Founded

2001

### Headquarters

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[www.invisiblefitness.com](http://www.invisiblefitness.com)  
[www.90dayhealthandbodymakeover.com](http://www.90dayhealthandbodymakeover.com)  
[www.jjflizanes.com](http://www.jjflizanes.com)

### Officers

J.J. Flizanes, Founder/CEO

### Employees

10

### Products/Services

Design of Exercise and Nutritional program unique to each individual's body make-up, physiology, history and personal preferences. One-on-One programs include: Healthy History, Musculoskeletal Analysis, Blood Pressure, Heart Rate, Girth Measurements, Body Composition Testing, Stress Profile, Nutrition Patterns, Strength Test, Flexibility Test, Cardiovascular Test, Proprioception Test, Goal Setting and Program Design, Cardiovascular Training, Agility and Balance Training, Resistance/Strength Training, Flexibility Training, Triathlon Training, Golf Conditioning, Body Building, Post Rehab, Pre and Post Natal, Weight Management, Nutrition, Gyrokinesis, Yoga, Tennis, Pilates, Dance, Aquatics, Kickboxing and Boxing



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PRESS



Honors & Accolades

December, 2006

Elite Traveler's Best of the Best in Los Angeles



J.J. Flizanes captured the attention of the affluent traveler when she was named *Best of the Best of Los Angeles* in the category Personal Trainer.

“J.J. Flizanes is a trainer’s trainer whose many personal clients include leading names in the films Big and Honey, as well as TV personalities (the cast of Numbers) and a well-known talk show host.” December, 2006 The Elite Traveler, Global Black Book

December, 2003 Shape Magazine

J.J. Flizanes named in Top 6 Trainers of the Year



J.J. Flizanes, founder and creator of Invisible Fitness™ was named as one of the Top 6 Trainers for 2003. A frequent contributor to the magazine for her easy to understand and effective sculpting routines, J.J. keeps the readers informed.

J.J.’s super sculpted Shoulder routine and workout schedule was published in January of 2003.



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PRESS

### Media At A Glance



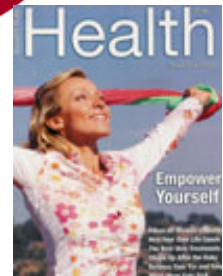
March/April 2006



Sept/Oct 2005



Sept/Oct 2005



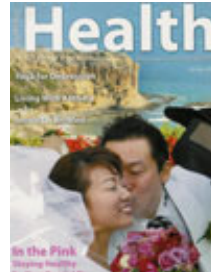
Sept/Oct 2005



July Aug 2005



May/June 2005



May/April 2005



April 2004



Summer 2004



June 2004



May 2004



Sept 2003



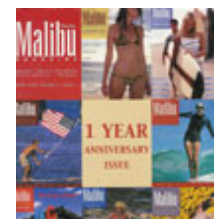
July/August 2003



Spring 2003



May 2003



April 2003



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### Media At A Glance



March 2003



January 2003



June 2003



May/June 2003



KTLA Channel 5 Los Angeles



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# NEWSRELEASE

J.J. Flizanes  
269 South Beverly Drive, #584  
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**For Immediate Release**  
**Contact: Maureen O'Crean**  
**310.379.9620**

**Email: [maureen@maureenocrean.com](mailto:maureen@maureenocrean.com)**

Travel No Longer An Excuse To Drop Fitness Routine: J.J. Flizanes' Named ***Best of the Best Fitness Trainer*** in Los Angeles by ***The Elite Traveler Magazine's*** Global Black Book

December 11, 2006 Los Angeles, CA

Executives can maintain peak performance when in Los Angeles with Fitness Expert and Exercise Architect, J.J. Flizanes, named ***Best of the Best*** in Los Angeles in the December issue of ***Elite Traveler Magazine***. The exclusive Global Black Book identifies exceptional resources for those living a global lifestyle. At the top of the list of any extraordinary life is health and fitness and the founder of Invisible Fitness keeps her clients at their peak performance whether at home or on the road.

If you check ***Elite Travelers'*** Global Black Book for extraordinary resources for the well traveled, you'll find the name of J.J. Flizanes, just named ***Best of the Best*** for Fitness in Los Angeles at the top of the list, and for good reason. J.J. is no ordinary trainer; she's an Exercise Architect, who creates fitness and exercise routines from the inside out. The result she creates is what has pushed her to the head of the list; beyond celebrity trainers in the land of celebrities. Not only do her client's look fabulous, they train in a way that protects their body's most important asset—their joints.

As the director and creator of the Foundations program for the New York Sports Club, J.J. had a unique training challenge: develop a program that could be safe and duplicated for high performance clients. She designed curriculum and in-house certification for new and previously uncertified fitness trainers. Her outstanding success led to the creation of her own company, Invisible Fitness™, [www.invisiblefitness.com](http://www.invisiblefitness.com), when she moved to the west coast. Built on a philosophy of injury prevention from catastrophic joint degeneration.

“In order to maintain long term success and endurance in any profession, energy is critical. I've spent my career studying exercise and fitness activities and how they impact the architecture of the human body. It is possible to work hard and play hard if you know the right moves. It's my job to keep my clients excited about their fitness activities and to protect their joints from the inside out,” states J.J., founder and CEO of Invisible Fitness™

Touted as a leader in innovative exercise, J.J. is not only certified by the National Academy of Sports Medicine (NASM), but also served as a Continuing Education Provider. With a focus on Biomechanics, J.J. is a regular lecturer for **The Learning Annex in Los Angeles, San Diego, San Francisco** and debuts as a featured speaker for New York Times Best-Selling Author of *The Millionaire Mind*, T. Harv Ecker's *Peak Performance* seminars in early 2007.

In January 2007, J.J. launches the next generation of fitness programs when she announces her breakthrough product, 90 Day Health and Body Makeover. This is a unique program that is customized for a person's body, schedule, preferences and progression, which will deliver safe results in 90 days [www.90dayhealthandbodymakeover.com](http://www.90dayhealthandbodymakeover.com).

**For more information and to set up interviews with J.J. Flizanes, please contact her Los Angeles Based representative, Maureen O'Crean at 310-379-9620.**

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