

Fitness Together locations launch women's health initiative to combat osteoporosis

**Dedham, Norwell, and Westborough
 studios create new fitness program**

*Contributed to
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Fitness Together-Dedham has announced a unique women's health initiative designed to combat the symptoms of menopause and osteoporosis.

Menopause is a condition that affects all women and bone loss is usually most rapid in the first few years after menopause. Exercise is the top preventative measure today for bone loss. Currently 10 million women suffer from osteoporosis and 34 million are at risk.

The team at Fitness Together Dedham, Norwell and Westborough has put together a unique program that addresses the specific concerns of women 35 years and older.

As women age they encounter a number of health symptoms and risks. The Fitness Together team will individually evaluate each woman's health concerns and create a program designed at prevention of bone loss and addressing the symptoms of menopause. The program is based on the overwhelming medical evidence that exercise is a critical component in living a healthy lifestyle and in treating osteoporosis. A few facts to consider:

Lack of physical activity contributes to lower bone density because the skeleton is not being taxed enough to stimulate new bone growth;

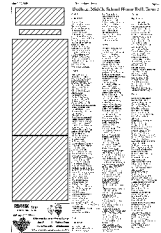
Bones are living tissues that respond to weight bearing exercise by growing stronger and denser;

Weight bearing exercises compress and extend the muscle groups around the bones, creating a loading force that sustains bone mass and will fight against the losses that will occur naturally with age or with the onset of osteoporosis;

Menopause causes a decrease of HDL (the good cholesterol number). Regular aerobic exercise has been shown to increase the HDL and decrease LDL decreasing a woman's risk for developing heart disease or weight issues;

Regular exercise can have a positive effect on getting a good night's sleep.

"Women's health issues deserve special attention and since exercise has proven results we created a program that addresses the specific body changes that come naturally with aging," said Steven Lichtman, President of Lifestyle Fitness Corporation, which owns and operates three Fitness Together locations. "Since there is no known cure, exercise is the best defense. An active lifestyle and frequent use of weight bearing exercises increases the likelihood of reaching your peak bone density and overall health."



Lifestyle Fitness Corporation owns and operates three franchises of Fitness Together with studios in Norwell, Dedham and Westborough. Fitness Together provides one-on-one, private, individualized personal training programs that include nutritional and exercise coaching. The unique fitness program incorporates cardiovascular training, strength training, Pilates and yoga style movements to achieve remarkable results. The focus is on a holistic approach to health without the crowds or competition of a gym environment.

They are experienced in creating programs for athletes and more importantly the individual programs and consistent health assessments make Fitness Together the perfect choice for people with health concerns. They assist clients of all ages and individual needs. The Fitness Together Mission is to help people feel better and learn to lead a healthy lifestyle through individual support and training.

For more information visit www.ftnorwell.com, www.ftdedham.com, or www.ftwestborough.com, or contact Steve Lichtman at 781-572-1002. The Dedham studio is located at 115 Eastern Avenue.

Fitness Together Franchise Corp. was established in 1996 in response to the growing demand for personal fitness training, Fitness Together offers the latest in one-on-one personal training. Fitness Together is part of Fitness Together Holdings, Inc., the world's largest wellness organization.

There are more than 425 Fitness Together franchise locations throughout the United States, Costa Rica, Israel, Ireland, and Canada and another 98 scheduled to open. Fitness Together Franchise Corp. also includes elements of therapeutic massage. For additional information, log onto www.fitnessstogether.com.