

New IHRSA Associates

Featured Story

► Dedicated exclusively to cross trainers, **Octane Fitness** is fueled by a relentless passion to offer the best elliptical machines and driven to deliver breakthrough performance cross training. With ellipticals the sole focus of Octane's research and development, the company has pioneered innovations such as Body-Mapping Ergonomics, the patented QuadLink drive, the unprecedented SmartStride interactive ergonomics, the proprietary MultiGrip handlebars, the effective HeartLogic Intelligence, and the unique X-Mode+ and GluteKicker—all for extraordinary workouts. Every Octane machine is precisely engineered and extensively tested for supreme operation and durability, and the space-saving footprint of these ellipticals is significantly smaller than comparable ellipticals and treadmills. For more information, contact the company at 2705 Bunker Lake Blvd., Ste. 201, Andover, MN 55304; 763-757-2662; 763-323-2064 (FAX); www.octanefitness.com.



► Clubs seeking an innovative approach to enhancing their members' wellness experience need look no further than **Spectral Journeys'** Colorgized Wellness Program. The first multi-sensory wellness program of its kind, the Colorgized concept incorporates color lighting, chakra energy and affirmations into yoga, meditation and/or cycling. Under development for two years, this patented program addresses all five elements of wellness—mental, physical, spiritual, emotional and social. Facilities that have already implemented the Colorgized Wellness Program have discovered an exciting, revolutionary way in which to showcase and differentiate their businesses. Conversion to the Colorgized system is simple and affordable; an average studio (35x25) will be renovated with the installation of small LED lights and white light refraction panels at a cost that is roughly equivalent to the price of a new treadmill, \$4,000. Spectral Journeys also provides marketing and launch materials as well as instruction and certification. For additional information, contact the company at 5400 SW 130 Ave., Miramar, FL 33027; 954-600-8735; www.spectraljourneys.com.



chocolate brownie box.tif

► Since 2001, **PureFit** has been producing tasty, high-protein, all-natural nutrition bars. The bars pack a wallop—they're 40% carbohydrate, 30% protein, and 30% fat—and don't include dairy or

wheat components, gluten, artificial sweeteners, hydrogenated oils, hidden carbohydrates, or sugar alcohols. "Most nutrition bars are nothing more than modified candy bars," explains Robb Dorf, the president and founder of PureFit Nutrition Bars, "but we've developed one as delicious as a candy bar without the undesirable ingredients." The bars are available in chocolate brownie, peanut butter crunch, and almond crunch flavors, and

come 15 to a box and 10 boxes to a case; they're sold exclusively through specialty retailers. For more information, contact the company at 2 Avellino, Irvine, CA 92620; 866-787-3348; 949-679-7997; 949-679-7998 (FAX); www.purefit.com. ■