

CHIROPRACTIC & IM=X[®] PILATES A WINNING COMBINATION

The IM=X[®] Pilates Express Franchise was designed for Doctors of Chiropractic who want to expand their treatment services and grow their business. IM=X Pilates dramatically influences the long-term health of your patients and is financially rewarding.

By implementing IM=X[®], Doctors of Chiropractic will see these distinct advantages:

- improves treatment outcome by holding adjustments longer
- increases patient retention because of the weight loss, toning, and overall results
- expands market outreach by drawing in customers who are interested in pilates, yoga and cardio
- increases cash based services by guiding people into a membership based spinal exercise program

IM=X Pilates has been developed and proven over the past decade in private training facilities, chiropractic offices, hospitals, gyms, corporate fitness centers, and physical therapy businesses; AND is now offered as a franchise package. Our proprietary services integrate the principles of the Alexander Technique, J.H. Pilates, physical therapy protocols and stabilization. Doctors of Chiropractic gain a unique edge in today's competitive market by providing a comprehensive program that facilitates pain free movement, trunk muscle strength, and overall fitness. IM=X private and group training sessions combine traction, stabilization, active range of motion stretches, resistance exercises on our patented reformer (Xercizer), and posture re-education. The services can be customized for a wide range of ages and post-rehabilitation requirements so that your clients become long-term members of your IM=X Pilates Studio.

Whether your patient's back pain originates from muscle tension, inflexibility, instability, or weakness, IM=X Pilates in conjunction with chiropractic care will improve:

- spinal alignment and mobility
- flexibility and active range of motion
- posture and anticipatory postural adjustments
- trunk stabilization and trunk muscle hypertrophy
- muscle tension patterns through inhibition training
- motor planning through muscle recruitment training
- neuromusculoskeletal health and fitness

The IM=X[®] Pilates franchise program for Chiropractors includes:

- proprietary treatment strategies and patented pilates equipment
- unlimited certification support for you to develop your fitness staff
- full marketing program
- business operational support for developing and maintaining membership enrollment

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As an IM=X[®] Pilates Chiropractic Center, you receive support in hiring and training the fitness staff to operate your services. Once we help you determine the appropriate personal trainers/instructors in your area, then we will put them through an educational program that covers, among others, the following topics:

- IM=X[®] Pilates Spine Stabilization Techniques
- IM=X[®] Reformer (Xercizer) Strength and Flexibility Training
- IM=X[®] Posture Training (based on the teachings of F.M. Alexander)
- Research Review (Paul Hodges, Stuart McGill, etc)

Billing Information: IM=X Pilates is typically paid out-of-pocket but can also be billed as Therapeutic Exercise (TE), Kinetic Activity and Neuromuscular Re-Education (TEN). Most clients will pay out-of-pocket for the benefits of IM=X private or semi-private memberships and will remain committed to these services for many years.

"These moves are designed not only to tone and elongate your muscles, but also to improve your posture and help your back. So try them and start reaping the benefits"

-Fit Magazine

"IM=X is the perfect adjunct to chiropractic care...a comprehensive, safe and superior approach to back exercise rehabilitation."

-James Dillard, M.D., D.C., C.Ac.

Medical Dir, Alternative Health Oxford Health Plans, Inc.

Chairman, Oxford Chiropractic Advisory Board

"Practicing chiropractic for 10 year had exposed me to many techniques for restoring balance to the musculo-skeletal system. None has impressed me as much as IM=X."

-Daniel Claps, DC

"IMX Pilates Studios provides chiropractors with an add-on business that produces results."

-Kenneth Campo, DC

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Certification Overview: The IM=X Pilates Advantage
(please note: additional information can be found at
www.imxpilates.com and www.imxpilatesstudio.com)

EDUCATION PRODUCES BETTER SERVICE

IM=X Pilates meets the growing demand for pilates, yoga, and back strengthening with its proprietary franchise business. For more than 15 years, IM=X Pilates has been an innovator in the pilates and back care industries. Our unique certifications and patented equipment have been successfully implemented at Gold's Gyms, Jewish Community Centers, YMCA's, New York Sports Clubs (TSI), corporate health sites, physical therapy/chiropractic offices and with sports teams like the New York Mets. IM=X Pilates has been featured in publications such as Self, Shape, Mademoiselle, Physical, Fitness, Fit, Dance, PilatesStyle magazines, The New York Times and more.

The IM=X Pilates franchise provides all the tools necessary to operate and sustain a successful pilates and post-rehabilitative business within a Chiropractic office. Our turn-key package includes staff certifications at no cost; business training; ready-to-go marketing that can be individualized (over 80 online pieces for print, advertising or website promotions); software for scheduling and billing; and our patented pilates reformer and tower – which are the strongest machines on the market!

The IM=X Pilates franchise staff receive ongoing education at no additional cost including the following courses: IM=X Pilates Basic 5-Day Intensive, Advanced 5-Day Intensive, Super Advanced 5-Day Intensive, Yoga 2-Day, Tower 2-Day, Heart Rate Training 2-Day (combines pilates with cardio equipment), Spinal Xercise 3-Day (post-rehabilitation course), Master Trainer Certification and Business Training. This is our unique advantage – our ability to provide powerful education that delivers results for!

The IM=X Pilates vision grew out of Elyse's certifications in traditional pilates and the Alexander Technique, a M.A. in Movement Science and a M.Ed. in Exercise Physiology from Columbia University. Ms. McNergney established her services at several chiropractic offices in NYC before realizing that her blend of protocols should be standardized for duplication. She and her Master Trainers have spent over a decade defining the IM=X pilates curriculum, developing routines for target markets (i.e. golfers, seniors, pre/postnatal, general back pain); and establishing the IM=X Pilates certification courses, marketing, equipment, and products. Elyse and the IM=X Master Trainer team have extensive experience training and rehabilitating professional athletes, dancers, and patients with back pain. IM=X Pilates has been featured at numerous health and fitness conventions including World Fitness IDEA Conference, the IDEA Mind/Body Conference, ECA, the World Spinning Conference and the Columbia-Presbyterian Medical Conference. In addition, the IM=X Pilates DVD series has been sold world-wide, and Ms. McNergney has also authored a workout guide for men: [Pilates for Men](#).

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A strong fitness program delivered by a well-educated instructor is the inspiration that drives membership. The IM=X Pilates Education Program provides franchise staff with the knowledge and skills necessary to deliver a superior fitness and wellness program to your customers. Our ability to certify and develop your staff is the **KEY to the SUCCESS** of your studio. The IM=X Pilates certification courses provide an in-depth understanding of topics such as stabilization, heart rate training, strength training, spring loading, posture, back care, sports training, pre/postnatal training, weight loss, and age-related deconditioning. All of our proprietary certifications are included in the franchise package. Many of our franchises become Certification Centers. Our commitment to education is unparalleled by any fitness franchise.

The following certifications and education advantages are included for all franchise owners. These are the steps towards building the IM=X fitness brand and providing powerful routines for your customers.

Step 1: IM=X® Pilates BASIC CERTIFICATION

The IM=X Pilates Floor and Xercizer Programs are taught in our 5-Day Basic Certification course. This intensive education gives instructors and personal trainers all of the programming knowledge needed to begin a group exercise and personal training business. The formats, taught from the 125-page manual and educational videos, are divided into eight sequences – about 140 exercises. The lectures and labs focus on stabilization, breathing, alignment, and muscle recruitment techniques. 40 practice hours and a Practical Exam are required. Reviews are given to instructors who need additional support.

Step 2: IM=X® ADVANCED CERTIFICATION

The IM=X Pilates Floor and Xercizer Advanced Program is taught in a 5-Day Intensive. The 180-page manual includes photos and step-by-step instructions on how to teach the following formats: Ring Workouts | Stretch Formats | Floor Motion | Traditional Pilates | Interval Training | Abs Intensity. Studio clients will appreciate the versatility and intensity which is provided in these series of new programs.

Step 3: IM=X® 5-DAY SUPER ADVANCED CERTIFICATION

The IM=X SUPER Advanced Certification provides staff with knowledge of how to work with special populations and introduces more new formats! The course begins with a review of the new exercises which were introduced in the Advanced Certification and then proceeds to the following formats: Upper Body, Lower Body, Golf/Tennis, Pre/Postnatal Training and Back Strength. The 205-page instruction manual includes a research overview on pregnancy and exercise as well as research on back exercise, photos, step-by-step instructions.

Step 4: IM=X® HEART RATE TRAINING CERTIFICATION

Learn the principles of Heart Rate Training in order to offer clients a variety of cardiovascular formats. Indoor cycling, jog boards, and standard cardio equipment (i.e. treadmills, elliptical trainers) are integrated into the IM=X Pilates routines to increase calorie burning and health benefits. Topics include: Rate of Perceived Exertion, Talk Test, VO2 Max Testing, Target HR Zone, Biomechanics of Cycling, Calorie Burning, and Jog Board Choreography. The 54-page instruction manual includes photos, step-by-step instructions and class formats. Your IM=X Pilates and Cardio programs will replace your client's need for a gym membership.

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Step 5: IM=X® TOWER CERTIFICATION

The IM=X Pilates Tower was designed to provide studio owners with an apparatus that is similar in function to the Wall Unit, Ped-a-Pole, and Cadillac, but ALL IN ONE UNIT. Workouts can complement a 20-30 minute Floor or Xercizer routine or stand alone as a 60-90 minute session. Drawing from both the IM=X Floor and Xercizer programs, the 2-Day Intensive course covers 14 new sequences, making it a unique and strong program to add to your studio. Exercises are intensified by the use of footloops and handles attached to springs, the Stability Ball, and the Stretch Bar. Course participants learn new Stability Ball and Standing sequences. The 72-page instruction manual includes photos and step-by-step instructions. In order to receive the Tower Certification, mastery of all 14 sequences must be demonstrated in a practical exam with a Master Trainer.

Step 6: IM=X® YOGA CERTIFICATION

IM=X Yoga is a powerful blend of stabilization, balance, flexibility, muscle endurance and mind-body relaxation techniques. The program is comprised of eight standing and six floor sequences – all of which use the IM=X Ring. IM=X Yoga is a total body workout which stabilizes the spine, increases joint mobility, and refreshes the mind. The 70-page instruction manual contains step-by-step instructions and photographs on how to teach each sequence as well as pertinent vocabulary and research. Multiple class format options are presented.

Step 7: IM=X® SPINAL XERCIZE CERTIFICATION

An estimated 80 percent of Americans suffer from back pain. Exercise has been repeatedly proven to be one of the most effective tools for recovery. The Spinal Xercize course is for the IM=X Pilates Advanced Certified instructor who is interested in developing the professional skills and knowledge to design effective spinal fitness programs for post-rehabilitation and injury prevention. Focus is on improving the alignment, balance, and strength of the Spine Stabilization System. It is recommended that studio owners network with the medical community once they have teachers who are IM=X Spinal Xercize Certified.

Step 8: IM=X® MASTER TRAINER CERTIFICATION

In the Master Trainer course, franchise studio owners and/or their qualified staff learn how to run their own staff certifications. This certification is for experienced instructors to gain a deeper understanding into the proprietary lectures and exercise labs that distinguish the IM=X Pilates education process. Detailed presentations guide Master Trainers through the certification schedule and content. Studio owners have the opportunity to become Certification Centers as their staff graduate from this program.

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