

## Beautiful Results

Find out what Advanced Vibration  
Technology™ can do for your Business



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“For me, staying in shape is about feeling healthy and looking toned, so the Power Plate® machine has been a revelation. I’ve already noticed the results and just love the buzz I get.”

Gemma Arterton  
Actress

# Power Plate® Technology: At a Glance

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**Benefits that are more than Skin Deep**  
02–03

Introducing Power Plate, the world’s premium spa and beauty vibration therapy.

2

**The Science behind the Power**  
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Power Plate uses vibration technology to train the muscles for accelerated results.

3

**Fast Forward to Results**  
06–07

Reduce cellulite and body fat, improve muscle tone and aid relaxation, all in as little as 15 minutes, two or three times a week.

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**Add Power to your Weight Management Program**  
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Build a stronger business and offer measurable results with Power Plate.

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**The Beauty of Power Plate**  
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Set your spa apart from the competition with Power Plate.

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Power Plate equipment is your investment in quality and performance, backed by an unrivalled level of support.

Acceleration Training™ can help reduce cellulite and body fat, improve muscle tone and aid relaxation, all in as little as 15 minutes, two or three times a week.





# 1

## Powerful Argument

Just a short session on the Power Plate® can instantly increase circulation. A study showed that three minutes of Power Plate massage prompted an increase in skin blood flow which lasted for at least 10 minutes after treatment.

Lohman et al: The Effect of Whole Body Vibration on Lower Extremity Skin Blood Flow in Normal Subjects. Medical Science Monitor, Vol. 13(2), pp: CR71-76, 2007.

## Benefits that are More than Skin Deep

Power Plate is the next generation of spa and beauty technology, delivering vibrations for benefits that are more than just skin deep.

The vibrations do the work by stimulating the body's automatic muscle reactions. The result is a therapy which can aid weight loss, reduce cellulite and even alleviate pain to enhance relaxation, so your customers return time and time again.

Why? Because installing Power Plate equipment shows that your business is committed to offering the latest ways to help people look and feel their best. So you'll attract new clients, keep existing ones and impress everyone that you are offering them a therapy used in top European beauty and wellness institutes and by celebrities. (Maybe even attracting some famous faces of your own.)



Recommended  
Session Time

# 2

## The Science behind the Power

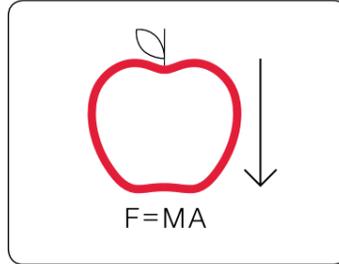
### Powerful Argument

Participants in a study achieved a 1.5% net increase in bone density after using Power Plate regularly.

Verschuere et al: Effect of 6-Month Whole Body Vibration Training on Hip Density, Muscle Strength and Postural Control in Postmenopausal Women: A Randomised Controlled Pilot Study. Journal of Bone and Mineral Research, Vol. 19, No. 3, 2004

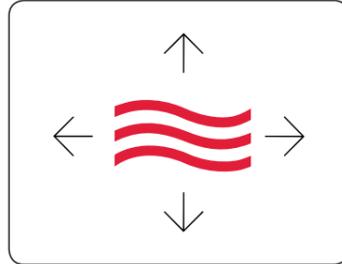
Power Plate® stimulates muscle response up to 50 times a second. It is known as Acceleration Training™ because those vibrations 'train' the muscles, enhancing the effect of holding a pose or performing a stretch. This means shorter sessions that yield faster results—the benefits can be seen and felt in as little as two or three short sessions a week.

01



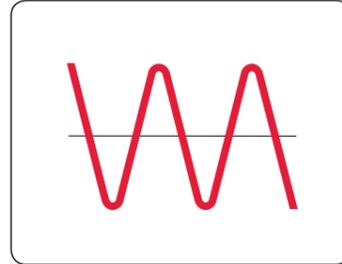
Acceleration Training uses Newton's second law of motion, where the force of an object is created from its mass multiplied by acceleration or  $F = MA$ .

02



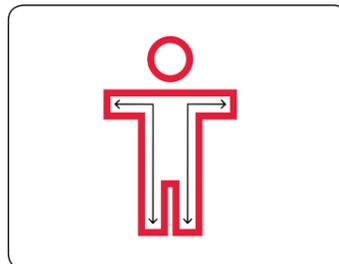
Power Plate equipment vibrates up and down to improve muscle tone, and left to right and front to back to aid balance and coordination. The platform vibrates up to 50 times a second.

03



Power Plate equipment uses PrecisionWave™ Technology – a high-fidelity harmonic vibration system that provides a controlled level of vibration across all areas of the plate surface for consistent and dependable results.

04



These vibrations cause the muscles to contract as a reflex throughout the whole body, delivering benefits to the entire body.

05



Acceleration Training enhances circulation, aids fat burning and improves muscle tone, in sessions as short as 15 minutes.

06



With just two to three sessions a week, results are soon visible—from improved muscle tone, reduced cellulite and body fat and alleviation of pain, for increased relaxation.



“Since we installed the Power Plate® machine, we have had fantastic feedback from our staff and members. Members report that it has helped with joint problems and they are also saying they can see a noticeable difference in the appearance of cellulite. It’s an excellent addition to our state of the art facility.”

**Stuart Ward,**  
Spa Operations Manager  
at Chewton Glen Spa, Hampshire



3

**MDD Certification**  
Power Plate is a certified  
Class IIa medical device  
in Europe



## Fast Forward to Results

Attract new clients and keep them coming back for more with Power Plate. It boosts the effectiveness of your beauty and wellness program with a fresh, exciting offering that generates revenue and provides a point of distinction for your business.

Sessions are led by a member of your spa or beauty staff, to enhance any number of treatments already on your menu from anti-cellulite body wraps to fat-burning therapies and weight management programs, earning you revenue on a per-use basis.

Show your dedication to providing your clients with the very best in cutting-edge wellness technology. Power Plate can change your customers’ lives and your business for the better.

### **Inch Loss**

Aid weight management, by speeding up the metabolism to reduce body fat.

### **Definition**

Improve muscle tone and strength, for a sleeker, longer silhouette.

### **Cellulite Reduction**

Increase circulation and reduce the appearance of cellulite, for smoother, firmer skin.

### **Relaxation**

Alleviate pain and increase circulation to enhance relaxation.

### **Lymphatic drainage**

Provides immediate increase in circulation, to aid drainage of toxins.

### **Flexibility**

Increase range of motion and flexibility to improve daily life functioning.

# 4

## Add Power to your Weight Management Program

### Powerful Argument

A study showed that regular Acceleration Training™ combined with diet helped participants achieve a 57% improvement in weight loss, compared to conventional training and diet, and diet only.

Visser et al: Effect of Long-Term Whole Body Vibration Training on Visceral Adipose Tissue: A Preliminary Report. Obesity Facts, The European Journal of Obesity, Vol. 3, 2010

Health experts acknowledge that movement is an essential element of successful weight management. But some clients are not willing, able or confident to participate in traditional types of exercise. Power Plate offers every client, of any physical ability, the opportunity to undertake this vital aspect of a weight management program with ease.

What's more, they can use Power Plate in your centre or spa with the guidance of your staff member, in the privacy of a treatment room, in sessions that take as little as 15 minutes. It is a time-saving, comfortable and convenient option that allows you to provide a complete weight management package, so your business looks as healthy as your clients.

There are more than just aesthetic reasons to reduce body fat. Overweight and obesity is acknowledged as a significant health risk, as the accumulation of abdominal fat (also known as Visceral Adipose Tissue or VAT) in particular can increase the risk of developing chronic illnesses such as heart disease, diabetes or cancer. Several independent scientific studies conducted using Power Plate equipment have shown encouraging results for weight loss, particularly through reduction of body fat and positive changes in body composition.



“What our clients love about the Power Plate® sessions is the one on one instruction provided. This motivates and inspires people to gain the full body benefits of what the Power Plate can offer.”

**Denise Perry Dehaney**

Owner, The Lagoon Hair and Beauty Salon



# 5

## Powerful Argument

Participants in a study achieved a 25% reduction in cellulite, using Power Plate equipment only.

Research into the Effects of Vibration Training on Cellulite, conducted at the SANADERM Professional Clinic for Skin Illnesses and Allergies, Bad Mergentheim, Germany 2003.

## The Beauty of Power Plate

In the crowded world of spas and salons, a unique offering is critical, as clients demand a relaxing, invigorating experience from each and every visit. Power Plate offers full body benefits, opening up a completely new dimension in the spa experience, so your clients come back more often. And bring their friends.

Power Plate works every muscle in the body as the client holds a static pose on its vibrating platform. This immediately increases the circulation, helping to deliver more nutrients and oxygen where they are needed, while also assisting with lymphatic drainage, to effectively transport toxins away.

Increased circulation could also help to improve the absorption of treatment creams and oils, and alleviate pain, making Power Plate a revitalising addition to a body wrap or massage experience.

Over time, not only can Power Plate help to reduce the appearance of cellulite, making skin look and feel firmer, stronger and smoother, the vibrations can also tone the muscles for a sleeker, longer silhouette. In short, because Power Plate is good for your clients' 'bottom line'... it's good for your business too.

# 6

## Supporting Your Investment

Power Plate® equipment is your investment in quality, performance and durability.

We're as committed to making sure your business gets the most from our equipment as you are to helping your customers get the most from their weight management program or spa treatment. We'll support you at every stage, helping to train your staff and offering you marketing support to create buzz about the addition of Power Plate to your business.

### Education

As the leader in Acceleration Training™ equipment, our Academy sets the standard for whole body vibration education. With specialist Academy training programs, you and your staff will be equipped with the skills to provide personalised, progressive programs so each and every client enjoys the benefits of Power Plate equipment.

### Research and Development

Our research, development, education and training centre is solely devoted to developing new Acceleration Training innovations. It offers advice on how both you and your customers can make the most of your Power Plate equipment.

### Medical Device Directive Certification

The full range of Power Plate equipment is certified as Class IIa Medical Devices, under the European Medical Device Directive. Not only does this indicate that each and every machine is manufactured to the highest European health and safety standards, but that they can be prescribed as part of a wider medical treatment program to assist with a variety of ailments or conditions.

### Warranty

Enjoy peace of mind with our superior after-sales service and an extended two-year commercial warranty on all Power Plate equipment.



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Power Plate®, the global leader in vibration equipment, has effectively revolutionised fitness with an advanced full-body vibration system. The pro6™ with new proMOTION system uses high-strength steel and advanced motor technology to deliver noticeable results to the upper body, drainage, and muscle toning. Extending to more than 100cm, proMOTION opens the

Total-body Acceleration

POWER PLATE®

Discover the Difference

[www.powerplate.com](http://www.powerplate.com)

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