

New Hot Yoga Studio FAR Exceeds The Competition

The Sports Club of West Bloomfield brings yet another first to the area with its new FAR infrared yoga studio, Power Emerge. Power Emerge features a new, innovative heating system called FAR infrared. The technology is currently being used in a number of hospitals throughout the world for prenatal incubators; in addition, the FAR system is also one of the leading heating systems for saunas and detoxification centers. It uses no ultraviolet radiation whatsoever. Now, it is being used in yoga studios with incredible results.



Welcoming exterior design of the Power Emerge yoga studio at The Sports Club of West Bloomfield.

Our members are telling stories of long-standing aches going away, improved flexibility, and better skin tone. "The most comfortable hot workout ever, and an all-around feeling of well being that they have never experienced before," says Lauri Schwalb, Member Services Director at the Sports Club of West Bloomfield.

Not to be confused with the typical dry, forced hot air blowing on you, long-wave heating is the same heating that your body produces. The sun produces heat in both the long and short wave spectrum, but it is the long waves you feel coming through your car window. Long waves are incredibly efficient since they don't heat the air. That's right, they don't heat the air but, rather, the object. So, the floor, walls and the human body get heated to +100° F, but the air stays a comfortable temperature.

Long-wave heating, also has a number of health benefits, including deep heating your muscles, increasing blood flow, which has a stimulating effect instead of the draining effect found in traditional hot

"I'm addicted to the new hot vinyasa room! The infrared heat is awesome, you come out all energized."

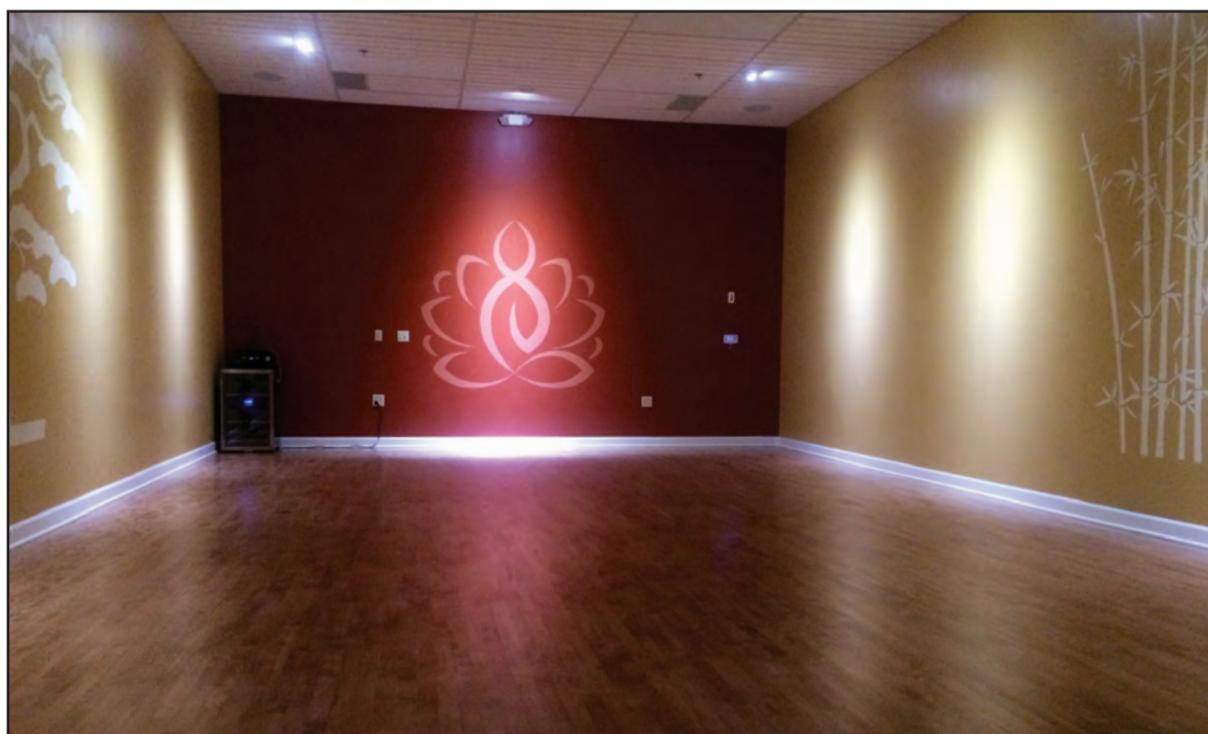
Amy Vine, West Bloomfield

yoga rooms. Along with the comfortable, amazing feeling of the heat is the detoxifying effect due to its deep penetrating long waves. You sweat from deep within. "We have created the perfect Yoga environment from the amazing sound system to our Zen-inspired design," says

Gail Mondry, an instructor at the Sports Club of West Bloomfield.

Advantages of FAR infrared heat

- Body-defense mechanisms strengthened
- Immune functions improved
- Blood flow improved
- Physical capacity improved
- Body temperature increased (higher metabolism, healthier cells, more breakdown of fatty acids)
- Increased detoxification as waste materials are excreted with sweat
- Endorphin production is stimulated
- The health benefits in a FAR environment is the hallmark of the heated yoga experience



Zen-inspired interior of the Power Emerge FAR infrared yoga studio at The Sports Club of West Bloomfield.

A reasonably fit person will perspire about 250 grams in a 20- to 30-minute FAR infrared radiant-heat environment, which is approximately as much as they would sweat in a six-mile run.

The Sports Club of West Bloomfield invites you to see and feel the lasting benefits for yourself with a one-month unlimited yoga offer for \$59.00. Call the Member Services Department for details at 248.626.9880, ext. 3116.