



# Look Good or Feel Good Both is Better!

**TUCKED AWAY** in a corner at Lebanon and Ohio Drive in Frisco sits Get ReFormed Pilates & Personal Training Center, a fitness studio that is quietly and markedly improving the health and wellbeing of North Texans. Rebecca Swieczkowski, owner, director and senior trainer at Get ReFormed, leads a highly experienced staff of trainers who are comprehensively certified in the discipline of Pilates, a body conditioning system that seeks to build core strength, lean muscle mass and flexibility, and develop proper body alignment.

"Pilates is the base operating system for the body," Ms. Swieczkowski says, using a computer metaphor to differentiate Pilates from the array of fitness options in the marketplace. "If you had to choose to do one system of training that would keep you strong, lean, healthy, flexible, mobile and functional through life, I would say pick Pilates over anything else; it addresses our essential problem, a weak center body."

Based on the principles, workouts and equipment pioneered by German fitness guru Joseph Pilates in the early 20<sup>th</sup> century, Pilates is for anyone seeking improved

fitness and a better quality of life. "Pilates is for everyone," Ms. Swieczkowski says. "For those who are healthy and seeking a challenging workout as well as those with chronic conditions."

The word "Pilates" has become a fitness buzzword in recent years due to its popularity among Hollywood's elite. As a result, many fitness studios now slap the Pilates label on workouts that are not actually rooted in the fundamentals of Joseph Pilates' system. Get ReFormed sets itself apart in that it is a classical Pilates studio, practicing the authentic style developed and perfected by Joseph Pilates in his own New York studio. The Get ReFormed Frisco studio boasts over 2600 square feet, divided into two beautifully appointed spaces. The front studio houses an impressive array of equipment, which is an integral part of the classical Pilates system. Resistance apparatus such as the Reformer, Cadillac and Wunda Chair help trainers give clients a workout of maximum effectiveness. The back studio at Get ReFormed features a large, open space with floor-to-ceiling mirrors and hardwood floors, ideal for mat and movement classes

and personal training.

Through classical, authentic Pilates workouts, the expert staff at Get ReFormed is able to challenge clients of every age and fitness level through highly focused and intense movements. Ms. Swieczkowski explains, "Every exercise links together from one to the other, and there's constant dynamic movement and flow. It's a brilliant program. Without even realizing it, in a session you've worked every muscle in your body in a proper sequence without just focusing on one thing. And then there's what we call the 'Perk of Pilates:' you not only feel good, you look good too."

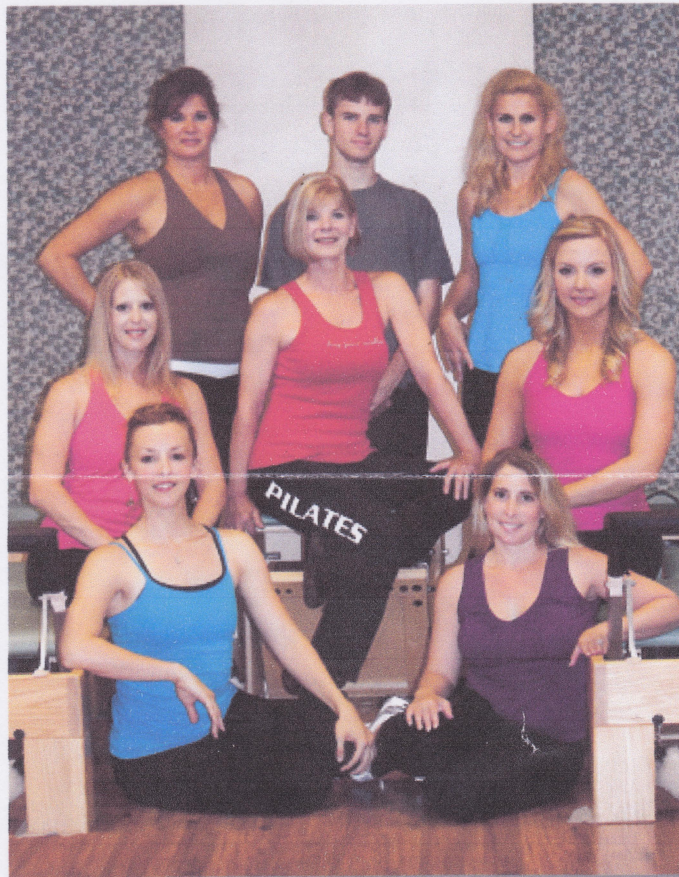
Ms. Swieczkowski draws upon a lifetime of fitness experience to ensure that the instruction at Get ReFormed is the safest and most effective for each client's individual needs. A classically trained ballet dancer, Ms. Swieczkowski also holds a BFA from SMU, graduating in two and a half years Magna cum Laude. She served as the first Dance-Artist-in-Residence for the City of Dallas, and for over 30 years has taught Physical Education, Sport and Dance in schools through the college level. In 1983, she collaborated with former

Dallas Cowboys strength coach Bob Ward, conducting fitness certification courses, and later received her Personal Trainer and Biomechanics certifications from Cooper Institute. Ms. Swieczkowski began adding Pilates into her programs in 1996. Since completing her full, comprehensive Pilates certification in 2003, Ms. Swieczkowski has amassed an impressive training pedigree, working with clients who represent a diverse spectrum of physical needs and goals. This includes elite athletes such as NFL player Anthony Dorsett, Phil Dawson, place kicker for Cleveland Browns, FC Dallas soccer players, as well as members of the Texas Rangers who were on the disabled list. Conversely, Ms. Swieczkowski, mother of five, has extensive experience helping regular people get in shape and assisting those who suffer from special conditions.

With her own impressive background of training and experience, Ms. Swieczkowski determined at the outset that Get ReFormed would employ the highest caliber of staff, both in skill and in personal integrity. "I built my business slowly, because the most important asset that you have as an owner is your staff." All of the trainers at Get ReFormed are comprehensively certified, meaning they have each completed Pilates training on all equipment at all levels from post-rehab to super advanced. Each Get ReFormed trainer has passed a rigorous examination system including a practicum, oral and written exams including anatomy, and all have served an apprenticeship. "Any trainer at this studio has to have more than 600 hours of teaching and practice before they can even get their first level of certification," says Ms. Swieczkowski. "Because this is personal training, you have to employ people with the highest level of integrity. We're dealing with a person, not just a body. We go through life with them. It's a really deep relationship of trust and respect that we have with our clients."

While Pilates is beneficial for all, it can

be particularly helpful for people dealing with injuries, chronic conditions or even illnesses. Ms. Swieczkowski's staff includes two physical therapists who work with post-rehab cases and a trainer who is a



## Get ReFormed PILATES

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corrective exercise specialist. Pilates offers an array of options to fit most client's needs. "In many cases, we can modify the exercises to give a personal workout that's healthy and proper for them," says Ms. Swieczkowski. Get ReFormed numbers among its clients people who are suffering from conditions such as multiple sclerosis, scoliosis, osteoporosis, arthritis, joint replacements, back and neck issues, and have experienced improved health as a result.

While Pilates provides the foundation of fitness at Get ReFormed, clients will find many other options available. Among the most exciting of these options is ActivCore, a two-point suspension exercise training

system that uses ropes and slings to provide controlled instability to challenge the body safely and effectively. This innovative equipment, called Redcord, was developed over 20 years ago by physical therapists in Norway. In recent years, elite athletes worldwide have discovered Redcord and incorporated it into their training. "We now have Redcord equipment in the U.S. Olympic Training Center," says Ms. Swieczkowski. Get ReFormed in Frisco is one of a handful of locations in the U.S. to offer this same system, and acts as an ActivCore Master Training Center, providing training for other athletic trainers interested in this cutting-edge fitness technology. ActivCore training yields great strength and stability, and has benefited Get ReFormed clients suffering from chronic pain and neuromuscular issues.

Other options available to Get ReFormed clients include yoga classes, kickboxing, Zumba and Thai Yoga Bodywork, a unique form of customized, assisted yoga. "We started that service in April and Shanell is booking appointments all the time," Ms. Swieczkowski says of the practitioner who provides Thai Yoga. "She puts you in different yoga-type positions and then stretches and releases the muscles. It feels wonderful and people love it.

Through the many fitness options offered at Get ReFormed, clients find not only renewed energy and greater strength, but also support and encouragement. "Because we are small and personal, this Pilates studio has become a micro-community of caring people," says Ms. Swieczkowski. "Even though we all come from different walks of life, we have this camaraderie with those around us. The atmosphere is one of inspiration and encouragement. That's my number one emphasis--that every individual feels important and unique, because they are!"

To learn more about the many fitness services and rates offered by Get ReFormed Pilates & Personal Training Center, visit their website, [www.getreformed.com](http://www.getreformed.com), or call 972.668.5262.