

PRESS RELEASE

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“An Ounce of Prehab is Worth a Pound of Rehab”



With 12,000 boomers a day turning 65, that’s one every 8 seconds for the next 18 years; and with 50% of women over the age of 50 projected to have an osteoporosis related fracture in their lifetime, Osteoporosis is already a huge age-related issue and shaping up to be a monumental problem.

Besides the human cost in loss of mobility, quality of life and even premature death, Osteoporosis doesn’t come cheap.

“In 2005, osteoporosis was responsible for an estimated two million fractures and \$19 billion in costs. By 2025, experts predict that osteoporosis will be responsible for approximately three million fractures and \$25.3 billion in costs each year.” National Osteoporosis Foundation

But it doesn’t have to go like this. “We can reduce the impact of osteoporosis the same way seat belts have reduced injuries in car crashes; an ounce of prehab is worth a pound of rehab” says Mirabai Holland creator of Skeletal Fitness® Osteoporosis Exercise Program

Taking care of your bones is a no brainer like watching your cholesterol and lowering your blood pressure.

You don’t have to do anything extra. We all need to exercise anyway. Just refocus your workout a little bit to include the areas most at risk for osteoporotic fracture: the spine, the hip and the wrist.

We know that bone loading works since the 70’s. Studies with tennis players show that bones in the racquet arm grow stronger and more dense than the bones in the non-racquet arm just by whacking a ball back and forth.



The original Skeletal Fitness by Mirabai Holland®

DVD is endorsed by the National Osteoporosis Foundation. It’s a beginner’s full body bone loading strength workout with special emphasis on the areas at risk for osteoporosis. (video excerpt)

http://youtu.be/irH_bLK8bbg

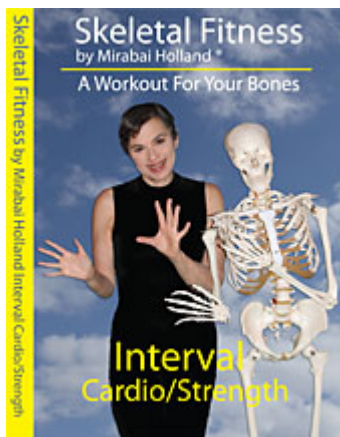
When it was first released in 1997 it was called “Best Workout For Bones” by Prevention Magazine. It’s gone through 4 revisions to keep the data current. The video begins with an Osteoporosis Education section by **Felicia Cosman, MD**, Professor of Clinical Medicine, Columbia University College of Physicians & Surgeons New York, NY, and Medical Director, Clinical Research Center

Helen Hayes Hospital West Haverstraw, NY (video excerpt <http://youtu.be/dDxZBSgsm5U>)

who then introduces **Mirabai's** exercise program which focuses on full body, weight-bearing exercise, with special emphasis on the areas of the body most at risk for osteoporosis. These include the spine, thighbone at the hip, and the forearm at the wrist. It's a beginner's full body bone loading strength workout with special emphasis on the areas at risk for osteoporosis. When it was first released in 1997 it was called "Best Workout For Bones" by Prevention Magazine. It's gone through 4 revisions to keep the data current.

Pearl Romero, Skeletal Fitness user says, "It has helped me increase muscle strength and maintain my bones. My balance is greatly improved - less tripping; and when it does occur infrequently, I can catch my balance without going down."

She is now expanding the scope of Skeletal Fitness with a 3 New DVDs to address other Osteoporosis related issues like fall prevention, core strength, balance and limited mobility. They are scheduled to roll out one by one between May and October of this year. Upon release, each will be submitted to the NOF for review. All DVDs retail for \$19.95 at www.mirabaiholland.com

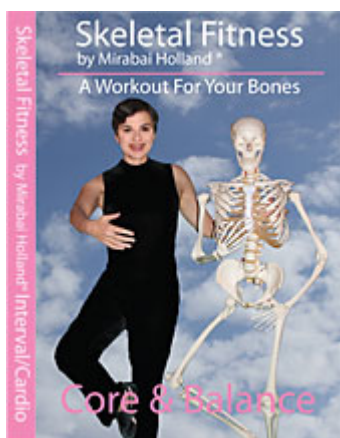


Skeletal Fitness by Mirabai Holland® Interval Cardio/Strength

(Scheduled for release May 2012, National Osteoporosis Month)

Ten-minute intervals of weight bearing cardio dance movements specifically designed to address agility and fall prevention issues associated with Osteoporosis are alternated with intervals of weight bearing and resistance bone loading upper body strength exercises. This routine helps prevent or manage Osteoporosis, protects your cardiovascular system, strengthen and sculpts all at once.

<http://youtu.be/6ulOo5zv8eE>



Skeletal Fitness by Mirabai Holland® Core & Balance Workout

(Scheduled for release July 2012)

Focuses on core and balance, which are so important for spinal protection and fall prevention.

Strengthens abs and back muscles without putting the spine at risk.

Standing balance exercises improve body awareness and alignment that can be transferred to every day movements to help prevent falls.

<http://youtu.be/4akRTmCn5jo>



Skeletal Fitness by Mirabai Holland® Chair

(Scheduled for release October 2012 in time for World Osteoporosis Day)

A full body strength workout for people with limited mobility.

Consists of weight resistance training exercises using a towel and hand weights while seated. http://youtu.be/j3T_CtN31rU