



## **High Efficiency Fitness Says: "‘Body Oars’ Allow Huge Athletes to Run ‘Exercise Marathons’"**

*High Efficiency Fitness Company of Columbus is introducing a fitness device (Body Oars) that totally bypasses knees elbows and every joint and muscle beyond them. This allows giant athletes to run exercise marathons on their huge body core muscles, with up to eight times more load resistance, levered through full range motion. Combined with zero impact or back compression, Body Oars will give them the first way to hard run their strongest running muscles for hours a day.*

Columbus, OH, May 21, 2007 --(PR.com)-- According to Steven Craig, founder of High Efficiency Fitness Company, Columbus, their new device, 'Body Oars', totally eliminates leg impact and back compression, thus turning a few minutes of destructive running, into a couple hours of full range, fully loaded, hard running of the body core muscles, for the largest people.

By eliminating impact Body Oars can allow a 350 pound NFL Lineman, or a 7'3 NBA center, could power run their hip, abdomen, thigh and butt muscles through daily exercise marathons that could last as long as the games they play.

Body Oars allow the body's largest and strongest muscles to fully simulate hard running, because they place up to eight times more weight resistance directly on the body's most powerful muscles than is physically with what he called, "In the Hand or under the Foot Loaded Exercises and Devices."

They stress that the traditional methods and devices athletes use to improve their stamina, running speed, maneuverability, flexibility and core strength, still load the resistance in their hands or under their feet, so their biggest, most naturally powerful muscles never have the opportunity to apply all of the effort that they could muster.

He jokingly blamed Albert Einstein for another big problem with traditional muscle and stamina training. That if something's (weight), moving at a constant speed doubles, then the force of its impact will more than double, it can go as far as being multiplied ("exponentially") by its own weight. This is why running and stamina workouts are much harder on the bones and joints of heavier athletes. He related this to sports with a quick comparison of athletic motions:

“As a strong 90 pound gymnast runs before tumbling, their leg range can actually spread beyond 190°, (completely horizontal). Then they can bounce their bodies around like human super balls.”

“If a speedy 200 pound wide receiver tried hard running with leg angles of 190° they would lose their body support and likely destroy a knee or something worse, and if you have ever seen a 350 pound offensive lineman running with a fumble, you saw a stride range that barely exceeded the width of its body.”

He used this to explain how less than 50% of the core muscle running range of huge athletes' has never been trained, strengthened or expanded using traditional mobility motions. That even at 50% their



muscles and bones are still loading far more vertical forces than their core muscles ever get the chance to resist, horizontally. Then how Body Oars fix all of this.

When asked how he justifies claiming that Body Oars provide: 'Maximum Core Muscle Loading' he said they do this two ways: "For running stamina, speed flexibility and injury resistance, 'Maximum Loading' is based on driving Body Oars at a pace that maintains a 'maximum' training heart rate."

The other: "The resistance extensions (the parts that push the water) can be built large enough that King Kong could not drive them through a single stride, so they 'maximize' training efficiency in both traditional fitness camps, 'Cardiovascular and Body Building'."

Most importantly he stressed that Body Oars could allow a 1000 pound person, or a disabled person, who cannot get out of their bed, under their own power, to (with human or mechanical assistance) deeply exercise their mobility power and heart, in an environment that for someone their size is far more comfortable than any bed can be. "Water Skiers already know that floating in life jackets can be as comfortable as floating on a cloud."

He invented Body Oars by applying basic structural principles to common core motions, after realizing that gravity is the force both mainly resist. After years of building and redesigning new homes, he explained structural principles become second nature to custom carpenters. "If not they would have to rebuild much of their work."

He frequently quotes this 'Principle of Chains', as an example:

"Imagine a chain with strong links that steadily link to smaller weaker ones. If you place the load on the weak links, (knees, feet, ankles, elbows, hands, etc.) then the big links (hips chest etc.) are prevented from lifting any more than what the weakest used link can handle, (without breaking). Body Oars virtually convert the legs (and arms) into something like solid and unbending boat oars that are directly attached to, and thus only driven only by those giant body core muscles, the biggest links."

One of the two big misconceptions people often instantly get about Body Oars is that they need to be able to swim. It is not even possible for a strong swimmer to swim while also wearing a full set of Body Oars. That is one of the reasons why the body must also be in a life Jacket, floatation belt or a body harness, just to use them.

This aspect gives athletes a powerful way to keep their body core in strong condition while recovering from many injuries that could keep them from walking or swimming.

The other misconception he explained is that people assume Body Oars will replace traditional training exercises and devices, he explained how Body Oars make the core so strong that they make other devices far more effective, so they can never replace them, they complement them instead.

He also explained why they believe that Body Oars will increase the sales of the best traditional devices. "Body Oars can allow millions of people who were never strong enough to see results from traditional



devices, to get very strong, thus using traditional devices to chisel out incredible muscle definition."

He explained that deep muscle definition is something Body Oars do not develop.

"Traditional devices maximize effort in peaks or small ranges of a muscle's motion, and this is what cuts in that beautiful definition. Body Oars build muscle through full range muscle loading which can rapidly increase size, strength and range, however muscles developed this way are so flexible that they look soft and undefined. So traditional devices work with Body Oars like paint on a fine strong canvas."

High Efficiency Fitness Company does not envision Pro Athletes driving their Body Oars at their team's training facilities. That they would use them in small decorative tubs or pools, (as small as 10x10x10) at their homes, while watching a movie, game tapes or something they find even more interesting.

Then he warned that anyone, even pro athletes, must first exercise up to using Body Oars or they will harm themselves. "If you bypass the governors on a race motor, then hold its throttle fully open, you will blow it up."

"Your weaker extremity muscles and joints act as governors and Body Oars bypass them. If someone tries full throttling them on their first try, they will tare or strain their core muscles. I strained both of my pectoral muscles on my first attempt to pump our first prototypes. It felt like I got shot. So first start the exercises that Body Oars enhance under a doctor's supervision."

High Efficiency Fitness has a sub-contracting agreement with a 30 year old custom orthopedic prosthetic company American Orthopedics, (also headquartered in Columbus Ohio). Together they have begun producing custom fit Lower Body Oars. They expect to release their first version of generic (sized fitted) Upper Body Oars in June.

They plan to release several adjustable "Super Pro" carbon fiber versions later this summer and next year they plan to introduce a line of "Bionic Exercise Devices."

Google, AOL, MSN, Yahoo, etc. 'Body Oars' and 'High Efficiency Cardio' for much more about Body Oars, or go to [BodyOars.com](http://BodyOars.com).

Contact Steven Craig at [steven@hefitness.com](mailto:steven@hefitness.com) Body Oars™ Body Paddles™ are trademarks of High Efficiency Fitness Company.

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