

First Home Video Series on Pilates for Pregnancy Now Available
Videos Focus on Specific Exercises for Each Trimester as well as Postpartum Period

Pilates Poised to Become Next Exercise of Choice for Pregnant Women

Bethesda, Maryland . . . According to leading doctors and market research, Pilates might well be the next big thing for pregnant women. Sarah Picot, certified Pilates instructor and professional dancer, and Margo Meisel Sadow, award-winning producer of healthcare videos and long-time Pilates student, have created the first series of home videos to enable pre- and postnatal women to learn and practice specially modified Pilates exercises at home.

***Prenatal Pilates:** building length, strength and power before pregnancy, through pregnancy and beyond (56 minutes, \$19.95) and **Postnatal Pilates:** getting back in shape with the help of your baby (27 minutes 16.95) will be available beginning September 19, 2002 at www.Pilatesforpregnancy.com. They can also be purchased as a set for \$34.95.*

Unlike other pre- and postnatal workout videos, this is the first video series to modify Pilates exercises specifically for the needs of women in *each* trimester of their pregnancies, as well as after giving birth. *Postnatal Pilates* is also unique in that it incorporates the new baby into the exercises, benefiting both mother and baby.

Says Collin D. Cullen, MD, a leading pediatrician, “Children in this perinatal period are very responsive to tactile, auditory and visual stimuli and the mother’s ability to interact with the child during this workout makes this a far superior exercise tape . . . I could confidently and enthusiastically recommend it to my new and experienced mothers to use to maximize their small and valuable time to get the exercise the body needs and continue to encourage and foster the bonding relationship that mother (and father) and baby need.”

Both Picot and Meisel Sadow have had babies in the past year and attribute much of the ease with which they regained their pre-pregnancy shapes to doing these modified Pilates exercises *while they were pregnant* as well as afterward.

Pilates is one of the fastest-growing exercise trends to hit the U.S. in decades, and its use by pregnant women is just now becoming more widespread. More than 500 Pilates studios have opened in the United States since 1976, and numerous professional dancers and celebrities including Martha Graham, Patrick Swayze, Sharon Stone, and Madonna have practiced Pilates regularly.

Until now, however, it has been difficult or impossible to find certified Pilates instructors or courses specifically geared toward helping pregnant women utilize the unique benefits of Pilates before, during, and after their pregnancies. *Prenatal Pilates* and *Postnatal Pilates* fill that void.

“We believe that a strict adherence to these well-designed Pilates exercises will enhance every pregnant mother’s antepartum care for nine months and will shorten labor and delivery for those mothers who take time to participate faithfully in these programs,” say James Powers and Francis Bergin, two Washington, DC obstetricians after viewing the videos.