

All Press Releases for January 23, 2008 

Eve St. John Launches Trio of New Age Interactive Fitness DVDs Unlike All Others

*Power Cardio Yoga, Personal Training and Total Body Rejuvenation DVDs, by Eve St. John. In my workouts, every possible muscle is engaged all the time, so that you get truly remarkable results in as little as 10 minutes. I developed my signature techniques by master a slate of different training techniques, including Pilates, Tai Chi, Kick Boxing, Yoga, Power Flex, Resist-A-Ball, and of course, stalwarts such as Aerobics, Step and Personal Training. But it is the way I pull the most effective aspects of each discipline and combine them into a focused fitness strategy that will burn fat, sculpt, release stress and leave you physically and mentally fit.***

Ridgewood, NJ (PRWEB) January 23, 2008 -- Eve St. John has launched a trio of new age interactive fitness DVDs unlike all others.

"The idea of finding one hour to work out is so old school," asserts fitness expert and personal trainer Eve St. John. "Sometimes at the gym you hear one guy say to another, 'Hey Joe, what muscle are you doing today?' 'Today I'm doing chest and back, tomorrow legs, and then arms and shoulders the next day.' Are they kidding? In my workouts, every possible muscle is engaged all the time, so that you get truly remarkable results in as little as 10 minutes."

“ People have vastly different fitness goals, and even I get in moods sometimes, where I care more about how my golf swing feels than how I look in that slinky black dress, or I feel like I need to stretch a lot to clear my mind. ”

A sought-after class leader and personal trainer for over a decade, St. John developed her signature techniques by mastering a slate of different training techniques, including Pilates, Tai Chi, Kick Boxing, Yoga, Power Flex, Resist A Ball, and of course, stalwarts such as Aerobics, Step and Personal Training. But it is the way she pulls the most effective aspects of each discipline and combines them into a focused fitness strategy that is so unique.



Power

Three DVD's inspired by specific needs: Eve St. John, who has been asked for years by her clients to make a DVD, resisted for quite a while. "I literally couldn't decide what to put in it," she admits with a smile. "People have very different fitness goals, and even I get in moods sometimes, where I care more about how my golf swing feels than how I look in that slinky black dress, or I feel like I need to stretch a lot to clear my mind." Then she decided to make a group of DVDs, and the result is a trio of stand-alone discs that are fun, challenging, and most importantly, that get results:

Power Cardio Yoga is for people who love yoga but who want to sculpt and burn fat while they do it. "My yoga" combines moves from many other disciplines and is unlike anything most people have experienced.

Personal Training has three different programs, depending on how much time you have. There's a 10 and a 30 minute total body workout and a 10 minute abs section. It includes Eve's Seven Secrets to taking off extra pounds and staying slim, and has a unique interactive component, where viewers can contact Eve on the internet and ask her specific questions about their progress and program. The DVD does not require any equipment beyond two light hand-weights (this could be water bottles or candlesticks, for example) and either two towel or two paper glossy plates.

Total Body Rejuvenation is for people who want to release tension and improve flexibility. Along with a bonus "chapter" of incredibly intense core work, it has the following "10 minute Express" sections: Total Body Rejuvenation, which clears the mind along with the body; Improve Your Back, for anyone with back problems; and Athlete's Stretch, a system of stretching that is highly effective for both the casual and committed athlete.

A mother of two, St. John got the fitness bug when she was shedding her pregnancy weight. Although she had a business degree and a background in human resources, the demands of two small children made a typical office job impractical, so she got certified to teach an occasional aerobics class. As her kids grew, St. John increased her knowledge of cutting-edge training techniques, took on private clients and began teaching a roster of diverse classes at renowned area gyms. Now a single mother, fitness is her full-time job and her passion. "The best reward is when I see results in my clients. Everybody has a personal goal, and helping them achieve that goal is incredibly fulfilling. That's why I am always working to find exercises that sculpt and burn as efficiently as possible, so that they can achieve -- and maintain -- their fitness level in a way that makes sense with their busy lives."

"My DVDs take the client seriously," asserts St. John. "They don't waste time with long introductions or endless product plugs. More importantly, the workouts move at the same pace as you would find in a class or in a personal training session. And since the exercises

be done at many different intensity levels, a novice and an expert can work out together, and can continue to improve with the same workout by upping their personal intensity level." She adds that giving maximum effort for the short time they work out with Eve is essential to see noticeable results, and hopes that she will be able to inspire viewers as well as she has in classes and one-on-one.

Each DVD is priced at \$29.99 and is currently available at www.evestjohn.com, or at Bookends, and Shop Central stores in Ridgewood and all Ramsey Outdoor Stores, and The Gym in NJ locations. Eve St. John was featured in the Winter 2008 edition of Healing Arts Magazine (www.healingartsguide.com) click on "Seeds of Innovation" to read about her inspirational story.

For more information, contact Eve St. John at 201-657-1821, or www.evestjohn.com

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