

# The **TRUTH** About **WHOLE BODY VIBRATION**

**Everything Other Companies Won't Tell You**

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## INTRODUCTION

### “THIS STUFF IS AMAZING!” – The PowerVibe Story

One afternoon about 15 years ago, an Olympic athlete that I was working with came to my office with a very concerned look and asked to speak with me. It was a Friday afternoon and I was finishing up with my patients before heading out for nice relaxing motorcycle ride. All week I had been looking forward to getting on my Harley and riding off into the evening to get my mind of my Chiropractic business. Nevertheless, I invited him in to take a seat and chat.

**No sooner had I asked what was on his mind, he exclaimed, “Doc, have you heard about this new machine the Russians are using that allows them to accelerate their training, increase their endurance, and achieve incredible improvements in strength and flexibility?”**

Being as curious as I am, the wheels in my head began turning and I asked the athlete to go on. He continued, “This stuff is really amazing! They are working out on a vibrating platform that stimulates something like 1000 muscle contractions a minute! They also do their stretches on the machine and they are getting great results. My friends tell me they have more energy and feel healthier since they started using the vibrating machines.”

**I realized that this conversation was going to be a turning point in my professional life.**

We spoke a while longer about this new technology, how it was allowing the Russians to attain phenomenal fitness and endurance, and how we could potentially use it in our own training sessions here in the U.S. We finished our conversation and I headed out the door to go on my ride...



As I rode into the evening, I could not get the thought of vibration training out of my mind and the claims my athlete made kept going through my head. Having already been a practicing Chiropractor for a number of years, **I had been aware of the positive effects of controlled vibrations on the body**, but had not yet considered the idea of using vibration for exercise or training.

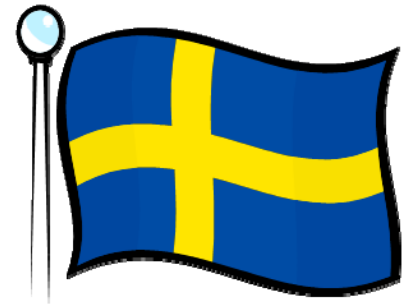
The very next day I started researching to find out what exactly the Russians were doing. What I found was absolutely astounding. I discovered that this technology was not new at all.

## Chapter 1 – The History

Before I get any further, I'd like to give you a background of where Whole Body Vibration (WBV) technology came from.

### Who Came Up With This Stuff?

**Gustav Zander** (1835 – 1920), a gymnast, physician, and inventor from **Sweden**, developed never-before-seen apparatus in the 1800's that used springs, weights, and pulley systems to create over 70 machines that were used for therapeutic exercise. **Many of his machines utilized vibration.** Zander popularized his exercise machines by traveling to World Fairs and by developing early forms of modern day health clubs.



In 1895, **Dr. John Harvey Kellogg** (yes- the one with the Corn Flakes) was the next inventor to utilize vibration technology for **health and wellness.** Aside from coming up with Corn Flakes, Dr. Kellogg claimed his Michigan-made vibrating chair was a magic pill that cured any ailment you can imagine.

The **Germans** picked up on the health and wellness benefits that vibration technology offered in the 1960's by developing an exercise technique called **rhythmic neuromuscular stimulation.**



Then the **Russians** moved vibration technology forward for good in the 1960's. The space race between the Russians from Eastern Europe and the United States from the west fueled research and development of all kinds of new products. The Soviets quickly realized that **being exposed to zero gravity conditions in outer space**

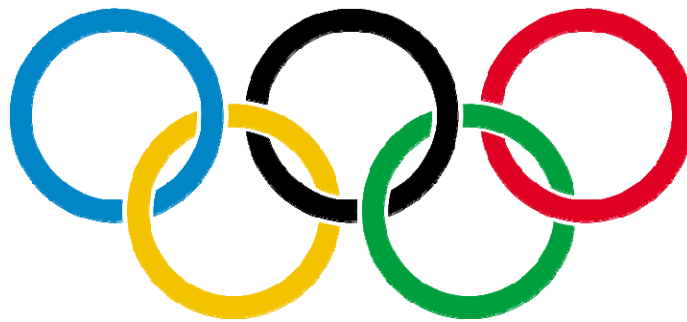
**caused severe deterioration of bone mineral density and muscle tissue.** The concept of humans living with the constant force of Earth's gravity is where the theory behind WBV originated.

**The Russian space program used Whole Body Vibration as a way to simulate weight bearing loads for their cosmonauts while training and rehabbing before, during, and after trips in outer space.**



**Introducing WBV in zero gravity conditions is something that worked to simulate the forces of gravity when there isn't any. Cosmonauts (and now NASA) used WBV machines to maintain bone mineral density and muscle strength. Instead of being too weak to walk upon returning from orbit, the Russian cosmonauts were returning from space in almost the same condition as when they left.**

*Ever wonder why the Russians were so dominant in the Olympics during the 1980's. You guessed it...their athletes were using WBV regularly in training and rehabilitation programs.*



German Universities continued their own research on the effects of WBV. An enormous amount of studies were done on a variety of effects on the body, such as WBV and Osteoporosis, developing muscle mass, improving balance and circulation, rehabilitation for injuries, weight loss, and the like.

**I became very much interested in Whole Body Vibration and began to see just how amazing this technology was. I started to think of different applications for WBV in my chiropractic office and how it could be of use to the many Olympic athletes, golfers and dancers I treat.**

*Could WBV improve their flexibility and strength? Would that lead to fewer injuries?*



The research on rehabilitation was of particular interest and I started to dig deeper. I wanted to get a thorough understanding of what was happening to the body with WBV. **I quickly realized that this type of stimulus was helping muscles and tendons to grow and repair faster than any conventional methods of rehab.**

I was able to track down a machine and had it shipped to my practice. In those days it was not so easy to find a



WBV unit State side as they were only sold in Europe and Asia. But I got my hands on a WBV device and began to use it in my practice.

Fast forward about 12 years to 2005 – I began to see several WBV manufacturers attempt to penetrate the mainstream U.S. market. They were primarily targeting fitness institutions and professional sports teams with big machines that were priced in excess of \$10,000. These companies were starting to get a small following but struggled to establish a significant marketplace because very few Americans knew about WBV or what it was used for. Millions of dollars were spent on advertising, but WBV was pitched mainly as an exercise and weight loss solution only.

**It seemed peculiar that these companies were only focusing on such a small piece of what the machines were capable of doing. WBV has such a wide range of applications and is capable of doing so much, why shortchange it like that? And why charge \$10,000 - \$15,000 for this great equipment? I knew that at those prices most consumers could never afford access to this great technology. Additionally, since many of these units were developed to help professional athletes, they tended to be large units that proved to be too powerful and were uncomfortable for the average user.**

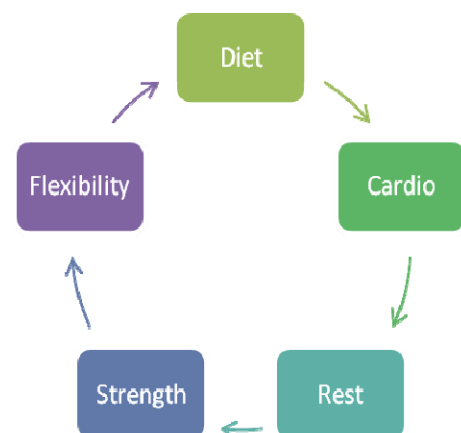
**More and more people were becoming aware of the technology but were not able to spend big bucks to get their hands on it.** Then, it struck me like lightning, “Why don't I develop a line of high quality machines that are affordable for everyday consumers and doctors?”

**That moment was when I came up with the concept for PowerVibe.**

With my extensive background in teaching and lecturing, I knew I would be able to educate doctors and consumers on the incredible benefits of WBV. I could help to inform the public and allow you to make a better, more confident buying decision when choosing to invest in WBV. I also wanted to help make health and wellness accessible to people with busy lives.

**I knew from my practice that I wanted to promote a complete, healthy lifestyle consisting of proper diet, cardiovascular exercise, rest as well as strength and flexibility training.**

**WBV will let you address Strength and Flexibility Training. And if you are getting into the advanced exercise routines you can even achieve cardio workouts with WBV.**



I had no idea it would be so difficult to achieve my dream. Initially it seemed easy since the technology was already developed. I thought I just needed a few good manufacturers to partner with to produce the equipment and I would be on my way to helping others. To make a long story short, **it took over 2 years of non-stop perseverance** to come up with a product line that I was confident in. The machines had to be high quality, yet priced fairly enough for you to afford. Also our light commercial and commercial units had to be strong and solid enough to withstand the rigors of professional use. I partnered with manufacturers in Taiwan, who each have more than 30 years of experience in producing brand-name exercise equipment. And at last **my dream became a reality!**

**PowerVibe is still growing. We are always striving to improve and get better at what we do.**



## Chapter 2 - The Technology

Now that you have an understanding of how I came to be involved with this great technology, it's time to answer more of **your** questions about Whole Body Vibration.

### So how does it work?

#### **WBV stimulates our body just like exercise does!**

Although there are 3 types of WBV technology, they all work on the same principle:

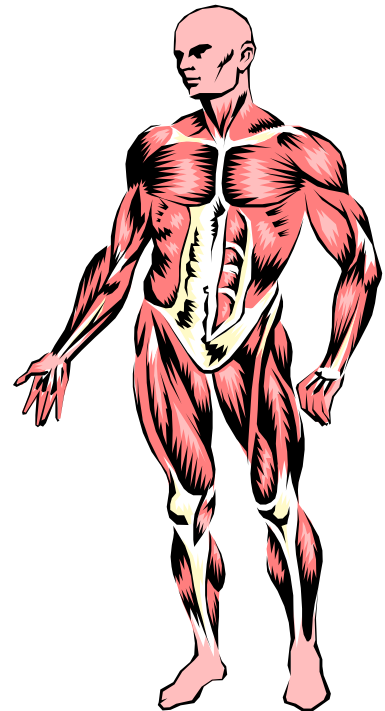
When turning on a WBV machine, the platform you stand on moves, but it does so very rapidly. This controlled motion is transferred up through your body. What happens in your body is that all of your tissues are forced to react to the stimulus of the vibrating platform.

#### **WBV works and tones your muscles**

Here WBV works very similar to the knee jerk reflex. You know - the same reflex that is being triggered when you sit on the table in your doctor's office and the doctor taps your kneecap. You have no control over your lower leg motion, right?

**When muscles are activated via a "stretch reflex" your body has no choice but to react. WBV technology exploits this fact by using an external stimulus – the vibrating platform. You then load a muscle or muscle group in line with the direction of the vibration by assuming various positions, similar to some yoga type positions. Your muscles respond to the vibration as compensation with a brief reflex contraction of virtually all muscle fibers of that particular muscle.**

Now remember, the platform moves anywhere from about 1000 to 3000 times a minute depending on the machine and technology! You can imagine the type of stimulus this creates, thus causing your muscles to tone and strengthen faster than any other form of workout.



## WBV increases your blood flow

Well, in order for a muscle to do any contraction, it needs to burn glucose and oxygen. Where does the muscle get these 2 essential components from? **Your blood flow!**

As your muscle contractions increase, so does the need for oxygen and glucose for the muscle. Your body supplies it by increasing your heart rate to get the necessary nutrients to the muscle. Thus, WBV naturally increases your circulation.

## WBV increases your lymphatic drainage

When standing straight up on the WBV platform, **you can feel your sinuses draining, and the stiffness and tightness from standing all day going away.** These are typical signs of lymphatic drainage which also helps to fight infection and bacteria. It's almost like WBV supercharges every cell in your body with energy!

Spending just 5 minutes on a PowerVibe (especially the vertical vibration units) and swelling is down, you are feeling lighter, looser, and best of all more relaxed!



## WBV increases the release of Endorphins

Researchers in Germany have also shown that the stimulation of subcutaneous tissues and ligaments around the spine in particular release significant amounts of endorphins, the same **“Feel Good” hormones** that are showing up in the bloodstream after a lengthy run!

## WBV lowers your Stress Hormone Cortisol



Also of particular interest to me was the fact that **exercising with WBV helps your body to reduce the levels of Cortisol.** This hormone starts to show up when you're stressed out and your system is running on overload.

Cortisol is terrible for the body – it causes your body's inflammation levels to go up, it robs you of sleep, wipes out your adrenal glands and after a while leaves you constantly exhausted. WBV on a PowerVibe unit helps to break down this damaging hormone and replace it with better hormones. We all know how well exercise works in combating stress.

## WBV trains your equilibrium sense

The human brain is built to keep our bodies in a state of equilibrium, balance, and stability in the 3 dimensional world. **If someone pushes your shoulder, your brain responds by telling you to lean back against the push so you don't fall over.** If you're standing on a platform that is moving 20 – 50 times per second, your brain must respond quickly by triggering certain muscles to contract and others to relax so that you maintain your balance. The brain must respond to the rapidly moving surface under you or you would fall over! This is great exercise for the balance sense.



## Here is the verdict!

As you can see, **when you use a PowerVibe WBV platform for training, rehabilitation, or therapy you're getting an unbelievable workout.** All the exercises are done either standing, sitting, or lying down. And because of the frequency of the platform movement, **just 10 minutes using a WBV machine can now get you the physical equivalent of 60 minutes of conventional (boring) exercise at a gym.**

The benefits of WBV training are considerable, as evidenced by its acceptance in major medical, rehabilitation and therapeutic centers across the country. The health benefits are multifold and results can be achieved easily. **It can enhance your general well being and quality of life regardless of age, medical, neurological or physical condition.** WBV training is not difficult, but it can be challenging – the degree of difficulty is entirely up to you.



## Chapter 3 – The Secrets About WBV Other Companies Won't Tell You

Now...here's what you've been waiting for - The SECRETS that other WBV companies don't want to tell you...

The following section will explain how PowerVibe stands apart from the competition, what makes us different, and, in our minds, the best.

### Secret #1

The first myth is that there is only 1 form of WBV technology, or only 1 form that works best for everyone. That is simply not true. In fact, there are currently 3 main forms of WBV technology (keep reading). Each is best suited for a specific need.

While the overriding benefits of using any form of WBV will carry through no matter which of the 3 technologies you use, each type has specific uses that accelerate in certain areas. **Doesn't it make sense to use the form of WBV that is the most relevant to your own personal needs?**



Instead of claiming that one particular form of WBV is good for everyone, I have made it a priority at PowerVibe that every customer is educated and individually evaluated to match their particular needs with the right form of WBV! I train our staff to apply the “Doctor’s approach” in order to “diagnose” each customer and recommend a WBV technology to match your specific needs.

**You must understand that the “one size fits all” approach does not work well when it comes to WBV technology. Of course you are free to purchase whatever machine you like, however PowerVibe believes in educating people before they buy.**

Here at PowerVibe we will ask you questions such as:

- What is your current health condition?
- Do you have any physical issues?
- What is your age, height, weight and fitness routine?
- What are your health and wellness goals?
- How do you plan to use WBV?
- What is your budget?

**This kind of information lets us match the right kind of WBV equipment with your individual needs!**

## The 3 Different Types of Whole Body Vibration - Explained

Before learning about the different types of WBV technology, let's take a moment and review a couple of physics terms. I promise you to keep it short! **You'll need to understand these terms because they are often used by various WBV companies, and unfortunately, not always correctly:**

The **"Amplitude"** is the height of each movement or displacement of the plate. It is generally expressed in mm.

The rate of vibrations per second determines the frequency with which the plate moves. This is usually listed as **"Hertz (Hz)"**. i.e. 10 Hz represent the plate moving up and down 10 times per second.

The speed of the platform during its upward movement in the vibration determines the magnitude. This is typically expressed in **"G-forces"**. This number is to a large degree dependent on the power of the unit and is also affected by the individual user's weight.

So, now we have this behind us, let's get to the important part.

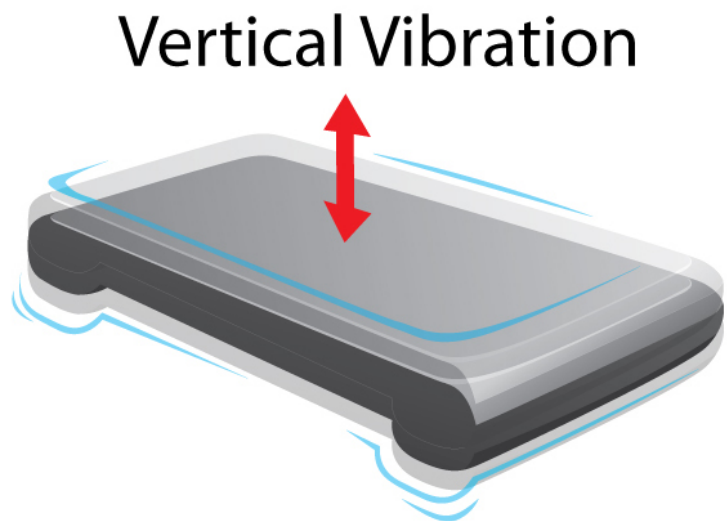
### What are the 3 types of WBV and what is each best used for?

#### **VERTICAL Vibration** (aka Tri-Planar, Vertical Uniform, Straight)

##### *PowerVibe PRO Models*

**How does the platform move?** The platform moves **straight up and down**. Vertical vibration units tend to have platform motion with lower amplitude (about 2 – 4 mm) and are able to achieve higher frequencies (between 20 – 50 Hz).

**What happens inside the body?** The vibration stimulus travels straight up through the body. The user's whole bodyweight is being mobilized; lymphatic fluids are being circulated well.



**Who is this best for?** This is typically the best type of vibration for stronger and more active users. It is excellent for **accelerated fitness training** along with **building and toning muscle**. It is also a great help for **combating Osteoporosis** because it **maximizes lymph drainage** and **promotes the release of osteoblast**.

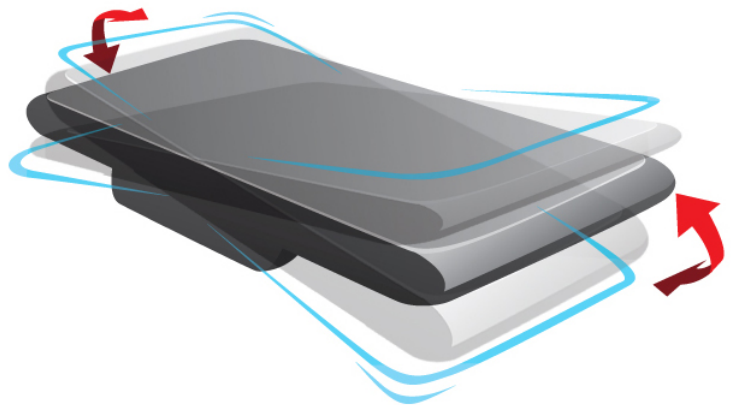
**Where is this form of WBV most common?** Application in training facilities for professional athletes, **gyms**, or other **fitness settings** is common for machines that utilize vertical vibration. Larger units of this type are rather powerful and **may seem harsh and uncomfortable to the non-athlete** or the user under 120 lbs.

**OSCILLATING Vibration:** *(aka Triangular Oscillating, Vertical Alternate Vibration, Pivotal, Toggle)*

*PowerVibe MOTION Models*

**How does the platform move?** The motor drives a toggle mechanism that elevates one side of the platform, then the other side, sometimes described as a **“teeter-totter” motion**. Comparatively, Oscillating units have higher amplitude (up to 10 mm or 1 cm) and lower frequency (5 – 35 Hz).

## Oscillating Vibration



**What happens inside the body?**

Slow motion filming of the thigh, hip and abdominal areas show the incredible wave motion of subcutaneous fat, lending credence to the weight-loss/trimming ability of this modality. It contributes greatly to **mobilization** and **activates the core muscles**. Also great for **increasing the metabolism and burning calories which aids in weight loss!**

**Who is this best for?** It's great for **patients who suffer from lack of mobility** in the lumbar and sacroiliac areas, core muscle weakness or generally have not exercised or been mobile for quite some time. It is the perfect type of vibration for the baby boomer and not-so athletic user who is interested in getting started and wants to feel better quickly.

**Where is this form of WBV most common?** Perfect units for use at home for **users who want to get their bodies stimulated, start exercising, and get moving**. These units are also very useful in the chiropractic office that works with the general public and in weight loss facilities.

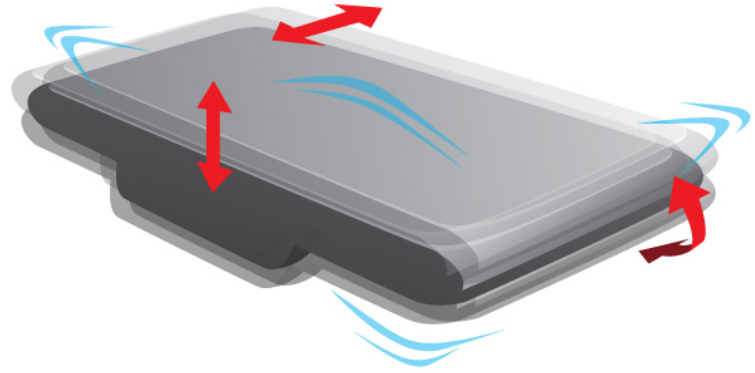
## **ELLIPTICAL Vibration:** (aka Low-Intensity Vertical, 3-Dimensional)

*PowerVibe BALANCE Models*

### How does the platform move?

In these units, the motion is created by a vertically placed motor that has uneven centrifugal plates attached to it. This produces an elliptical motion of the platform which is **the mildest form of vibration** out of the three types. Comparatively, Elliptical units have lower amplitude (2 – 4 mm) and often function at higher frequency (20 – 50 Hz).

## Elliptical Vibration



What happens inside the body? This is the most benign form of vibration that lends itself likely to be the best modality to **stimulate the proprioceptive system**. This is our innate balance system, which helps our body to orient itself in the 3 dimensional world. It stabilizes the body and gives us our sense of equilibrium.

Who is this best for? Elliptical Vibration works great for elderly **users with balance issues and circulation problems** and those who just want to increase their daily activities. Many of these users have been sedentary for a number of years and are not comfortable with the intensity of vertical or oscillating units. This is also the preferred type of unit for **stroke patients** or other **central nervous system (CNS) issues**. It is the perfect type of WBV for seniors or users under 150 lbs body weight!

Where is this form of WBV most common? Elliptical units are often seen in the home of the casual WBV user and elderly users. We have experienced incredible success with these units in retirement communities as well as facilities that specialize in working with central nervous system issues, balance problems, and geriatric care.

## Secret #2

**The second myth is that other companies who produce more expensive WBV machines use better and more advanced technology. This is untrue as well, as there is no difference in the vibration technology PowerVibe uses compared to other companies that sell WBV machines.**

The mechanics behind making the platform of any WBV machine vibrate are straightforward.

- For Vertical machines a motor drives a shaft...
- For Oscillating machines a motor drives a shaft...
- For Elliptical machines a motor drives a shaft...

Some use belt driven systems and others use direct drive. Where the difference comes in is in the technology with which the platforms are isolated from the housing. Some use rubber isolation, some use self-leveling airbag suspension systems. Many systems are excessively expensive, but this does not necessarily make them better units.

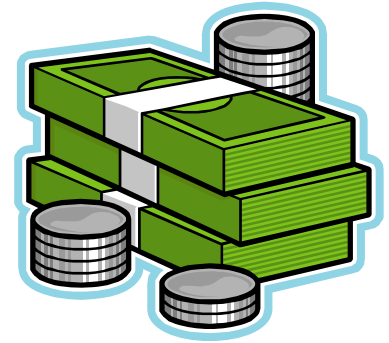
**Having seen, tried and tested numerous types of WBV equipment, I have come to the conclusion that the important issues are not which system or technology a company uses, but whether they are using reputable and experienced manufacturers.**

*Here is an analogy I like to use: When getting around town in a car you can either drive a Rolls Royce or you could drive a Toyota. Both cars use the same technology to get you from point A to point B. The difference is that one is much fancier and by far more luxurious. One is also much more expensive. And once you, the buyer, has made the decision that you need to buy a car, you have to make the decision which one is going to work for you. Our machines may not have all the complicated computer programs that others do, however they are equally effective and get the job done just as well - if not better. PowerVibe is about functionality and producing results. Our machines are easy to operate and are high in quality.*

**My mission behind creating PowerVibe was to produce quality WBV machines at an affordable price so that people like you and I can afford to benefit from WBV.** The manufacturers in Taiwan we partner with to produce our machines have over 30 years of experience in the fitness industry. They have been making treadmills, exercise and spinning bikes, steppers, and elliptical trainers for years. In fact, one of our partners ships 30,000 treadmills to Europe alone every year! They are highly qualified to make our product line!

## Secret #3

**The other major myth is that you have to spend big bucks in order to get a good quality machine that will be effective. Just like the previous two, this is a common misconception. WBV does not have to cost thousands of dollars.**



Here are my thoughts on this issue: Some WBV companies need to charge more for their machines because they use a “Top-Heavy” business model. They typically employ several executives with high salaries, plus run very pricey marketing campaigns. Most of the “Big” companies have acquired venture capital and have very optimistic sales projections. They also target the sales arena of \$5,000- \$15,000.

**I founded PowerVibe with a specific purpose in mind: to bring the benefits of WBV to as many people as possible because it will make Health and Wellness much more accessible to many more people.**

Remember:

**WBV is fast, effective, easy to learn and best of all it is safe!**

All of the people I work with share a common mentality and outlook on life. We are results driven, accountable, and sincere people that value respect and integrity. I created our infrastructure to minimize overhead while providing maximum customer care and satisfaction. This helps to keep our operating expenses low and allows us to provide you with such incredibly durable equipment at such an affordable price. **I strive to make your experience with PowerVibe and WBV a positive and lasting one so that you can take full advantage of this great technology's benefits.**

## CONCLUSION

The great advantage of Whole Body Vibration is how easy you can incorporate into your lifestyle. **WBV is almost effortless, although you can challenge yourself as much as you desire. It is simple and easy to use and only requires 10 minutes 3 to 4 days a week.** What an excellent solution for everyone especially those with “time-crunch” issues.

And best of all, **now this amazing technology has become affordable for you.** I believe in providing people with **effective** and **affordable** solutions that are very easy to implement and use. Just as with any type of exercise routine, **the key to getting results with a PowerVibe Whole Body Vibration system is consistency.** Even if you do nothing else but stand on the machine for 10 minutes each session, you will begin to experience remarkable results in a matter of days. Add some exercise and stretch positions and watch your results skyrocket!

### PowerVibe and Whole Body Vibration just makes sense!

**It is proven that WBV activates the entire spectrum of targeted muscles in an extremely efficient manner thus decreasing the workout time while increasing the effectiveness.**

Whether you are looking to tone up muscle and get in better shape, or shed a few pounds to look and feel better, PowerVibe has the right solution for you. Our PowerVibe machines can also be used to improve balance, enhance circulation and flexibility and increase bone mineral density through aiding in lymph drainage. **The results speak for themselves.**

*Now you have the education and knowledge to make an informed decision, it is on you to decide when you are ready to take charge of your health and get a hold of this phenomenal technology to begin your new life of better health and wellness.*

My expert staff and I are available anytime to answer your questions. Please contact us to learn how you can take advantage of PowerVibe and start the transformation to...

***A Better Version of You.***

**The POWER is YOURS! Make the right choice and join our many beloved Family Members and Satisfied Customers!**

