

## BUSINESS PROFILE



## FitLife Performance Training: Training for excellence in sports performance and fitness

by June Portnoy

Unlike any other fitness or performance center in the area that either focuses on sports performance or fitness, FitLife Performance Training is the only place in Bucks County that focuses on both.

Therefore, whether you're an athlete, coach, or looking to improve your health, attitude or appearance, FitLife, located in Ivyland, can help you unlock the potential that exists within you.

At FitLife, you'll be treated the same whether you're the star athlete at your school or an overweight teen who wants to get into shape.

FitLife prides itself in offering an unpretentious, welcoming environment to all of its members.

When you enter FitLife, you're not just a faceless person who swipes a card and is allowed access in; instead, you are an individual who the staff takes the time to know.

When you first join FitLife, you'll meet with a certified trainer who will determine your goals, strengths and weaknesses in order to create a customized program just for you.

For athletes, FitLife provides the means and guidance they need to train hard, train safe and train specific in a professional environment to help prevent injury and maximize athletic performance.

Training methods include flex bands, cardiovascular training, core conditioning training, injury prevention, weight training,

periodization training, balance training, sports-specific programs and training techniques to improve one's speed, agility and quickness.

Athletes training here range from seven-year-olds to professional athletes.

However, the majority of athletes at FitLife play high school sports, like baseball, football, hockey, basketball and soccer.

FitLife is currently training some of the top high school baseball and soccer players from the area.

In addition, athletes from organized sports teams also come here.

FitLife offers private lessons or group lessons with no more than a 6-to-1 ratio of athletes to trainer. The exception is when it's training an entire team.

"Athletes committed to training on a regular basis several days a week see tremendous results," says co-owner Evan Orchinik.

Of course, athletes aren't the only ones who see positive results from coming here.

FitLife's Fitness for Life Program is designed for anyone ready to make changes in their life in order to achieve or improve their physical fitness.

FitLife's professional staff of exercise physiologists welcomes beginners, as well as exercise enthusiasts ready to achieve a higher level of fitness.

They help each individual improve their quality of their life using a variety of training techniques.



The staff at FitLife, from left, Evan Orchinik, John Marshall, Brian Redard, Will Eagles and Josh Tyler

Some of FitLife's areas of specialty include improving body composition, weight loss, muscle training, cardiovascular endurance, increasing muscle strength and muscle endurance, core strengthening and conditioning, and increasing flexibility.

FitLife offers group exercise classes like kickboxing, cardio sculpting, Pilates and yoga.

It also has a 4,000 square foot cardio and weight training area, along with 4,000 square feet of indoor turf.

So whether you're an athlete who wants to improve your game or a teenager who wants to get into shape, FitLife is the place to go.

Its hours are Mondays through Thursdays from 5:30am to 8:00pm, Fridays from 5:30am until 6:00pm and Saturdays and Sundays from 8:00am until 3:00pm.

For more information about FitLife, located at 157 Railroad Drive, call 215-322-1499 or visit [www.onlinefitlife.com](http://www.onlinefitlife.com).

FitLife also has locations in Newtown and Ewing, NJ, both of which exclusively cater to sports performance.