

Score a perfect 10

With Concept 10 10, work out for only 20 minutes a week on purpose-built machines to sculpt the figure you always wanted

By NIRMAL KHANNA
Special to Unwind

Exercise buffs who want to avoid melting make-up and wilting hairdos during workouts have just had their prayers answered.

A new way of keeping fit, building muscle and losing flab — using purpose-built machines for 20 minutes a week — has just arrived in Healthcare City in Dubai, the UAE.

Concept 10 10 is the brainchild of Jorgen Albrechtsen, who was in town to spread the message of this revolutionary exercise regime.

Amazing results

He says: "It is a short but intensive regime. It is always accompanied by an instructor and conducted on a one-to-one basis. The results are amazing.

"With busy schedules and stressed lifestyles, few

people have time to hit the gym. Worse, when ageing baby-boomers want to get back in shape, they go all out, spending hours running or doing aerobics, and end up damaging tendons and muscles.

"Busy professionals can easily manage this new workout once a week or during lunch break. And women returning to the workplace will not have their hair messed up.

"With my revolutionary exercise system, I give them what they need and not what they want."

He also explained how physiologists have started warning that the present generation of compulsive cardio trainers may be setting themselves up for chronic joint- and connective-tissue injuries when they get older.

A large percentage of regular joggers develop se-

rious joint- or tissue injuries over a period of three years. "What's the

point of keeping your muscles in shape when you're young if you have to use a cane after ten years? The point is we need exercise that wears out our muscles each workout, not our joints and connective tissues."

Jorgen, of course, is the picture of fitness and health. The sprightly fiftysomething is the best advertisement for his revolutionary exercise system.

When did you develop these machines?

I began experimenting many years ago. My machines are custom-made in the United States, and four years ago, we made our debut in Scandinavia. Now we have 11 centres spread over Scandinavia, Athens, Istanbul and Jeddah. In Dubai, the Healthcare City is our

first and we hope to open another shortly in the Jumeirah Lake Towers area.

Is this safe for women of all age groups and even for pregnant women?

Yes, because we can isolate specific muscles and work on specific areas. An instructor is always present to guide them through the routine and ensure they do not overdo it.

It is also excellent for diabetics, as they do not have to spend hours walking. A short, intensive exercise routine is all they need and that too, just once a week.

— Nirmal Khanna is a UAE-based freelance writer



How it works

The revolutionary Concept 10 10 technique works on selected muscle groups in slow, precise bursts. Its aim is to bring total fatigue to the fibres of those areas. As a result of the fatigue, a cascade of chemical signals are sent out, which stimulates muscle growth, burns fat and increases strength.



Supplied photos

A quick ticket to fatigue

Each exercise requires a mere 90 to 150 seconds to perform a set of three to six repetitions. A total of six high-intensity exercise sets is all a body needs to wear out the muscles and switch to the rebuilding mode — the process that ultimately yields the benefits.