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**RE >>  
DEFINED**

# UNIVERSAL WELLBEING

OFFICIAL MONTHLY NEWSLETTER OF  
REDEFINED - HEALTH + WELLBEING + MOVEMENT



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## A WORD FROM REDEFINED FOUNDER

Kia Ora

Happy Festive Season. Wow, another year gone, another year for us here at ReDefined establishing our roots in the community. And I can say it's been our best year yet.

On the night of 25th December, we were awarded NZ's best health and fitness offering. Taking out the Independent Fitness Facility of The Year Award, as well as the esteemed overall Supreme Club Of The Year for New Zealand in 2023!

Minds blown, it was a truly special occasion, and a reflection of the hard work, values, and philosophy we have strived towards and stayed true too. A heartfelt thank you to everyone who has supported us on this journey, our wonderfully talented staff, and epic tribe of members, and all of those who have supported us in one way or another over the years.

A sublime way to wrap up 2023.

As for 2024? Our theme to support our journey next year is 'Feel Good To Look Good', as we continue to inspire our community that real results come from the inside out.

Have a truly wonderful festive season and enjoy the downshift.

Jimmy August - Founder - ReDefined Health + WellBeing + Movement

# The Evolution of Health and Fitness - From Aesthetics to Exercise as Medicine

By Jimmy August

## CLASS IN FOCUS

### RE >> DEFINED REFORMER FUSION



#### REFORMER FUSION

Get the benefits of both Classical and Dynamic Pilates with this FUSION class.

Fusion is our reformer pilates class, fusing the benefits of both classical and dynamic classes in a 50/50 workout.

The session kicks off with a lengthening sequence using classical principles, leading into a second half dynamic burn where we bring the intensity and the vibes.

A perfect blend of both styles.

Finding length and building strength!

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In recent years, there has been a significant shift in the health and fitness industry, and I for one could not be happier. A key value for me, when we first brainstormed ReDefined a number of years ago, was to be able to influence this shift and help our community focus more on the physical and mental health benefits of total wellbeing.

While aesthetics and appearance have long been the primary focus of exercise and diet regimens, a growing movement is changing the landscape. The new paradigm in health and fitness emphasises the use of exercise as medicine, recognising the profound impact physical activity can have on overall health and wellbeing.

#### The Aesthetics Obsession

For decades, the health and fitness industry was largely driven by an obsession with aesthetics. Magazines, TV shows, and social media platforms bombarded us with images of perfectly chiseled bodies, leading many to believe that the sole purpose of exercise was to achieve a certain look. As a result, fad diets, extreme workout routines, and supplements promising rapid weight loss became commonplace.

But we are finally seeing a turning point in the health and fitness industry. People are beginning to realise that health should be the primary goal of any fitness program, and exercise is emerging as a powerful form of medicine. This shift is grounded in science and supported by an ever growing body of research.

#### Physical Health Benefits

Exercise has been proven to offer a wide range of physical health benefits. Regular physical activity can help reduce the risk of chronic diseases such as heart disease, diabetes, and certain types of cancer. It also aids in weight management, improves cardiovascular health, strengthens bones, and enhances muscle function. Instead of relying solely on medications to manage these conditions, individuals are now using exercise as a preventative and therapeutic tool.

#### Mental Health Benefits

In addition to physical health benefits, exercise has a profound impact on mental health. Engaging in regular physical activity can reduce symptoms of anxiety and depression, boost mood, and increase cognitive function.



## Longevity and Quality of Life

Perhaps the most significant shift is the recognition that exercise can enhance both longevity and the quality of life. Rather than focusing solely on the superficial aspects of appearance, individuals are realising that maintaining physical health through exercise can lead to a longer, more active, and fulfilling life. This shift in perspective is encouraging people to adopt exercise routines that they can sustain throughout their lives, rather than unsustainable crash diets and extreme workout programs.

## Holistic Approach to Wellness

The exercise as medicine approach promotes a holistic approach to wellness. It acknowledges that health is not just about how you look but also about how you feel, both physically and mentally. This shift encourages people to consider their overall wellbeing and prioritise self care. It's not just about losing fat, it's about feeling strong, energetic, and resilient.

## Healthcare Integration

Another promising development is the integration of exercise as medicine into healthcare systems. More healthcare providers are advocating the importance of physical activity in preventing and managing chronic diseases. Prescribing exercise alongside medications has become more common, allowing patients to take an active role in their health management.

To fully embrace the exercise as a medicine paradigm, education and awareness are crucial. Our communities need to be informed about the benefits of exercise beyond aesthetics and understand how it can positively impact their lives.

Schools, communities, and healthcare systems must prioritise health education and promote physical activity from an early age

## Education in Schools

Physical education programs in schools should not only focus on sports and competition but also emphasise the importance of lifelong physical activity for health. Teaching children about the benefits of exercise and how to incorporate it into their daily routines can set them on a path to a healthier future.

## Community Initiatives

Communities can play a pivotal role by creating safe and accessible spaces for physical activity. Parks, walking trails, and community centres can encourage people of all ages to get moving. Community based fitness programs and events can foster a sense of belonging and motivation.

## Healthcare Professionals

Healthcare professionals, including doctors, nurses, and physical therapists, must receive training on how to prescribe and support exercise as part of their patient care. They can guide individuals in creating personalised exercise plans that align with their health goals and conditions.

The health and fitness industry is undergoing a transformation, shifting its focus from aesthetics to exercise as medicine. This shift represents a positive and much-needed change, as it promotes holistic wellbeing, emphasises prevention, and reduces the reliance on medication for chronic diseases.

Let's join and stay on this journey for the long term, for the betterment of everyone.

Jimmy - ReDefined Founder

# MEET THE TEAM

SAM BURCH

HEAD OF PILATES AND PERFORMANCE COACH



Sam Burch is one of the 'ReDefined Originals'. Those of our team who have been with us since we first opened.

Sam's progression has been amazing to see, starting out as coaching Performance and Pilates sessions, he was able to upskill in classical Pilates to go with his Dynamic trained background.

Taking on the Head of Pilates role two years ago he has gone from strength to strength, developed a truly transformational style of Reformer Pilates that blends both the classical with the dynamic.

Now a leading teacher educator Sam runs his own Reformer Teacher Training programs, and soon to be licensed programs and workouts in 2024!

## 2024 AND BEYOND, WHAT OUR FUTURE HOLDS

As we step into 2024 and beyond, we are thrilled to share some exciting developments. Innovation has always been at the core of our values, and we have been working behind the scenes to enhance the experience here at ReDefined

- 1. Upgraded Reformer Pilates Machines:** Starting January 5th, we will be upgrading all our reformer Pilates machines to provide you with even more options. Our new and improved reformer beds will include the addition of extra sets of dumbbells (2kg - 6kg) and 2 body bars (2kg - 7kg). These enhancements, along with more spring progressions, will enable us to diversify our programming, allowing you to take your pilates journey to the next level.
- 2. Expanded Childcare Services:** Our childcare services have been a resounding success, and we extend our heartfelt gratitude to our childcare providers for their exceptional care of our little ones. In response to the growing demand for training during this time, we are planning to install a small container pod next to our main building to house childcare. This expansion will allow us to offer more 9.15 am class options, including Reformer classes on Tuesdays and HIIT classes on Wednesdays and Fridays at 9.15 am.
- 3. Macro-Based Meal Plans:** Starting January 15th, we are excited to introduce macro-based meal plans for all our members. These plans will be accessible through our custom app, Wellbeing ReDefined. Designed to cater to various dietary preferences, these smart meal plans are based on precise macro portions, ensuring that your nutrition aligns perfectly with your fitness goals.

## WINNERS AT THE EXERCISE NZ AWARDS!

It's been a very surreal few WEEKS for us, after attending the ExerciseNZ conference and awards up in Auckland. We were nominated for Independent Fitness Facility Of The Year and went to the awards with no expectations, just humbled and feeling immense gratitude to be part of such an amazing industry.

We won our category, far surpassing any expectations, and all of the winners go into the overall category for Supreme Facility Of The Year... Which we won also! A proud moment for everyone here at ReDefined.





# HELLO SUMMER

## UPCOMING EVENTS

We have an awesome range of events and workshops lined up for 2024

Here's what is in store for the first few months!

FREE COMMUNITY OPEN WEEKEND 12TH -14TH FEB

NOURISHED MINDSET WORKSHOP

Friday 12th Feb with Kylie

MEN'S HEALTH WORKSHOP

Saturday 13th Feb with Kylie and Jason

PERIMENOPAUSE WORKSHOP

Saturday 23rd March with Kylie

**STAY TUNED FOR WHEN THESE WORKSHOPS ARE READY TO  
SECURE YOUR SPOT!**

## THIS MONTHS OFFERS

FREE 14 DAY TRIAL TO OUR ONLINE APP  
<https://www.redefined.nz/wellbeingredefined>

READY TO LAUNCH YOUR NEW YEAR?  
GRAB OUR WEEK OF WELLBEING PASS



## CLASS IN FOCUS



### SUPER STRONG

Our immensely popular STRONG strength training program continues to deliver awesome results for our tribe, and make resistance training achievable for EVERYONE. The science behind why we all need to resistance training twice per week minimum, shows what we do now, greatly benefits us later in life.

Our STRONG program runs in a 3 week cycle. Strong V2 sets the tone and benchmark strength testing, Strong V1 continues the gains and then Super Strong gives us that progressive overload to help break through plateaus. By super-setting exercises of the same muscle groups, we are able to build strength through form and time under tension.

Tuesdays focuses on the lower body and core, Thursdays the upper body and core and Saturday is a full body version.

TO CLAIM EITHER OF THESE OFFERS GIVE US A BUZZ ON 07 542 0576,  
EMAIL US ON US@REDEFINED.NZ OR VISIT WWW.REDEFINED.NZ