

EWOT: Train Low for Club Profit

By: Craig Wenborg, D.C., D.A.B.C.O.

Exercise with Oxygen Therapy improves human performance, endurance and caloric burn. The regular use of EWOT improves health and provides anti-aging benefits for all users.

Imagine being the promoter of the Dead Sea Marathon. At some 1371 feet below sea level, the Dead Sea has 20% more oxygen. So, how would you promote your marathon? The physiological benefits of running in denser oxygen would be the starting point. How about; "Participate in the Dead Sea Marathon for your personal best time." Or something such as, "Experience higher performance with less effort." Breathing higher oxygen during performance, is the marathon runner's dream.

I walked into this health club in Hong Kong, and what I discovered was amazing. They were exercising with oxygen, and the club was making money. My first impression was; oxygen promotes muscle function. Exercise with oxygen is easy to provide and enhances club income. Coming back to the States, I began exploring the benefits of exercise with oxygen.

William Campbell Douglas

was the first to describe the idea of Exercise with Oxygen Therapy. His publication described how exercise with oxygen therapy can stop aging or slow the process. Subsequent physiological studies have revealed the positive benefits of exercising with increased density of inhaled oxygen.

Modern technology has eliminated the inconveniences of providing this service in today's club setting. The idea of controlling air quality is not new. The idea of controlling oxygen quantity is. There are two ways to integrate this service into your profit center. Club members pay to breathe oxygen while exercising at their preferred cardiovascular station. The alternative involves providing a dedicated room wherein oxygen is increased to Dead Sea levels for Pilates and yoga.

Maybe some of us are just blessed. Our club is in the right location for constant client flow and new client injection. Most of us, however, are continually working to provide services that attract clients. The competition is not just between clubs. Tax-supported community recreation centers eat away at potential new club members.

At the end of the day, decisions are based upon

retaining present membership and the need for new members. The ideal situation exists when there is demand for a service which is unique within your club. It's especially appealing if this service can be provided without increasing club maintenance expenses or employee overhead.

In an article in **CLUB INSIDER** John McCarthy describes "Be fresh" is the #1 rule to help you prevail over the competition. Providing your customers with an added boost to their workout would set yourself apart from your competition. Exercise with oxygen increases calories burned each minute of exercise. Providing this service addresses obesity, the #1 health concern of our day. What if this service was so appealing that your club members started to talk and refer others?

Numerous medical research studies have been performed on the effects of increasing the density of oxygen in the air breathed during performance to VO2 max. These studies are in universal agreement: there is a linear relationship between oxygen density and watts of power produced by the human body. One such study has shown up to a 22% increase in performance. "It's almost creepy,"

says one EWOT client. I climb on the stationary bicycle, adjust my open oxygen delivery head set and set my pace. I am feeling comfortable with my perceived level of exertion, after all, my heart rate is as usual and my speed is as usual. I look down to discover that I am two gears higher on the bicycle. After twenty minutes, I am done. Calculated for me are the numbers of calories burned during this workout session. I discover that I had burned 20% more calories during this same twenty minute workout. If I do this on a regular basis, I know I can manage my weight.

Exercise with Oxygen Therapy works for the elite athlete to the de-conditioned, overweight client. Elite athletes notice a shift in metabolism in favor of cardiac and muscle function. Promoting oxidative pathways reduces lactic acid, shortening recovery time following intense workout. De-conditioned club members notice a reduction in their perceived work load, while producing greater caloric burn.

It is feasible to provide this service within a club. Oxygen tanks have been replaced by modern technology. Today's oxygen systems produce unlimited oxygen with a simple on and off switch. Large oxygenation systems have the capacity to flood an entire room with oxygen levels seen at the Dead Sea.

Increasing club revenue does not have to come at a high cost to the club member. Sophisticated EWOT systems are now available which operate on a point purchase and debit system. Clients pre-purchase points which are automatically debited with each use. The club controls access through chip cards.

At only 30 cents per minute, multi-station EWOT systems can generate in excess of \$1.6 million per year. Providing oxygen to existing cardiovascular station produces additional income without expanding existing equipment inventory. Revenue generated is enhanced through the sale of personal breathing devices called Exercise Cannula.

For the healthful pursuit of Pilates and Yoga, oxygen quantity can be controlled to create a dedicated room. Within these environments, oxygen levels are increased while pollutants such as carbon dioxide, carbon monoxide and nitrogen dioxide



Dr. Craig Wenborg

are reduced. Filtration all but eliminates suspended particulates. Oxygenated clean air technology represents an added club value in air pollution regions of the country.

The health club benefits when a service will help humans burn more calories for each minute of exercise. People talk. Promoting EWOT and oxygenated studio will bring in new members while promoting retention of existing membership. The club benefits from satisfied and motivated customers.


The health club of the future will provide oxygenated air for club member use. Through controlling access to this air, the club will boost their bottom line. This service can be provided without adding new cardiovascular equipment or increased employee expense. Members will be attracted to clubs which provide this service. Clients from the de-conditioned to the elite, benefit from the use of oxygenated air for exercise.

(Dr. Craig Wenborg has a twenty-eight year history of private practice. He is a Diplomat of the American Board of Chiropractic Orthopedists and exclusive importer of Oxyvital products. The Oxyvital product line includes equipment for EWOT, air purification, oxygenated studio and oxygen skin care. Dr. Wenborg has studied extensively on performance enhancement through supplemental oxygen. He was the first to develop the open oxygen delivery device called the Exercise Cannula. For further information visit www.OxyvitalUSA.com or call Dr. Wenborg at 1-800-528-1026.)

EWO₂

Exercise with Oxygen

Be the first in your area to offer this new and exciting club service. Your customers will love burning more calories in less time.



The pilot cannula and the Oxyvital P6000, which distills oxygen from room air, make up the EWO₂ system.

Single User and Large Health Club Systems Available. Contact:
 Dr. Craig Wenborg • Oxyvital USA • 1-800-528-1026 • www.oxyvitalusa.com