



Gymees — where it all comes together

By Cathie Braderbach
special writer

Gymees, a new exercise and fitness store at Twelve Oaks Mall in Novi, celebrates muscles — how to build them and how to keep them firm and fit.

Black and white overhead photographs lining the walls of the store glorify the hilly topography of strong, sinewy bodies with bulging biceps and massive quadriceps.

A couple of ceiling-mounted TVs play videos of Mr. Olympia contestants sipping their glittering muscles. Barry O'Brien, store manager, says Gymees combines under one roof what the exercise enthusiast previously had to shop for at three separate stores — workout clothing, bodybuilding and aerobic exercise equipment, and food and vitamin supplements. Gymees aims to be "The Fitness Store," the one-stop store for all exercise needs.

The store, located on the lower level of the Sears corridor of the mall, carries a wide variety of men's and women's exercise clothing by major manufacturers. Stretch nylon leotards in assorted combinations for women and workout clothes for men cover racks lining one full wall of the store.

Clothes range from utilitarian grey awacats and elastic solid colors that fit the dress codes of some area health clubs to outfits in electric hues made from sleek, body-hugging fabrics.

FOR THE VERY DARING. Gymees stocks workout clothes with leopard spots and snakeskin patterns to create a wild, untamed look. The new fitness outlet carries clothes bearing popular logos including Reebok, Nike and a full line of Powerhouse Gym apparel.

Except for shoes, which O'Brien explains would require extensive on-site

stocking space, Gymees carries nearly everything the well-dressed body builder or aerobic exerciser needs.

In addition to basic workout clothes, the store sells accessories such as sweat bands, weighted belts and vests, hand and ankle weights and exercise mats. Hand held electronic massagers vibrate away soreness on back and shoulder muscles after strenuous workouts. An electronic pulse meter allows exercisers to monitor pulse rate during workouts to keep the rate within safe limits.

Jog meters record miles traveled and an electronic pedometer registers miles walked for those who want to log daily mileage of their workouts. Many walkers or runners like companionship for the long, lonely miles they spend on the road. For them, Gymees recommends a compact Walkman radio.

The new store also stocks videos and popular magazines for the body-aware consumer. O'Brien says the store will be increasing its stock of exercise videos which include aerobic exercise tapes such as the Jane Fonda Workout tapes.

IN ADDITION TO clothing and equipment, Gymees also carries food supplements for exercisers interested in sports nutrition. Containers of powdered high caloric supplements as well as protein supplements and jars of vitamins line shelves in Gymees' Sport Nutrition section. O'Brien says the supplements are all "safe steroid alternatives."

Often body builders need to increase caloric intake to compensate for a heavy workout schedule and to give the body the protein it needs to increase muscle bulk or to speed recovery of damaged tissue. Sports medicine recognizes the benefits of "carbhydrate loading" for marathoners, cross country skiers or anyother, whose

part in a sport that demands endurance.

Gymees sells carbohydrate supplements to exercisers interested in increasing their stamina. The store also stocks an assortment of vitamins as well as nutritionally balanced liquid meals which are an easy, convenient

and low caloric meal substitute for people on diets.

Gymees is a spinoff from the General Nutrition Corp., a chain of stores which sells vitamins and food supplements. General Nutrition has for years run a store in the Twelve Oaks Mall.

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How to treat minor sprains

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minutes at a time with 30 minutes between applications.

Compression: Apply compression with an Ace Elastic Bandage to help reduce swelling. Compression should be used simultaneously with cold compresses.

Elevation: Elevate the injured part, if possible, to help drain excess fluid from the area.

The key to this treatment is the use of cold. The application of cold reduces the flow of blood and other fluids through that area, and therefore helps to reduce local swelling. In addition, cold also helps to relieve pain in the area by reducing the sensitivity of the

local nerve endings. When away from home, the Ace Instant Cold Compress can provide immediate cold therapy without refrigeration.

Heat should never be used when first treating an injury because it increases swelling and tends to immobilize the joint. After 24-48 hours, when swelling has been reduced, alternating heat compresses with the cold compresses will help circulate blood to the injured area, and speed up the healing process.

If pain is severe or persistent, or the area feels extremely tender, see a doctor immediately. There is always the chance that it is a severe strain, sprain or even a fracture. Reoccurring injuries also should be checked by a physician.

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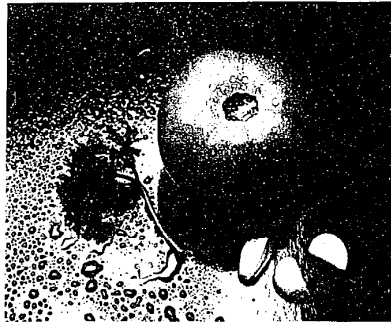
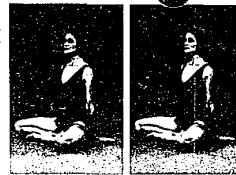


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