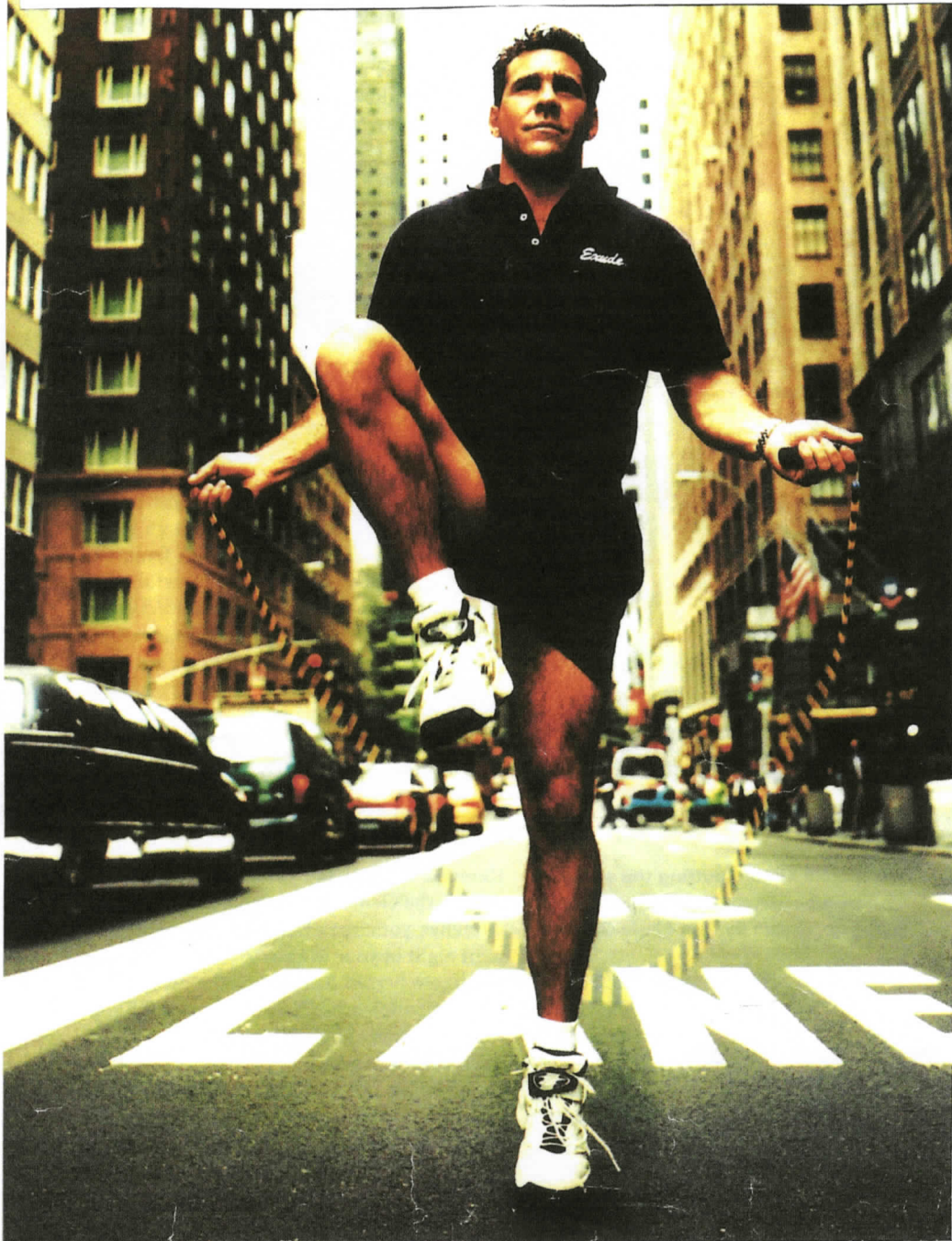


WANT TO GET FIT?

FRESH FOOD
Send to eating (dis)order
'Do it in season.'
says Tamasin Day-Lewis

What's the big idea? Indulging the self-indulgent has become big business. Ann Marie Gardner meets three American superheroes who are making our world a more beautiful place. Photographed by Mark Arbeit



Unlike Superman, Edward Jackowski can't stop a speeding bullet with his chest. What he can do, however, is give you the body of a superhero.

Aware that most of us possess limited time and patience, especially where fitness is concerned, Jackowski guarantees quick results or your money back. Sceptical? 'If I can get New Yorkers to fit in time for exercise, I can get anyone to do it,' he says.

A personal trainer for many years, Jackowski identified a common complaint among people who had been faithfully attending aerobics classes: they were either seeing no improvement, or were actually getting bigger bums and thighs. Jackowski found that certain exercises suit certain body types – and if the wrong exercises are performed, the desired results won't be achieved.

He has categorised bodies into four groups: cone, spoon, ruler and hour-glass. Identify your body type, exercise accordingly and you will see instant results. Cones, for example, are most suited to using a Stairmaster to build up their bottom half, while spoons and hour-glasses are advised to swap the step-work for some intense skipping.

The catch, however, is that you must do the exercises methodically to achieve results. 'Half of my clients are successful in every facet of their lives, except in their ability to exercise consistently,' explains Jackowski. 'While they may have been taught how to use the equipment at the gym, they have never been taught how to fit it into their lives. Only 30 per cent of people who join a gym ever go.'

That's where Exude, the personal-training service he founded in 1985, comes in. His trainers are accessible night and day, and fitness programmes can be designed over the phone or via the Internet. And if you don't know how to skip, Jackowski's *Jumping Towards Fitness* video kit comes with a weighted rope. He has also set up a hot line for any questions about personal fitness. 'Immediate gratification is the key here,' he says. 'If you need a trainer, just log on or pick up the phone.' Once you've broken the bad habits, though, you're on your own. Jackowski strongly believes that no one should need a trainer for life: 'Our aim is to teach people how to be self-motivated and exercise properly on their own.'

For more information about Exude, ring 001 212 644 9559 or visit the Exude website at www.exude.com.