

SKIP to save your 2014 resolutions

RESEARCH suggests almost half of all Australians will ring in the new year with a promise to get in shape yet almost 90% of those will renege before January is done.

A home-grown fitness revelation hits the Australian fitness market in 2014 offering a lifeline to the time-poor who are keen to make health and fitness a priority.

Founder Wes Eastwood said the **Skip2Beat** fitness concept sprung from an intense dislike for drawn-out exercise programs that see too much leisure time spent in the gym.

“Exercise is the key to a long and healthy life however most people simply no longer have the time to spend hours at the gym,” Mr Eastwood said.

“We wanted to find a way to make it easier to tick-off a workout without compromising the results we are all seeking and we found outstanding results with the humble skipping rope.

“By stripping movement back to the very basics and adding in some seriously funky beats, **Skip2Beat** offers an intense, results-driven workout that is done and dusted in just 30 minutes.”

Skip2Beat operates on the simple equation: fast music = fast feet AND fast feet = fast results.

Mr Eastwood said they had been overwhelmed by the response to the program launch at the recent Brisbane Fitness and Health Expo in October.

“The response from the fitness industry has been phenomenal and we have fielded enquiries, not only from here at home, but from as far afield as the UK,” he said.

“A lot of people are tiring of fitness gimmicks, they have better things to do than whoop it up at the gym for little or no result.

“With **Skip2Beat**, you are able to chalk up a workout quickly and have more time for fun with friends or just chilling out.”

Skip2Beat is coming soon to a gym near you. An Australian revelation that answers the call for a back to basics approach to fitness and fat-burning, it is ideal for those less interested in shaking their booty and more focused on serious results.

Combining fun, function and funky new beats, **Skip2Beat** strips fat fast, gets the blood pumping and tones from head to toe.

Health benefits include increased bone density, cardio-vascular fitness, co-ordination and lean muscle to fuel the metabolism long-term.

For more information please contact Wes Eastwood on 0410249481