

## Health and Fitness



# Por mares nunca de antes navegados... nos descobrimos mundos novos

*Sailing oceans never before navigated...we discovered new worlds — 'Os Lusíadas'*

On the 22nd June 2007, R-Fitness the new exclusive personal training gym arrived at 62 Pembroke Road, Kensington, W8. R-Fitness was founded by Ricardo Macedo in 2004 when he left his successful and remarkable career with one of the biggest gym groups in the world to create R-Fitness.

R-Fitness was created on the concept that each client is a unique individual where everyone is treated on a first name basis. Ricardo Macedo refuses to use a membership number system like those used by some of the big gyms. R-Fitness is not a membership gym; it is an elite one to one training gym where all clients get exclusive treatment.

R-Fitness now contracts personal trainers who are all following R-Fitness training techniques and standards. From the moment you step inside the door, you are met by the friendly, knowledgeable staff who offer unpretentious advice and recommendations. Ricardo Macedo, trainer to the stars and top athletes, makes a training session dynamic, fun and challenging compared to what could be a boring gym session.

R-Fitness's gym is a beautiful environment to enjoy a work out; with its unique decoration and personal touch, the studio has its own personality whilst maintaining a sporty environment. The gym offers free weights and cardio equipment including treadmill, bikes and cross trainers. If you are the outdoor type of person, R-Fitness also has outdoor area with a military style system for circuit training.

A consultation with R-Fitness consists

of an endurance, strength and flexibility test, full body measurement evaluation, Body Mass Index, body fat percentage count and blood pressure evaluation. The assessment is followed by a trial training session where you can experience a sample of your unique training schedule. Each session is finished with a stretching routine and a short Thai massage...which makes it all worthwhile! With rates starting at £47 a session, R-Fitness offers excellent value for money while making it a glamorous and fun way to workout.

Testament to Ricardo Macedo's passion for authenticity, there is no magic formula or recipe to delivering clients targets. It is focusing on creating individual workouts to suit each client based upon their taste, body types, target, time schedules and fitness levels. Ricardo sees himself as an artist overcoming obstacles, sculpting bodies, and using knowledge and creativity to develop effective exercises that make a fun work-out. He believes fitness should be incorporated into our everyday life. It should be a routine that we perform regularly like brushing our teeth, going to the hairdresser or eating. Just like everyday routines that we may not enjoy, fitness should be an important part of our personal maintenance. If our health is neglected over time a lot of hard work is needed to undo the damage and achieve the required results. Training three or four times a week combined with a sensible diet can help achieve and maintain a better body and a healthier life style. For those who cannot find the motivation, R-Fitness is a good place to start.

