



GROW WITH EBFA™

December, 2013

Educational newsletter brought to you by the Evidence Based Fitness Academy Inc.

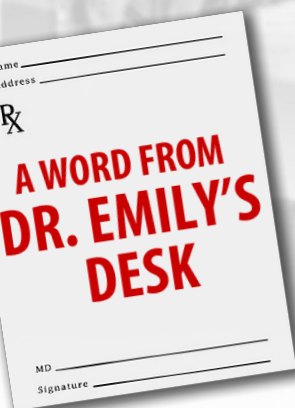
Hello Health & Fitness Professionals!

Welcome to the December Issue of the GROW with EBFA® Newsletter!

In early 2013 we released our first issue of GROW with EBFA® as a way to further foot knowledge and barefoot education. Since it's inception, GROW® is reaching health and fitness professionals in an overwhelming 50 countries globally.

In this issue we celebrate the growth of EBFA in 2013 including our new collaborations with Rocktape®, Smarter Training in Spain and Apogee Meida in NYC. We hope you enjoy our last issue of 2013 - and wish you all a very special Holiday Season and Happy New Year!

Dr. Emily



Featured

BARE® Instructor



Marci Occhino- New York, NY

1. Why did you initially want to become a BARE® Instructor?

I have always been attracted to movement that is graceful and efficient and this workout develops the body and mind control to hold yourself with these qualities. It is smart, precise, and burns crazy calories!

My class is always sweating and asking me to open the windows even when it is freezing outside! I feel good knowing that I am teaching a workout that not only provides the standard results of burning lots of calories and making its participants sweat but also the unique benefits that barefoot training provides--improvement in everyday functionality from increases in foot and ankle stability and improved posture.

It just feels good to be in direct contact with the earth, as most yogis know. With this intelligent workout, we can truly train our bodies to be stronger and more

Featured Article



EVIDENCE BASED FITNESS ACADEMY

2013 Year in Review

-By Dr Emily Splichal

As we begin to wind down another year and amp up for our New Year's Resolutions, I think it's important look back at the year's accomplishments and celebrate the goals that you have reached.

For EBFA, 2013 was a pivotal year for the growth and expansion of our barefoot education. Below are just a few of our most memorable moments of growth, which would not have been possible if it were not for you - the supporters of EBFA!

Connect with us



balanced and beautiful in form and functionality. And it is the type of class that ALL can participate in. I am sure Dr. Emily designed it with the goal of helping everyone enjoy what it feels like to move better, especially those who are currently facing challenges with their stability.

2. What has been the response so far from the members taking your BARE® class?

My students love that there is a workout that specifically focuses on strengthening the muscles that provide stability and balance in the body that is fun, challenging, calorie burning and barefoot. They like the specialized exercises and are excited by the physical and mental challenges the workout presents--it is stimulating in the way a great book or film is--you remain transfixed and engaged and on top of it, you are working out your body (unlike sitting and watching a great film or reading a great book!)

Many of my students shared with me that they'd been searching for a class that did exactly what BARE® does and hadn't found it till now. They express their delight of getting the added bonus of firming their glutes, thighs and abdomen from the balance exercises. A better workout for these areas they say, in fact, than they have experienced from any other exercise program!

3. Would you recommend the BARE® Workout to others? If so, why?

I think it is clear by now that I would recommend the BARE® workout to others!

I practice what I preach and wouldn't have done the training to teach this terrific workout to ultimately share it with my students unless I totally believed in it and would want to practice it myself! I wish I could be nearer to my mother and father so I could teach them-- I think it is wonderful work for older people as balance tends to become more of an issue for people as they age, so it is that much more important to train barefoot then and improve balance before it becomes a problem.

Preventative care is always something I have been passionate about, and this workout provides participants with the muscular tools they will need to get through life with much more focus and stability and less stumbling!

EBFA launches Gait Assessment Program in India



This year EBFA's Dr Emily had the privilege of teaching barefoot science and gait assessment to Indian fitness professionals in both January and June 2013.

EBFA also proudly welcomes 8 Certified Barefoot Training Specialists® across India!

To find a Gait Assessment workshop in your area in 2014 visit:
<http://evidencebasedfitnessacademy.com/workshop.html>

EBFA's Dr Emily Partners with Nike



It is with great honor that EBFA's Dr Emily has been hired by Nike Innovations! Dr Emily has been hired as a Consultant to share her expertise and insight into barefoot science and the impact it has on foot function, performance and footwear design.

EBFA Partners with Apogee launching new Home Study Platform



EBFA has always offered Home Study Courses, but in 2013 EBFA proudly partnered with Apogee Media to offer a new Video Streaming Platform. This new platform allows for more auditory and visual learners to take advantage of our barefoot education.

Four courses are currently available through this video streaming platform with more planned for 2014. Some top sellers include: Barefoot Training for Power & Agility and Functional Foot & Ankle.

Find these and all our Home Study by visiting:
www.ebfafitness.com

EBFA launches BARE® Workout at Crunch Fitness



In June 2013, EBFA proudly launched our barefoot balance training workout to Crunch gyms across the United States. With BARE® as the only barefoot balance workout in the industry, it is with great honor to partner with an innovative health club such as Crunch!

Want to find a BARE® class near you?
Check out www.barefootstrong.com

Not in the USA? You can experience the BARE® Workout at
www.crunchlive.com

EBFA launches new BarefootRx® Program



Initially focused on fitness and performance, EBFA recently branched out to share the power of barefoot science with the physical therapy and rehab industry.

The new BarefootRx® teaches rehab specialists the power of programming from the ground up and includes foot activation, barefoot science and myofascial taping.

To find a BarefootRx® Workout near you in 2014 please visit:
<http://evidencebasedfitnessacademy.com/brx-certification.html>

As you reflect on your own personal achievements in 2013, remember that a new year is like a blank book. The pen is in your hands. It is your chance to write a beautiful story for yourself.

Happy New Year from EBFA!



Evidence-Based Practice

d Practice



The Why Behind Kinesiology Taping

-Dr Emily Splichal

I was first introduced to kinesiology taping by my good friend Dr Perry Nickelston. I had a nagging injury that he was helping me recover from, and he would always use this tape on me. I always felt great after our sessions and wasn't sure if it was Dr Perry's unique approach to injury, his laser, the kinesiology tape – or perhaps a combination of the three.

ROCKTAPE
Go stronger, longer

Each successive taping I became more and more intrigued by the benefits of the tape. How is it that I always felt "lighter" after being taped? Why did my muscles move with more ease? I decided it was time to sign up for a course and learn about this tape once and for all.

And so I was introduced to the vast benefits of kinesiology tape – namely Rocktape. Rocktape as a company is a global leader in kinesiology taping and fascial movement taping for rehab, performance and fitness. By taping for movement patients and athletes having seen an increase in efficiency, stability and strength.

How does kinesiology taping enhance movement?

It is the unique stretch of the kinesiology tape that allows for enhanced movement and stimulation of superficial fascia proprioceptors. Rocktape has a 180% stretch which is the highest in the market! Through stimulation of fascial proprioceptors, kinesiology tape is able to create a "readiness for movement" and is able to reduce joint stress by stimulating the stabilizing muscles.

*Reduced joint stress + readiness for movement =
Strength, Power & Efficiency!*

From the ground up taping

In a Podiatry setting or for health and fitness professionals that focus on movement from the ground up – kinesiology taping is a power tool. From plantar fasciitis to ankle instability, kinesiology taping is an effective means for reducing pain and enhancing performance in patients, athletes and clients.

Some of the best results I've seen with kinesiology taping is with my Achilles tendonitis patients. In addition to Class IV laser treatment and eccentric training, I have been taping all patients with this diagnosis. It is very rewarding to see them walk out of my office – Rocktaped and pain-free!

NEW Course in 2014

**Foot & Ankle Fascial Movement
Taping Brought to you by EBFA &
Rocktape**

**February 1st, 2014
New York City**

**February 2014
India, Singapore & Malaysia**

**LEADERS
IN
BAREFOOT
FITNESS**

Upcoming Workshops

US & Canada

Sat. Jan 25 11am-5pm

Barefoot Training Specialist®

- Rochester, MN

Empowered Wellness
1115 7th Street NW
Rochester, MN 55901

Sun. Jan 26 12pm-6pm

Barefoot Rx - Barefoot Rehab

Specialist- St. Charles, MO

Emerge Fitness Training
3839 Mexico Road
St Charles, MO 63303

Sat. Feb. 1 12pm-6pm

Foot & Ankle Fascial Movement Taping

- NYC, NY

H&D Physical Therapy
12 E 46Th St
New York, NY

Sat. Feb 22 10am-3pm

Foot Strike & Functional Movement

- San Francisco, CA

Muscle Activation of San Francisco
30 Hotaling Place, Lower Level
San Francisco, CA 94111

Sat. Mar 1 2pm-7pm

Barefoot Rx - Barefoot Rehab

Specialist - Little Falls, NJ

Parabolic Performance & Rehab
One Hall Drive
Little Falls, NJ 07424

Sat. Mar. 8 4pm-7pm

Barefoot Training for Power & Agility

- Baltimore, MD

Art & Strength
8019 Belair Rd, Suite 12
Baltimore, MD 21236

Sat. Mar. 29 12pm-6pm

Barefoot Rx - Barefoot Rehab

Specialist - San Mateo, CA

San Mateo Athletic Club
Bldg. 5, 1700 W. Hillsdale Blvd.
San Mateo, CA 94402

Sat. Apr 5 2pm-5pm

Barefoot Training for Power & Agility

- Little Falls, NJ

Parabolic Performance & Rehab
One Hall Drive
Little Falls, NJ 07424

Contacts

Dr Emily Splichal

Founder EBFA Fitness

dremily@ebfafitness.com

Doug Van Dalinda

BTS Program Coordinator

doug@ebfafitness.com

Sanjay Dev

International

sanjay@ebfafitness.com

EBFA Returns to India February 2014



After four successful workshops across India in 2013, EBFA proudly announces our return to India in February 2014!

EBFA's Dr Emily will return for a series of movement workshops and runner's clinics powered by Rocktape. For the first time ever, health and fitness professionals will be able to gain powerful tools in gait assessment, footwear science and kinesiology taping for the prevention of running-related injuries.

Cities and dates to be confirmed in the following weeks so please stay tuned for additional information.

If you are interested in attending our India Runner's Clinic please contact education@ebfafitness.com

Foot Fact:



Did you know that Achilles tendonitis has been associated with glute weakness?

A 2013 study by Smith et al. demonstrated delayed glute max and medius activation and shorter activation time in subjects with Achilles tendonitis.

So always consider hip stability and it's influence on foot function!

Recently Certified

Barefoot Specialists

Barefoot Training Specialists®

Angie Knudson - Astoria, NY

Carmen Jakinsky- Aloha, OR

Laszlo Geleng- The Netherlands

Karyn Benquet- The Netherlands

Louisa Farmer - Kent, U.K.

BARE® Certified

Chizuru Asakura - Greenwich, CT

Heather Tierney - Annapolis, MD

Carolyn Malfa - Astoria, NY

Julia Chan - New York, NY

Nicola Hiare - Washington DC

BarefootRx® Certified

Ryan L'Ecuyer - Norwalk, CT

Caroline Kaplan - NYC, NY

Caroline Varriale - New York, NY

Upcoming Webinar

Movement Mythbusters: Reviewing the Science of Functional Aging for Mature Adults

Thursday, January 9, 2014 EST

Register Here: <https://www3.gotomeeting.com/register/912740222>

Many myths and misconceptions permeate the fitness industry when it comes to training older adults. Even current exercise guidelines, training programs and certification programs reinforce these myths by focusing on improving the health and general fitness of older adults with little attention paid to improving functional performance.

Join Cody Sipe, PhD and Co-Founder of the Functional Aging Institute, as he explores how the latest research confirms that while basic exercise is beneficial in many ways for older adults it does not maximize functional capacity. Learn how new research into exercise for older adults has revealed new insights into the best strategies for improving functional performance.

Past Archives

Make sure to view all of our past
webinars on our Archive

www.youtube.com/ebfafitness

EBFA Barefoot Training Certifications



BARE® is the only barefoot balance training workout that is uniquely designed to improve balance, hip strength and core endurance.

Find out more by visiting
<http://barefootstrong.com>



Fully prepares fitness professionals to better integrate barefoot training and foot fitness into their client's workout and running programming.

For more information visit
<http://evidencebasedfitnessacademy.com/us-canada-workshops.html>



Explore the benefits of barefoot training in the rehab setting.

For more information visit
<http://evidencebasedfitnessacademy.com/us-canada-workshops.html>

Not a subscriber? Sign up now to get free monthly education from EBFA!



Leaders in Barefoot Fitness