



PURE BODY

I've been blessed over the years to experience countless fitness routines through my work with *Nashville Lifestyles*, but oddly enough, none of them has been targeted primarily to women. We all know women can't eat or drink what men do—we can't cut out beer for a week and drop five pounds instantly like they can, so why do we expect similar results with the same exercise regimen? Likewise, I was pleased when our publisher, Stacie Standifer, directed me to Pure Barre Nashville. Targeting mainly women, Pure Barre was designed by a dancer. Have you ever seen a pudgy dancer? Exactly. And so, the concept of Pure Barre started to make sense to me. Pure Barre focuses on toning bodies to look long and lean, firming tushes, abs, thighs and even upper arms.

I challenged myself for one month to see if this workout really does make a difference. In the process, owners Cortland Finnegan (of the Tennessee Titans) and Kady Decker got candid on what it is and why it works.

BY LIZ DANIEL AND PHOTOS BY SHERRY CLAGG

THE PURE BARRE TECHNIQUE

The goal of Pure Barre is to work the muscle to complete fatigue, reaching a point where you can't work it anymore. Once it's in the vulnerable state, the muscle is stretched, making it longer, leaner and toned very quickly. The technique includes a warm-up, thigh, seat and ab work. Classes are 55 minutes and incorporate free weights, work on the ballet bar, mat and ball. Joints are protected as the technique does not involve bouncing or jumping.

>>> IF YOU WANT TO READ ABOUT LIZ'S EXPERIENCE WITH PURE BARRE, VISIT NASHVILLELIFESTYLES.COM

What is Pure Barre?

KADY: Pure Barre is a total body workout that lifts your seat, tones your thighs and burns fat in record breaking time. Utilizing the ballet bar to perform small isometric movements set to fantastic music. Pure Barre is the fastest, most effective, yet safest way to change your body.

Where did it originate?

KADY: Pure Barre was created by dancer, choreographer and fitness guru Carrie Rezakick. Carrie opened her first studio in 2001 in the basement of an office building in Birmingham, Mich. Even with no initial clients, signage or even a bathroom, the studio still grew to need a new location and a staff of 20, and they built a devoted clientele base. In 2006, Pure Barre began expanding and is now offered in studios nationwide.

Kady, tell us about you and how Pure Barre came to Nashville.

KADY: I first discovered PB at the Lexington, Ky., studio. I ran track in college and was in extremely good shape—but PB kicked my seat. I loved the challenge and couldn't wait to take class again. I loved everything about it—the women involved, the way it made me feel, the atmosphere—and specifically how I could feel every muscle in my body the morning after my first class! I immediately knew the women in Nashville would love this workout, and it was only a matter of how and when to open a PB studio here. As soon as the timing made sense, we opened the doors.

Cortland, how did you first find out about Pure Barre?

CORTLAND: Kady told me all about it from her experience at the Kentucky studio and how she wanted to start a Nashville studio.

How did the two of you decide to partner in the business?

KADY: Cortland and I both went to Sanford University in Birmingham, Ala. When he got drafted by the Titans and moved to Nashville, it made it easy for us to stay friends. When I decided I was going to open Pure Barre, Cortland immediately wanted to be a part of it—he could tell how passionate I was about it and knew it would be a great fit for Nashville and a success.

CORTLAND: We've been friends since college and ran on the track team together. Kady was



KADY DECKER AND CORTLAND FINNIGAN

the right person to partner with—because of football, I'm only available part time and she can run the business side of things when I'm not there. We are both hard workers, and we're dedicated to glorifying God through this business venture.

Why is it only for women?

KADY: PB is not only for women but it draws a predominantly female clientele because it targets the areas women struggle with—hips, abs, back of the arms and thighs.

Cortland, what made you decide to partner on a women's focused fitness venture over men's?

CORTLAND: Pure Barre just seemed like a great concept. The workout is unlike any other in Nashville, and it was just the right fit.

How does Pure Barre change your body?

KADY: PB fights the effects of gravity by tapering everything in and lifting it up.

Do you consider this a strength training or cardio workout?

KADY: Strength training and fat burning—you stay at your anaerobic threshold in order to burn the most fat possible, fast.

Kady, what personal results have you seen using Pure Barre?

KADY: I've been an athlete since I was little and have always worked out—I ran track in college and was in great shape but nothing has ever changed my body the way PB has. Within two weeks of doing PB four times a week, my arms were noticeably more toned, my abs felt stronger and I could see definition in my obliques where I never could before. Now, every part of my body is in the best shape it has ever been. My legs are naturally muscular but instead of bulking up my seat is now lifted, my thighs are thinner and even my calves have lengthened and become much leaner.