

getting fit fast

Electric suits promise 90-minute workout in just 25

Olivia Palamountain

There can be a whiff of the 1980s about electronic exercise equipment. But electric muscle stimulation (EMS) training system Exerceo claims to deliver 21st century results.

Based at Cannon Workshops, it promises busy Canary Wharf workers a quicker way to trim off that Christmas fat.

CEO Sonja Rogojew said: "The

concept is big in Europe but very new to the UK.

"It was developed for use in rehabilitation as it's very joint-friendly. I saw the system in Germany, used it, and was impressed.

"We target office workers and busy people. They can come in a lunch break and do the equivalent of a 90-minute workout in under half an hour."

The EMS full body suit has electrodes all over it, delivering electric impulses to all muscle

groups and administered during a light workout of just 20 minutes.

Impulses buzz on and off to activate the muscles, oscillating between work and rest, apparently.

The stimulation claims to amplify regular workouts, which is why it's so quick – just 25 minutes in total, including a relaxation stretch at the end.

Clients are given a cotton suit to wear underneath the suit so no gym gear or trainers are necessary.

"This is our second studio," said Sonja. "We started a year ago in



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Moorgate and have now set up in Canary Wharf.

"We have seen some amazing results, from weight loss and toning to improvements in posture.

"You don't need much space and we train in one-to-one or two-on-one sessions, max. It's very personal and the trainer tailors each session to suit client needs."

Convinced it's not another exercise fad, Sonja said: "EMS is scientifically proven to work

on your entire body. That's 300 muscles at the same time – more than 80% of the total. It really works.

"Once people try it and see results, they stick with it. We say it replaces 90 minutes of gym because you activate all the muscle groups on a deep level, which is impossible to do in such a short time in conventional training."

Single sessions cost £40. Go to exerceotraining.co.uk



Exerceo CEO Sonja Rogojew says the EMS training suits offer the equivalent of a 90-minute workout in under half an hour