

## FOCUS ON BUSINESS

# Beat the bulge in 30 minutes

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TOWN CRUER

Forget trudging on the treadmill, Alex Savva says that a quick 30-minute burst at his new circuit training studio is the best way to beat the bulge.

“A lot of people find exercise boring and hard to stick to,” says the owner of CircuitFIT, a new studio in Midtown Toronto. “My circuit fitness program allows you to continually move from station to station, completing your cardio and weight workout in just 30 minutes.”

Most people find it difficult to incorporate an exercise regime into their busy lives, which is why Savva says he has developed a program that is not only quick, but can be also be adopted to people of all fitness levels.

The program combines resistance

with cardiovascular activity, but unlike other circuit training facilities that use hydraulic machines, Savva has selected only weight training machines which can be adjusted in accordance with one’s ability.

“You cannot monitor hydraulic machines and so your body gets used to the resistance and you stop seeing results,” he says. “This program is unique because you can always keep track of your own pace and level.”

The combination of resistance and cardio allows you to burn the maximum amount of calories because your heart rate is kept up in its fat-burning zone while you tone your muscles, Savva says.

The studio is fairly small — 1,600 sq. ft. — which allows Savva to develop a very personal rapport with his clients.

“A lot of people find the bigger gyms quite intimidating. They often lack quality and service,” he says. “Here, I can get to know my clients and help them develop a training and nutritional program that is customized according to their needs.”

And Savva certainly knows what he’s talking about. The 26-year-old fitness buff has been competing in body building competitions for years, has a degree in physical education and health from U of T and is a certified kinesiologist.

“My whole background has led me to this,” he says. “It’s been a struggle getting it together but I am so excited. I love seeing the transformation that I can help people make in their physique and in their lives. It’s rewarding.”

CircuitFIT is located at 542 Mt. Pleasant Rd. Phone 416-483-4500.



**SHAPE UP:** Alex Savva, owner of CircuitFIT, has developed a fitness program that can be adapted to people at all levels.