

# Owner Floats New Idea For Gym

## BUTTERFLY LIFE CATERS TO WOMEN

By ANGELA DELGADO  
The Tampa Tribune

Jean Overstreet was so fed up with unisex gyms and ineffective dieting programs she opened a gym of her own.

Last week, Overstreet held the grand opening celebration for her Butterfly Life fitness center — the first in the Tampa Bay area. Although word has spread slowly, she's positive the best is yet to come.

"I'm glad I'm first," Overstreet said. "When everybody figures out what Butterfly Life is, I think they'll be flying through the doors. I'm definitely excited about being the first one."

The gym designed for women started opening nationwide franchises in 2005. The company says it takes a "360-degree" approach to fitness, focusing not just on the body but also the mind and soul.

"We teach women how to take care of themselves," said Mark Golob, chief executive officer and president of Butterfly Life. "We're a complete resource for women to be able to get information that they can't really get anywhere else, and it's all under one roof."

Walking into the facility, a

client has the option of various 30-minute workouts. The circuit gym is stocked with 15 pieces of exercise equipment designed for women. A client generally starts on any machine, works out for 40 seconds, takes a 20-second breather to set up the next machine and repeats the process.

Once done, a client could stop or continue to the aerobics section where 30-minute yoga, pilates and step classes are given via DVDs. Nutrition and beauty lectures are also done through DVDs.

The center has up to 50 fitness and psychology discs that Overstreet rotates every month.

On Monday, Shelly Hatcher, 53, of Odessa, was lying on a blue mat trying to do pilates exercises while maneuvering a red exercise ball under her legs. Hatcher had just com-



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### JEAN OVERSTREET

Owner of the first Butterfly Life fitness center in the Tampa Bay area

### IF YOU GO

WHAT: Butterfly Life

WHERE: 7926 Gunn Highway

HOURS: 8 a.m. to 1 p.m. and 4 to 8 p.m. Monday through Thursday; 8 a.m. to 1 p.m. and 4 to 7 p.m. Friday; 8 a.m. to 1 p.m. Saturday; closed Sunday.

INFO: Call Jean Overstreet at (813) 792-5433.

pleted a 30-minute circuit workout before taking on the exercise ball.

Hatcher said she finds Butterfly Life more challenging than her former gym. Butterfly's equipment allows clients to adjust heights and weights, while many times other gyms' machinery is hydraulic and unchanging, Golob said.

Although Hatcher said she enjoyed working out at her former gym for a year, she

needed a bigger challenge.

"I felt that ... you'd get to a place and couldn't get any further," she said. At Butterfly, "you can work yourself harder because you're changing up your weights, and with these [aerobics] classes you're actually getting two for one."

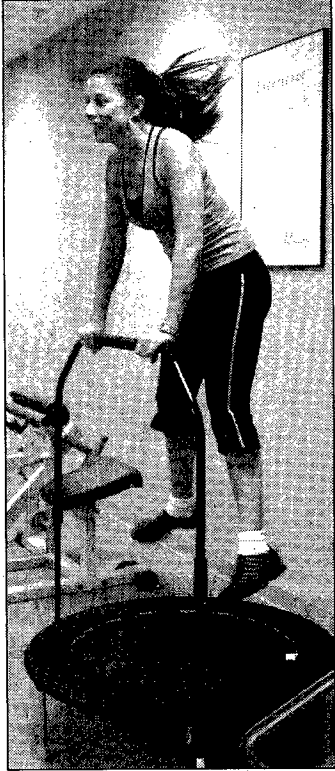
Azza Diasti, 41, of Odessa, said she also enjoys the variety of exercises the fitness center offers. Although Diasti has belonged to various gyms and practices yoga, she said she found something different in Butterfly.

"It fits my lifestyle and work schedule; it's only a 30-minute workout," said Diasti, a veterinarian. "It gets me through the day, and gives me everything my body needed."

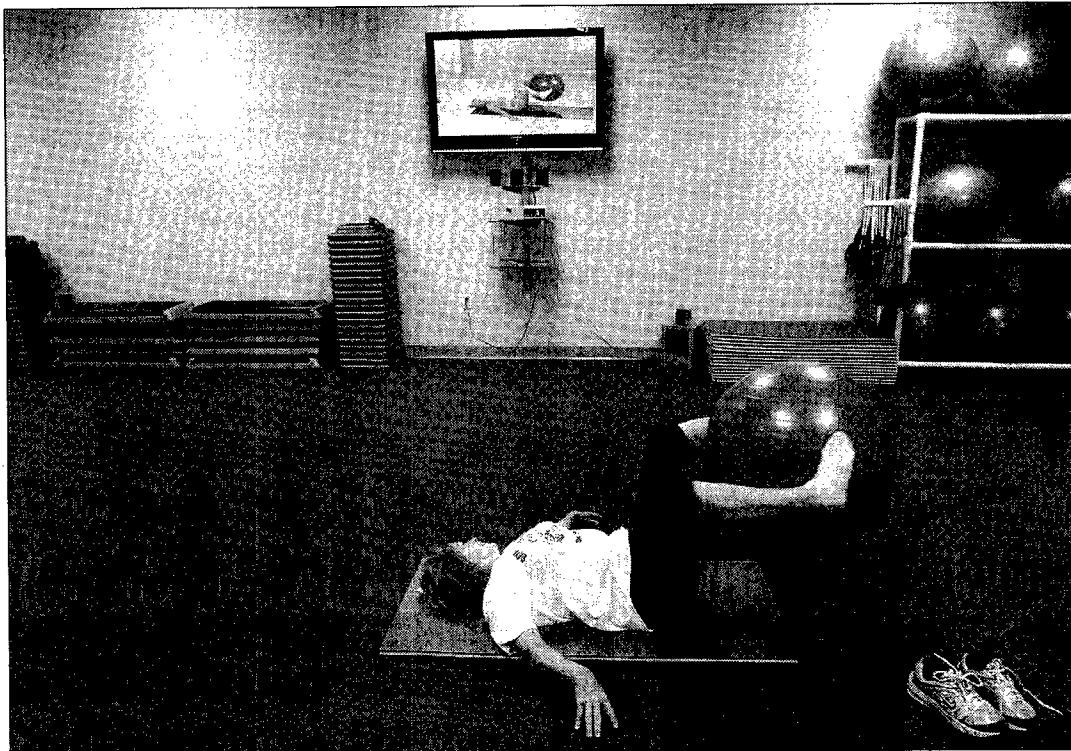
"This is what I've always been seeking. It really keeps me in touch with my body and mind. I perform better. I work better. With my mind I feel emotionally stable and guilt free that I've taken half an hour away. It's my own time."

Reporter Angela Delgado can be reached at (813) 865-1501 or adelgado@tampatrib.com.





**Azza Diasti, 41, of Odessa, works out on a trampoline. She says she enjoys the variety of exercises.**



Tribune photos by CANDACE C. MUNDY  
**Shelly Hatcher, 53, of Odessa, works out with an exercise ball while watching a pilates DVD. Hatcher says she finds Butterfly Life more challenging than her former 30-minute workout.**