

[Forever Fit/ Patty Kim]



By **PATTY KIM**
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When you step through the doors of Tampa's new Butterfly Life health club for women, expect more than just a weight-loss routine. Sure, you'll focus on exercise and nutrition. But you'll also target psychology, beauty and motivation to shape a healthy lifestyle.

The concept takes a 360-degree approach to addressing women's health and fitness, and it's all under one roof.

Butterfly Life offers members access to a collection of world-renowned experts, including a registered dietitian, internationally known psychiatrist and fashion adviser. Each was commissioned by Butterfly Life to give members the latest information on healthy living. They are brought to you through Life Vision, 15- to 30-minute seminars and lectures on DVD.

The goal: to exercise your mind, body and spirit.

"We've got to keep them motivated to come in here," says Jean A. Overstreet, franchise owner.

If you've got 30 minutes — or one TV sitcom — Butterfly Life has plenty for you. The club is built around a circuit with 15 machines. Ten resistance machines designed for women offer a full-body workout, and five rebounders (think minitrampolines) help you keep your heart rate up for added cardio.

Hop on a machine anywhere in the circuit. When a light in the middle of the room turns green, you've got 40

seconds to give it your all. You've got 20 seconds to rest, move to the next station and set up while the light is red. Complete the circuit twice, and you've just spent 30 minutes on a solid workout.

Don't think you can slack off, either. Overstreet, a certified personal trainer, keeps an eye on everyone working out, correcting form and adjusting resistance levels. If you're not breaking a sweat, she'll fix that.

The best part? "They only need to come in three times a week to see benefits," Overstreet says.

Butterfly Life also offers several 30-minute group exercise classes through Life Vision DVDs. Nationally certified instructors lead you through step, sculpt, yoga, Pilates, dance, kickboxing and more.

If you're worried about the challenge, don't. Most classes accommodate beginners to the advanced. Steps, exercise balls, resistance bands and mats are provided.

Members have access to a nutritional guide created by a registered dietitian and cardiovascular nutritionist. Learn recipes, sample menus, portion control and more.

For Overstreet, who works 70 hours a week, opening the first Butterfly Life national franchise on Florida's west coast was a labor of love. It's the fourth club in Florida.

"All my life I've worked out and tried everything out there," Overstreet says. "I opened up Butterfly Life not only to help myself but to help others. I do it for all the other women around here."

She has 31 members and counting from ages 20 to mid 60s, but she's aiming for 500 to 600. Her sister and daughter are part-time helpers for the busy evening crowd, and she plans to hire more help once the membership expands.

Stephanie Fox, 56, had never exercised before stepping foot in Butterfly Life a month ago, but she decided to give it a shot. Now she can't get enough.

"It's fun. I like the weights, and combined with the classes, it's not too hard on my body. And I have a good instructor, too," Fox says of Overstreet.

You'll find Christin King, 26, at Butterfly Life three to four times a week. After visiting the facility recently, she was so hooked, she signed up immediately. Now she's paying for two gym memberships until her other contract runs out.

"I was amazed the first time I came in here. I've never been like this after half an hour," she says with a flushed face from finishing the circuit. "It's definitely worth it. It's convenient to have 30-minute options."

Instead of working out at her old coed gym, Leonora Mahoney gets the attention she deserves at Butterfly Life.



BUTTERFLY LIFE

WHERE: 7926 Gunn Highway,
Tampa

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

COST: \$99 enrollment fee will
be waived for the first 100
members; 12-month mem-
bership is \$39 per month;
12-month membership paid
upfront is equal to \$34 per
month; membership is \$49
month to month (enrollment
fee won't be waived)

CONTACT: (813) 792-5433,
www.butterflylife.com



*Keyword: Bring It, to read Patty
Kim's fitness blog and find out
what she has been up to.*

Health Club Helps Women Emerge Beautifully



Photo by VICTOR JUN

"It's more one-on-one, so if you need help, it's there," says Mahoney, 20. "You don't have to wait for a trainer. They make it easy to motivate you."