



# HABIT *Forming*

Going to the gym doesn't have to mean blood, sweat and tears – or queues. **Carolyn McCombs** talks to Warwick Hill from **Habit Vero** and finds that not all work-outs are created equal  
Photos by Nick Servian

**G**etting past that darned after-lunch slump can, for many of us, be the toughest part of a working day. Coffee has always seemed the quickest fix, but I'm told on good authority that a hard and fast lunch-time workout is a far more effective way to get bright and chirpy for the rest of day. That good authority is Warwick Hill, club manager at Habit Vero, a boutique health and fitness club in the heart of corporate Auckland.

"Exercise fires up your brain and your body like nothing else," says Warwick, who holds a degree in sports science and so knows what he's talking about. "It gets oxygen pumping around your system, plus it releases endorphins so you get a natural high that'll carry you through

your afternoon and into the evening. It resets your mind. I promise you, it's better than coffee."

Habit's high number of corporate clients – including 150 staff from one well-known law firm – is testament to the re-energising power of exercise. "The law firm came to us looking for a way to keep their staff fit and happy. They work in a very high stress environment with a lot of desk time and paper work, so they needed something fast and effective to unwind and recharge. So they chose us."

Warwick says Habit's popularity with corporate clients in particular comes down to a combination of factors: "We meet the needs of those people who want an exceptional gym experience, who want personalised

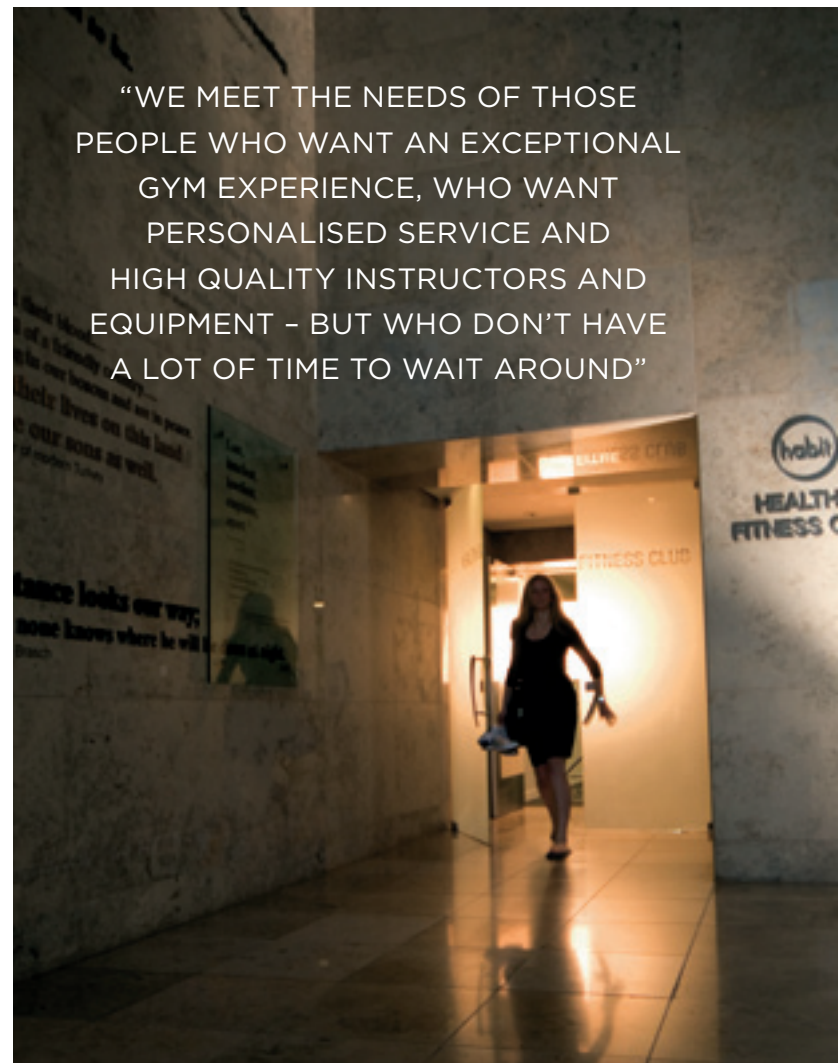
service and high quality instructors and equipment – but who don't have a lot of time to wait around.”

The other factor that sets Habit apart is that it caps its membership. “We keep our numbers down, which means we can keep focused on the individual,” says Warwick. “We give each and every member a thorough assessment on joining so that we have a really good understanding of their needs, and put together a programme that exactly suits their requirements.”

The assessment certainly sounds thorough: a one-hour body composition analysis that takes into account things like blood pressure, body fat and muscle levels, cardiovascular fitness and flexibility, as well as the client's goals and timeframes. The result is a personalised exercise programme tailored for a client's life and lifestyle.

One-to-one training is an option popular with a high percentage of Habit's clients, who choose to work out with a personal trainer once, twice or even more times a week. Habit also offers a series of workout classes, which, thanks again to the capping, are kept small and intimate. The club also recently introduced the Spinning Program into their corporate training timetable. Warwick says that spinning – an instructor-led class where people pedal at different rates on stationary bikes – works so well because it's one of the most efficient workouts available.

“You could say it's the perfect exercise,” says Warwick. “It gets people's heart-rates up really fast and maintains it, so it's an excellent cardiovascular workout. People work at their own level, which means they improve at a



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rate that suits them. Plus it's a non-weight-bearing exercise, which means it carries a very low risk of injury.”

He adds that the camaraderie in a spinning class adds to the enjoyment – which means people want to come back. “It might seem like an individual workout, but the classes feel more like a group sport, with everyone egging each other on. There's a real team atmosphere, and that's something we like here.”

#### **HABIT VERO HEALTH AND FITNESS CLUB**

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