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Featuring: Dragon Door

THE BELLS ARE RINGING

by Dina Mishev | photography by Jenn Kennedy

Once mandatory for Soviet Special Forces, kettlebells can certainly increase your fitness

... AND THEY'RE FUN



Don't let the cute name—kettlebell—lull you into thinking these ring-handled, cast iron orbs are anything but a serious addition to any workout. “Kettlebells work the body as an integrated whole and not as a collection of individual muscles like most free weights do,” says Yoana Snideman, a LaJolla, California-based physical therapist, Russian Kettlebell Certified (RKC) instructor, and co-author of the *Revolution Kettlebell Fat Loss Program* book and DVD. “With one kettlebell, you can perform a multitude of movements that increase strength, mobility, flexibility, power, endurance, balance, mental toughness, and overall athleticism, and burn fat at a faster pace than most traditional ‘one body part at a time’ exercises (i.e. free weights) do.”

John Du Cane, CEO of **Dragon Door**, the company that reintroduced kettlebells to the U.S. in 2001, said his company initially thought it would be elite athletes, the military, and martial artists who were most interested in kettlebells. They were wrong. Du Cane said today's kettlebell market is dominated by 35- to 55-year-old women. Sarah Lurie, founder of Iron Core Kettlebell Strength and Conditioning, cre-

ator of the best-selling DVD *Kettlebells the Iron Core Way*, and RKC-certified since 2004 said, “I think women like them because they get really quick results, especially in problem areas like the butt, hips, thighs, and abs. Each kettlebell exercise works every single muscle group, but especially the glutes, hamstrings, and abs. You end up with a nice, heart-shaped booty.”

“Many of my husband's and my clients [at Revolution Fitness] now come to us specifically for kettlebell training,” said Snideman, who charges between \$90 and \$120 for private kettlebell sessions and \$20 for group classes. “They come from a wide range of backgrounds, but they all tell us that kettlebells are so much more fun than everything else they have done. Most never go back to dumbbells and barbells.” Snideman herself kept the kettlebell fun up through her entire recent pregnancy (daughter Marianna was born in December 2007).

Here are some easy moves to get your bells swinging. (In all but one of these exercises, the kettlebells are held in one or both hands by their trapezoidal handle.) For information about buying and choosing kettlebells, see details in box on page 32.

To view the rest of this article, click on the link below.

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