

CASE STUDY VIBE TRIBE



Vibe Tribe combines Power Plate's Move, Pro5 & REV Bike in their client offering to maximise workout gains, achieving improved results in less time building both strength, recovery & wellness.

Owner and founder Anna Nasr launched Vibe Tribe fitness studio in 2023, based in Beaconsfield. Vibe Tribe's multi-sensory, small group training studio features four Power Plate Pro5s, one limited edition Power Plate Move, three Power Plate REV bikes and the full range of Power Plate's targeted vibration devices: Pulse guns, rollers and the DualSphere. "We have something for everyone every day: high energy, strength and tone, flexibility and recovery," says Nasr

A showcase for every use case: "Tribe is about exercising in the safety of a like-minded community, in small group sessions of maximum four people and with expert instructors who really want to get the best for you.

"Vibe is about whole body vibration training: the basis and reason for our entire concept. Every class takes place on the platform – or in the case of cycling, on the REV – with programmes designed by our expert trainers to showcase Power Plate in every area it can and should be used."

Classes currently span three types of yoga and two types of pilates, barre, step aerobics, strength, flexibility, recovery and massage, boxing, cycling, and rehab with the chiropractor. Dance is also on the radar. "When it comes to a feelgood factor, there's nothing like putting on some great tunes and dancing on the Power Plate like nobody's watching!" says Nasr.

On the first floor, a clinic offers chiropractic services, manual lymphatic drainage and sports massage to complement the blood flow and lymphatic benefits of Power Plate training.



Vibe Tribe Studio

Physical and mental benefits: "Our high-end clients are time-poor," explains Nasr. "They don't want to spend 60 minutes working out if 30 minutes will suffice, and by integrating Power Plate, 30 minutes does suffice. It's a safe, effective, efficient way to maximise the impact of the workout and get results.

One client came with a number of important goals, one key goal being to lose a significant amount of weight. In eight weeks, she lost 7kg and dropped two dress sizes. "We've also introduced a five-minute REHIT protocol on the Power Plate REV, which can be done before or after a class. REHIT is Reduced Exertion High-intensity Interval Training, and it's biohacking at its finest.

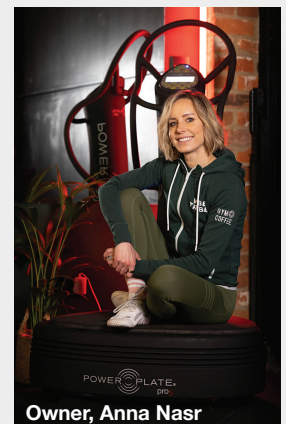
Most clients initially come to Vibe Tribe with aesthetic goals and make a bee line for the calorie-burn classes, but Nasr makes a point of encouraging people to incorporate strength, recovery and wellness into their routines. She also asks them to notice how they feel, not just how they look.

Power Plate is the perfect tool. It energises you, enhances body confidence and gives you the feelgood factor of seeing results quickly. It's so rewarding to watch people walk out of the studio taller and with a smile on their faces."

Local community, global aspirations:

"I want to spread the Power Plate word, empowering people around the world to walk into a gym and know how and why to use this amazing piece of equipment.

I want to bring together a global network of people who love Power Plate, harnessing this to share best practice at a far broader level.



Owner, Anna Nasr

