



# La Barre by Anushka Makes Palm Beach Debut

## Inspired by the Lotte Berk Method, la Barre by Anushka Gets You Fit & Fabulous-Fast!

West Palm Beach, FL, January 15, 2013 – Anushka Spa, Salon & Cosmedical Centre in CityPlace gets rave reviews with the opening of la Barre by Anushka, a holistic fitness barre studio inspired by the Lotte Berk Method. The girls of Palm Beach are buzzing, beckoning friends to try out Anushka's newest beauty secret. "Lotte Berk is re-incarnated in Lauren from la Barre" boasts Tammy W., a devoted student of la Barre.

Infused with elements of ballet, yoga, pilates and core strengthening, la Barre's power-packed 1 hour class promises to tone your arms, lift your tush and sculpt your abs. Move from the barre to floor exercises, intermixed with strength and conditioning bands & light weights. Each class is open to all levels in an upbeat, energetic setting.

*"As we age, our bodies naturally loose strength in all areas including our bones causing weakness, stiffness and osteoporosis. These conditions manifest into poor posture and a weakened frame. La Barre's method enables women of all ages and athletic ability to regain strength, muscle tone, mobility & posture while beautifully shaping their figure by toning, tightening and lifting the entire physique", says Anushka, Founder.*

Anushka, the 12,000 sq. ft. beauty Mecca in the Palm Beaches, sought a new and relevant fitness segment to complete their beauty offerings that would work for the Anushka women. This



collaboration has been a dream since 1990, when Anushka approached the founders of Lotte Berk in New York about a joint project which never materialized.

*"When Exhale Spa began a business with the LBM principles, we didn't foresee our vision coming to fruition. Then, we met Lauren, who was trained in the original principles of the LBM in New York, and we knew we were ready for la Barre", says Anushka.*

With the opening of their Palm Beach location, la Barre by Anushka is offering a limited time class rate for new students. Receive 50% off of your second class when you purchase your first. Experience la Barre by Anushka yourself by visiting their Palm Beach studio located at: 340 Royal Poinciana Way, Suite 307, Palm Beach (Located in the Royal Poinciana Plaza).

**To book a class or learn about la Barre, call 561.833.9393 or visit [www.labarrestudio.com](http://www.labarrestudio.com). For information on Anushka Spa, Salon & Cosmedical Centre, call 561.820.0500 or visit [www.anushkaspa.com](http://www.anushkaspa.com)**

**Press Contact: Marissa O'Brien, Marketing Manager, (561) 820-0500, [mobrien@anushkaspa.com](mailto:mobrien@anushkaspa.com)**