

# IsoBreathing Inc.



IsoBreathing founder Ellen Miller helps Ann Moisant with an exercise. Miller has sold more than 800 versions of her IsoBreathing DVD, which went on sale two years ago. She released her second DVD in March, which sold 100 versions.

IsoBreathing is a fitness program that combines isometrics, a muscle contraction in which the tension increases but the muscle length stays the same, with slow rhythmic breathing.

“The program teaches people how to work out while brushing teeth, sitting in a car or sitting at a desk,” said Ellen Miller, a teacher of fitness and lifestyle changes for 20 years, and creator of the IsoBreathing technique in 2004. “It shows people you can be dressed in a business suit and still get a workout.”

Miller said IsoBreathing is different than any other program because the movements are simple and the results are almost instant. There is no breath holding and the breathing portion of IsoBreathing delivers oxygen to every part of the body being exercised.

“Within one week, you start to feel energized, you build strength, you lose weight and reduce stress,” said Miller.

In the IsoBreathing program, exercises and stretches are done once a day and take between 10 and 15 minutes. The breathing portion is practiced five times a day and can be done when reading, shopping, cleaning, watching television or sitting down to relax.

Miller said 75 percent of her clients need to lose anywhere from 35 pounds on up, and from that group,

more than half need to lose more than 100 pounds.

Miller said she first tried the program out herself, and lost 4.5 inches off her waist in the first week. She then tried it on her family and clients she was already working with and got the same results.

“I have not had a client yet that has not obtained results,” said Miller. “Consistency makes the product work.”

Miller said the basic premise of the program came to her while teaching aerobics. She found her clients were often getting into a faster rhythm while working out, and she wanted to get them back to a slow-moving exercise program. So she decided to begin teaching the slower, more basic isometric exercises. She also said many of her clients were not breathing properly during exercise and not getting enough oxygen to the working muscles. She said rhythmic breathing — slower inhaling and exhaling — helps fuel muscles with oxygen so the workout is more efficient.

Miller said the program is also good for people who suffer from various ailments such as bad knees, fibromyalgia and arthritis, and helps people going through chemotherapy. She said it is valuable to asthma patients as a way to keep the affliction under control.

“I have one client who has dramatically reduced her

dependence on her inhaler because of the program,” said Miller.

After finding success with clients, Miller decided to produce a DVD about the program, which she has sold across the country. She was in the middle of working on a second DVD when Hurricane Katrina struck. Hampered by the storm but not totally out of luck, Miller received help from an unexpected place.

“My son actually came to me and explained that one of his high school classes was looking for a project,” said Miller. “He pitched the idea of producing my second DVD to his teacher and they decided to go with it.”

Miller said her son’s class at Fontainebleau High School produced the second DVD and three more after that with a portion of the proceeds going back to the high school. She is also working with a vendor to distribute the DVDs and produce them nationally.

Miller said the program is appealing because it is so simple and just about anyone can do it anywhere. She said there is no equipment involved and you don’t have to work out regularly.

“If you can breathe and you can sit,” said Miller. “IsoBreathing will get you fit.”

— Robin Shannon