

Contact: Sean Costello
Owner, OsteoStrong Columbus
Phone: 614-371-3369
Email: centralohio@osteoststrong.me

1246 E. Powell Rd.
Lewis Center, OH
43035



Press Release

Local Husband and Wife Team Opens First-of-Its-Kind Wellness Center in Central Ohio

OsteoStrong System Uses Patented “bioDensity” Machine to Help People Suffering From Osteoporosis While Helping People of All Ages and Activity Levels Strengthen Their Bones, Muscles, and Balance Safely and Naturally.

Lewis Center, Ohio, September 21, 2015: Sean and Beth Costello, a couple living in Galena, opened the area’s first-ever “OsteoStrong®” Center earlier this month in Lewis Center. Located at 1246 E. Powell Road, in Oak Creek Shopping Center off Polaris Parkway, their Center offers vibration plate therapy and hydro massage, but the centerpiece is something called a bioDensity machine, the only one within about 150 miles.

The machine was developed by Dr. John Jaquish, a biomedical engineer whose own mother was suffering from osteoporosis and was looking for non-drug treatments. Users are able to push, pull, and lift multiples of their body weight in a totally safe manner. They do four “trigger point” movements, and the entire process takes no more than 10 minutes. By doing this, users can significantly strengthen their bones, even reversing osteoporosis, while dramatically improving their balance and muscular strength in the process. In this way, the machine helps older people avoid falling in the first place and, if they do fall, makes it less likely that they will break a hip or other bone. Falls are a significant issue for older people. An older Ohioan falls every two minutes, which can result in broken bones, resulting in dramatic lifestyle and mobility changes that can lead to early deaths. (Wednesday, September 23, 2015, is National Fall Prevention Day.)

Weak bones are a huge and growing issue in this country and the rest of the world. Government statistics show that in the United States, 54 million people have either osteoporosis or osteopenia, a precursor to osteoporosis. Internationally, 1 in 3 women and 1 in 5 men over the age of 50 will suffer an osteoporotic fracture. And while osteoporosis has historically been viewed as more of a problem for women than for men, the fact is that the risk of a man having an osteoporosis-related fracture is 27%, double the risk of prostate cancer.

For Immediate Release

more

Local Husband and Wife Team Opens First-of-Its-Kind Wellness Center in Central Ohio

Costello says that osteoporosis is called the “silent killer” because it is underdiagnosed and people don’t pay attention to their bones like they do to other health issues, until something breaks. And if someone breaks a hip late in life, it can be a life-ending injury.

The bioDensity device is designed to strengthen bones just like traditional weight lifting makes muscles bigger or cardio workouts strengthen the heart, because bones, like muscles, are living tissue, and respond to stimulation. But they must be stimulated the right way. Costello says that bioDensity does that, whereas traditional resistance training does not. The evidence so far seems to bear that out. Published research studies have shown that regular users of the device have improved their bone mineral density – the standard measure of bone health – by more than 7% over the course of a year, which is on par with osteoporosis medications. Participants in the most recent study actually improved their hip and spine bone mineral density by even greater percentages, after a 24-week period. Equally significant, says Costello, participants in the same recent study Participants in this study also increased the strength of their musculoskeletal kinetic chain an average of 132%, which means they are less likely to fall in the first place and risk a fracture.

Costello says that one unique feature of the machine is that it displays how much force a person is putting out and records and tracks that information over time. “It’s totally objective. There’s no guesswork about whether someone is getting stronger. Either they are or they aren’t, and the data tells us.” The machine uses sensitive strain gauges like those used in industrial applications to measure how much weight a person is lifting, and it displays that output on screens that both the user and the machine operator see in real time. “You just don’t get that sort of instant feedback plus long-term history in any other strength training equipment,” he says. “Plus,” Costello adds, “this feedback makes the process fun for people. It’s like a video game and strength training session rolled into one.”

Costello says the device doesn’t just help people with osteoporosis or osteopenia. He says that it has helped people with kyphosis (hunched back), scoliosis, pain issues, including fibromyalgia, and other disorders for which drugs do not provide sustainable relief.

But Costello also says that young athletes such as football players, soccer players, and gymnasts, as well as middle-aged and older weekend warriors, endurance athletes, and even golfers stand to benefit from using the technology offered at his center. Indeed, Costello, himself a triathlete who has competed in Ironman events, became interested in the technology because he was concerned about his own history of injuries. “Like most middle aged people who engage in a lot of physical activity, I was getting injured a lot, and suffered a stress fracture last year. I began to look for non-drug/non-supplement methods to protect me against injuries so that I could continue doing endurance sports at a high level. OsteoStrong was a no brainer for me,” he says. According to Costello, “the great thing is that this is safe for people of almost all ages and activity levels, from really fit athletes to deconditioned people who haven’t stepped foot in a gym in decades. Our 9-year old daughter uses it, and loves it.” “We have people with osteoporosis

Local Husband and Wife Team Opens First-of-Its-Kind Wellness Center in Central Ohio

in our center, and we have younger people who run marathons. It runs the gamut. Our membership is diverse, and that's great because everyone can benefit, and benefit a lot from using this."

Costello, his wife, and their managers, who are personal trainers, received substantial training on the bioDensity machine before they were allowed to operate the center. He is quick to point out that OsteoStrong is not a replacement for medical or chiropractic care or regular physical exercise. "We don't substitute what we do here for sound medical advice from a person's physician, chiropractor, or other care giver. We do not give medical advice. We offer a natural, safe, and proven way for people to improve their bone health and muscular strength."

Costello says he looks forward to helping a lot of people get stronger and healthier and live longer lives as a result of his center. "But," he adds, "if people just want to come in and enjoy a massage on the HydroMassage bed," we have programs for them too. He says the center offers monthly memberships, including specials for seniors, businesses, veterans, and first responders. There are two other OsteoStrong centers in the state, one in Chardon, and the other near Akron, both of which opened in just the past couple of months. Several other centers are expected to open throughout the state over the next 12-18 months.

Copies of the referenced studies as well as photos of Sean and Beth Costello, their center, and their equipment are available upon request and may be downloaded from the OsteoStrong Facebook page at www.facebook.com/osteostrongcolumbusoh.

.

Local Husband and Wife Team Opens First-of-Its-Kind Wellness Center in Central Ohio

