

DETAILS

SPECIAL ISSUE

THE STYLISH MAN'S GUIDE TO SUMMER

THE BETTER
WAY TO GRILL

PERFECT T-SHIRTS

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CONVERTIBLES

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THE LATEST
DIET CRAZE

CHIC SUITS

THE HOTTEST
WORKOUT TREND

EVERYTHING YOU
NEED FOR A
DAY AT THE BEACH

TURN THIS
ISSUE
OVER FOR
THE DETAILS
GROOMING
MANUAL



**ADAM
LEVINE**
THE NEW KING OF POP



THE BODY

FITNESS

WHY ROWING IS THE NEW SPINNING

THE LATEST WORKOUT-CLASS CRAZE IS PUSHING PEDALING OUT OF THE GROUP STUDIO, AND WITH GOOD REASON. DON'T MISS THE BOAT.

LONG RELEGATED TO THE DUST-COLLECTING CORNERS OF GYMS ACROSS AMERICA, THE ROWING machine is making a comeback. After a much-needed upgrade in technology and style (affixed water tanks simulate true crewing conditions, while machines carved from wood and oil-finished are best sellers), this unsung hero of the fitness world has become the weapon du jour among the hard bodies of Hollywood—Jason Statham, Zac Efron, and Josh Hutcherson are devotees. It's also finding its way to your health club's most prized piece of real estate: the fitness-class studio. Those in the know say it's set to become the hip, new king of cardio.

"We're seeing a huge migration from spin to rowing," says Jay Blahnik, a Southern California trainer and group-fitness adviser for Equinox, which recently added a slew of new row-based classes in West Hollywood, Beverly Hills, and New York, among other cities. "Spinning isn't dead, but it has been put on notice."

CONTINUED ON NEXT PAGE

The similarities between the two disciplines are many—both involve stationary machines that ape outdoor exercises, pump-you-up instructors, thumping music, peer pressure to keep pace, and a workout that leaves you sweat-soaked and serenely sore-muscled. But when it comes to achieving body-sculpting benefits, indoor rowing is in a class of its own. A 50-minute rowing class can burn up to 1,200 calories, twice as many as spinning. Every stroke requires you to work your calves, quads, hamstrings, glutes, abs, obliques, pecs, biceps, triceps, deltoids, upper back, and lats. “Each rep is essentially a leg press, a dead lift, and a row. And because you’re working every muscle group in your body, your heart rate is elevated,” says Garrett Roberts, an exercise physiologist and the founder of GoRow Studios in Hoboken, New Jersey. “Plus, you need to establish a more complex rhythm than pedaling. It’s part of the challenge, but once you find that groove it becomes this kind of high.” In short, with one low-maintenance workout, in a group setting or on your own, you’ll get the statuesque body of an authentic crew rower (think Winklevoss twin minus the whining). Just prepare to get hooked—many class aficionados are working their way up toward rowing outdoors.

Add up all the benefits and it’s no wonder more and more guys are stepping off the stationary bike and strapping into a rower. “People are catching on that they could be getting so much more out of their workout in the same amount of time,” Roberts says. “I opened my rowing studio to prove that it’s more fun and more effective than spinning. It’s only a matter of time.”

THE TECHNIQUE: GET PERFECT FORM

A QUICK, THREE-STEP ROWING PRIMER FROM GARRETT ROBERTS, FOUNDER OF GOROW STUDIOS.

1 THE CATCH
Place your feet in the stirrups and slide all the way forward to the flywheel, with your knees bent and pressed against your chest. Grasp the handle with an overhand grip. Lean forward slightly from the hips, but keep your chin up, shoulders back, and spine straight.

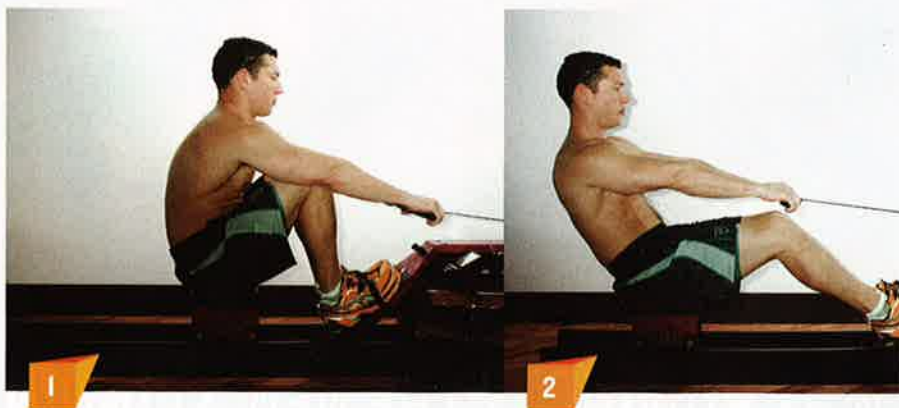
TIP: Throughout the movement, be sure your feet remain flat and that you don’t tuck your chin or hunch your shoulders.

2 THE DRIVE
The trick to starting your drive back is moving your hands and butt at the same time. A rower’s power comes from the lower body—as you drive back with your legs,

think about pushing your feet through the footboard, like you’re using the seated leg press. As you slide back, don’t start to pull yet—your arms will naturally straighten.

3 THE FINISH
Once your legs are extended, knees straight, maintain a straight spine and

lean back slightly from the hips, bracing your core. Now pull. Bring the handle to your chest, driving your elbows over the plane of your hips and behind you. On the pull, think about leading with your elbows. The trick to getting back to start position is bracing your abs, driving your hips forward, and pulling your knees into your chest.



THE BEST NEW CLASSES

IRROW FITNESS STUDIO

Los Angeles
irowfitness.com
In addition to its daily in-gym sessions, iRow boasts a classroom-to-water program on the wide-open channels at Marina Del Rey.

GOROW STUDIOS

Hoboken, New Jersey
gorowstudios.com
You’ll clock plenty of time on the rower, but rotate among free weights and body-weight regimens, core exercises, and moves

meant to bolster balance, body alignment, and posture.

ROWFIT CHICAGO

Chicago
rowfitchicago.com
This boutique gym marries rowing with CrossFit. Row challenges are often

meant to bolster balance, body alignment, and posture. races against the clock and book-ended by fun distractions such as rope climbs.

EQUINOX

Boston, Miami, New York City, West Hollywood, and more
equinox.com

Josh Crosby, a former U.S. rowing champion and trainer, helped design the two main rowing programs: Indo-Row, a straight-forward group-rowing class, and the new rowing-circuit workout ShockWave.

VITAL SIGNS

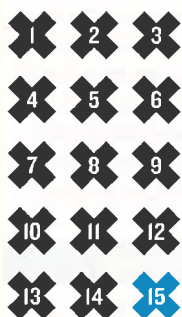
NOW TRENDING

Forget *antigravity yoga* or *Pilates*—how about *running on air*? *Equinox* in New York City has unveiled the *AlterG*, a treadmill developed with NASA technology that uses air pressure to gently lift the runner, reducing pounding.

20:00

Number of minutes it typically takes for the brain to register that the stomach is full.

At *Tanita Shokudo*, a new restaurant in Tokyo, timers on the table keep patrons on schedule. The restaurant also offers on-site dietitians who advise diners in a consultation room and tabletop scales for measuring portion sizes.



% BY WHICH YOUR RISK OF DEATH INCREASES IF YOU SPEND 8 TO 11 HOURS A DAY SITTING. AND NO, GOING TO THE GYM REGULARLY DOESN'T REDUCE YOUR RISK.

PERCENTAGE OF ACTIVE MEN (THOSE WHO BURN MORE THAN 1,400 CALORIES A WEEK THROUGH EXERCISE) BETWEEN AGES 18 AND 40 WHO REPORT "INTERCOURSE SATISFACTION."



% less food you'll consume if you switch to snacking with your nondominant hand, according to research from the University of Southern California

30

570

BLOOD-ALCOHOL LEVEL (APPROXIMATELY TWO DRINKS) REQUIRED TO GET YOUR CREATIVE JUICES FLOWING, ACCORDING TO RESEARCHERS AT THE UNIVERSITY OF ILLINOIS AT CHICAGO. MEN WITH THIS BLOOD-ALCOHOL LEVEL SOLVED MORE BRAINTEASERS (AND WORKED FASTER) THAN THEIR SOBER COUNTERPARTS. BUT PUT AWAY THE SIX-PACK—UNLESS YOU WANT A BEER GUT.

{ COMING SOON }

Office workers in 12 European countries are hitting city streets and parking lots for calorie-burning, head-clearing *dance marathons* during their lunch breaks. At *LunchBeat.org*, Molly Rünge, its Stockholm-based founder, writes, "One hour of daytime dancing . . . will make you create magic during the rest of your day." As a bonus, research has shown that women are subconsciously drawn to men who dance, because it signals superior health and energy. Rünge expects the trend to hit the U.S. soon, with interest being shown in New York City, Los Angeles, and Houston.

Percentage of Americans who'd sooner give up sex than the Web, according to an international survey.

Percentage of Japanese who'd make that sacrifice.

INTERNET ADDICTION DISORDER
A condition named by New York psychiatrist Ivan Goldberg in 1995. Like cocaine, it affects areas of the brain needed for self-control.

UNLUCKY NUMBER

Number of law firms that have jointly filed a \$5 million lawsuit against Vibram, the maker of *FiveFingers* barefoot shoes, alleging the company made false claims about the health benefits of barefoot running.

{ AFTERGLOW ALLERGY }

POST-ORGASMIC ILLNESS SYNDROME
A flu-like sickness that could affect up to 1 in 100 men after ejaculation.

SYMPTOMS → Rashes, hives, fever, runny nose, headaches, nausea, backaches.

CAUSE → An allergy to one's own semen, according to Dutch researchers.

TREATMENT → Inoculation with diluted doses of said semen over an extended period of time.

UNROASTED-COFFEE-BEAN SUPPLEMENTS CAN HELP BLOCK FAT AND SUGAR ABSORPTION, ACCORDING TO NEW RESEARCH. TAKING A DAILY DOSE FOR SIX MONTHS WAS ASSOCIATED WITH A 10.5 PERCENT DROP IN BODY WEIGHT.