

# ABXCORE: Sculpt-Repeat-Smile Your Way to an Abdominal Six-Pack

LOS ANGELES, CA, UNITED STATES, June 23, 2014 /EINPresswire.com/ -- Instead of going to the gym after a workday spent in front of a computer screen, why not go home, where your gym is waiting for you at a time and place that's convenient for your personal schedule? The ABXCORE provides an abdominal workout that you can customize to [meet your fitness needs](#), unlike the standard gym with its one-workout-fits-all line of equipment that's designed for an average, rather than a unique, physical performance. A Kickstarter crowdfunding campaign with a goal of raising \$125,000 by August 9 will bring the ABXCORE to the final stages of product development in order to make it ready for its first production run.

In today's sedentary society, it's harder than ever before for men and women to maintain a healthy physical routine. But ABXCORE says, "Engage your core" by activating the core muscles that are used for sitting and engaging them in exercise, strengthening weaker areas and targeting specific groups. With the ABXCORE, you can be the master of those old-fashioned sit-ups that

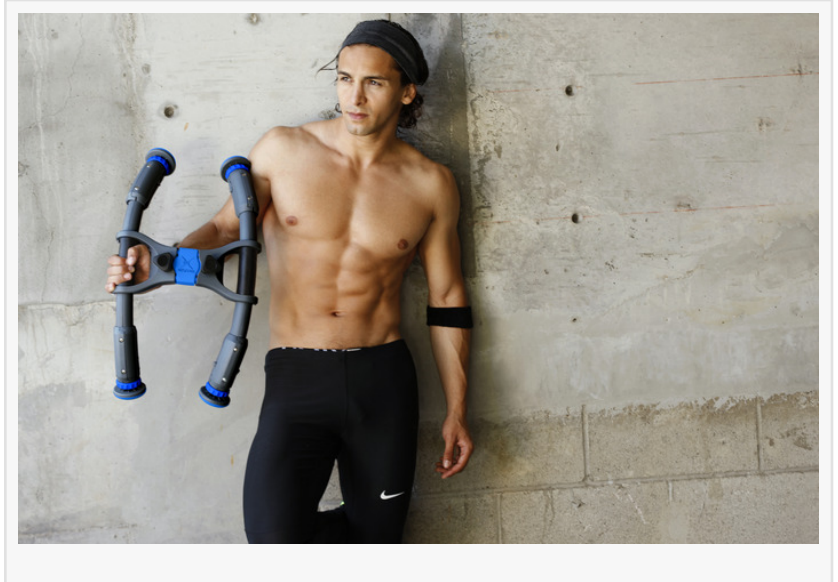


you once dreaded, because now is the time to say "goodbye" to tradition and "hello" to technology. ABXCORE gives you a peak abdominal workout whether you're lying down or seated. In fact, testing done by the University of Southern California Department of Biokinesiology and Physical Therapy confirmed that the ABXCORE's resistance-locking mechanism's ability to isolate specific muscle groups matches and even exceeds the results of the traditional sit-up. Go ahead, lie down and do your sit-ups: with the ABXCORE, your work-out is twice as effective! But the ABXCORE avoids the typical side effects of neck and back pain that often accompany a gym workout.

It's easy to see the difference in the ABXCORE approach. Instead of "no pain, no gain," the ABXCORE slogan is "[Sculpt-Repeat-Smile](#)" your way to a flat stomach and abdominal fitness. Ergonomic, lightweight, and effective, the device is designed for easy carrying so that wherever you

go, your fitness routine goes with you.

ABXCORE founder Omar Attalah, who achieved athletic prowess at the tender age of five when he began studying kung fu, graduated from France's University of Sports and Science with master's degrees in physical training/rehabilitation and in nutrition. Working with athletes, he learned that even people in prime physical condition need to have a customized exercise regimen that's tailored to their weaknesses and strengths when they're recovering from an injury. Upon moving to Los Angeles and working with professional athletes



and celebrities, he began to see the importance of implementing a customized fitness program that helps each person reach his or her own peak performance level. As he continued to study the subject, he realized that there was very little in terms of physical fitness equipment that was designed to meet the needs of people suffering from injuries or disabilities. Attalah began to work on a device that would suit all body types and fitness levels, both the beginning and the experienced workout athletes, and those dealing with physical limitations. He sought to develop equipment that could challenge the body to reach its potential without causing injuries in other areas. He realized that people in today's busy society need to have exercise equipment that's compact and lightweight so that it travels with them, instead of confining their fitness to the availability of a gym.

Attalah teamed up with Loren Khulusi, whose extensive background in project management, design, and sound engineering gives him the expertise that's needed to oversee the daily operations of the project, working along with the ABXCORE team to manage events and marketing initiatives. The USC testing confirmed that the design was capable of providing a workout that [enhanced abdominal muscle](#) performance without adversely affecting other parts of the body. Testing done on ABXCORE use by people with injuries successfully met Attalah's vision of making a solid abdominal workout accessible to people whose physical abilities were limited, whether due to injury or disability. The components that make up the ABXCORE were evaluated to prove that they had the stamina and durability to withstand the rigors of repetitive daily use.

Together, Attalah and Khulusi worked for over three years on design and testing, investing \$80,000 in their dream until finally, ABXCORE was ready for production. The Kickstarter campaign will fund the additional testing that's needed, as well as modifications, certifications, packaging design, injection molding tools, and the first production run.

#### About ABXCORE

Developed by a team of engineers, designers, international professionals, and experts in their respective fields, ABXCORE ([www.abxcore.com](http://www.abxcore.com)) is an abdominal fitness device that can help both beginners and seasoned workout veterans, as well as the injured and disabled, replicate the effectiveness of the traditional sit-up without adding stress to the neck and back. Instead of relying on trips to the gym to use equipment that's designed for mass use, ABXCORE users have an at-home gym to take care of their abdominal fitness, thanks to this product that's customized for their own abilities and needs.

Omar Attalah

ABXCORE  
email us here  
1-323-403-5561

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2015 IPD Group, Inc. All Right Reserved.