

BALLET BEAUTIFUL™



ABOUT BALLET BEAUTIFUL

Ballet Beautiful is an exciting new fitness program that revolutionizes the industry with a cutting-edge online studio and a transformative exercise method. At the vanguard of fitness, Ballet Beautiful is the first to offer live, interactive group fitness classes taught in real time on the Internet. Founded by professional ballerina Mary Helen Bowers, who danced 10 years with the New York City Ballet and trained Natalie Portman for her award winning role in Black Swan, Ballet Beautiful stands apart not just for its innovative delivery channels, but for its results: Long, lean graceful lines and zero bulk. Passionate about making fitness, wellness and health accessible to all, Mary Helen's groundbreaking virtual exercise studio - the first of its kind - allows her to share the Ballet Beautiful method with others worldwide. This breakthrough workout program brings a world-class ballerina body shape and an unprecedented level of convenience to working out at home. For more information, visit www.balletbeautiful.com.

“ I believe that every woman has the ability to transform her body. ”

Mary Helen Bowers,
Founder of Ballet Beautiful



ABOUT MARY HELEN BOWERS

A professional ballerina and visionary fitness expert, Mary Helen Bowers is the founder of Ballet Beautiful, an exciting new fitness method designed to quickly build and maintain a long, toned, powerful body shape with excellent posture for non-dancers. Since launching Ballet Beautiful in 2008, Mary Helen has gained a steady following of clients whom she teaches both privately and through her fully portable, virtual studio. She also personally trained and coached Natalie Portman for her award winning performance in “Black Swan,” directed by Darren Aronofsky.

Mary Helen has always been inspired to set and reach high goals for herself and others. As a child growing up in North Carolina, Mary Helen set her sights on dancing with a world-class ballet company in New York City. In pursuit of her dream of dancing professionally, she left her family and her home in Charlotte at age 15 to attend School of American Ballet in New York City. The following year, she was asked to join the New York City Ballet – the largest and most prestigious dance company in the country. After dancing 10 years with the New York City Ballet, Mary Helen retired and enrolled at Columbia University, where she received a Bachelor of Arts degree in English Literature. She also focused on building her fitness and wellness business.

Mary Helen began developing the fundamentals of the Ballet Beautiful method while recovering from an injury in her professional dance career. Following her injury, she began experimenting with various exercises to build endurance and strength, and to develop the muscles needed for peak performance as ballet dancer. The result was a combination of cardiovascular and resistance-training exercises that target specific “ballet” muscle groups, and improve flexibility and posture. Over time, Mary Helen began to notice that her personal exercises helped to strengthen and protect her knees, tendons, and body as a whole, improving her performance as a professional ballerina. This was a pivotal discovery, and the genesis for what became the Ballet Beautiful method.

Mary Helen soon realized that she could help others reach their own fitness goals through her method. She was emboldened by the prospect of giving non-dancers access to fitness, health and wellness, improving and strengthening their bodies in the same way that she learned to take care of her own. Impassioned about sharing her training and the Ballet Beautiful method with others, Mary Helen developed proprietary software to instruct and interact directly with clients in real time, from any location worldwide through the Ballet Beautiful website, www.balletbeautiful.com.

Mary Helen is a sought-after fitness expert with a high-profile clientele. An innovator with pioneering vision, Mary Helen is dramatically changing the fitness and wellness industry. With Ballet Beautiful, Mary Helen believes that, “every woman has the ability to transform her body.”



Artistic. Athletic. Attainable.

THE BALLET BEAUTIFUL METHOD



The Ballet Beautiful method is a swift, efficient, and highly portable exercise solution. Method exercises target and develop sleek ‘ballet’ muscles in the inner thighs, back of the legs, the butt, upper body and back. Ballet Beautiful builds strength and definition throughout the body and the center (abdominals), while increasing flexibility and improving posture. The program is geared toward non-dancers; dance training and experience is not required.

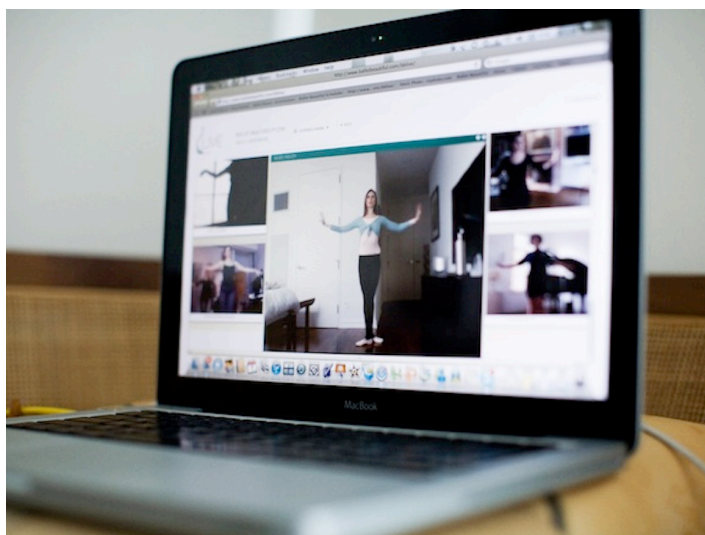
Online group classes and private training are available for a variety of class options. Class options include the “Classic Ballet Beautiful Class,” a comprehensive 1-hour mat based workout geared to all ‘ballet’ muscle groups as well as more targeted programs including “Ballet Beautiful Lengthen,” a 30-minute Demi Class focused on elongating the body, and “Ballet Beautiful Blast,” a low-impact cardio series that quickly gets the heart rate up while targeting muscles in the legs, butt, upper body and center. Mary Helen recommends that clients take between two and four sessions per week in order to achieve optimal results. Most people often see the difference in as little as two weeks.

ABOUT THE BALLET BEAUTIFUL LIVE GLOBAL STUDIO

The Ballet Beautiful Live online studio is the first of its kind. Passionate about making fitness, wellness and health accessible to all, Mary Helen has developed software for a groundbreaking virtual exercise studio that allows her to share the Ballet Beautiful method with others worldwide. Ballet Beautiful live allows up to twelve participants to connect and interact simultaneously with live, shared video feed. Mary Helen conceived the concept while working on location to prepare Natalie Portman for her Award-winning performance in the film “Black Swan.” She soon expanded the platform to become what it is today- a virtual worldwide fitness studio. Ballet Beautiful Live is convenient, highly accessible and fully interactive. Clients anywhere can connect to experience the incredible, transformative daily workouts in real time with Mary Helen. For more information, visit www.balletbeautiful.com



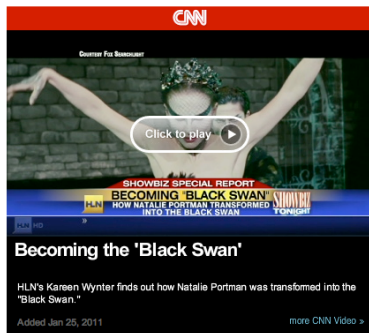
Live. Interactive. Global.



BALLET BEAUTIFUL IN THE PRESS



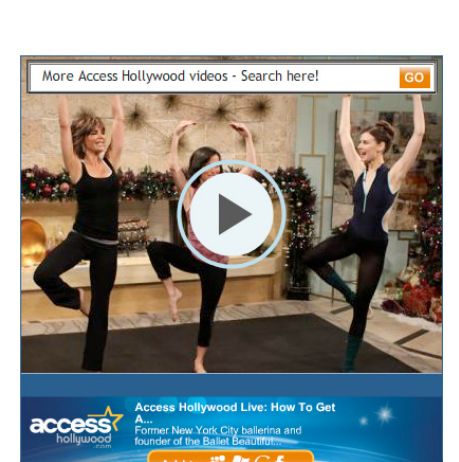
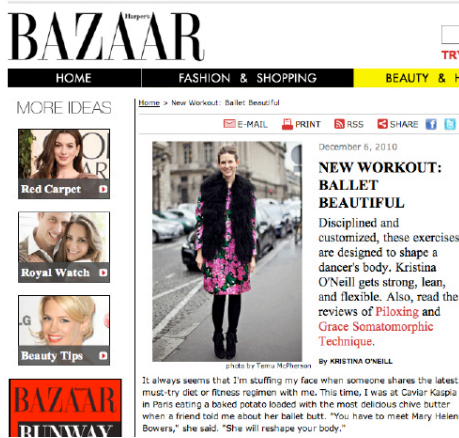
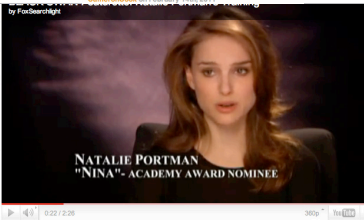
Mary Helen Bowers, founder of Ballet Beautiful
 Speak Plain: Natalie Portman's Ballet Workout
 To gear up for her role as a professional ballerina in *Black Swan*, Natalie Portman trained with Mary Helen Bowers, a former dancer with the New York City Ballet and founder of the Ballet Beautiful fitness method. Here, Bowers dishes on how she prepped Portman for center stage.



Becoming the 'Black Swan'
 HLN's Karen Wintner finds out how Natalie Portman was transformed into the "Black Swan."
 Added Jan 25, 2011

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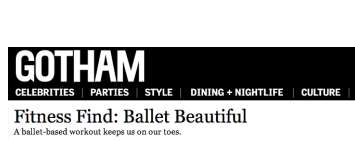
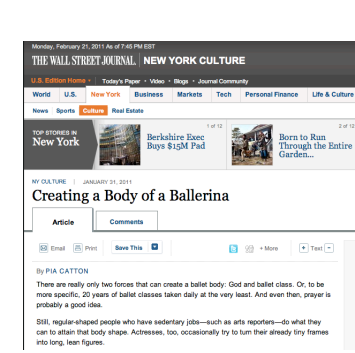
Watch Natalie Portman's ballet
 BLACK SWAN



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Bowers helps 'Swan' blossom
 Ballet trainer felt character's behavior was true to life
 By LISA ENGELBREKTSON
 Mary Helen Bowers, the professional ballerina who began training Natalie Portman in 2008 for what some are calling the role of her life, credits the details of "Black Swan" -- big and small -- for making it as true as possible to the life of a soloist in the competitive New York City ballet world.
 From the focus of ripping apart brand new pointe shoes -- "which I know sounds crazy," Bowers says -- to the rigorous practice



Fitness Find: Ballet Beautiful
 A ballet-based workout keeps us on our toes.



Ballet Beautiful
 "Black Swan" Workout

BALLET BEAUTIFUL™

