

Manduu Reinvents Fitness Through Technology

FDA-APPROVED ELECTRICAL MUSCLE STIMULATION STUDIO GROWS WITH ORTHOPEDIC DOCTORS' SUPPORT

When Jason Ritzen came across an electrical muscle stimulation (EMS) fitness studio in Miami Beach, he scoffed at the idea. Then he tried it. Now Ritzen owns the company, which just opened its second Manduu Nashville location in Hill Center Brentwood.

The team behind Manduu America, headquartered in Franklin, includes a local mayor and career financial consultant, a former hospital executive, a longtime personal training entrepreneur and three leading orthopedic surgeons. They saw the results – and then the potential – in the highly efficient, incredibly effective program that leverages technology to reach deep inside the muscles while boosting fat-burning metabolism, helping people of all ages and fitness levels craft the body they want.

“As an orthopedic surgeon who specializes in sports medicine, I am intrigued by Manduu: a personal trainer once a week, no crowded, confusing, intimidating gym, and far more efficient yet with very little impact on the joints,” says Malcolm E. Baxter, M.D., who along with his Hughston Clinic partners Joseph A. Wieck, M.D. and R. James Renfro Jr., M.D. are helping launch the local and national expansion.

“If you haven't felt a good burn in your muscles like when you were young, give it a try and you will start to notice tone and strength that you'd forgotten about. Exercise can be repetitive, and that 'good sore' confirms that you've actually done something. It is an impressive option for a broad range of people.”

Ritzen, who has spent twenty years developing medical offices, surgery centers and diagnostic facilities, put together a team of entrepreneurs in finance, operations and fitness: Wiley Robinson, a registered nurse who



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ran a New Orleans hospital intensive care unit and directed physician practices before moving to Nashville and building one of the largest martial arts studio organizations in middle Tennessee; Corey Napier, a career business operations executive and mayor of Thompson's Station; David Evans, who retired as a senior financial officer of a healthcare system; and the three orthopedic surgeons.

“This is the only FDA-certified EMS system in the United States, so while millions of people are taking advantage of the technology in Europe, I knew we needed the expertise to explain the science and change the way people think about exercise,” Ritzen says. “The data doesn't lie, and a weekly full-body scan measures a number of key health indicators with clinical accuracy. We're now working with clients that range from professional athletes to seniors, people who are in great shape and those who haven't exercised in years, and their bodies are being transformed.”

The human body runs on electrical impulses, and Manduu utilizes low-voltage current to activate more than 90 percent of muscle fibers in the body's major muscle groups through a fifteen-minute, ultra-low impact session of flexing and resistance movements once a week. An FDA-certified Manduu personal trainer tailors the program to individuals based on their unique fitness goals, and the InBody™ scan measures skeletal muscle mass, total body fat, visceral fat, hydration, metabolic rate and other relevant metrics before each session. Clients appreciate the privacy, cleanliness, efficiency and expertise that Manduu offers.

“Time is precious, and every second counts here. This technology allows us to be incredibly efficient and produce measurable results – there's no guesswork,” Ritzen says. “When you experience Manduu, you'll recognize that this is the future of fitness training. We welcome people to come visit, and the first session is on us.”

Visit manduu.com to explore the science, hear more perspectives and schedule a complimentary session in Cool Springs or Brentwood.

