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The Bar Method

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LAUREN SIMONETTI | Fox Business

FOXBUSINESS.COM - With small, steady movements, the high-intensity but low impact workout called the Bar Method is designed to carve out muscle definition. And despite the pain, people can't seem to get enough.

The Bar Method was founded in the 1990s by Burr Leonard. It combines ballet bar routines with isometrics and interval training. With close to 40 franchise locations nationwide, and a strong celebrity backing, the bar method is at the top of its game in the fitness world.

One class can cost up to \$35. A month of unlimited classes costs more than \$200. But the price isn't stopping the dedicated.

Jennifer Curtis took her passion of the method to the next level, opening her own franchise in Mountain Lakes, New Jersey, two years ago in the heart of the recession.

"It has been slow and steady growth," she said. "But our best advertisement has been our clients. The more people who are out there going to their kids' soccer games, lacrosse games, with their Bar Method bodies, the more people come in."

Classes at Curtis's studio are often at their max. She is adding more teachers and times to her line-up. And even a challenging level two class for her most dedicated – and advanced – clients. She is doing so well she is even thinking about a second location.

"They say in a down economy some businesses still thrive, people still want to feel good about themselves, they need their health, and fortunately, this one has been successful," she said.

Kelly Osborne and actress Ginnifer Goodwin are proud supporters of the Bar Method.

To find classes in your area, visit barmethod.com



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