



THE 2016  
**PILATES IN AMERICA**  
STUDY

BROUGHT TO YOU BY:



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# Methodology

# Methodology

These are findings from an Ipsos poll conducted from **August 12<sup>th</sup> – September 26<sup>th</sup>, 2016** on behalf of the **Pilates Method Alliance** and **Pilates Anytime**. For the survey, a sample of 930 clients, 102 inactive and lapsed clients, 243 teachers, and 230 studio owners responded to a set of online interview questions.

Respondents were recruited in a number of different ways. Invitations to specific individuals were sent to lists provided by the **Pilates Method Alliance** and by **Pilates Anytime**. In addition, an open link (not targeted to any specific individual) to complete the survey was included in a number of social media locations, including:

- Facebook (Pilates Method Alliance and Pilates Anytime)

- Twitter (Pilates Anytime)

- Blog post (Pilates Anytime)

- Newsletters (Pilates Anytime)

# Executive Statement

# Executive Statement

## Welcome to the first Pilates in America Study

This study was undertaken jointly by the Pilates Method Alliance and Pilates Anytime. Together we chose to commission **Ipsos**, the global market and opinion research specialists, to assist with the construction of the survey questionnaires, to implement the survey itself, to process the data, to deliver the findings, and to ensure that the conclusions in this report are a direct and accurate reflection of the data collected.

This study provides informative data that can assist the reader to better understand the landscape of the Pilates field - specifically Pilates clients, teachers, and studio owners. Having completed this first study, many more questions have arisen that we plan to ask in the future.

We look forward to receiving feedback from our stakeholders about this important area of research. If you have any questions or comments, please email [info@pilatesmethodalliance.org](mailto:info@pilatesmethodalliance.org).

Sincerely,

Elizabeth Anderson  
Executive Director  
Pilates Method Alliance

John Marston  
Chief Executive Officer  
Pilates Anytime

# Summary

# Summary

## Overview

In Pilates Method Alliance and Pilates Anytime's survey of attitudes and views among Pilates clients, teachers, and studio owners, a constant theme present was the dedication and loyalty respondents have for Pilates. Some factors that demonstrated this were the numerous years many respondents have been familiar with Pilates and the resources and time spent carrying out activities related to its practice. While there were many similar feelings and attitudes among clients, teachers, and studio owners, there were also some differences, most notably the qualities that **clients** ascribe to a great Pilates teacher and that which **teachers and studio owners** ascribe to a great Pilates teacher.

## Key Findings

- Long-term experience with Pilates was noticeable among each of the three groups of clients, teachers, and studio owners. Nearly half (48%) of clients said that they have been practicing for 6 or more years. Among teachers, 49% said they have taught for 6 or more years. Finally, 60% of studio owners said that they have owned their studio for 6 or more years.



# Summary

## Key Findings Continued

- While clients pointed to many benefits from practicing Pilates, overall physical self-improvement was a key motivating factor behind their decisions.
- Costs (50%) were far and away the most important factor for why people became inactive in Pilates. However, for committed Pilates clients, cost was low on their list of concerns; whereas quality of teaching and cleanliness ranked higher than cost.
- Strengthening their own ability in Pilates and helping others to do likewise were consistent motivating factors for teaching Pilates among teachers, as well as what they considered to be key characteristics for the makings of a great teacher.
- More traditional means such as referrals (75%) and emails (64%) were common ways in which owners reach out to clients. Social media options such as Facebook posts (65%) and Instagram posts (31%) were among the popular new media options used.
- Average annual net incomes of Pilates studio owners was \$45K with nearly four out of ten (38%) making \$50,000 or more annually.

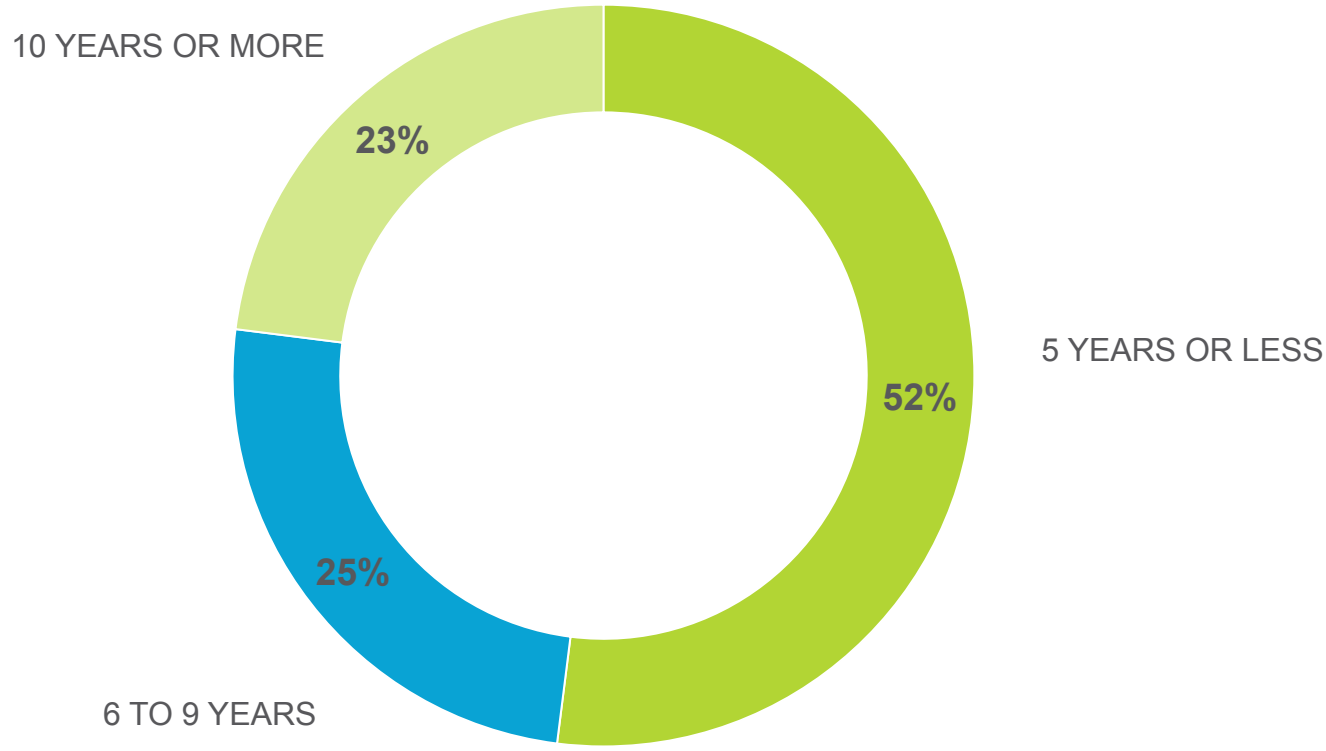
# Detailed Results

- **Clients**
- **Teachers**
- **Studio Owners**
- **General Public**
- **Demographics**

# Clients

# EXPERIENCE PRACTICING PILATES

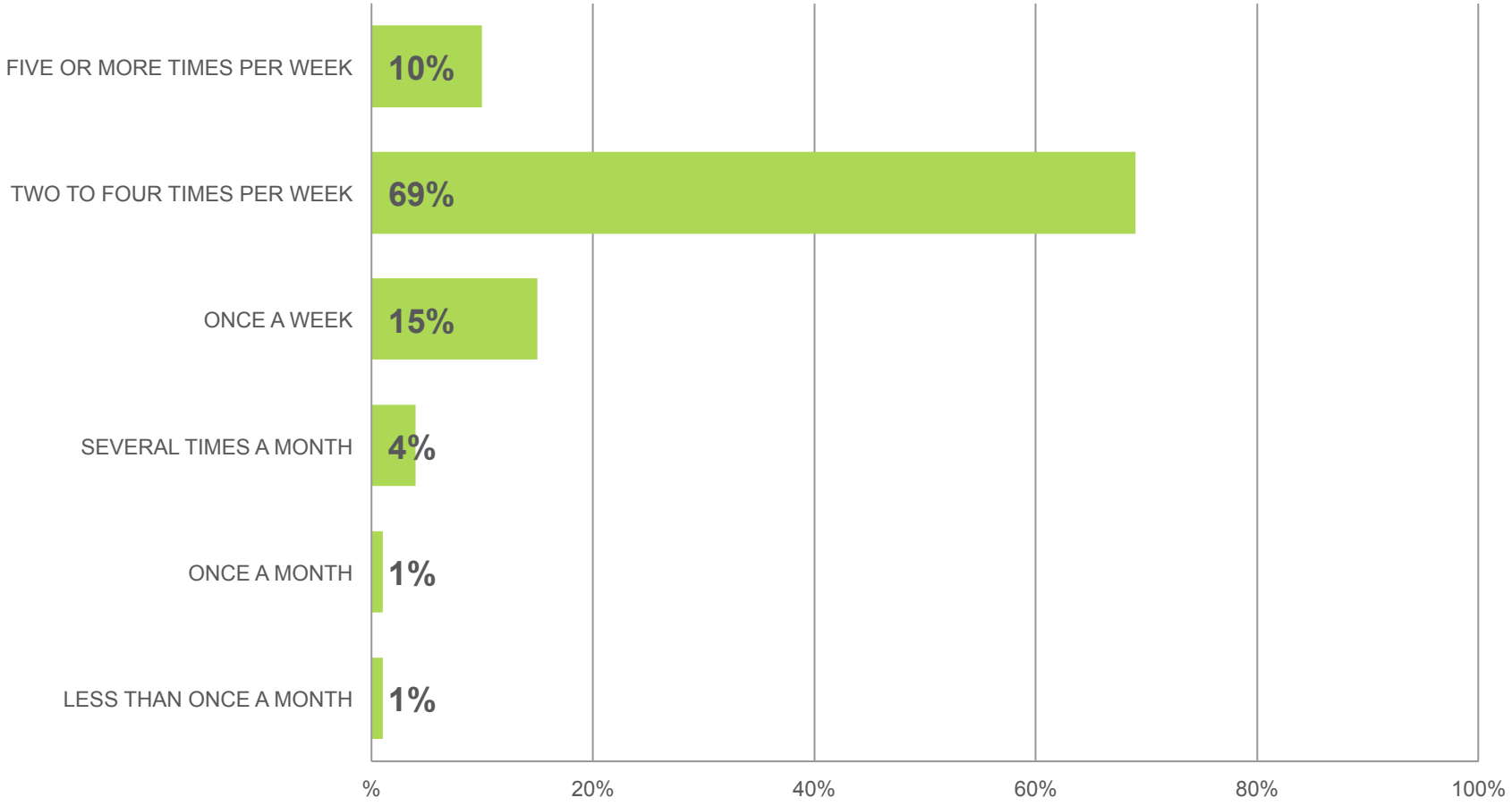
- Many Clients have extensive experience practicing Pilates with nearly half (48%) saying that they've practiced for 6 or more years.



PILAQ1. How long have you practiced Pilates? (Please select one response)  
Base: Clients (n=930)

# FREQUENCY PRACTICING PILATES

- **Most Clients practice Pilates two to four times per week.**

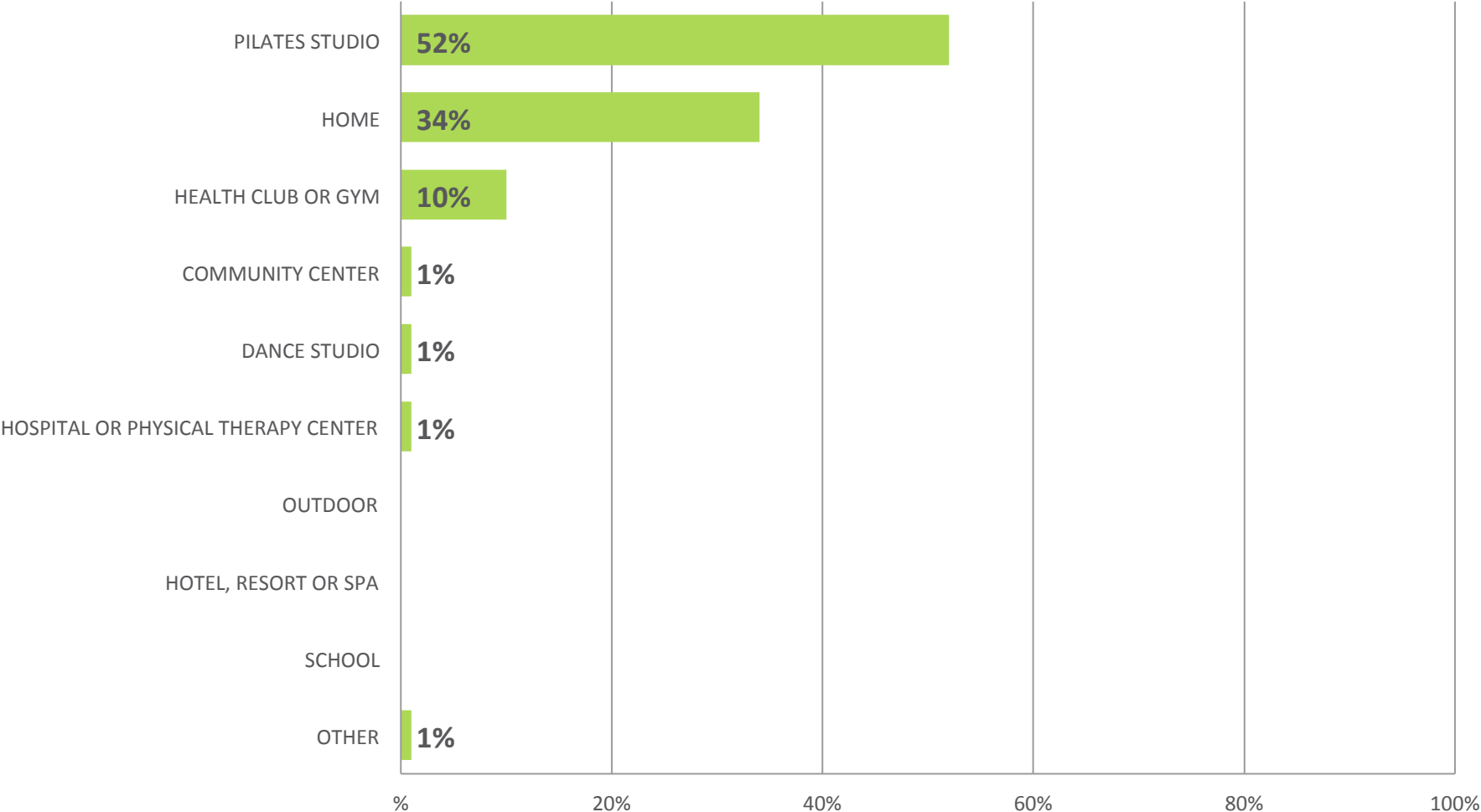


PILAQ3. How frequently do you typically practice Pilates? (Please select one response)

Base: Clients (n=930)

# PLACES WHERE PILATES IS PRACTICED

- Most Clients practice Pilates at a Pilates studio or at home.

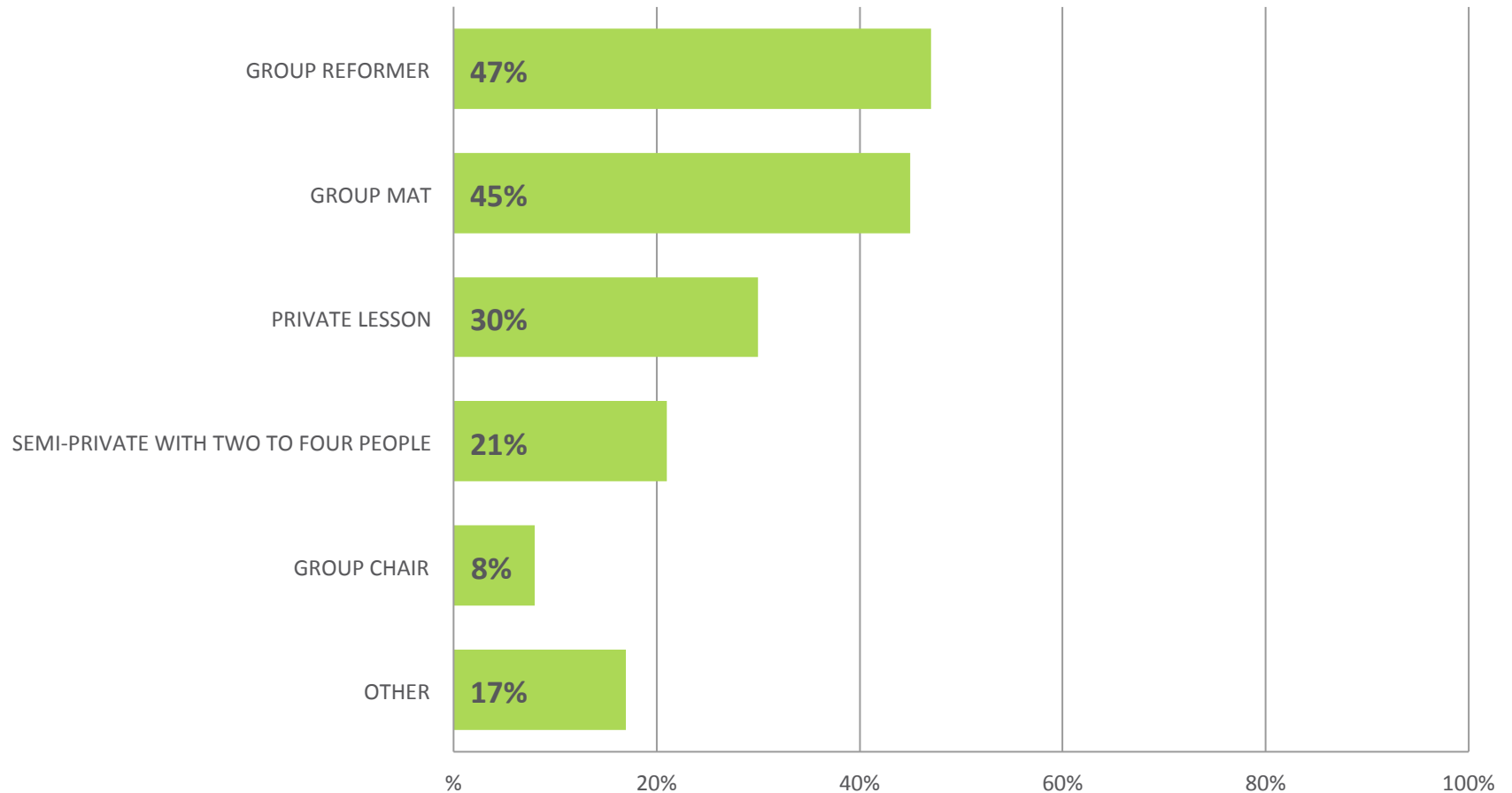


PILAQ4. Where do you practice Pilates the most? (Please select one response)

Base: Clients (n=930)

# TYPES OF PILATES CLASSES TAKEN

- Most Clients take Group Reformer, Group Mat, and Private Lessons.

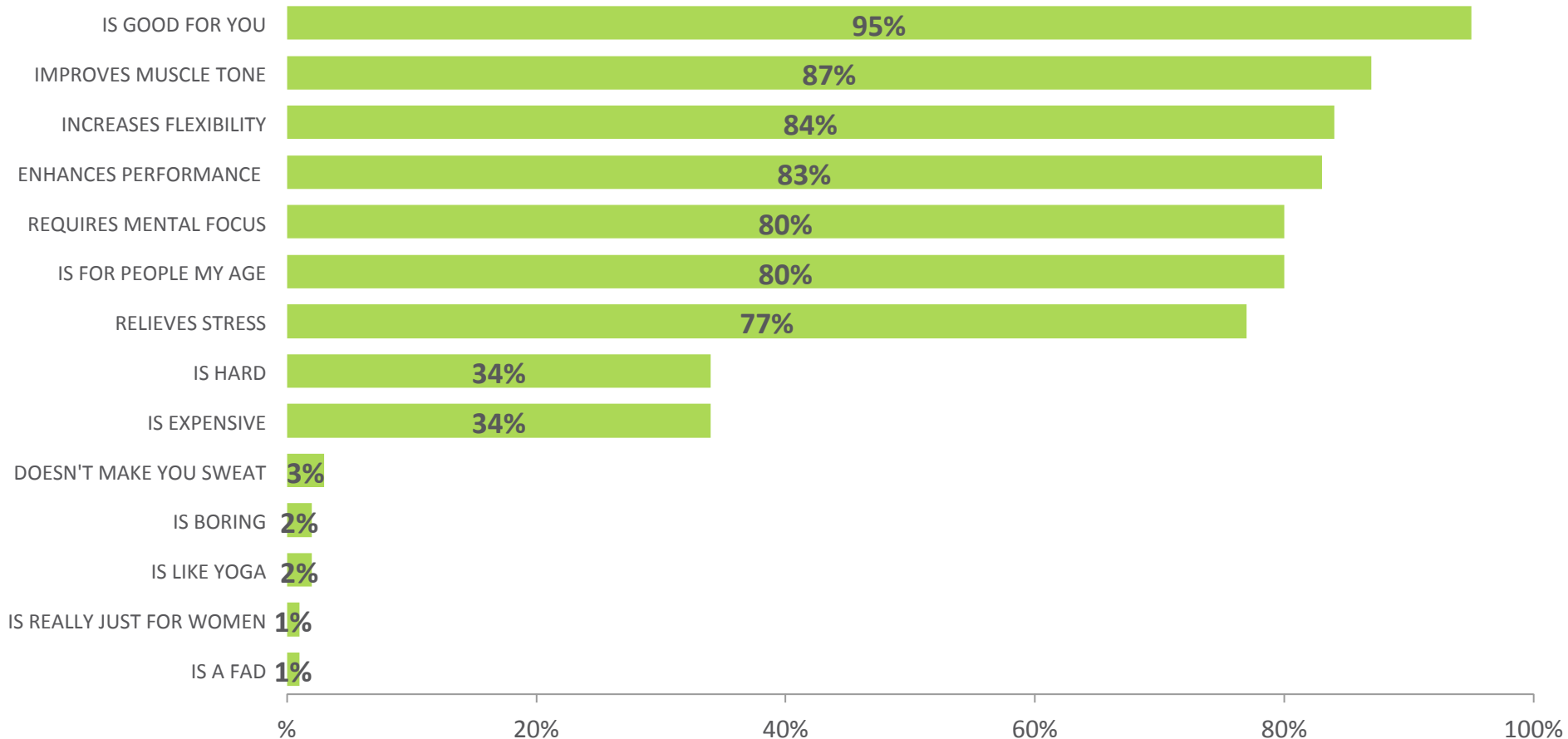


PILAQ5. What types of classes do you typically take? (Please select all that apply)

Base: Clients (n=930)

# PERCEPTIONS OF PILATES

- Positively associated perceptions of Pilates such as that it is good for you (95%), improves muscle tone (87%), increases flexibility (84%), and that it enhances performance (83%) ranked at the top of statements Pilates Clients strongly agreed with.



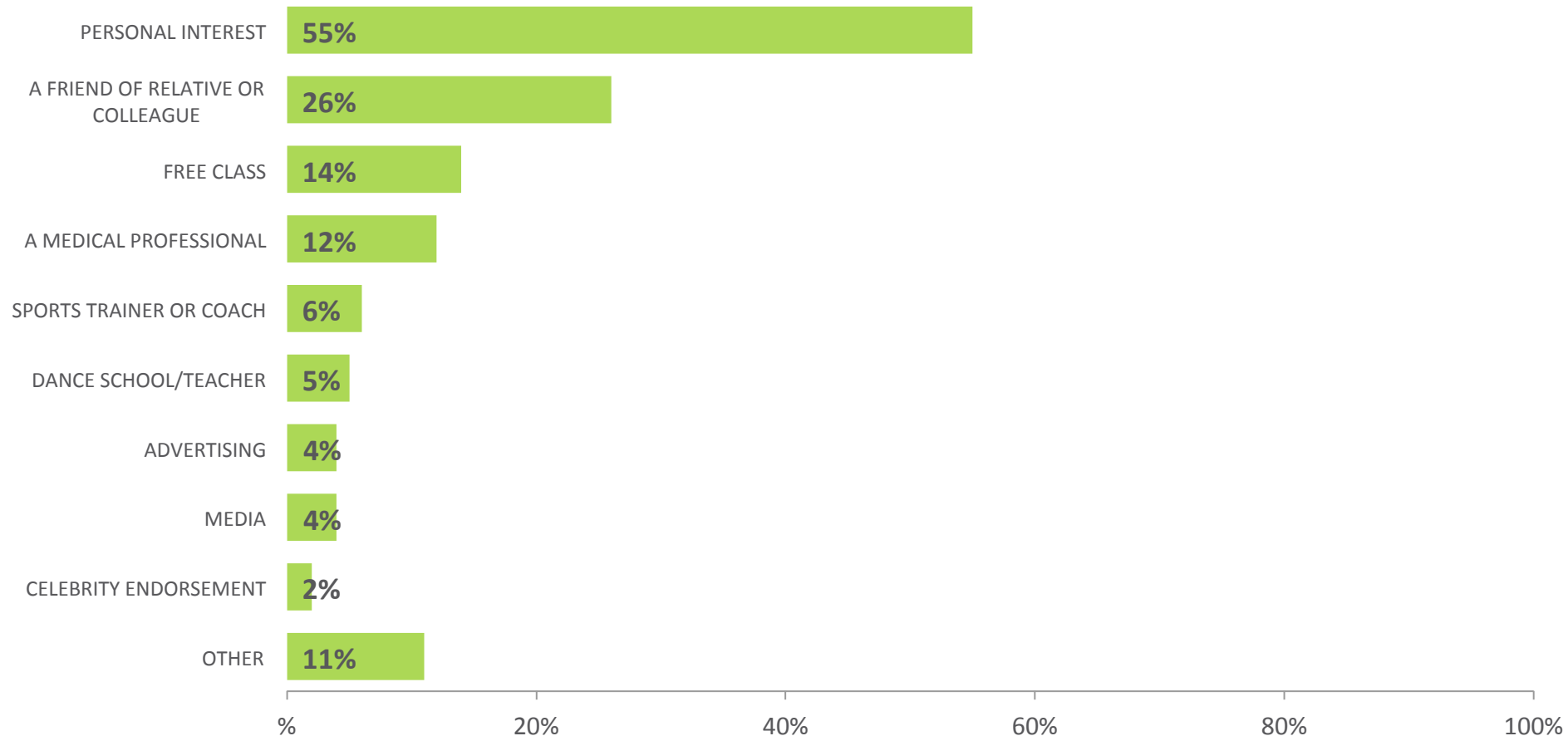
PILAQ6. How much to you agree or disagree with each of the following statements? Pilates...  
(Strongly agree)

Base: Clients (n=930) and Lapsed Clients (n=102)



# WHAT ENCOURAGED YOU TO START PRACTICING PILATES?

- The highest percentage of Clients describe starting practicing Pilates because of personal interest (55%) and because of a friend or relative or colleague (26%).

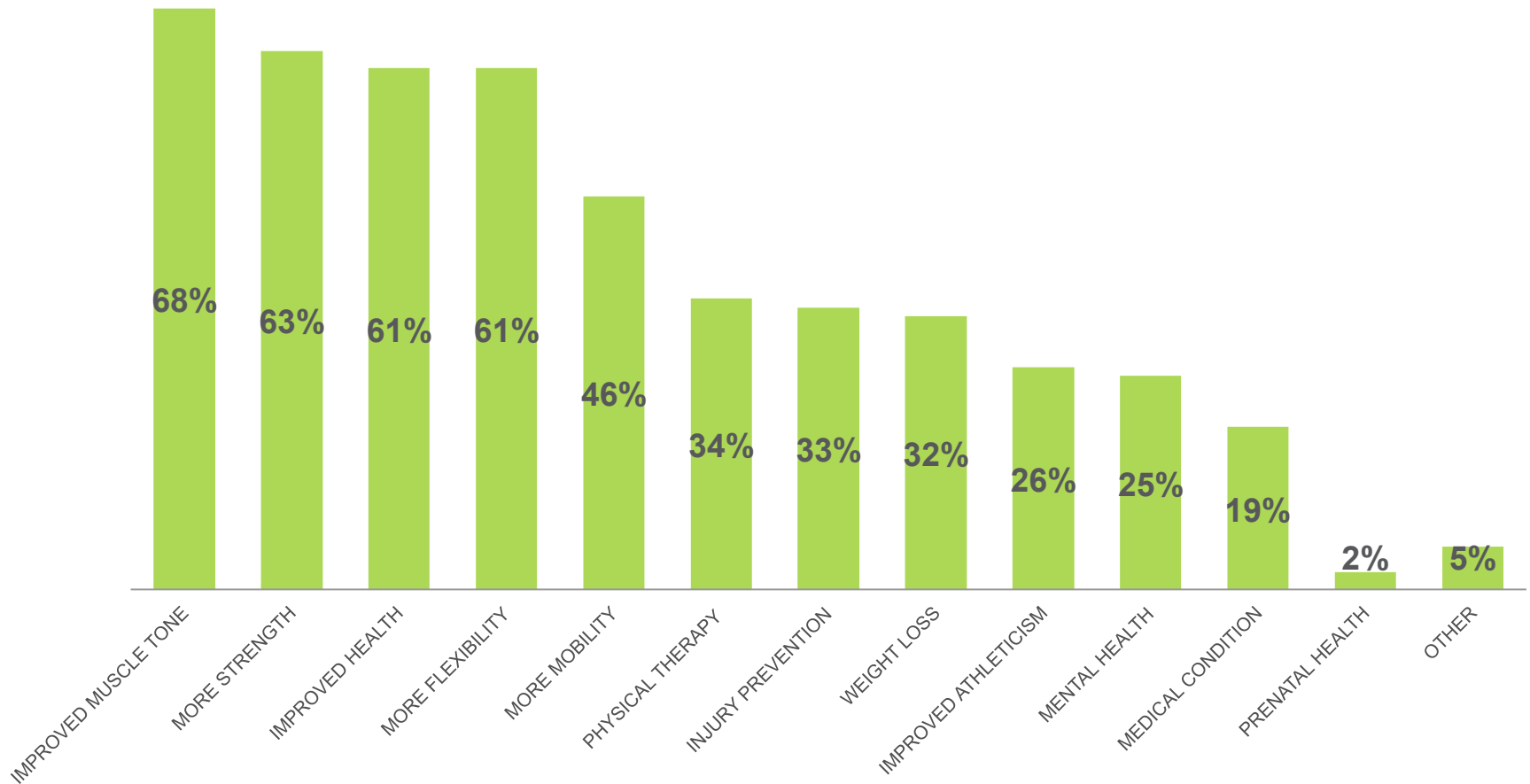


PILAQ7. What encouraged you to start practicing Pilates? (Please select all that apply)

Base: Clients (n=930) and Lapsed Clients (n=102)

# MOTIVATIONS FOR DOING PILATES

- The desire to self-improve in a variety of areas such as to increase muscle tone (68%), gain additional strength (63%), improve overall health (61%), and increase flexibility (61%), were chief motivating factors for people starting Pilates.

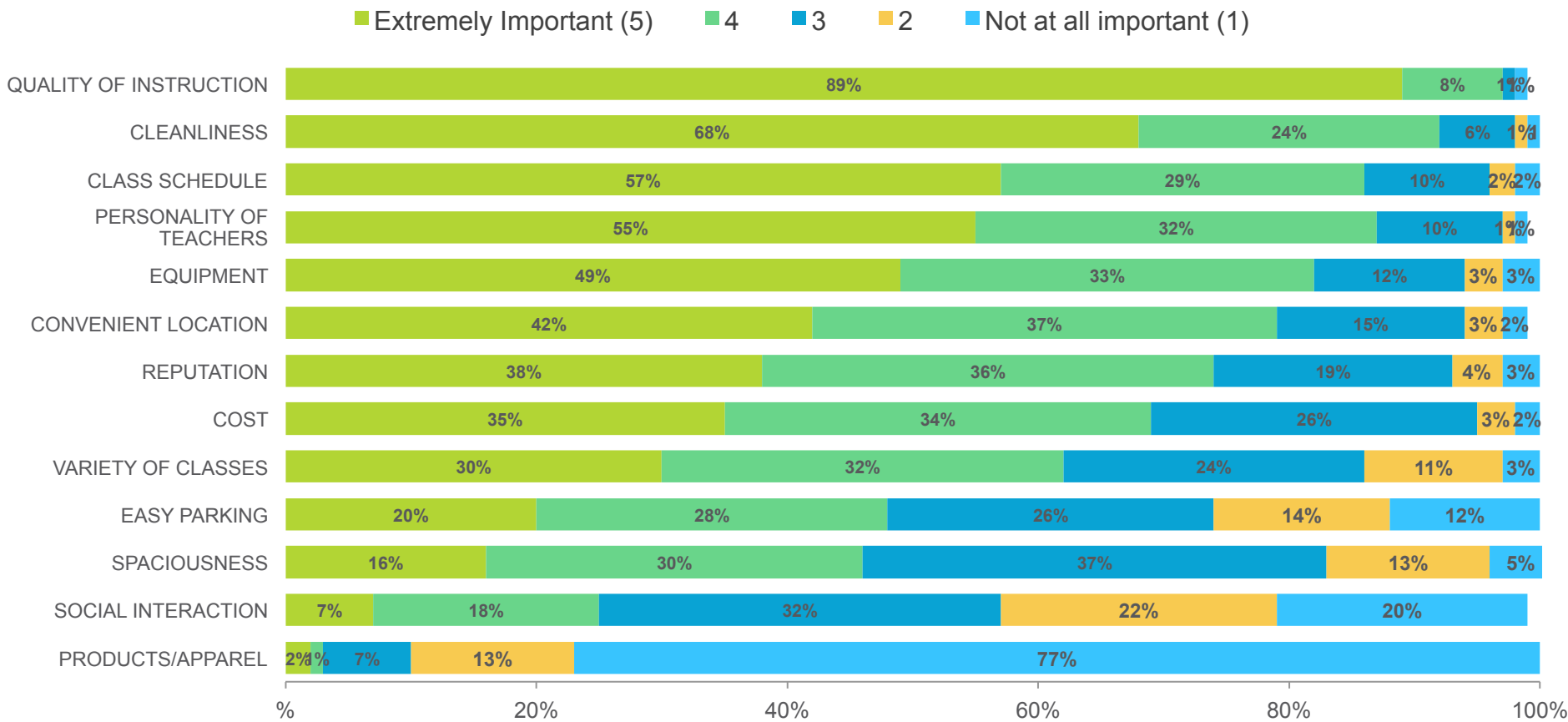


PILAQ8. Which of the following motivated you to start Pilates? (Please select all that apply)

Base: Clients (n=930) and Inactive and Lapsed Clients (n=102)

# FACTORS IN CHOOSING A PILATES STUDIO

- The quality of a teacher's instruction (89%) is the paramount factor for Clients when deciding on a Pilates studio indicating that clients place a premium on well trained teachers.

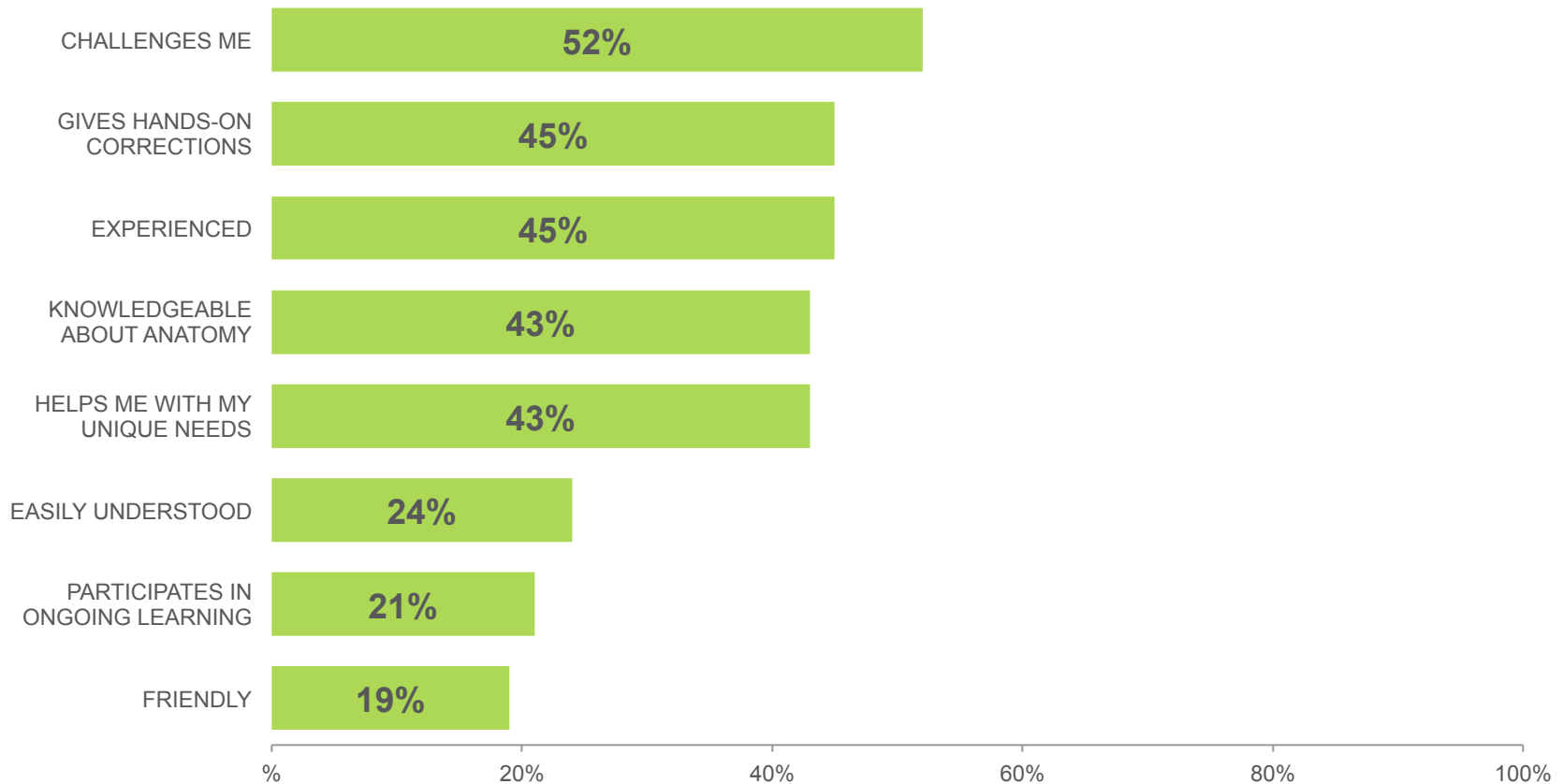


PILAQ9. Please rate how important each of the following are to you personally when selecting a Pilates Studio. (With 5 being extremely important and 1 being not important all)

Base: Clients (n=930)

# WHAT ARE THE MOST IMPORTANT CHARACTERISTICS OF A GREAT PILATES TEACHER?

- Clients place a great deal of importance on teachers who display a diverse skill set such as their ability to challenge students (52%), give hands-on help (45%), and their overall experience (45%).

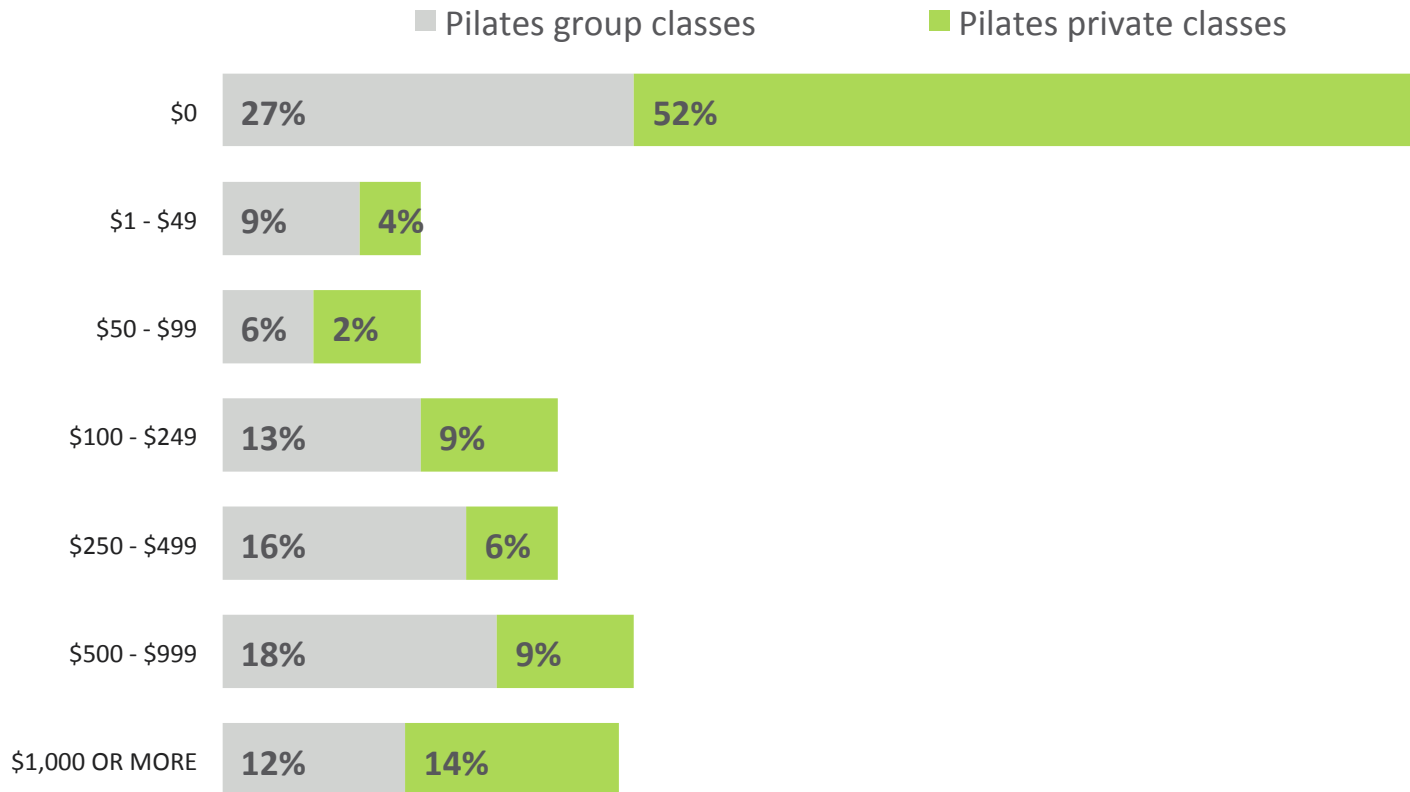


PILAQ10. What are the most important characteristics of a great Pilates teacher? (Please select up to three of the most important characteristics)

Base: Clients (n=930)

# PERCENTAGE SPENT ON GROUP AND PRIVATE CLASSES IN THE PAST SIX MONTHS

- In the past six months, the largest percentage (42%) of Clients spent between \$500 - \$999 on Pilates group classes.
- In the past six months, the largest percentage (24%) of Clients spent between \$100 - \$999 on Pilates private classes.

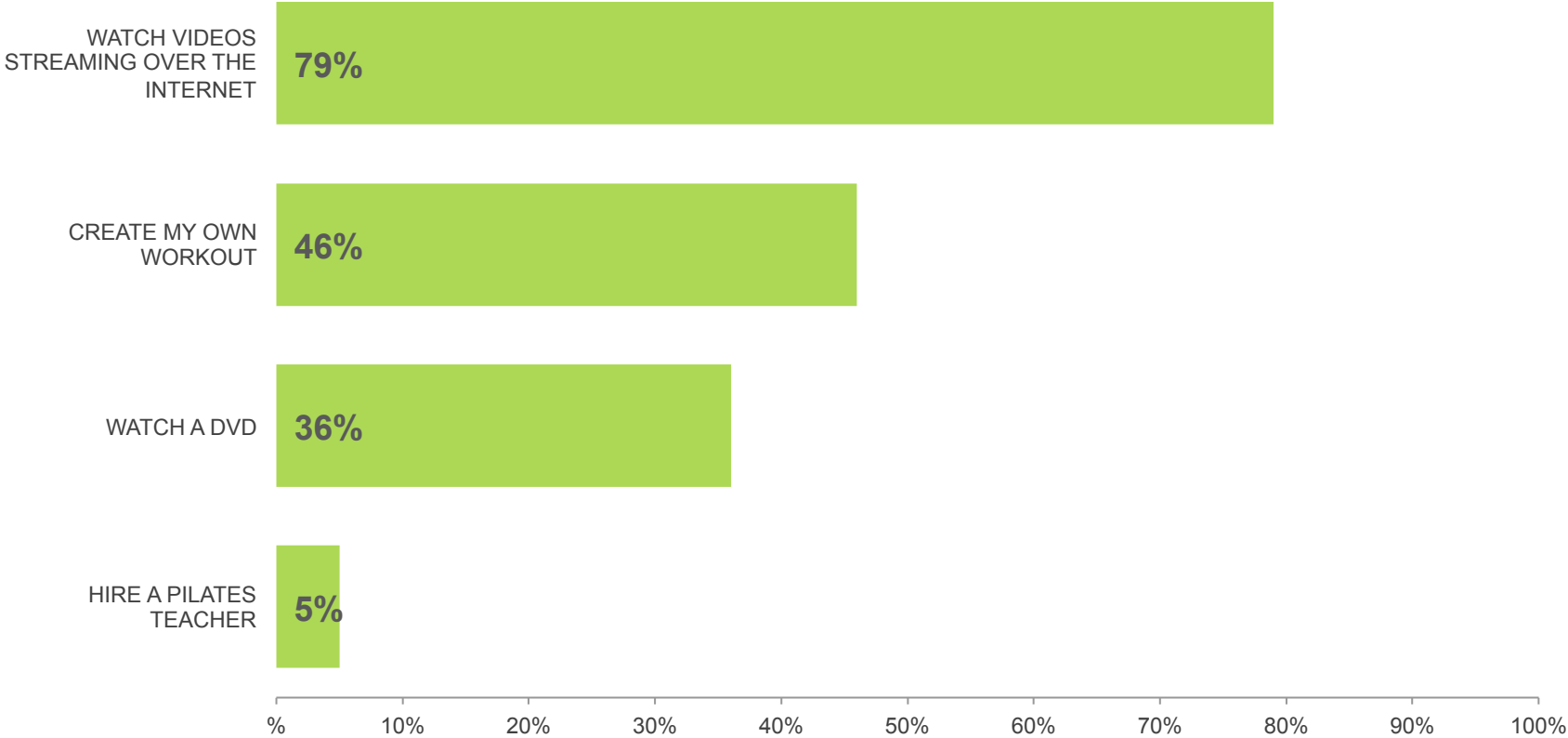


PILAQ11. In the past six months, how much have you spent on the following? (Please select one response)

Base: Clients (n=930)

# WHEN YOU PRACTICE PILATES AT HOME, WHICH OF THE FOLLOWING DO YOU DO?

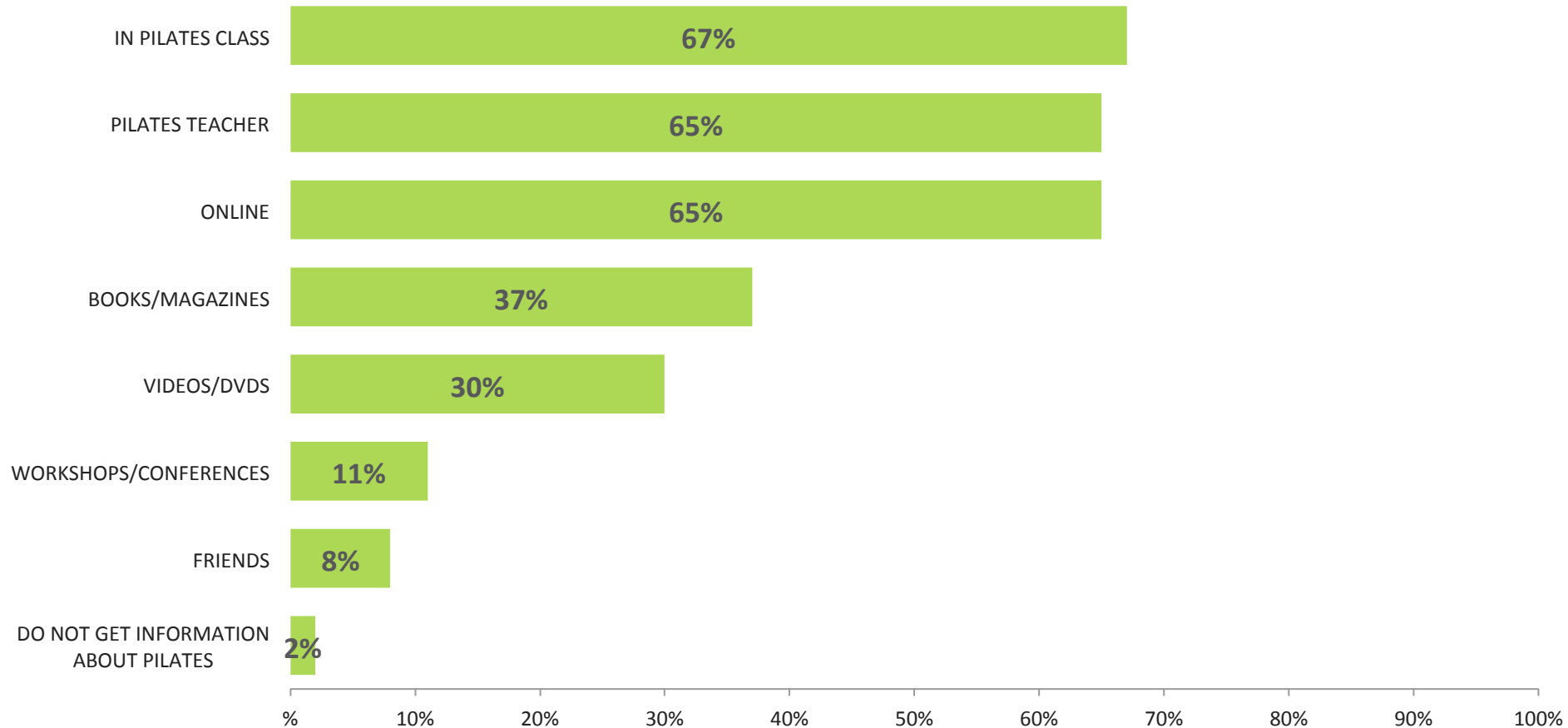
- For those that practice Pilates at home, 79% stream videos over the internet.



PILAQ12. When you practice Pilates at home, which of the following do you do? (Please select all that apply)  
Base: Practice Pilates At Home (n=313)

# SOURCES OF INFORMATION FOR PILATES

- **Direct sources of information like classes (67%), teachers (65%), and the Internet (65%) are where Clients most often receive information about Pilates.**



PILAQ13. Where do you get information about Pilates? (Please select all that apply)

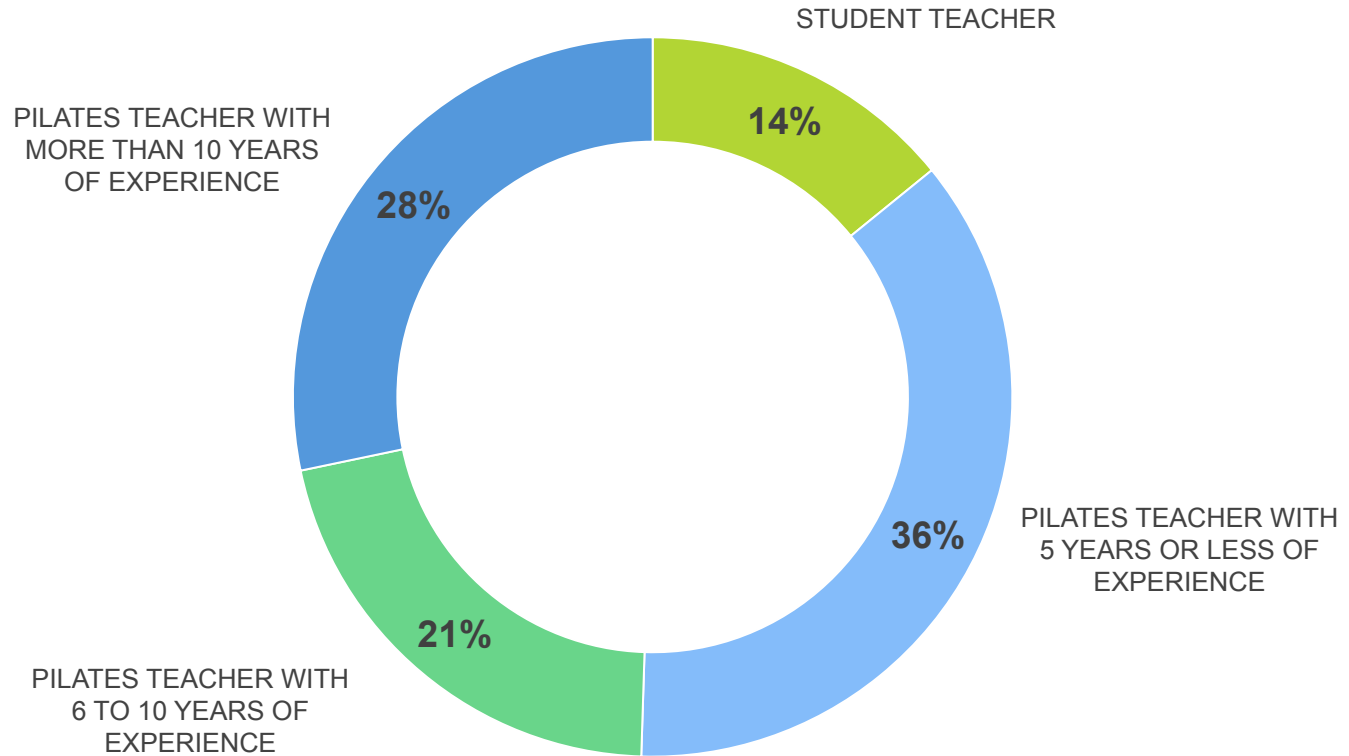
Base: Clients (n=930)

# Pilates Teachers



# EXPERIENCE LEVEL OF PILATES TEACHERS

- Nearly half (49%) of responding Teachers said that they have 6 or more years of experience indicating that there is a great deal of expertise among teachers.

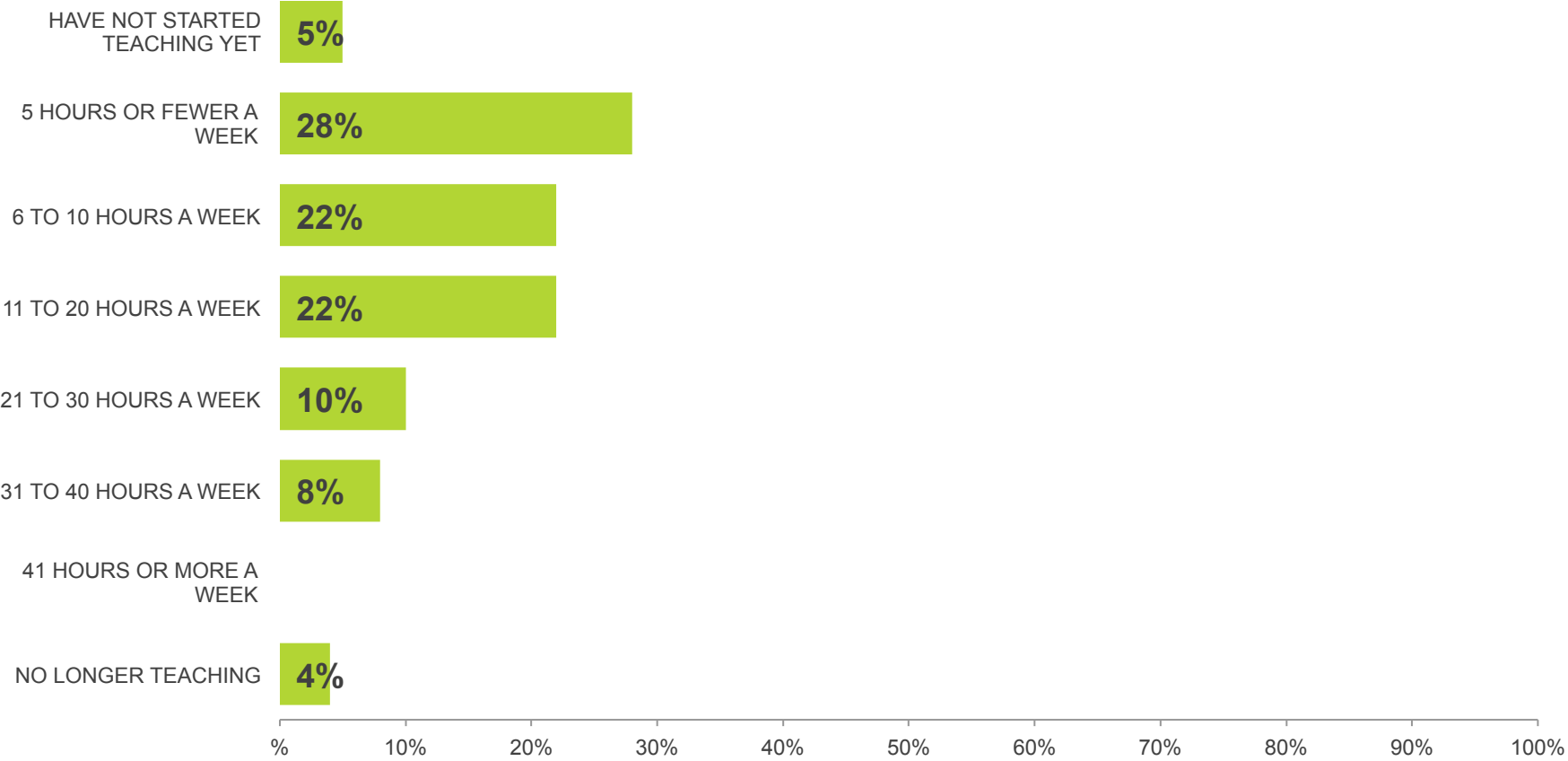


PILBQ1. What best describes your teaching experience? (Please select one response)

Base: Teachers (n=243)

# HOURS SPENT TEACHING PILATES PER WEEK

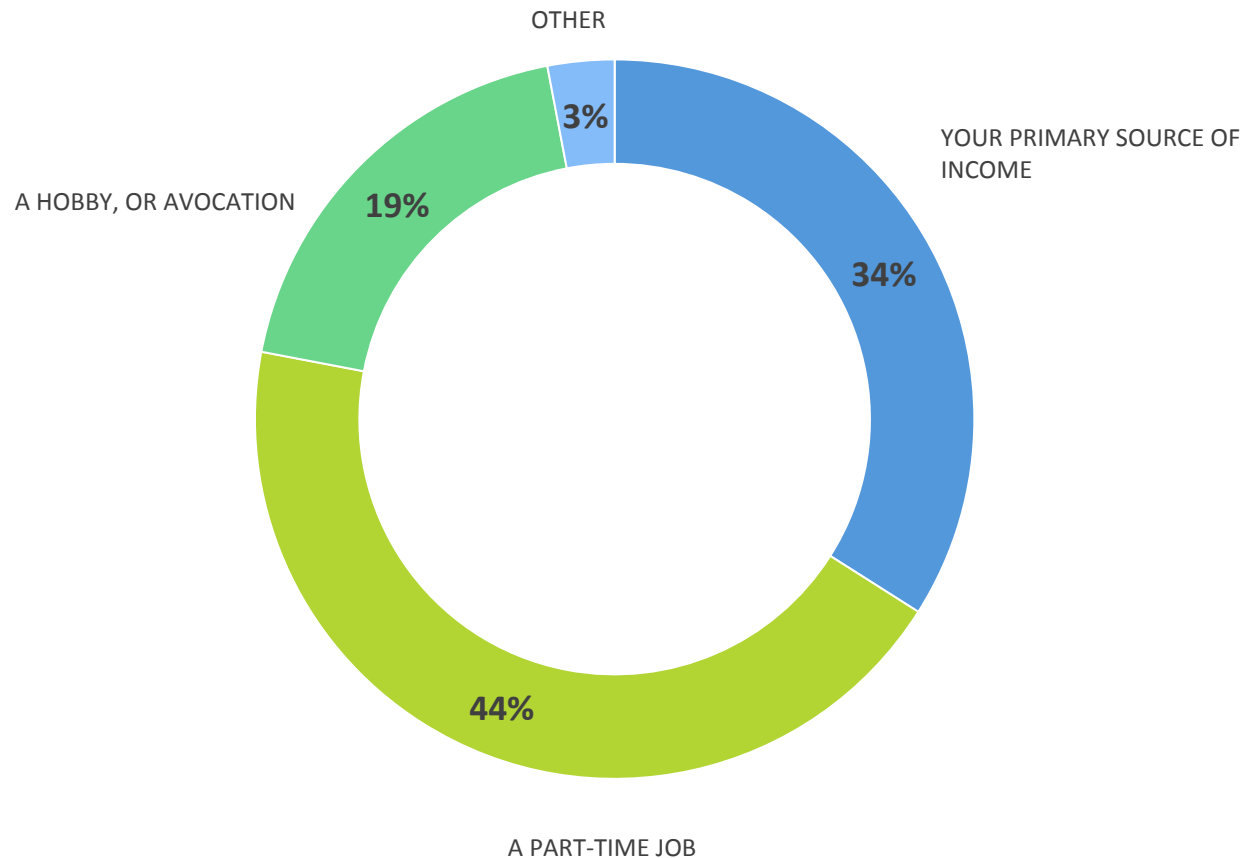
• The majority of respondents, approximately 72%, teach Pilates part-time, up to 20 hours per week.



PILBQ2. How many hours per week do you typically teach Pilates? (Please select one response)  
Base: Teachers (n=243)

# TEACHING PILATES AS A SOURCE OF INCOME

- A large percentage of Teachers teach part-time (44%). This could mean that teaching Pilates is attractive to people who want flexibility in their schedules and who may do other kinds or work as well, including raising a family.

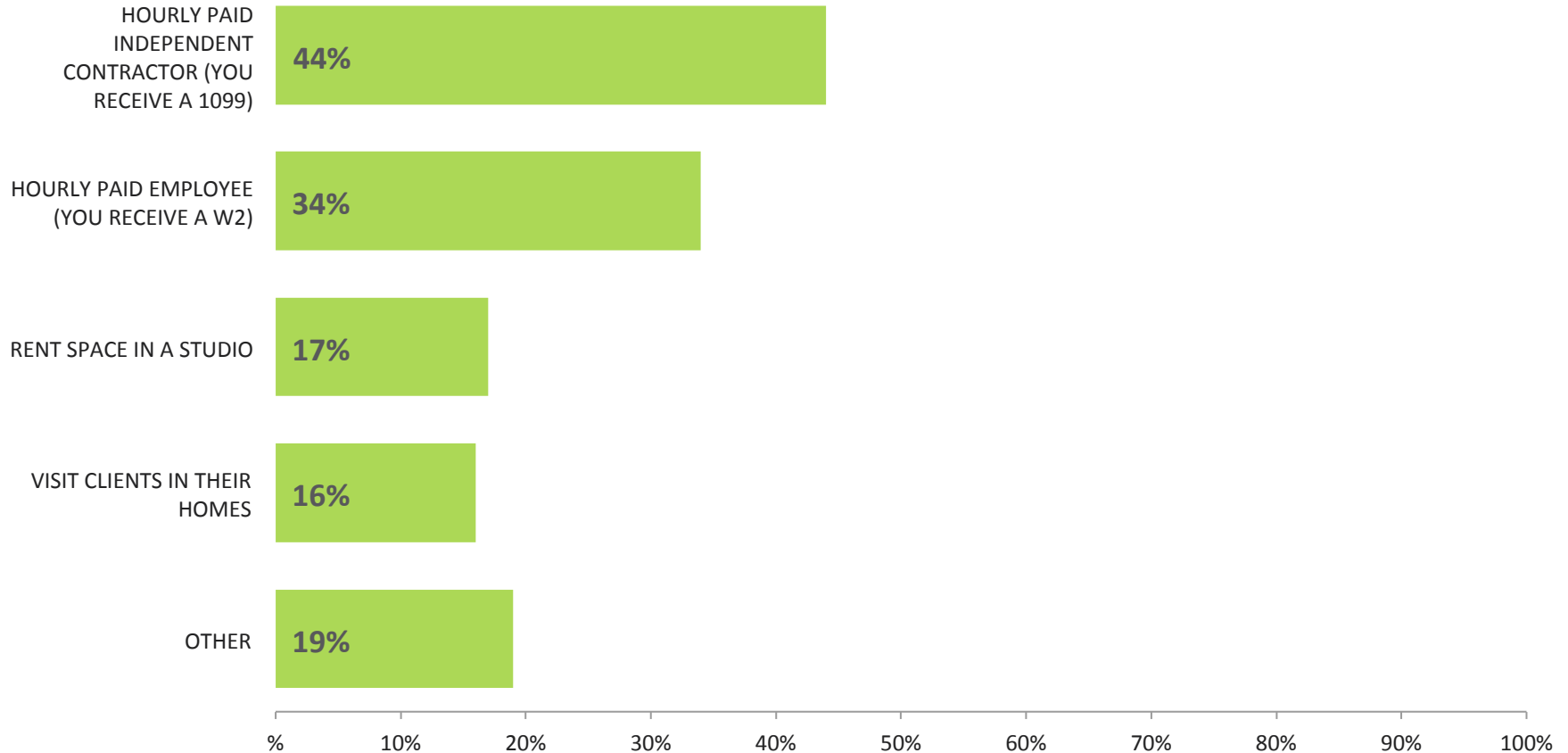


PILBQ3. Of the following do you consider teaching Pilates... (Please select one response)

Base: Teachers (n=243)

# EMPLOYMENT STATUS

- The highest percentage of Teachers are independent contractors (44%), followed by employees paid by the hour (34%).

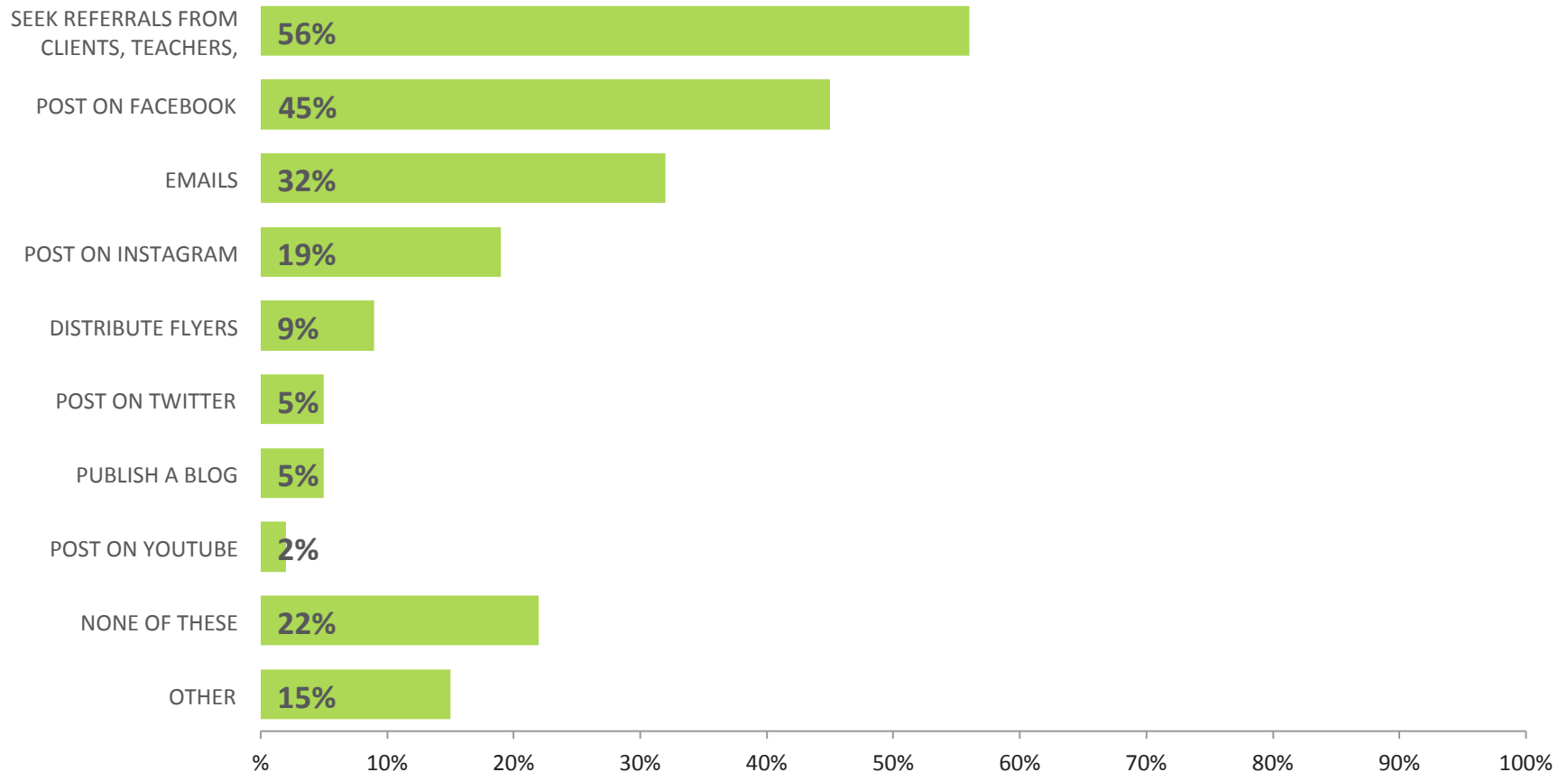


PILBQ4. What is your employment status as a Pilates teacher? (Please select all that apply)

Base: Teachers (n=243)

# HOW PILATES TEACHERS SELF PROMOTE

- **More than half of Teachers use referrals to promote their services (56%). Facebook posts (45%) and email marketing (32%) were the next most popular promotion methods.**

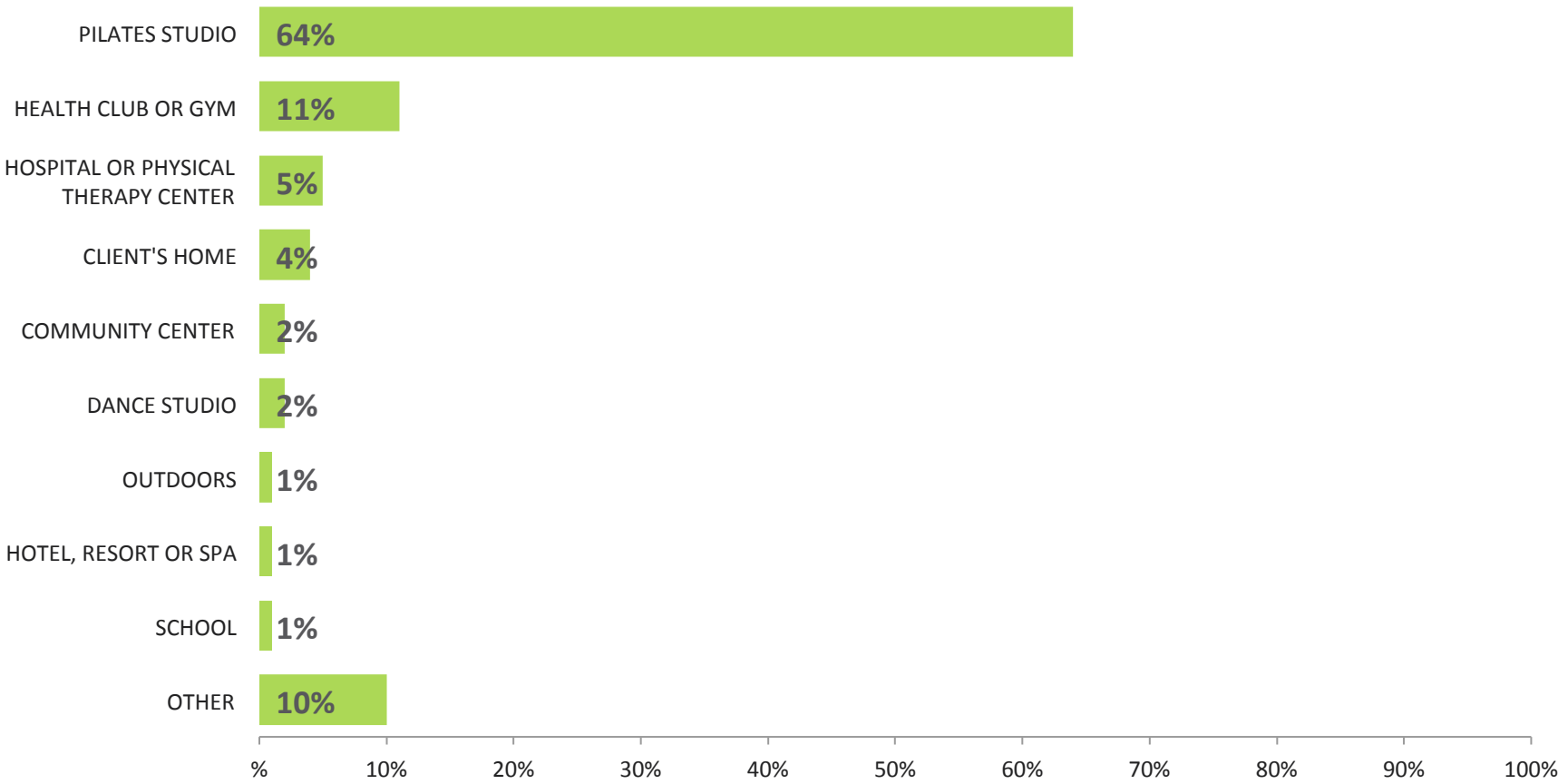


PILBQ5. Do you regularly do any of the following to promote your Pilates teaching? (Please select all that apply)

Base: Teachers (n=243)

# WHERE DO YOU MOST FREQUENTLY TEACH PILATES?

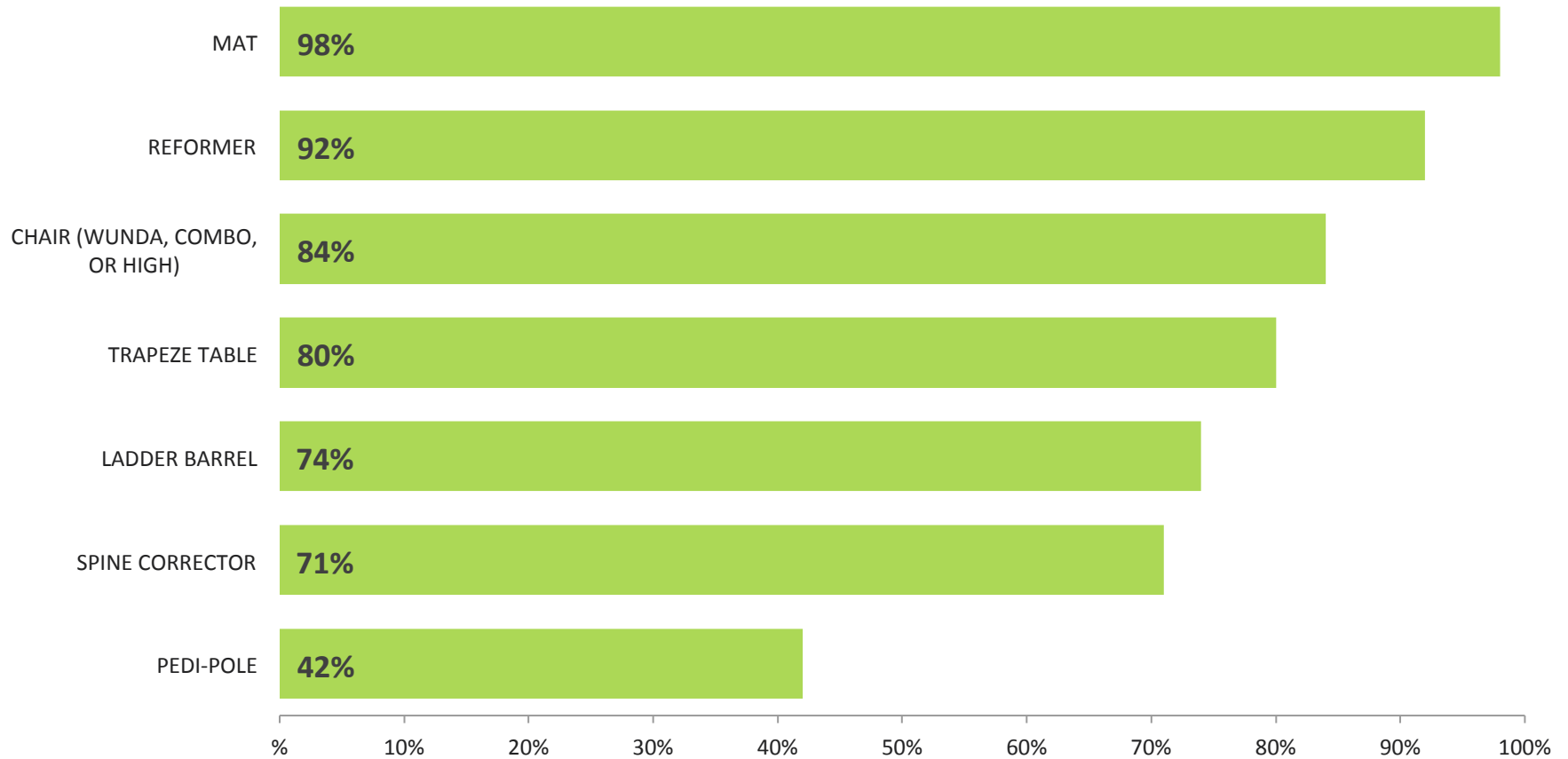
- The majority of Teachers (64%) teach in a Pilates studio. A significantly lower percentage (11%) teach in a health club or gym.



PILBQ6. Where do you most frequently teach Pilates? (Please select one response)  
Base: Teachers (n=243)

# WHICH OF THE FOLLOWING ARE YOU TRAINED IN?

- The highest percentages of Teachers are trained in Mat (98%) and Reformer (92%).

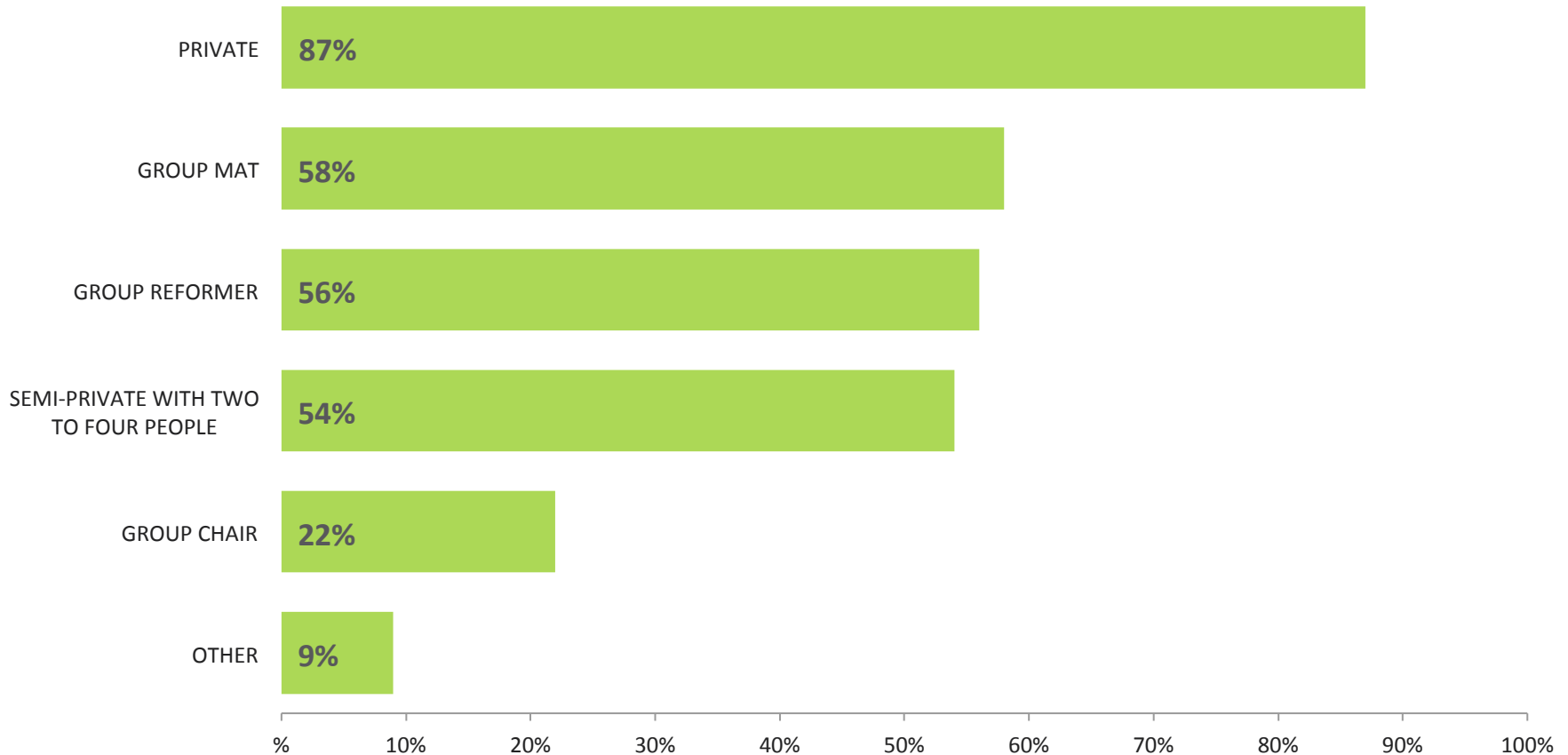


PILBQ7. Which of the following are you trained in? (Please select all that apply)

Base: Teachers (n=243)

# WHAT TYPES OF CLASSES DO YOU TYPICALLY TEACH?

- A high percentage of Teachers teach private classes (87%); while the next most commonly taught types of classes are group Mat (58%) and group Reformer (56%). Teachers may teach many of the different types listed below.



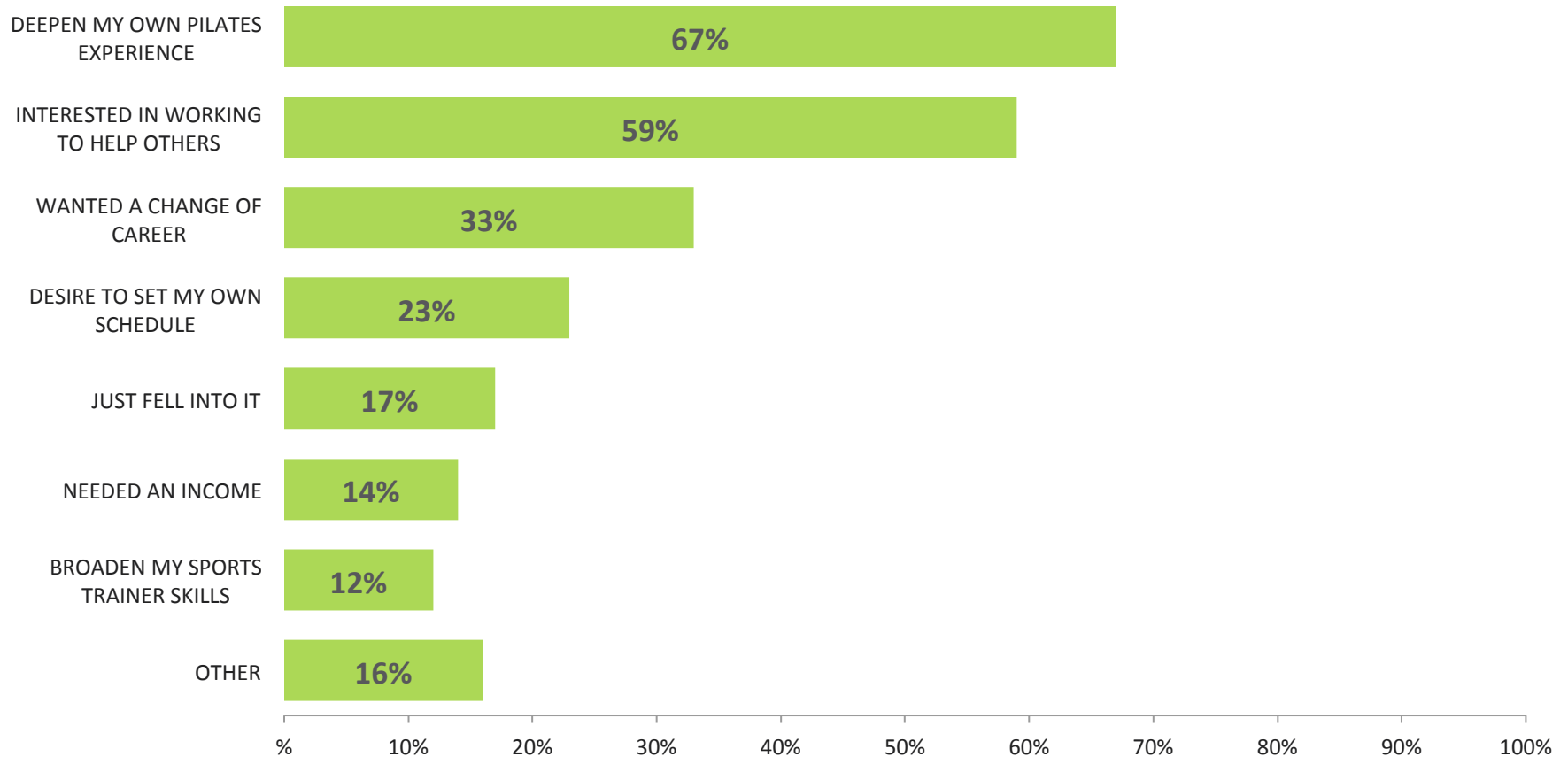
PILBQ8. What types of classes do you typically teach? (Please select all that apply)

Base: Teachers (n=243)



# MOTIVATIONS FOR STARTING TO TEACH PILATES

- Teachers are motivated by both their desire to improve on their own Pilates skills (67%) as well as by helping others (59%) improve on theirs.

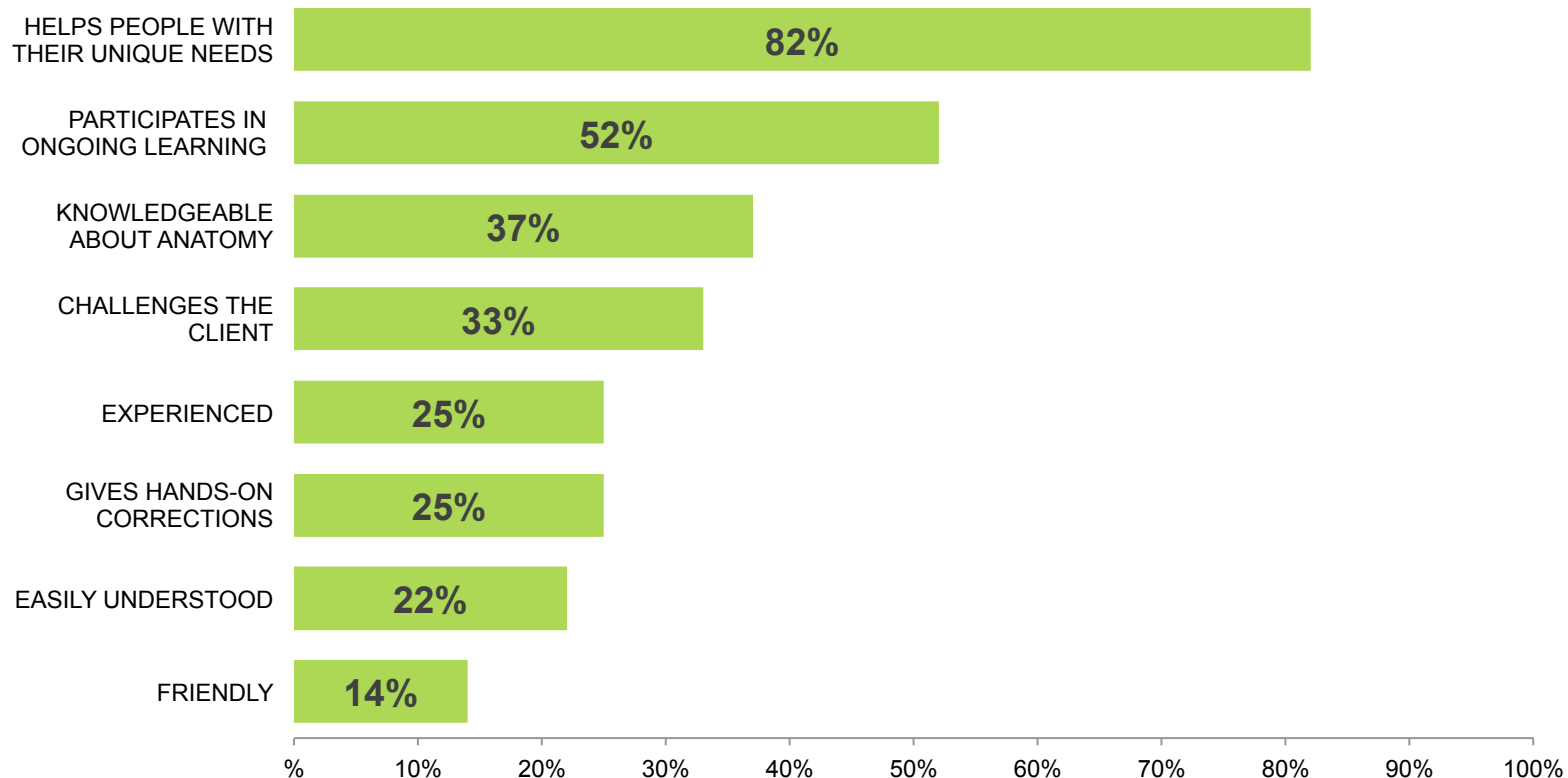


PILBQ9. What encouraged you to start teaching Pilates? (Please select all that apply)

Base: Teachers (n=243)

# MOST IMPORTANT CHARACTERISTICS OF GREAT PILATES TEACHERS

- Teachers differ from Clients (page 20) in what they believe are the most important characteristics of great Pilates teachers. Teachers believe that the most important characteristics of a great teacher are skills such as helping people with their unique needs (82%), participation in ongoing learning (52%), and someone who is knowledgeable about anatomy (37%).

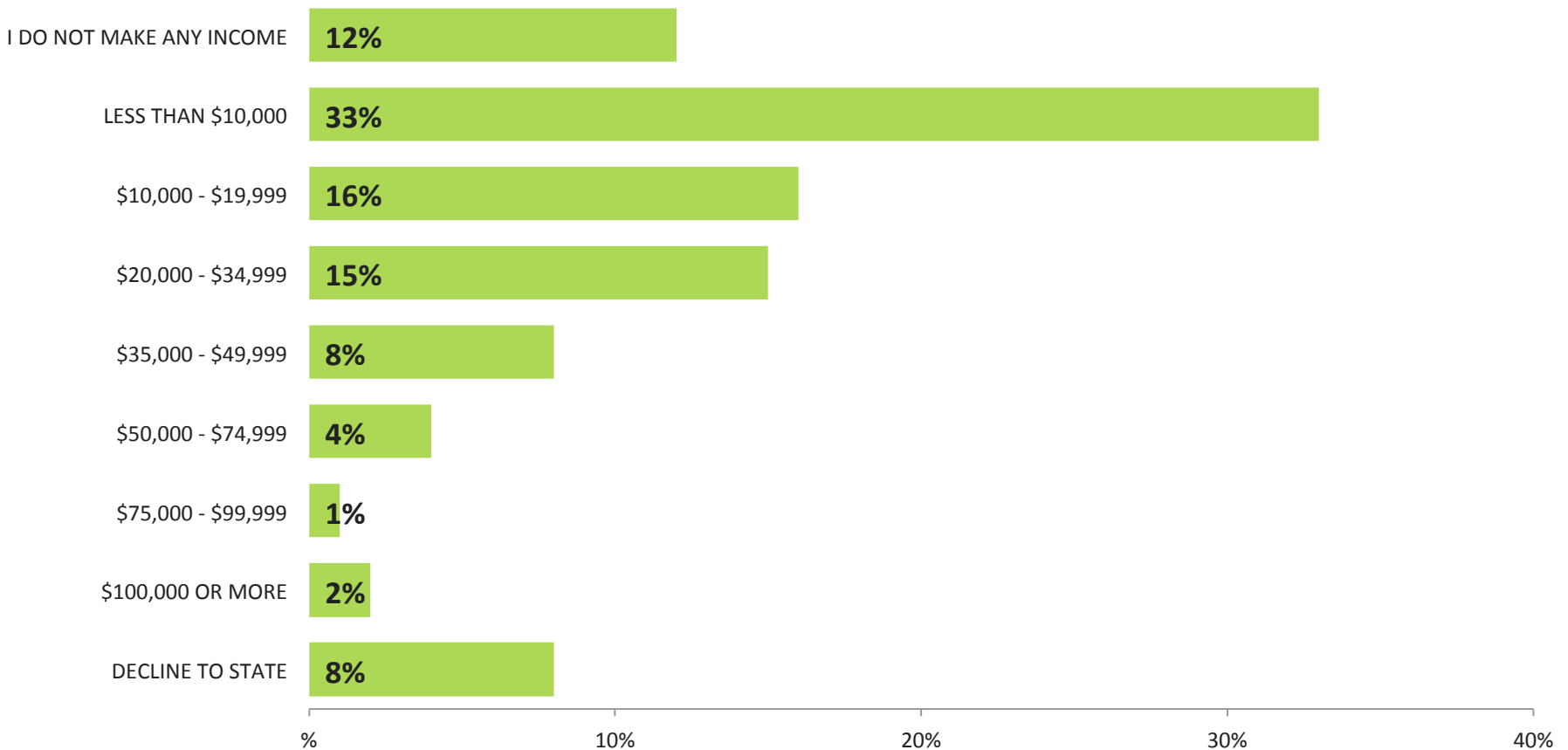


PILBQ10. What are the most important characteristics of a great Pilates teacher? (Please select up to three characteristics)

Base: Teachers (n=243)

# TYPICAL ANNUAL NET INCOME (REVENUE LESS EXPENSES) FROM TEACHING PILATES

- Bearing in mind that 63% of responding Pilates Teachers work part-time or as a hobby (page 27), 33% of Teachers report earning less than \$10K per year; 31% of report earning between \$10K - \$35K; and 15% of report earning \$35K or more.

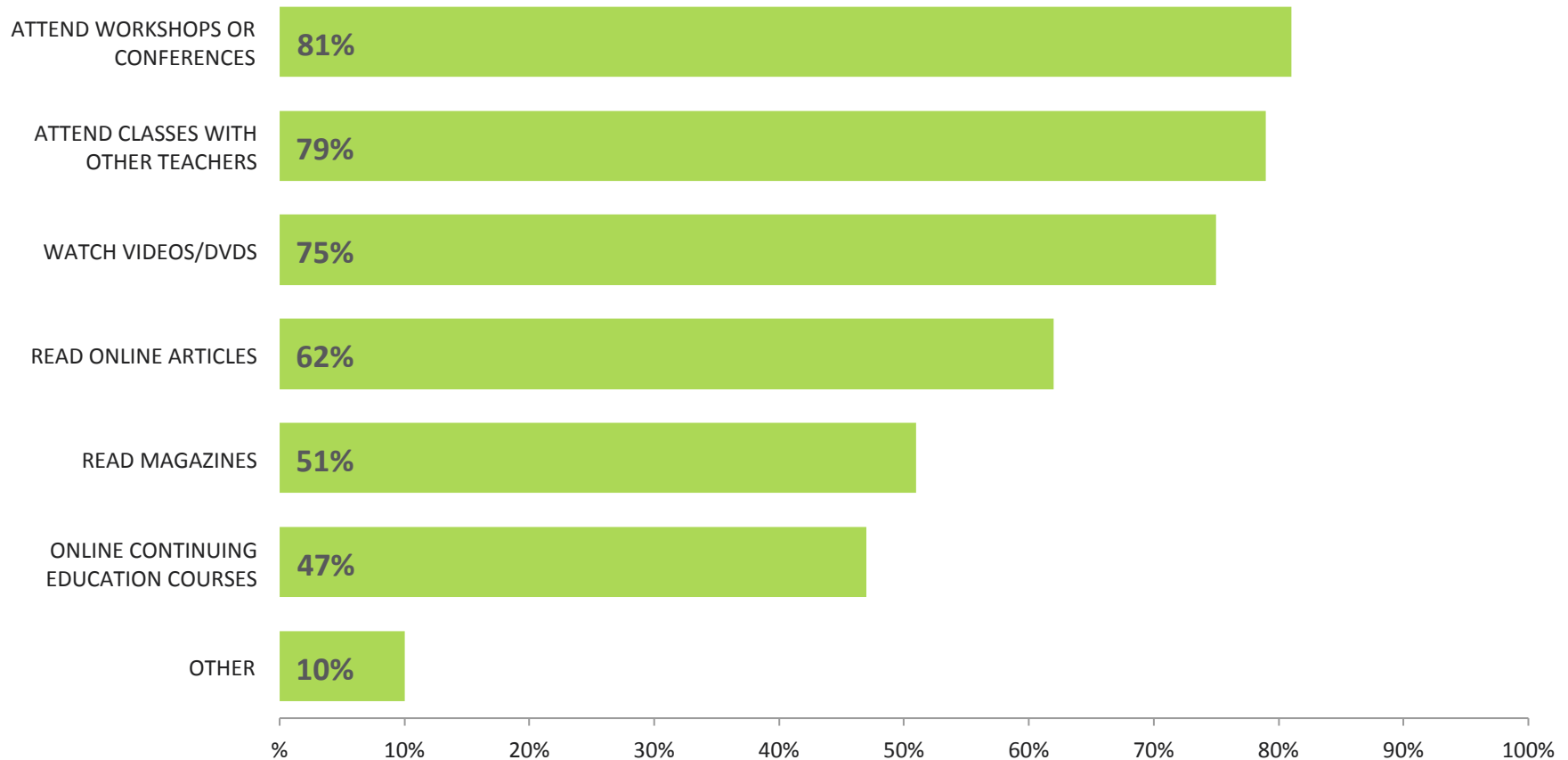


PILBQ11. What is your typical annual net income (revenue less expenses) from teaching Pilates?

Base: Teachers (n=243)

# HOW DO YOU GET INFORMATION TO IMPROVE YOUR PILATES TEACHING?

- **A high percentage of Teachers attend workshops and conferences to improve their teaching (81%). Attending classes with other teachers (79%), and watching videos/DVDs (75%) are the next most common methods.**



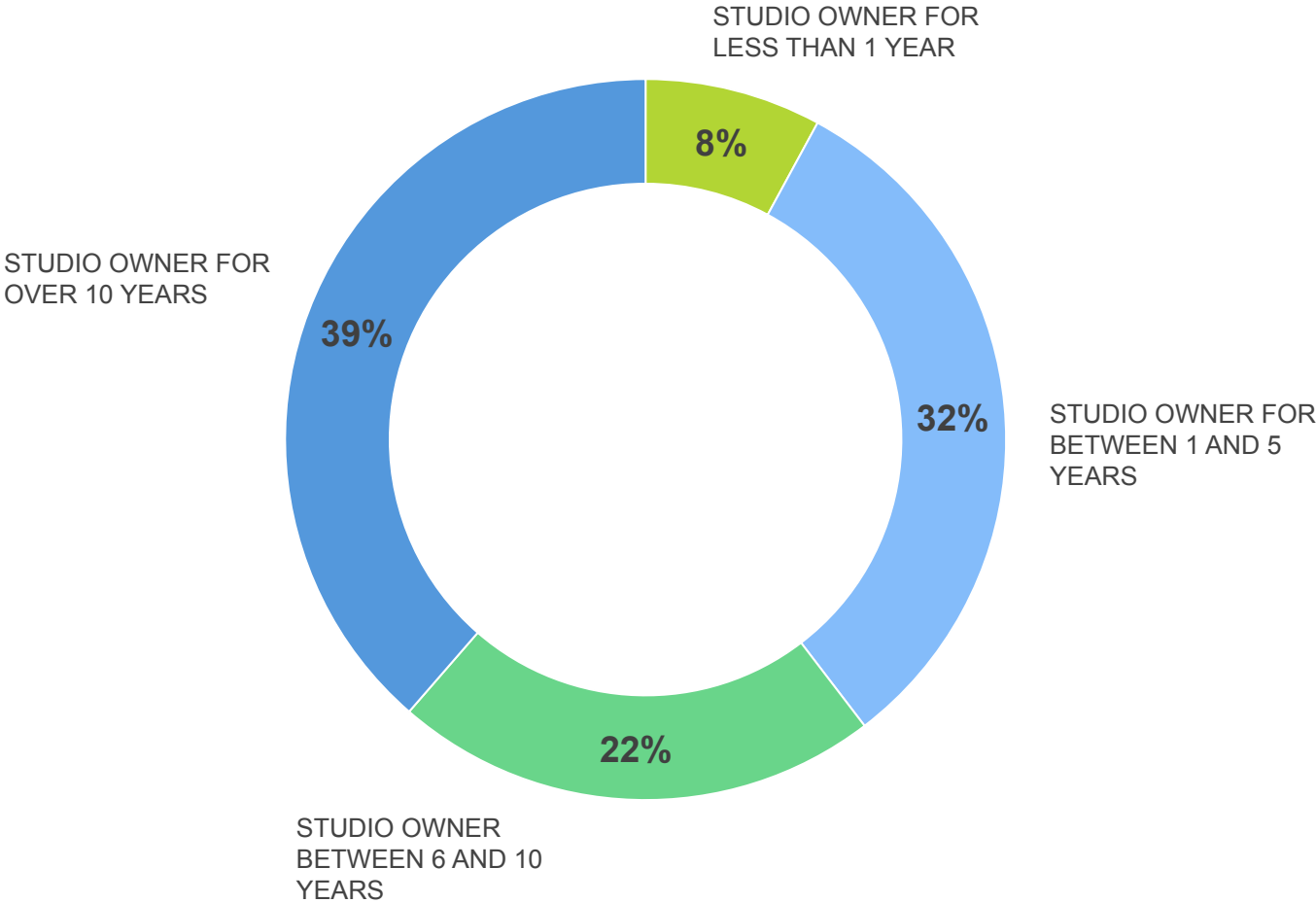
PILBQ12. How do you get information to improve your Pilates teaching? (Please select all that apply)

Base: Teachers (n=243)

# Studio Owners

# EXPERIENCE OF PILATES STUDIO OWNERS

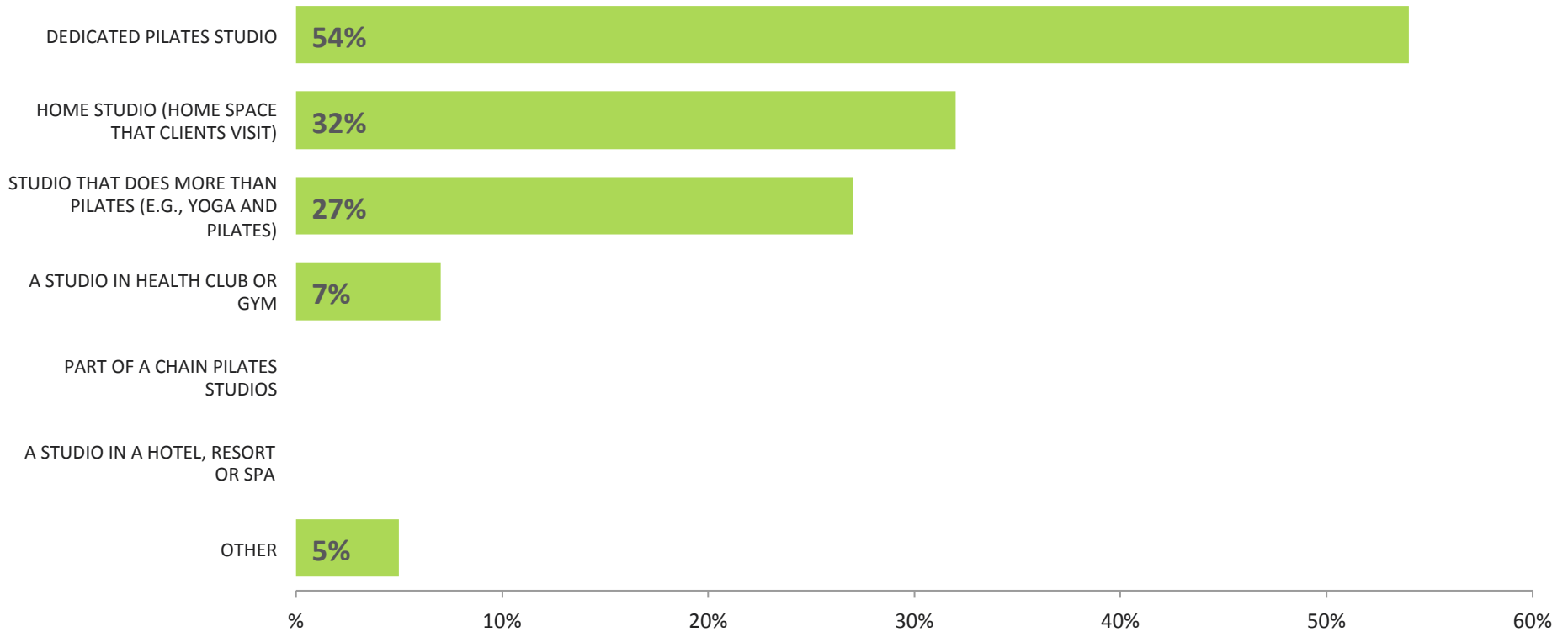
- About six out of every ten (61%) Studio Owners said they've been a studio owner for six or more years indicating strong longevity for this business type.



PILCQ1. Which best describes your studio owner experience? (Please select one response)  
Base: Studio Owners (n=230)

# TYPES OF PILATES FACILITY/FACILITIES OWNED

- **More than half of Studio Owners own a dedicated Pilates studio (54%). A home studio (32%) or a fusion studio (27%) are the next most common.**

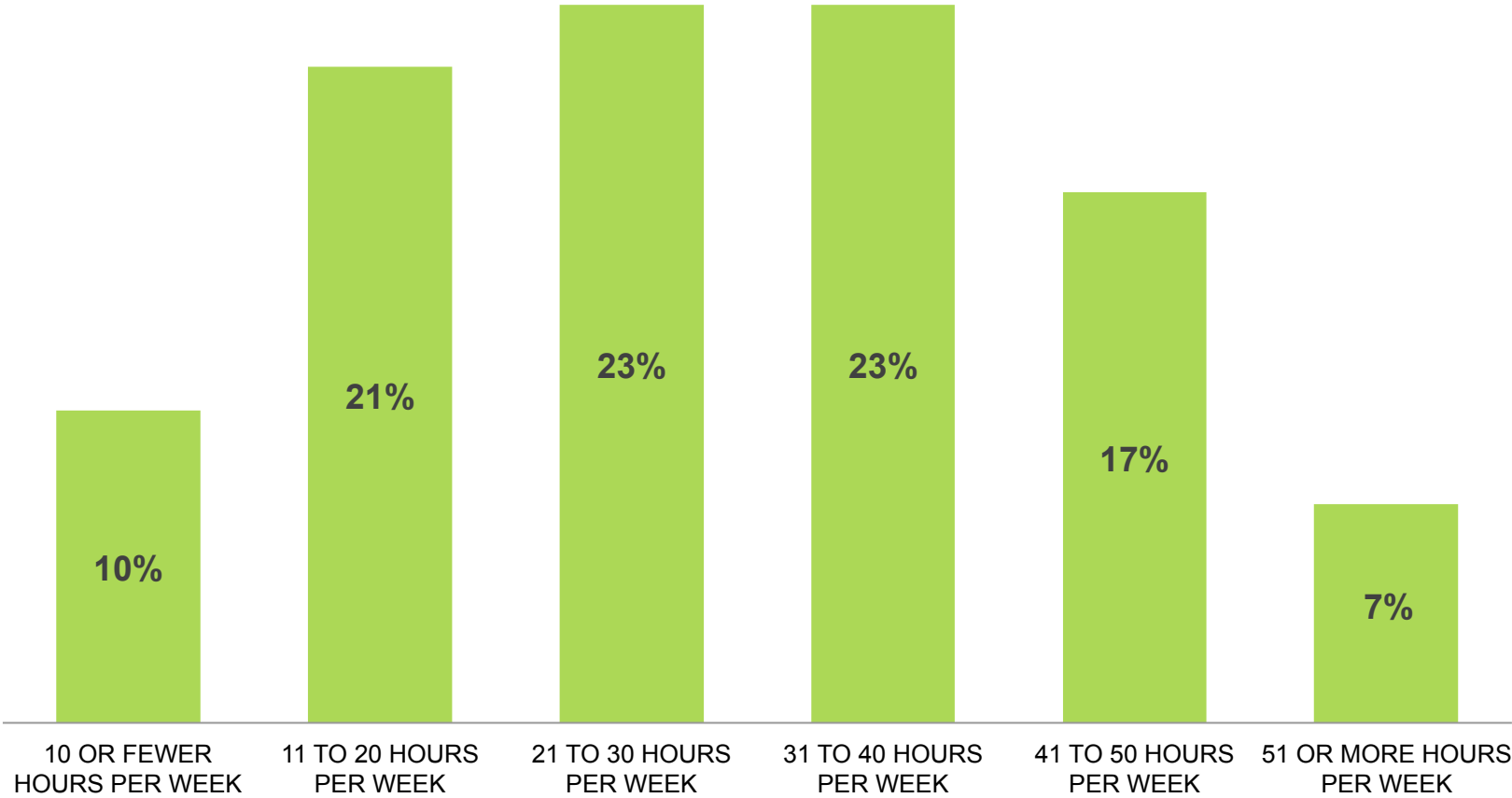


PILCQ2. What type of Pilates facility or facilities do you own? (Please select all that apply)

Base: Studio Owners (n=230)

# TYPICAL NUMBER OF HOURS SPENT WORKING IN STUDIO (TEACHING & MANAGING)

- 67% of Studio Owners work between 11 – 40 hours/week.



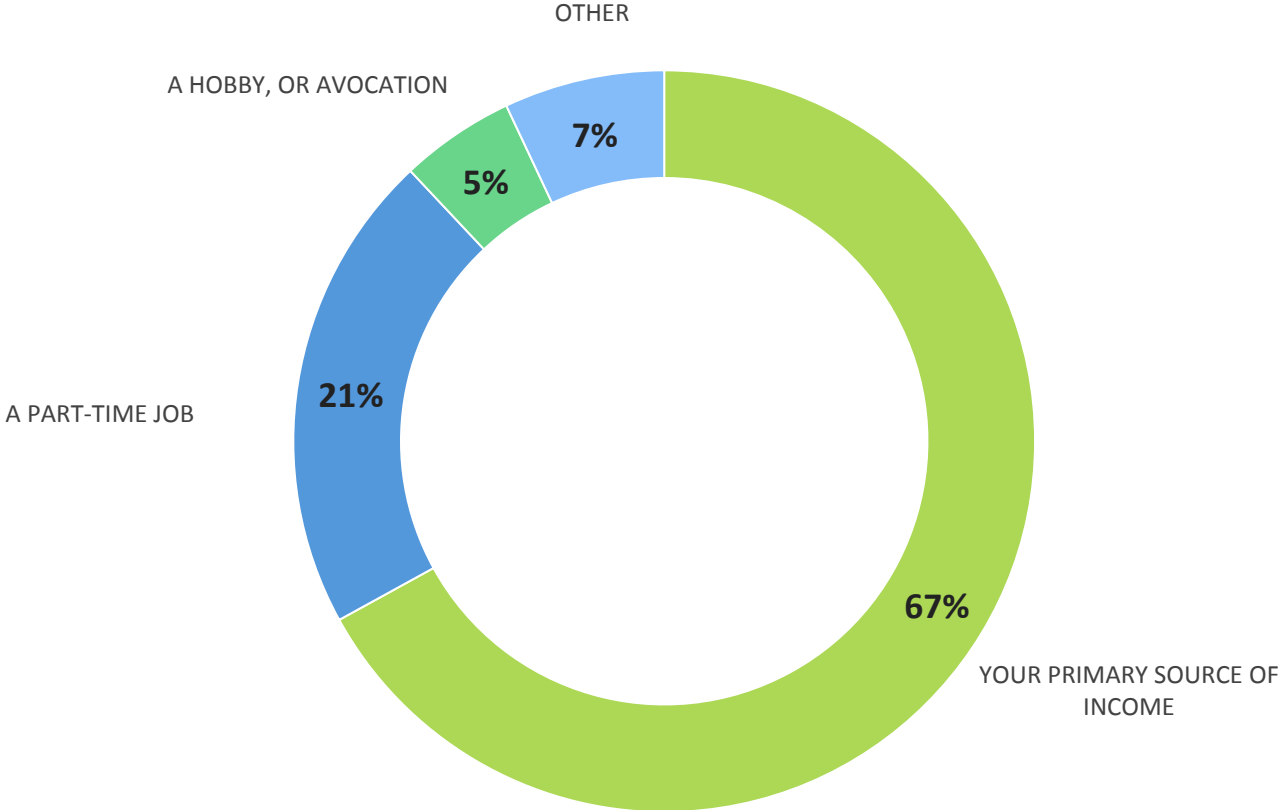
PILCQ3. How many hours a week do you typically work (teaching and management) at your Pilates studio(s)? (Please select one response)

Base: Studio Owners (n=230)



# FOR YOU, IS OWNING A PILATES STUDIO...

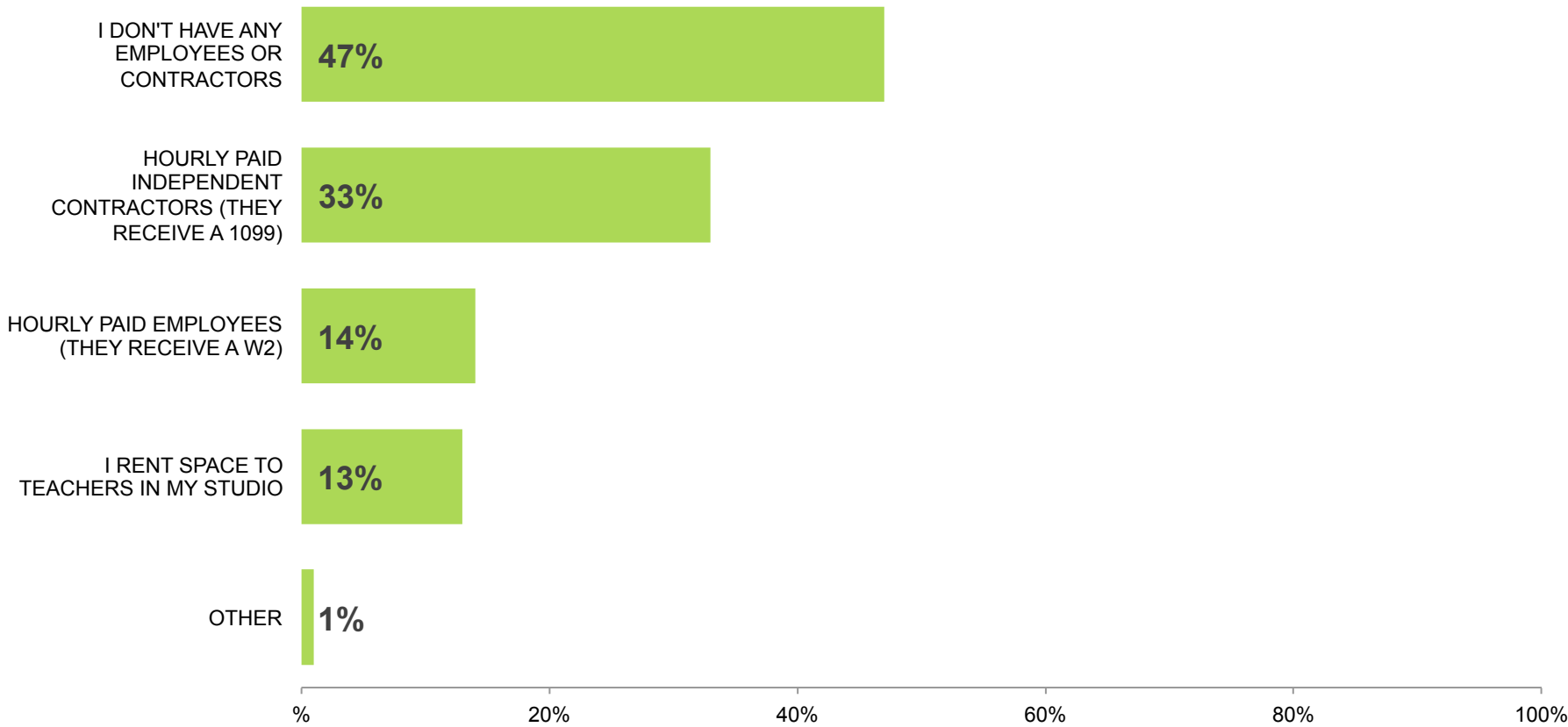
- For 67% of Studio Owners, the studio is their primary source of income.



PILCQ4. For you, is owning a Pilates studio... (Please select one response)  
Base: Studio Owners (n=230)

# HOW DO YOU EMPLOY YOUR PILATES TEACHERS?

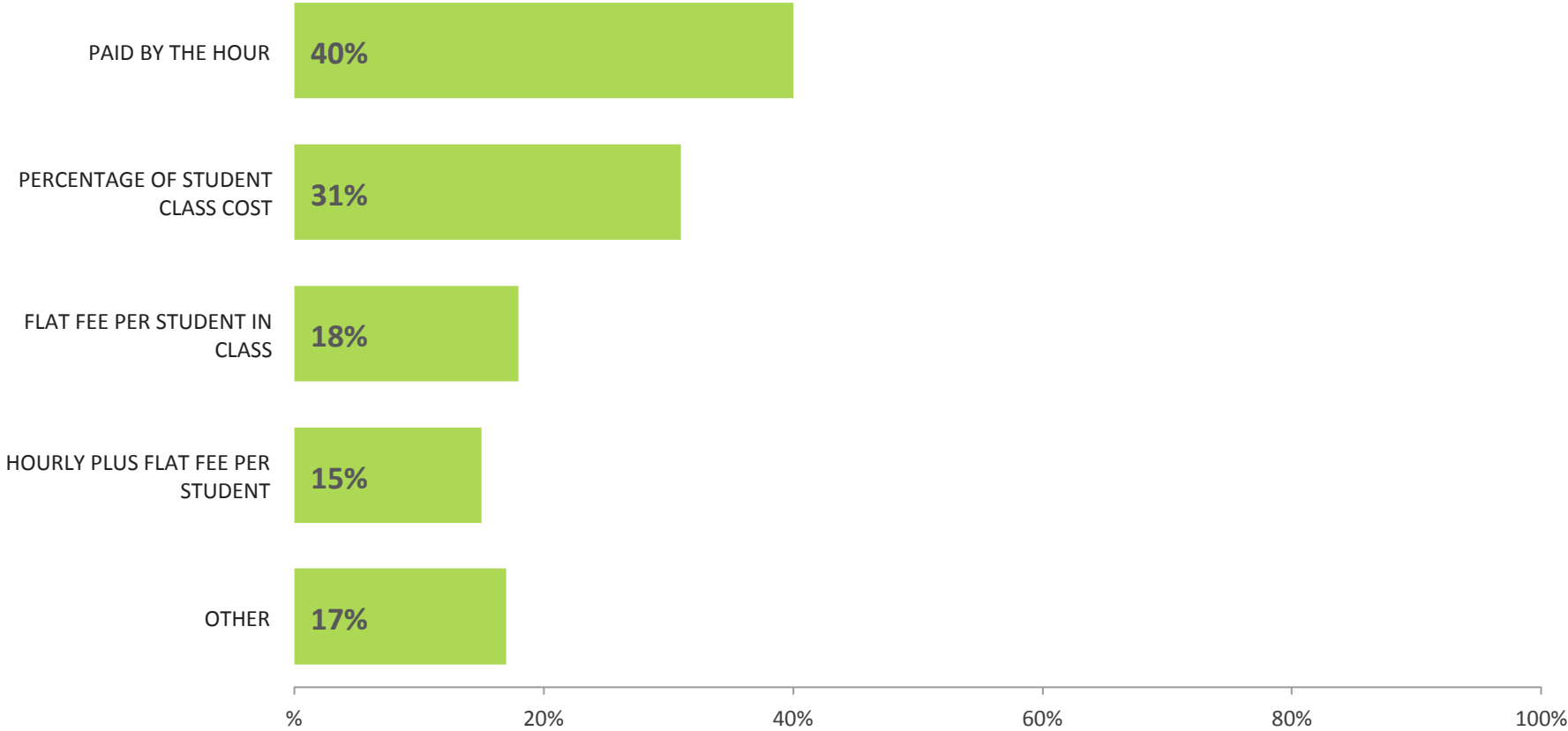
- The 47% of Studio Owners who do not have employees or contractors must do the teaching themselves. The next highest percentage are independent contractors (33%).



PILCQ5. How do you employ your Pilates teachers? (Please select all that apply)  
Base: Studio Owners (n=230)

# HOW DO YOU COMPENSATE YOUR PILATES TEACHERS?

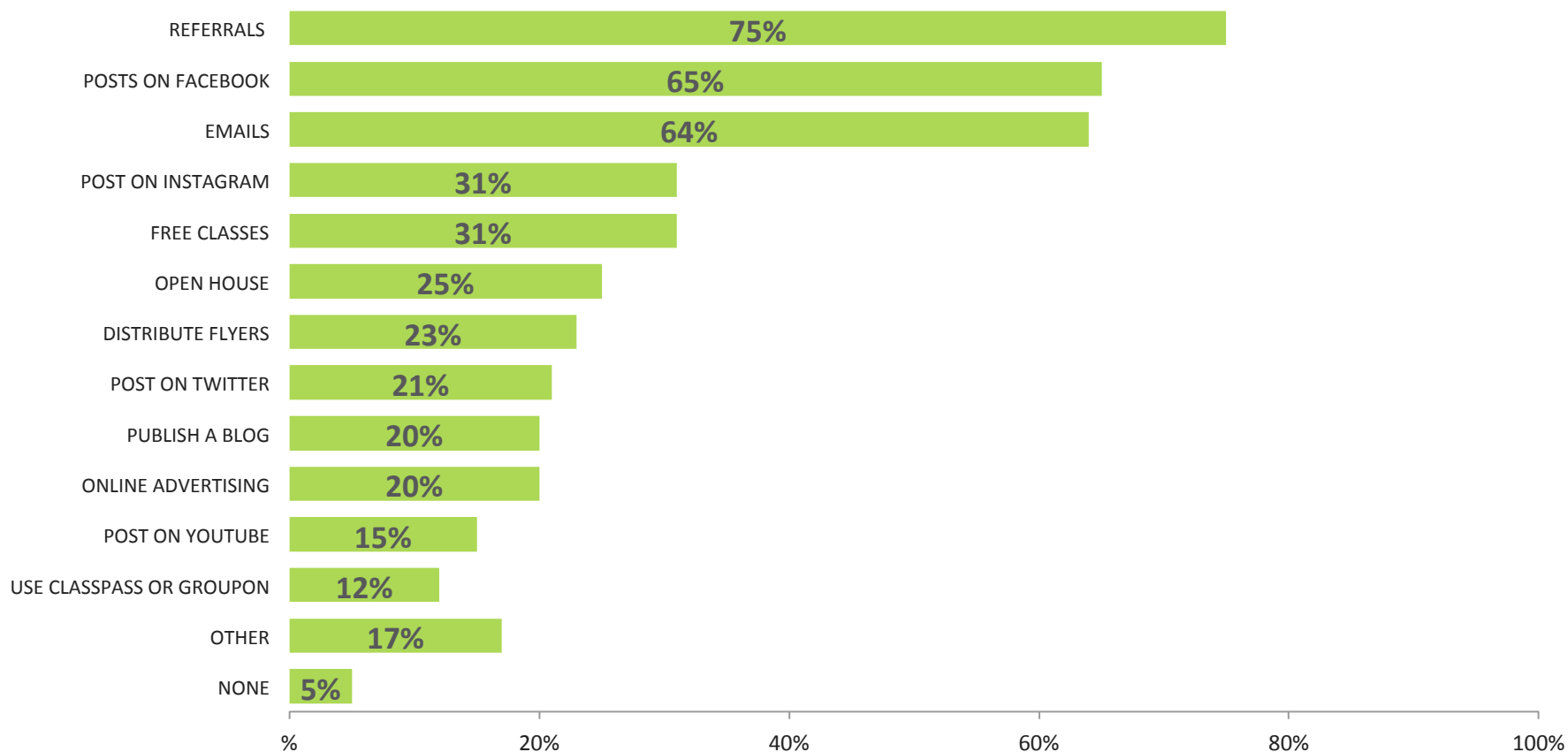
- The largest percentage of Studio Owners pay teachers by the hour (40%). The next largest group pays teachers a percentage of the fees paid by clients (31%).



PILCQ6. How do you compensate your Pilates teachers?  
Base: Studio Owner & Employer (n=121)

# PROMOTING YOUR PILATES STUDIO

- **Studio Owners used a variety of ways to communicate with their clients. Referrals (75%), Facebook posts (65%), and emails (64%) are the most common ways used to reach out to clients.**

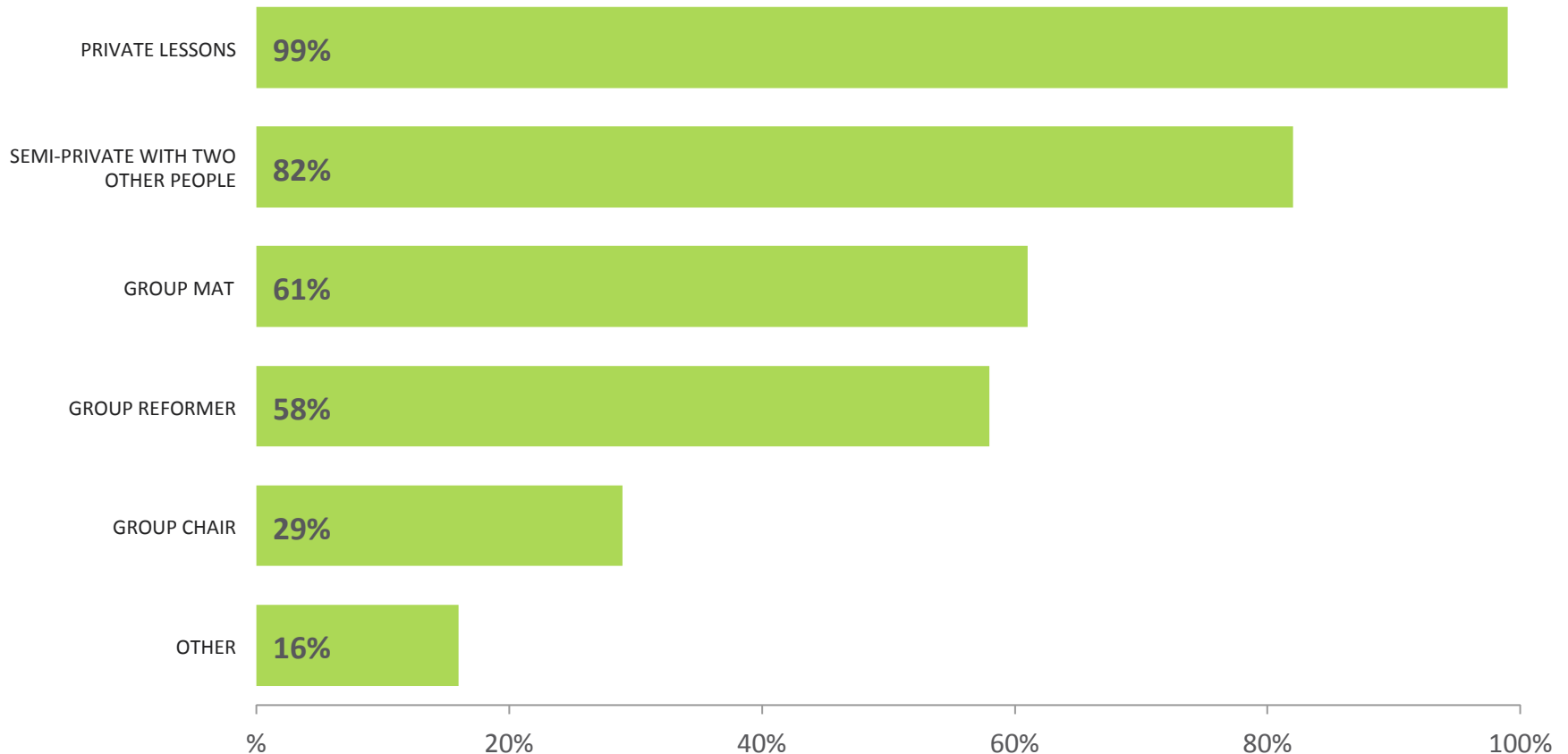


PILCQ7. Do you regularly do any of the following to promote your Pilates studio and communicate with your clients? (Please select all that apply)

Base: Studio Owners (n=230)

# TYPES OF CLASSES OFFERED

- **Almost all Studio Owners offer private classes (99%), and a large percentage offer semi-private classes (82%). Group Mat (61%) and group Reformer (58%) classes are offered by a little over half of studio owners.**

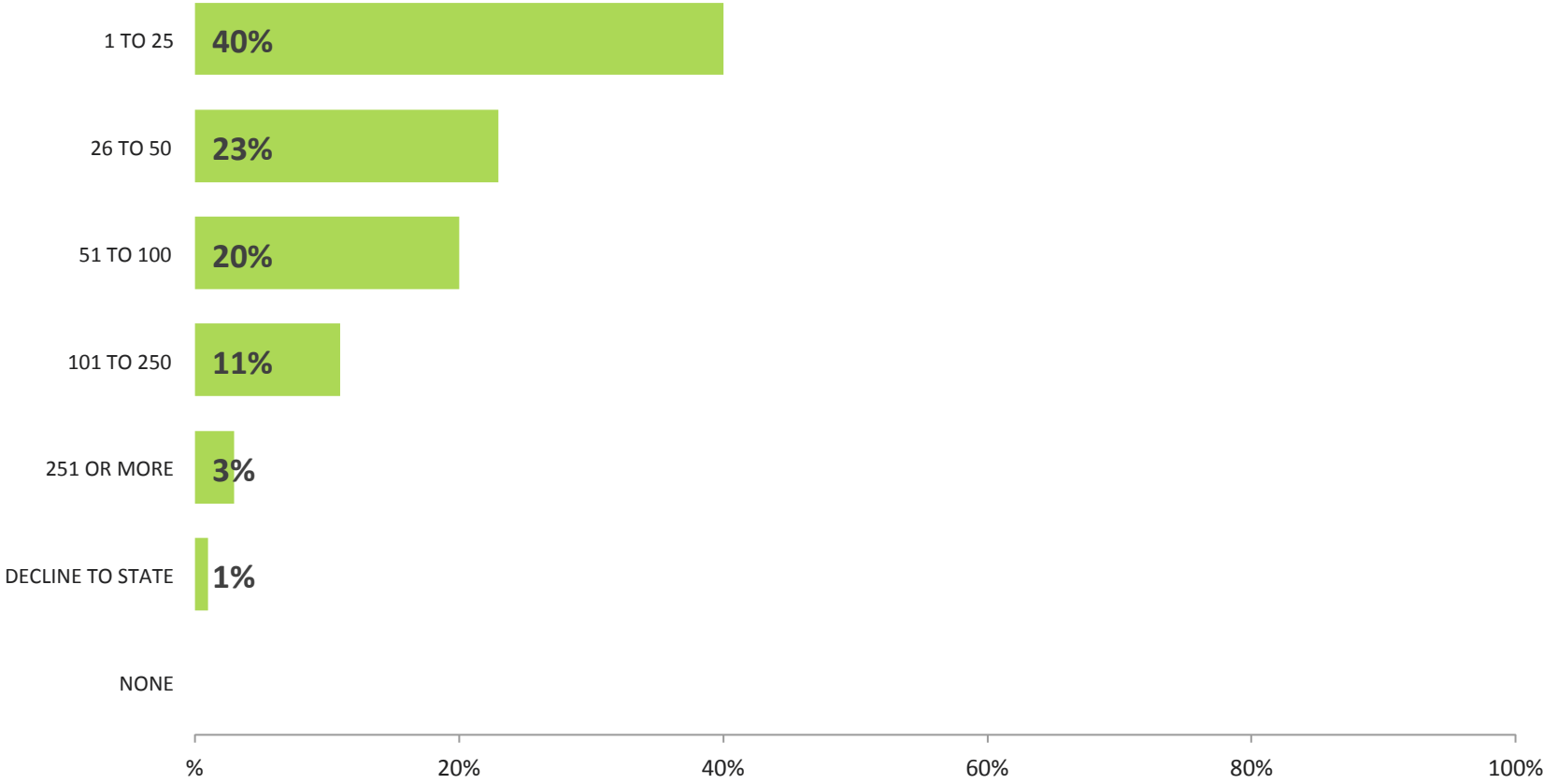


PILCQ8. What types of classes do you typically offer? (Please select all that apply)

Base: Studio Owners (n=230)

# ABOUT HOW MANY CLIENTS VISIT YOUR PILATES STUDIO DURING AN AVERAGE WEEK

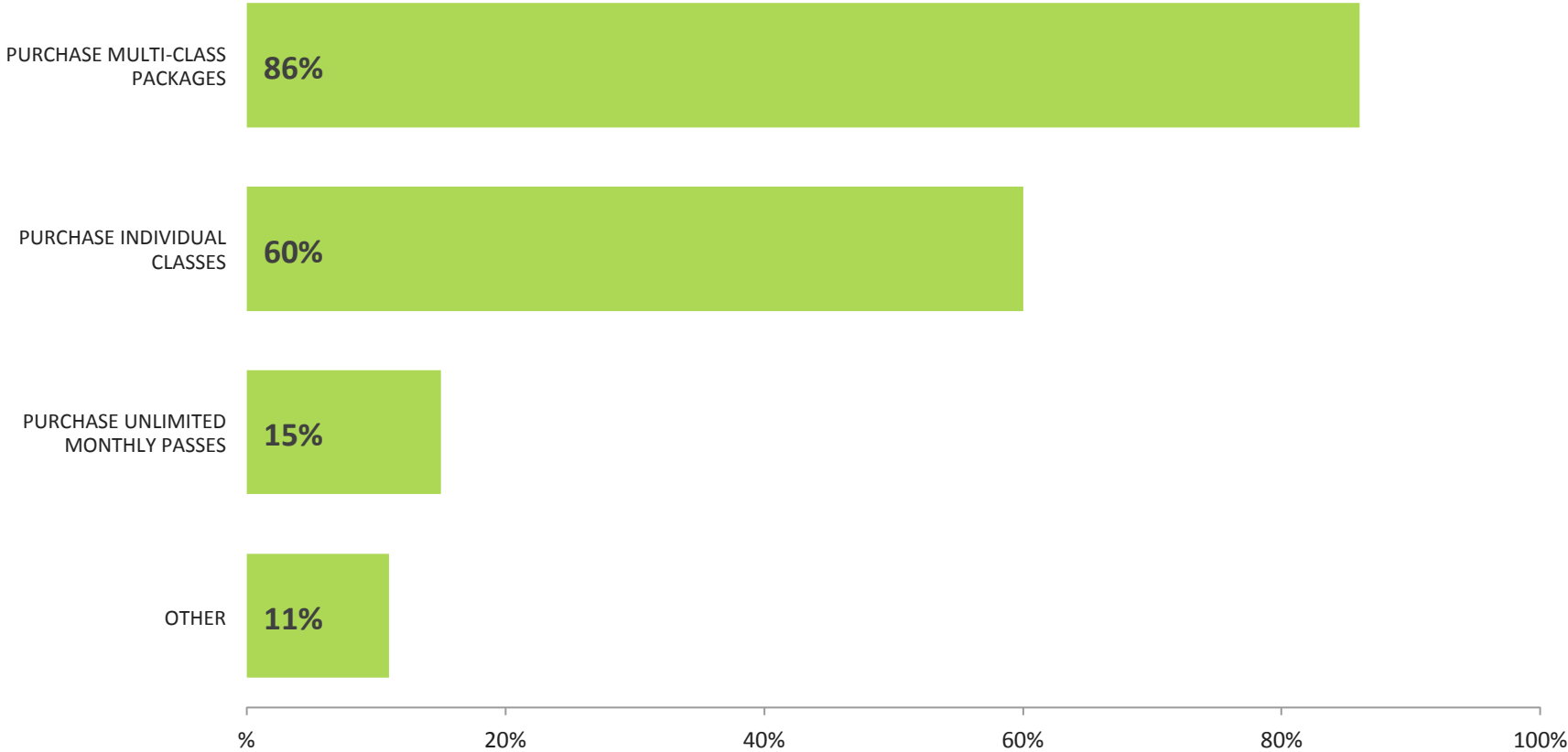
- The largest percentage of Studio Owners (40%) report visits from between 1 to 25 clients in an average week.



PILCQ9. About how many clients visit your Pilates studio during an average week? (Please select one response)  
Base: Studio Owners (n=230)

# HOW DO CLIENTS PURCHASE CLASSES?

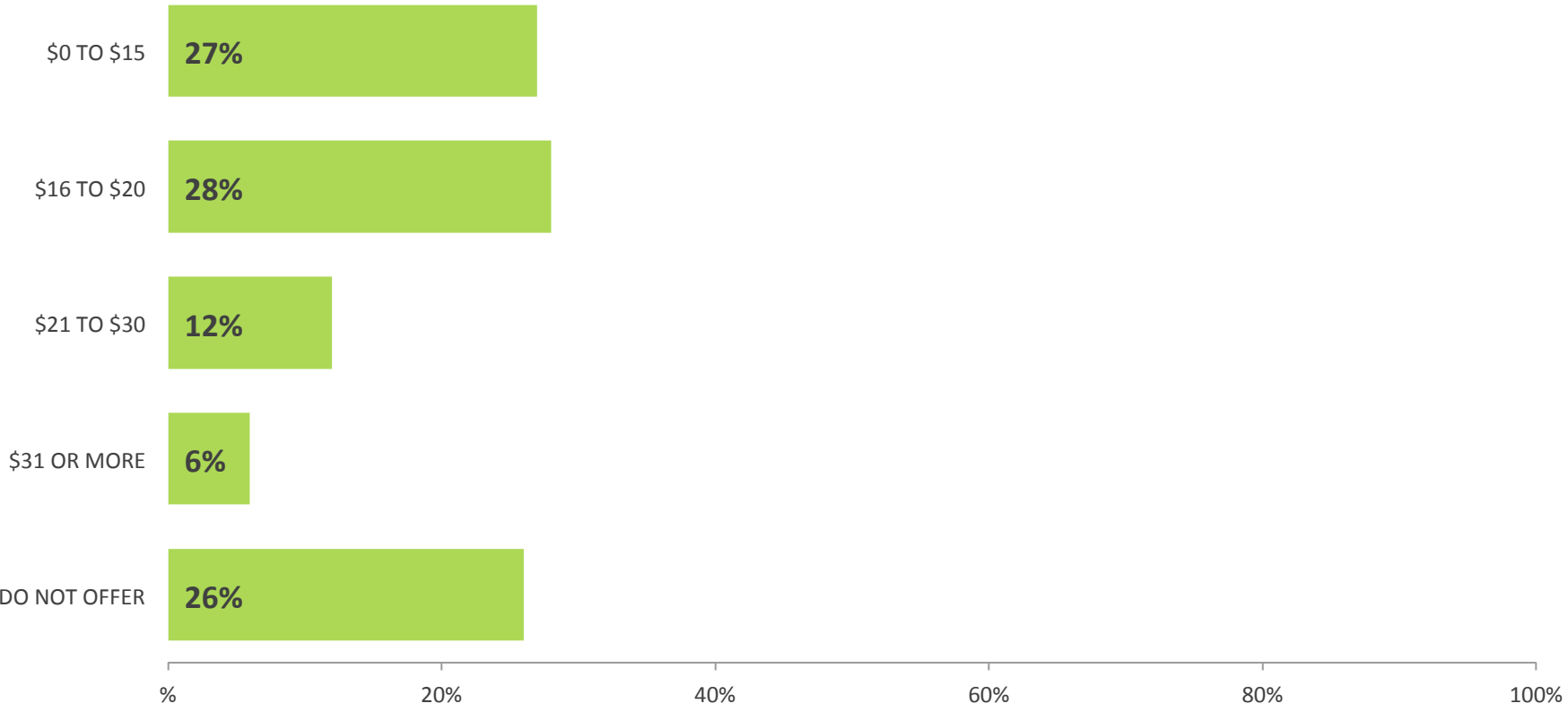
- Multi-class packages (86%) are the most common way that clients purchase Pilates classes.



PILCQ10. How do clients purchase classes? (Please select all that apply)  
Base: Studio Owners (n=230)

# TYPICAL COST OF AN INDIVIDUAL MAT CLASS

- **56% of Studio Owners charge up to \$20 per individual Mat class.**

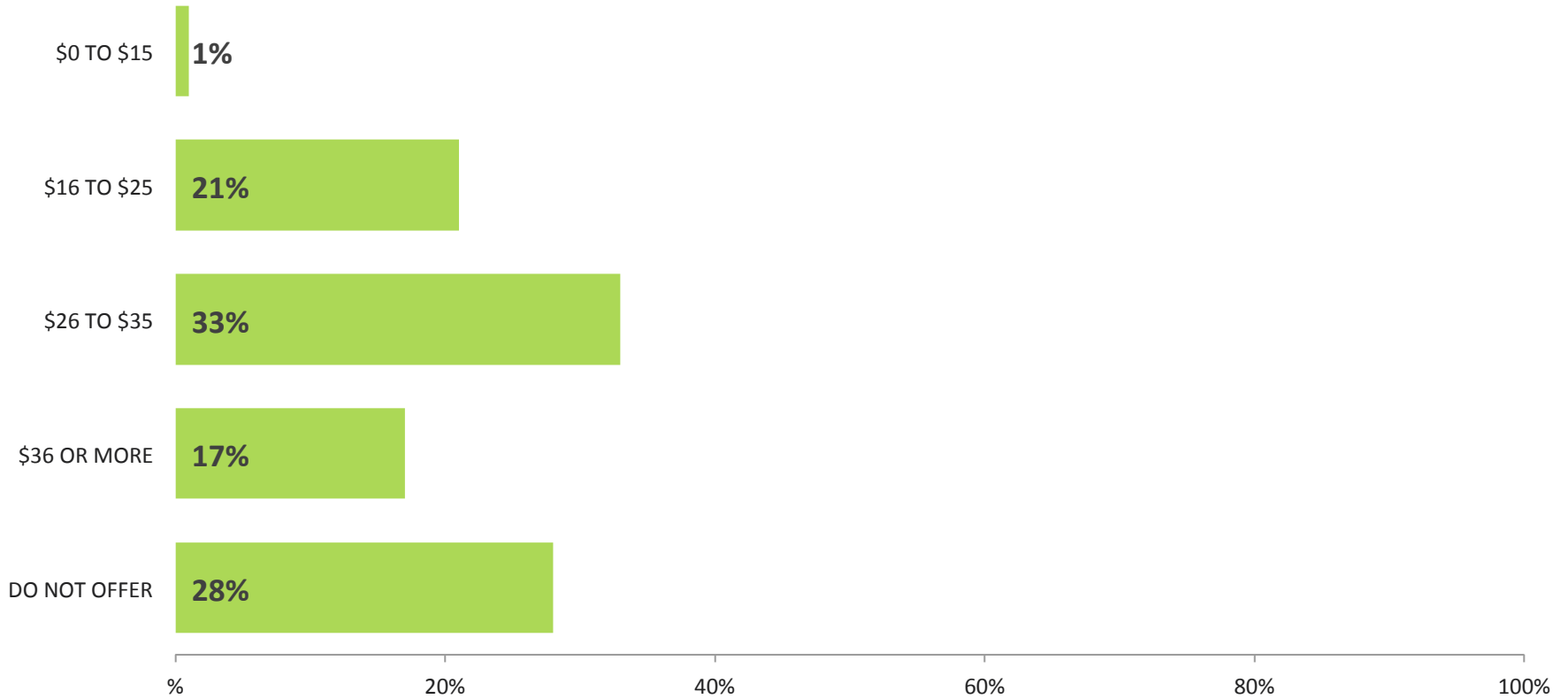


PILCQ11 (A). What is the typical cost of an individual Mat class? (Please select one response)  
Base: Studio Owners (n=230)



# TYPICAL COST OF A GROUP REFORMER CLASS

- The largest percentage of Studio Owners (33%) charge between \$26 to \$35 per group Reformer class.

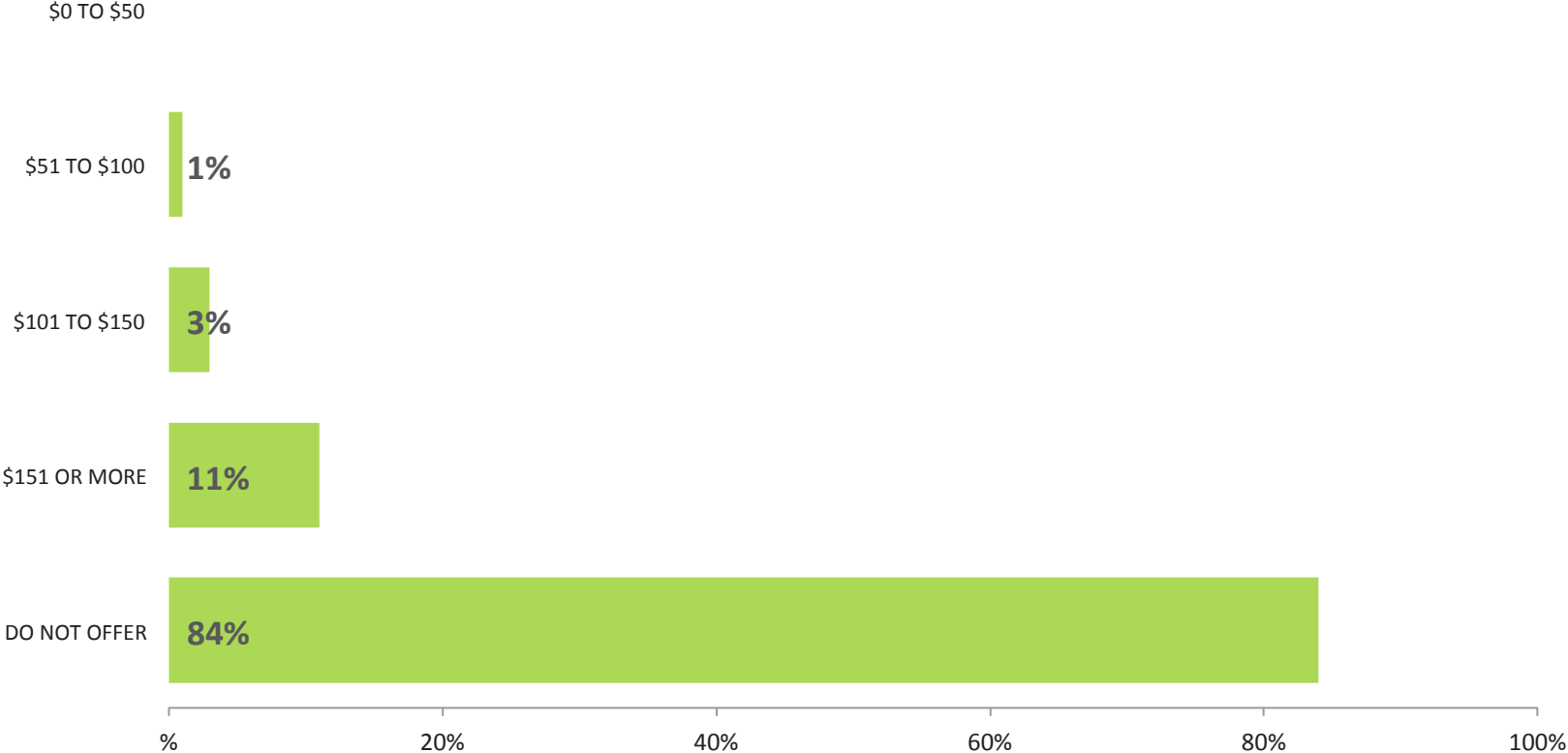


PILCQ11 (B). What is the typical cost of a group Reformer class? (Please select one response)

Base: Studio Owners (n=230)

# TYPICAL COST OF A MONTHLY UNLIMITED GROUP REFORMER PASS

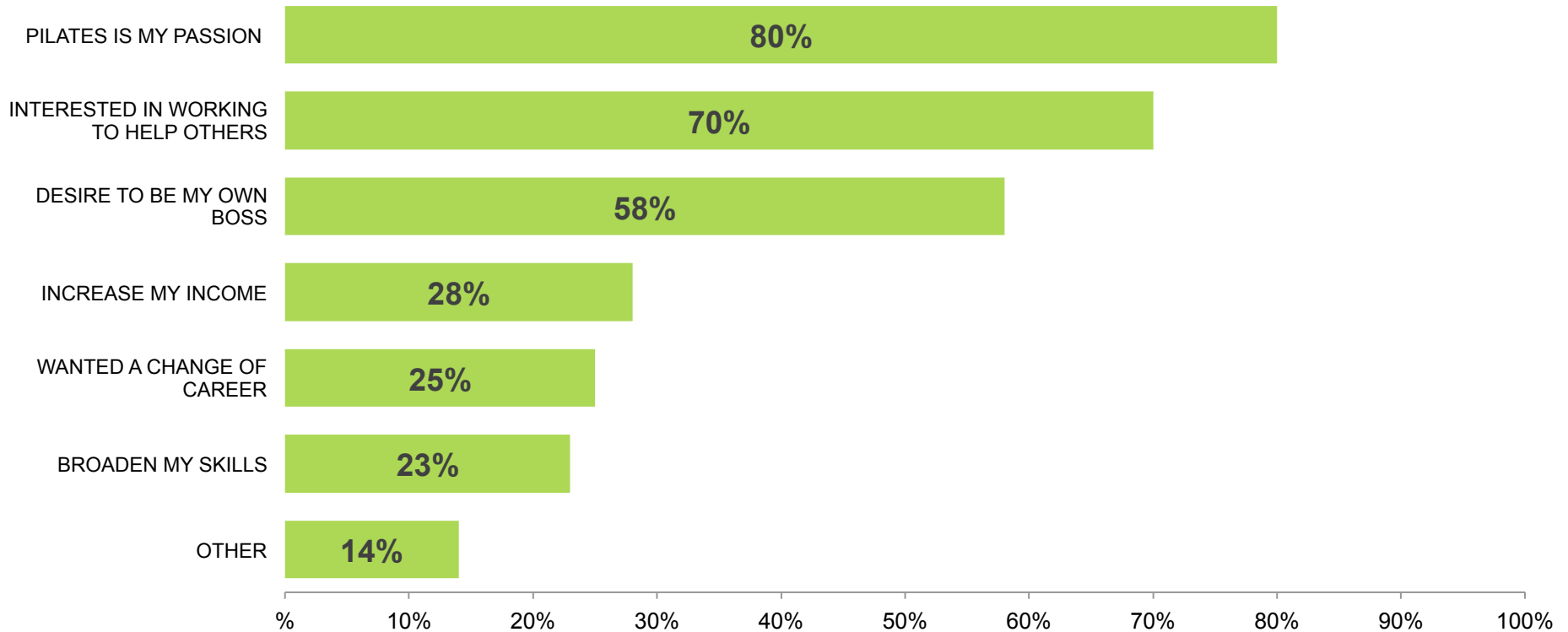
- 84% of Studio Owners do not offer a monthly unlimited group Reformer pass option.



PILCQ11 (C). What is the typical cost of a monthly unlimited group Reformer pass? (Please select one response)  
Base: Studio Owners (n=230)

# MOTIVATIONS FOR OPENING A PILATES STUDIO

- Studio Owners were motivated by a variety of differing factors when deciding to open a Pilates studio including it being their passion (80%), their interest in helping others (70%), and their desire to be self-employed (58%).

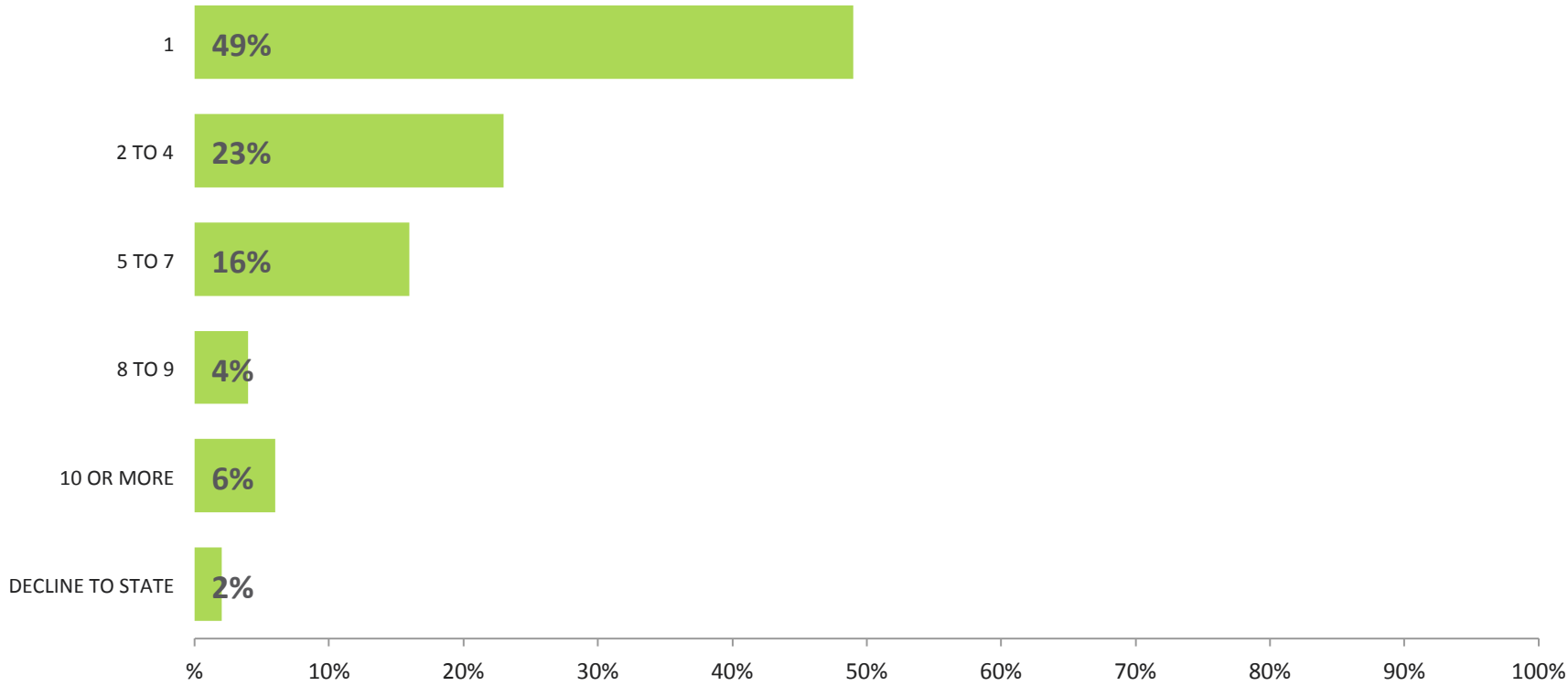


PILCQ12. What encouraged you to open a Pilates studio? (Please select all that apply)

Base: Studio Owners (n=230)

# HOW MANY TEACHERS REGULARLY TEACH AT YOUR STUDIO (INCLUDING YOURSELF)

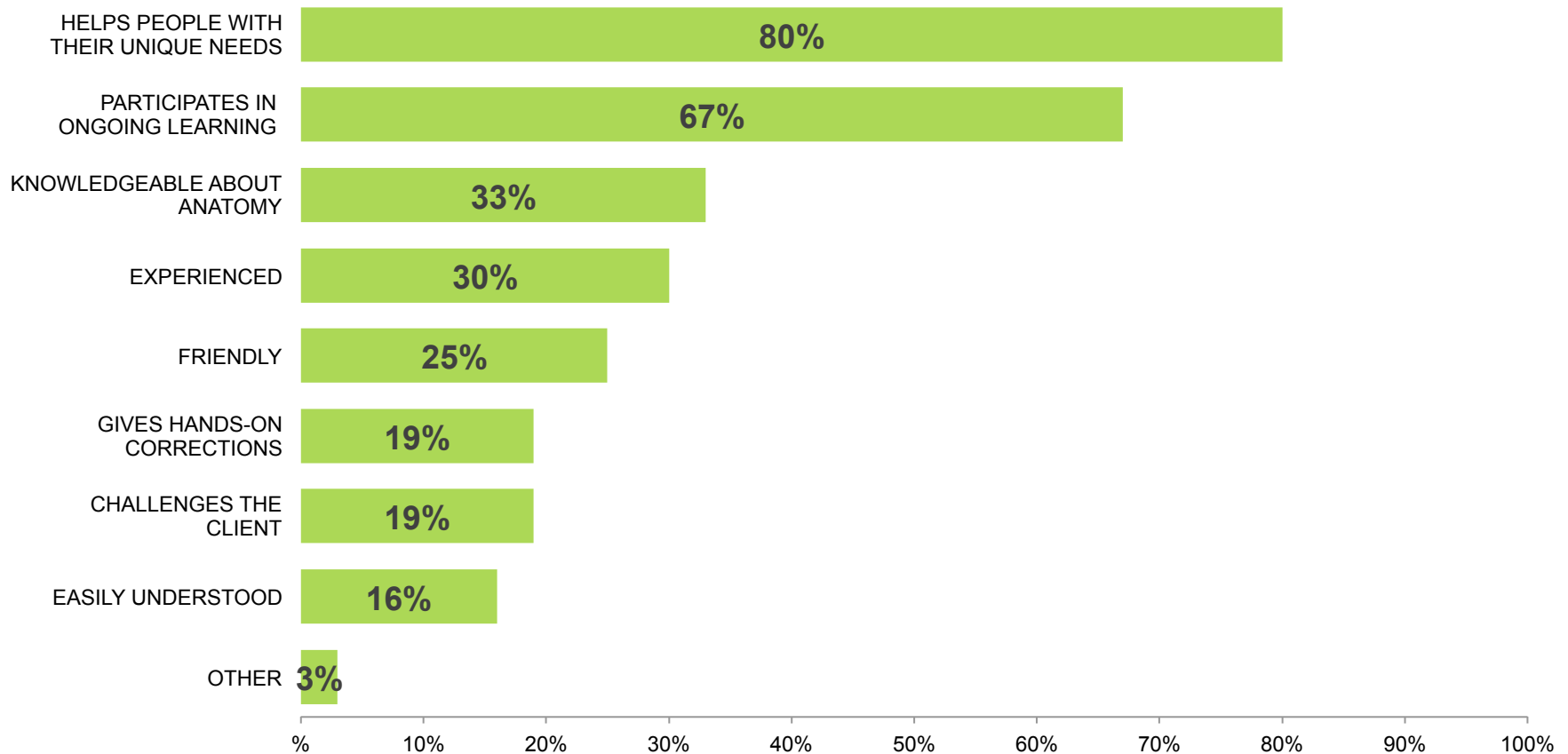
- 72% of Studio Owners have between 1 and 4 teachers at their Pilates studio. The 49% who reported having 1 teacher is in close alignment with page 42 where 47% said they have no independent contractors or employees. It seems that approximately half of Studio Owners are the sole teacher in their business.



PILCQ13. How many teachers regularly teach at your Pilates studio (including yourself)? (Please select one response)  
Base: Studio Owners (n=230)

# MOST IMPORTANT CHARACTERISTICS OF GREAT PILATES TEACHERS

- Studio Owners agreed with Pilates teachers (page 34) that helping people with their unique needs (80%), participation in ongoing learning (67%), and having knowledge of anatomy (33%) were the top characteristics that make a great Pilates teacher. Clients, on the other hand, have different priorities (page 20).

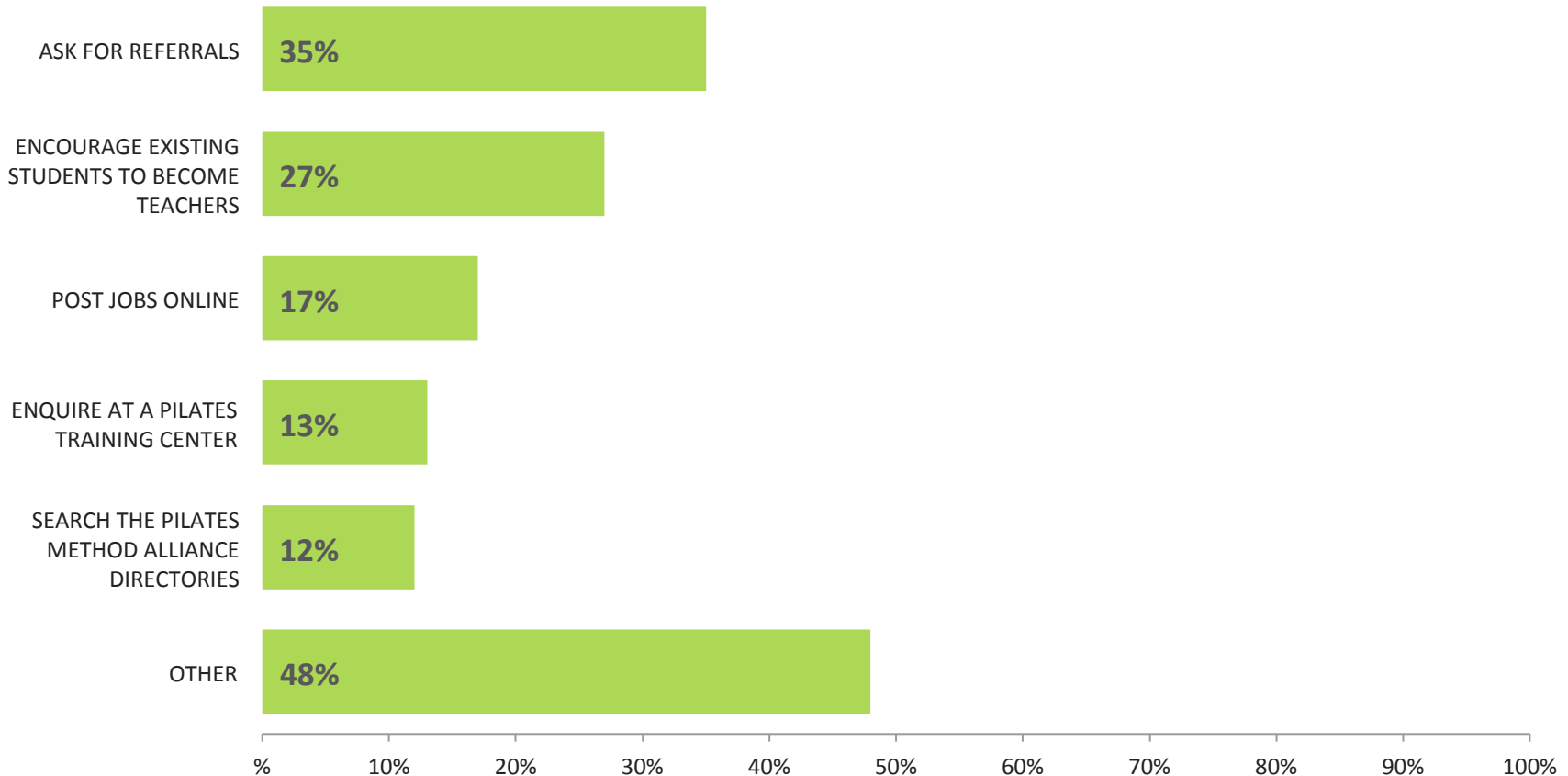


PILCQ14. What are the most important characteristics of a great Pilates teacher? (Please select up to three characteristics)

Base: Studio Owners (n=230)

# HOW DO YOU FIND NEW PILATES TEACHERS WHEN YOU NEED THEM?

- While referrals (35%) were the most popular method listed for finding new Pilates Teachers, 48% of Studio Owners also selected “Other.” This indicates a need for further research.

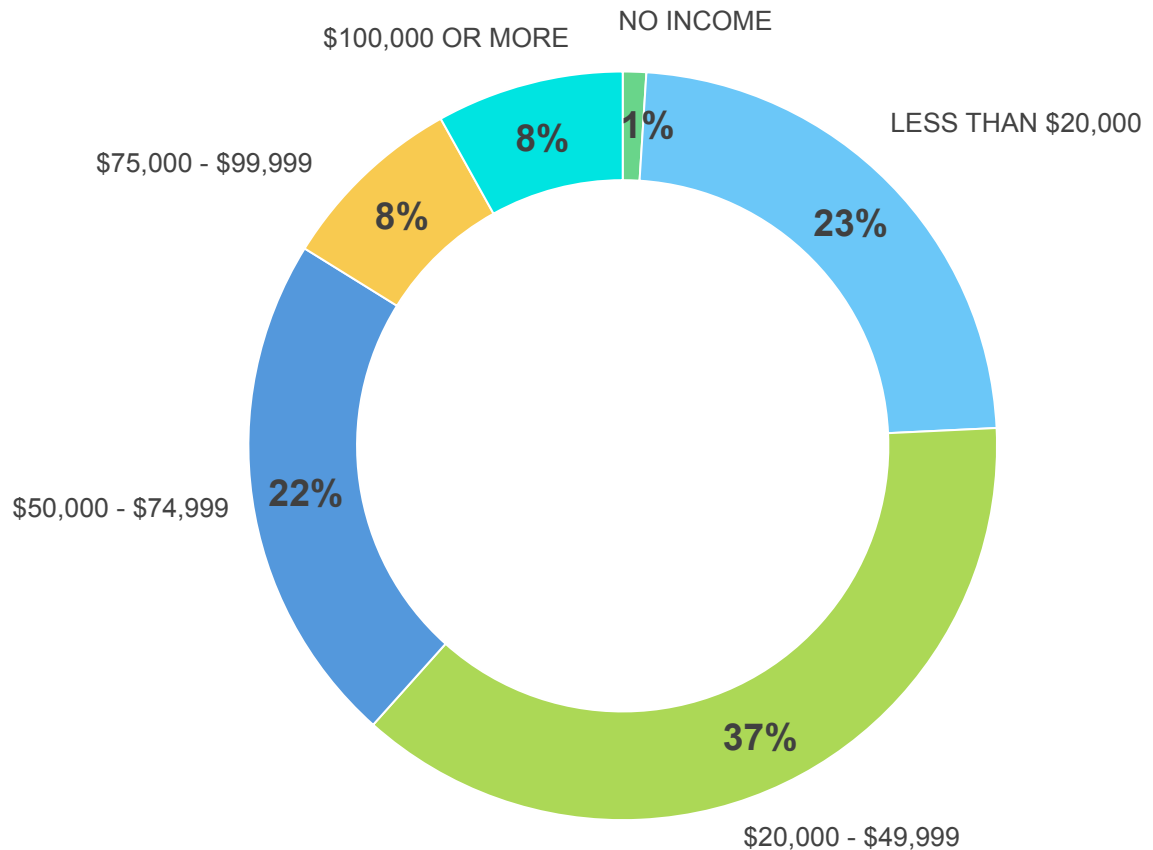


PILCQ15. How do you find new Pilates teachers when you need them? (Please select all that apply)

Base: Studio Owners (n=230)

# OWNERS' ANNUAL NET INCOME (REVENUE LESS EXPENSES) FROM THEIR STUDIO

• 38% of Studio Owners say that they make on average \$50,000 or more in annual net income.

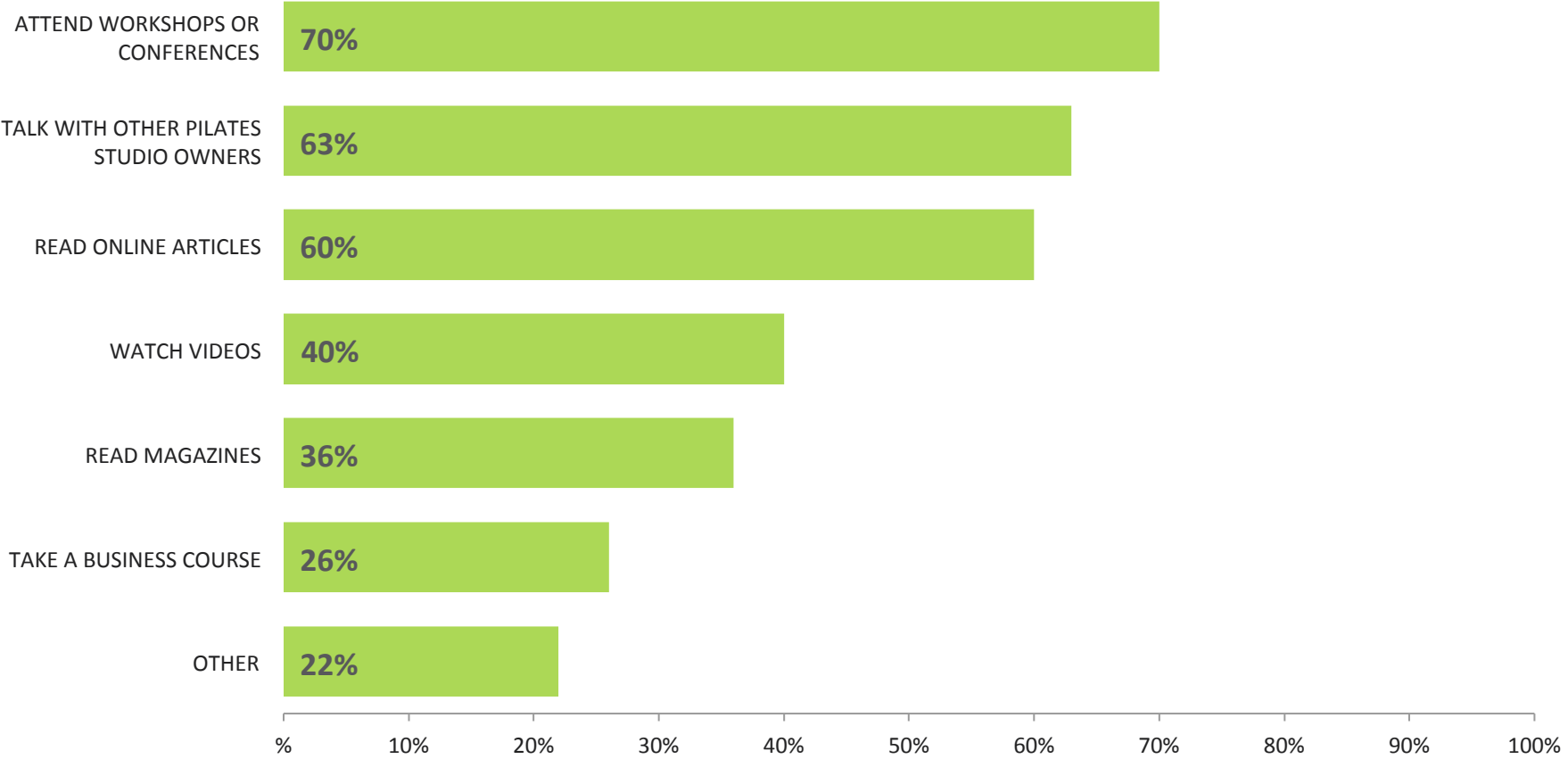


PILCQ16. What is your typical annual net income (revenue less expenses) from your Pilates studio(s)? (Please select one response)

Base: Studio Owners (n=230)

# HOW DO YOU GET INFORMATION TO IMPROVE THE OPERATIONS OF YOUR STUDIO?

- **Attending workshops and conferences (70%), talking with other studio owners (63%), and reading online articles (60%) were among the sources Studio Owners most often cited as the means by which they gather information in order to improve their studio's operations.**



PILCQ17. How do you get information to improve the operations of your Pilates studio(s)? (Please select all that apply)

Base: Studio Owners (n=230)



# Demographics

# Client Demographics

## Gender

Male	5%
Female	96%

## Age

18 - 24	1%
25 - 34	9%
35 - 44	23%
45 - 54	26%
55 - 64	29%
65+	12%

## Education

Less than High school	-
High school graduate	3%
Associate's degree	4%
Some College	13%
Bachelor's degree	39%
Master's degree	29%
Professional degree (MD, JD, Ph.D.)	12%

## Household Income

Less than \$20,000	1%
\$20,000 - \$49,999	6%
\$50,000 - \$74,999	11%
\$75,000 - \$99,999	14%
\$100,000 or more	45%
Decline to state	23%

# Inactive and Lapsing Demographics

## Gender

Male	3%
Female	97%

## Age

18 - 24	2%
25 - 34	14%
35 - 44	21%
45 - 54	28%
55 - 64	28%
65+	7%

## Education

Less than High school	-
High school graduate	6%
Associate's degree	9%
Some College	17%
Bachelor's degree	33%
Master's degree	22%
Professional degree (MD, JD, Ph.D.)	14%

## Household Income

Less than \$20,000	6%
\$20,000 - \$49,999	18%
\$50,000 - \$74,999	11%
\$75,000 - \$99,999	12%
\$100,000 or more	29%
Decline to state	23%

# Teacher Demographics

## Gender

Male	5%
Female	96%

## Age

18 - 24	2%
25 - 34	14%
35 - 44	27%
45 - 54	29%
55 - 64	24%
65+	4%

## Education

Less than High school	-
High school graduate	3%
Associate's degree	6%
Some College	11%
Bachelor's degree	48%
Master's degree	24%
Professional degree (MD, JD, Ph.D.)	8%

## Household Income

Less than \$20,000	2%
\$20,000 - \$49,999	9%
\$50,000 - \$74,999	14%
\$75,000 - \$99,999	10%
\$100,000 or more	43%
Decline to state	22%

# Owner Demographics

## Gender

Male	2%
Female	98%

## Age

18 - 24	-
25 - 34	6%
35 - 44	21%
45 - 54	37%
55 - 64	28%
65+	8%

## Education

Less than High school	-
High school graduate	4%
Associate's degree	6%
Some College	13%
Bachelor's degree	45%
Master's degree	27%
Professional degree (MD, JD, Ph.D.)	4%

## Household Income

Less than \$20,000	1%
\$20,000 - \$49,999	8%
\$50,000 - \$74,999	12%
\$75,000 - \$99,999	11%
\$100,000 or more	50%
Decline to state	18%

# Conclusion & Discussion

# Conclusion & Discussion

This study will likely inspire many discussions, debates, and conclusions. We'd like to offer the following for further thought and investigation.

Page 26. Hours Spent Teaching Pilates Per Week. We were surprised that 72% of teachers (the sum of the 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> horizontal bars) said they teach up to 20 hours/week because our experience (in the PMA office with our members and certificant) is that many teachers appear to work more hours than that per week.

Page 27. Teaching Pilates as a Source of Income. On this page, 44% of respondents said that Pilates was a part-time job. In our next study, we'd like to ask additional questions on this topic such as, if you responded that Pilates is a part-time job, is it your preference to teach Pilates part-time? Or would you prefer to teach full-time if you had sufficient clients? If it is your preference to teach part-time, why is that? Is it because you are raising a family and teaching part-time suits your schedule? Or is it because you have other employment with which you are also engaged? What other sort of employment do you undertake?

# Conclusion & Discussion

Page 35 and page 60. Typical Annual Net Income and Teacher Demographics. When we compare the responses regarding Typical Annual Net Income (page 35) to the Teacher Demographics Household Income (page 60), it seems that for many, the Pilates teacher's income is a fraction of the household income. Therefore, many Pilates teachers must live in households where another breadwinner provides the majority of income for the household.

“Other.” There were various times that “Other” was a selection offered. We now see which questions would have benefitted from a text box that would have allowed the respondents to explain further, such as:

Page 15. Types of Pilates Classes Taken. 17% of clients were not taking the types of classes listed. What types of classes were those 17% doing?

Page 28. Employment Status. 19% of teachers said they were not 1099 or W2. Were those 19% being paid in cash or by bartering? What is the employment status of the 19% (these are self-identified “teachers” who are not “studio owners”)?



# Conclusion & Discussion

Our budget determined the size and scope of this study. In order to do a more extensive study, a much larger budget would need to be available.

Lastly, we would like to see a much greater number of respondents in the next study.

What are your conclusions, discussion points or questions?

Please let us know at [info@pilatesmethodalliance.org](mailto:info@pilatesmethodalliance.org).

# Pilates Method Alliance

The Pilates Method Alliance (PMA) is the not-for-profit **professional association** dedicated to the Pilates field.

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