About Us

Adult Fitness Concepts, LLC, is a unique fitness and exercise company dedicated to helping men and women safely and naturally improve their sexual health with innovative and interactive exercise programs. Founded in 2012, the Maryland-based company is the creator of the Private Gym, the first comprehensive pelvic muscle exercise system for men and women. Supported by a team of the world’s foremost urologists, physiotherapists, and sexual health educators, Adult Fitness Concepts expects to launch the Private Gym for Men in May 2014, which will be followed by the release of The Private Gym for Women.

Overview of The Private Gym For Men

The Private Gym is the first interactive, follow-along exercise program that helps men strengthen the muscles supporting and controlling the penis.

Developed in conjunction with one of the nation’s top urologists, The Private Gym helps prevent the onset of erectile dysfunction caused by pelvic-muscle weakness, assists in reversing existing erectile dysfunction, boosts sexual performance, reduces premature ejaculation, and supports prostate and urinary health. It’s completely safe, easy-to-use, all natural, and FDA registered.

As men approach age 30, the muscles that support erectile function begin to weaken. By age 40, more than 50% of men experience some form of erectile dysfunction. This number increases to more than 66% as men approach 60 years of age. The Private Gym is a first line of defense against the onset of erectile dysfunction and in many cases, can assist in reversing its effects.

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The Private Gym works just like any other exercise program. The penis is controlled by the pelvic muscles. By making these muscles stronger, many men can experience harder and longer-lasting erections as well as improved prostate and urinary health. The Private Gym’s exercise programs and expertly designed equipment safely and easily strengthen the pelvic muscles.

**The Private Gym Exercise Program**

Available on DVD and through digital download, The Private Gym offer two unique exercise programs - Basic Training and Complete Training.

The Basic Training program strengthens the pelvic muscles with series of expertly designed, easy-to-perform Kegel exercises for men.

The Complete Training Program is for maximizing gains. It includes Basic Training and goes one step further by incorporating resistance training and the Private Gym’s FDA registered resistance equipment.
As we all know from working out in the gym, resistance training is key to building strong muscles. Much like performing bicep curls without weights, pelvic muscle exercises without the added benefit of resistance training will not result in maximum pelvic muscle growth or strength. The Private Gym’s ergonomically designed, patent-pending exercise equipment and magnetic weights, provide effective, consistent, precise, and measurable resistance.

The Private Gym’s resistance equipment is made from the finest imported soft-touch silicone. It consists of a weighted base that fits comfortably around the penis and a magnetic weight that attaches to the base. The equipment is placed on the erect penis and lifted up and down until the pelvic muscles tire. The weights can be easily added and removed during exercise. The Private Gym is also body safe, hypoallergenic, DEHP-free, and completely waterproof.

How It Works

The Private Gym exercise programs strengthen a complex network of muscles known as pelvic muscles. These muscles surround the base of the penis, which extends deep inside the body. The pelvic muscles are responsible for causing the surge of blood to the penis that helps to maintain penile rigidity. When squeezed, the pelvic muscles force more blood into the penis and allow it to be held in longer, producing a harder, larger, and longer-lasting erection during sex.
In addition to improving sexual function, strengthening the pelvic muscles also helps to improve or prevent the following conditions: prostate inflammation; stress urinary incontinence following prostate surgery; bladder control issues and incontinence; and impairments resulting from saddle sports, including bicycling, motorcycling, and horseback riding.

Most men don’t even know they have pelvic muscles, let alone where they are, what they do, or why keeping them fit is important. These muscles are naturally weak, and become even weaker with age, which in many cases results in erectile dysfunction, premature ejaculation, and impaired prostate and urinary health. With a little exercise, men can quickly make these muscles stronger.

Developed with a Leading Urologist & Surgeon

The Private Gym Exercise Program was developed in conjunction with Dr. Andrew Siegel, a leading urologist, surgeon, professor, and author. In his practice, Dr. Siegel

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4 Dr. Andrew Siegel is a urological surgeon at Hackensack University Medical Center and an Assistant Clinical Professor of Surgery in the Division of Urology, Rutgers-New Jersey Medical School. He is a 2013 Castle-Connolly Top Doctor. Dr. Siegel is dual board-certified, both in urology and in female pelvic medicine and reconstructive surgery. He is also the author of: Finding Your Own Fountain of Youth: The Essential Guide to Maximizing Health, Wellness, Fitness and Longevity and Promiscuous Eating: Understanding and Ending Our Self-Destructive Relationship with Food. His latest book, Male Pelvic Fitness: Optimizing Sexual and Urinary Health will be published in 2014. Dr. Siegel's other educational experience includes earning a B.S degree magna cum laude from Syracuse University, Syracuse, New York, in 1977, and a medical degree from the Chicago Medical School, Chicago, Illinois, in 1981, where he was elected to the Alpha Omega Alpha Honor Medical Society. He completed a two-year residency in general surgery at the North Shore University Hospital, Manhasset, New York, an affiliate of Cornell University School of Medicine. Dr. Siegel then went on to undertake residency training in urology at the
witnessed the meaningful benefits for his patients - including individuals not experiencing erectile dysfunction - of strengthening the pelvic muscles. What surprised him was that most men had no idea they could exercise these muscles. Dr. Siegel realized that there was a need for a comprehensive, well-designed exercise program that taught men how to perform pelvic muscle exercises.

The Science Supporting the Private Gym

The Private Gym Exercise Program builds upon the scientific findings of Dr. Arnold Kegel, who, in the 1940s, developed exercises to prepare women for childbirth. For decades, doctors and leading medical institutions have recommended “Kegel exercises.” They are part of almost all doctor-prescribed childbirth routines.

Dr. Kegel also discovered that the same exercises that prepare a woman for childbirth also improved her sexual experience by creating longer and more exciting orgasms. In fact, Dr. Kegel’s work led to the development of the many female pelvic muscle exercise devices that are currently on the market today.

The obvious question is if these exercises work so well for women, why can’t men do them? And why isn’t there a similar exercise device for men? Now, with the Private Gym, there is now a simple and safe way for men to achieve similar results.

These results are supported by numerous studies, including the most comprehensive study of its kind completed in 2005 and published in the British Journal of Urology International. The study examined men with varying degrees of erectile dysfunction and found that after six months of performing pelvic muscle exercises, 76% of the men had significantly improved their erectile function. According to the study, “pelvic floor exercises should be considered as a first-line approach for men seeking long-term resolution of their erectile dysfunction.”

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5 University of Pennsylvania School of Medicine, Philadelphia, Pennsylvania, from 1983 to 1987. From 1987-1988 he pursued fellowship urology training at the David Geffen School of Medicine at UCLA in Los Angeles, California. In 1988, Dr. Siegel joined Bergen Urological Associates and was board-certified in 1990. Dr. Siegel is a diplomate of the American Board of Urology and the National Board of Medical Examiners. He is a member of the American Urological Association, the New York Section of the American Urological Association, the American Medical Association, the Society for Urodynamics and Female Urology, and the American Uro-Gynecological Society. Dr. Siegel has authored chapters in urology textbooks including Current Operative Urology and Interstitial Cystitis and has published articles in numerous professional journals including Urology, Journal of Urology, Urologic Clinics of North America, Postgraduate Medicine, Neuro-Urology and Urodynamics, International Urogynecology Journal, Radiotherapy and Oncology, and the Journal of Brachytherapy International. He has presented papers at professional meetings for many medical societies including the Philadelphia Urological Society, the American Academy of Pediatrics, and the American Urological Association, both nationally and internationally.

Researchers also determined that stronger pelvic muscles result in greater sexual pleasure.⁶ According to the San Francisco Institute for Advanced Study of Human Sexuality, pelvic muscles play an important role in improving the sexual health of both men and women. In 1983, the Institute published the results of a study on the benefits of pelvic muscle exercises for men and women. The study concluded that well-toned pelvic muscles improve sexual control, play a key part in achieving orgasm, and give men the ability to have longer lasting sex.⁷

Pelvic muscle exercises for men are also encouraged and promoted by The Journal of the American Medical Association, The American Urological Association, and many major hospitals, including The Mayo Clinic, UCLA Medical Center, Johns Hopkins Medicine, Massachusetts General Hospital, and Cedar-Sinai Medical Center.

**Medical Advisory Board**

The Private Gym’s Medical Advisory Board includes many of the leading experts and researchers in the field of sexual medicine and physiotherapy. The Board, includes the following members, and developed the Clinical Trial protocol for the Private Gym and is currently assisting with the study, which is expected to be complete later this year:

**Professor Grace Dorey MBE FCSP PhD**

Professor Grace Dorey is the world’s leading expert in the field of pelvic floor physiotherapy and the impacts of pelvic floor exercises on erectile dysfunction, incontinence, prostate health, and sexual performance. Dr. Dorey is the author of numerous studies, including the most significant study of its kind: *Pelvic Floor Exercises for Erectile Dysfunction*, published in the British Journal of Urology International in 2005.

In 2004, Professor Dorey was awarded a Fellowship of the Chartered Society of Physiotherapy, and she was honoured with a Member of the British Empire (MBE) in the Queen’s New Year’s Honours list in 2012.

Dr. Dorey received her PhD at the University of the West of England, Bristol, where she is an Emeritus Professor of Physiotherapy/Urology and is a Consultant Physiotherapist at The Nuffield Hospital, Taunton. She was the lead physiotherapist for a national multicentred trial run by Aberdeen University investigating “The Effectiveness of Pelvic Floor Exercises Following Prostatectomy” funded by the Health Technology Assessment Programme.

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Professor Dorey runs male and female continence and sexual dysfunction studies for physiotherapists and nurses throughout the world and is a prolific author, with numerous textbooks, self-help books, and videos.

**Paul R. Nelson, CCMA**

Paul Nelson is a leading, nationally recognized, male sexuality educator and advocate. He is the President of the Erectile Dysfunction Foundation, an American Association of Sexuality Educators, Counselors, and Therapists Certified Sexuality Educator, as well as a Certified Clinical Medical Assistant. Paul sees men daily in a clinical setting with Dr. Michael Werner, one of the nation’s leading sexual medicine specialists.

Paul is an instructor at the Institute for Sexuality Education in Hartford, CT, an affiliate with the Men’s Health Network, and a sought after speaker for men’s groups across the country. Paul has been featured in The New York Times, National Public Radio, and on ABC News with Diane Sawyer.

His professional memberships include the American Association of Sexuality Educators, Counselors & Therapists, International Society of Sexual Medicine, and the American Urological Association

**Dr. Steve Lebovich, M.D.**

Dr. Steve Lebovitch is a leading urologist and member of the Urologic Institute of New Jersey, where he specializes in Laparoscopic and Robotic (da Vinci) surgery. Dr. Lebovitch completed his general surgery and urology training at Temple University Hospital in Philadelphia and trained at Fox-Chase Cancer Center in Philadelphia. Dr. Lebovich maintains an expertise in the following areas:

- Male Sexual and Erectile Dysfunction
- Male Reproductive System
- Voiding Dysfunction and Urinary Incontinence
- Pelvic Reconstructions in females
- Benign and Malignant Diseases of the Kidney, Ureter, Bladder, Prostate, Urethra and the Penis
- Male and female treatment of Stone Disease especially Complex Kidney Disease
Dr. Mutahar Ahmed, M.D., FACS

Dr. Mutahar Ahmed is a specialist in Oncology, Laparoscopic / Robotic Surgery, Cryo Surgery and reconstructive urological surgery. He has special interest in prostate, bladder, and kidney cancer and minimal invasive approach to treating them. Dr Ahmed has been an innovator in varieties of robotic and laparoscopic surgery including first to perform Robotic radical cystectomy and sacrocolpopexy in Hackensack University Medical Center. He continues to teach other urologist this exciting technology.

Dr. Ahmed has privileges at Hackensack University Medical Center in Hackensack, The Valley Hospital in Ridgewood, Monmouth Medical Center in Long Branch, The Stone Center in Newark, UMDNJ in Newark, St. Barnabas Hospital in Livingston and Holy Name Hospital in Teaneck. Dr. Ahmed serves as a Clinical Assistant in the Department of Surgery, Division of Urology at UMDNJ New Jersey Medical School.

Dr. Ahmed Has received numerous awards among them includes:

- The Pfizer Scholars in Urology Award
- The American Urological Association Praecis Pharmaceuticals Gerald P. Murphy
- Scholars for distinction in study of prostate cancer
- The Society of Laparoscopic Surgeons Resident Achievement Award
- Honored as one of New Jersey Monthly’s Top Doctors

Dr. Ahmed received his bachelor degree from New York University and obtained his Medical Degree at the State University of New York Upstate Medical University. He completed his general surgery and Urologic surgical training at the University Of Medicine and Dentistry of New Jersey (UMDNJ).

As an author, Dr. Ahmed has published and presented numerous papers and abstracts in urologic journals. He is a Board Certified Urologist and Diplomat of the American Board of Urology. Also he is a Fellow of American College of Surgeon. He is an active member of the Society of Llaparoendoscopic Surgeons, the American Endourologic Society and the American Urological Association.

Dr. Mutahar’s His clinical expertise includes the following:

- Prostate Cancer
- Robotic Surgery
- Minimally Invasive Surgery
- Bladder Cancer
- Genitourinary Surgery
- Urologic Cancer
- Laparoscopic Kidney and Adrenal Surgery
• Female Pelvic/Incontinence Surgery
• Cryosurgery

**Dr. Michael Esposito, M.D. FACS**

Dr. Michael Esposito is Director of the Center for Robotic Laparoscopic and Minimally Invasive Urologic Surgery Endourology at Hackensack University Medical Center and serves as a Clinical Assistant Professor of Urology/Surgery at the University of Medicine and Dentistry of New Jersey (UMDNSJ) in Newark, New Jersey. He is also a practicing urologic surgeon with privileges at Hackensack University Medical Center in Hackensack, The Valley Hospital in Ridgewood, Monmouth Medical Center in Long Branch, The Stone Center in Newark, UMDNJ in Newark, St. Mary’s Hospital in Passaic, St. Barnabas Hospital in Livingston and Holy Name Hospital in Teaneck.

Dr. Esposito is a Diplomat of the American Board of Urology and a Fellow of the American College of Surgeons. He received his medical diploma and urology training at the University of Medicine and Dentistry of New Jersey, followed by a Fellowship in Laparoscopic Minimally Invasive Urologic Surgery, and Endourologic Stone Surgery at the Royal Infirmary in Edinburgh, Scotland.

**Dr. Gregory Lovallo, M.D., FACS**

Dr. Lovallo is a practicing urologic surgeon with privileges at Hackensack University Medical Center in Hackensack, Holy Name Hospital in Teaneck, Monmouth Medical Center in Long Branch, The Stone Center in Newark, UMDNJ in Newark, St Mary’s Hospital in Passaic, St Barnabas Medical Center in Livingston, and The Valley Hospital in Ridgewood.

Dr. Lovallo is a Diplomat of the American Board of Urology. He received his medical diploma as well as his post-graduate training in General Surgery and Urology at the University of Medicine and Dentistry of New Jersey.

Dr. Lovallo authored and co-authored multiple research abstracts and publications in peer-reviewed journals and texts. He also presented video demonstrations of robot-assisted procedures to medical society meetings in the United States and Europe. He has received awards of distinction such as the Society of Laparoendoscopic Surgeons.
Resident Achievement Award, the New Jersey Medical School Golden Apple Award for Excellence in Teaching, the Gold Foundation Award for Humanism and Excellence in Teaching, and was named NJMS Trauma Mid-Level Resident of the Year.

Dr. Lovallo is a member of the Society of Laparoendoscopic Surgeons, the Endourological Society, the American Association of Clinical Urologists, the American Urological Association and the American Medical Association. Dr. Lovallo specializes in stone disease, robotic/laparoscopic surgery, and reconstructive urological surgery.

The Medical Advisory Board developed the Clinical Trial protocol for the Private Gym and is currently assisting with the study, which is expected to be completed later this year.