

# Business Connection

Strengthening the local economy and serving members for 70 years



PLEASANTON CHAMBER of COMMERCE

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## Business Spotlight



Pure Barre features an effective total body workout focused on low-impact, high-intensity movements that lift and tone muscles to improve strength, agility and flexibility for everybody.

### Pure Barre: Be your best self in and out of the studio

Pure Barre is the largest, most established barre franchise with more than 500 studios across North America. With a dedicated following of 550,000+ clients, Pure Barre features an effective total body workout focused on low-impact, high-intensity movements that lift and tone muscles to improve strength, agility and flexibility for everybody.

Their mission is to provide the best barre-based workouts, which strengthen both body and mind, empowering

you to be your best self in and out of the studio. They have four different class types to sculpt, lift, tone, and bum. It is a full body, low-impact but high intensity workout where you target specific muscle groups to create lean and long muscles. Pure Barre is musically driven, and we go to the beat of the music. Their choreography is very challenging, but easy to modify for all ages and all levels.

During your first visit, you receive a consultation with their trained staff sharing what your first 30 days will

look like depending on your goals. While you are in class, you will receive one-on-one instruction from an educated and experienced teacher. Their Pure Barre teachers are experts in what they do. After class, you will feel rejuvenated from the mental and physical work. After just 10 classes you will be able to see and feel the difference.

“I graduated from college with a BS in Kinesiology and I have always loved the study of the human body and how it functions,” said Pure Barre owner Adrienne Richmond. “After taking my first class, I knew I loved Pure Barre and had found my calling.”

After a 10-year career in medical sales, Richmond decided she wanted to be on the other side of healthcare and began what is now Pure Barre Pleasanton.

“I feel so fortunate to be able to share Pure Barre with the Pleasanton community and strong team of employees. I love being able to provide a healthy ‘3rd space’ for our clients outside of work and home. I am inspired by our clients on a daily basis and love what I do,” said Richmond.

Pure Barre is here to help you safely and effectively reach your fitness goals and they are experts at doing so. For more information, call the studio at 925-399-1624, or contact the Pure Barre Pleasanton Team by emailing them at [pleasanton@purebarre.com](mailto:pleasanton@purebarre.com).