



PRENATAL FITNESS

Service for expectant mothers delivers more than exercise.

STRATEGIES

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WORKING OUT BABY

Exercise enthusiast helps moms stay fit

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PRENATAL FITNESS & BEYOND

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Moji Doyle has been a fitness enthusiast for 18 years and a certified trainer since 2002. But last October, she modified her routines.

That's when she started Prenatal Fitness & Beyond, and since, the mother of two hasn't stopped driving across South Florida delivering prenatal fitness to moms eager to stay healthy.

Part of launching the small business was earning a certification in pre- and post-natal fitness. But besides teaching safe exercises to pregnant women, she is finding a niche in helping first-time parents with their baby's registry, nursery and other needs.

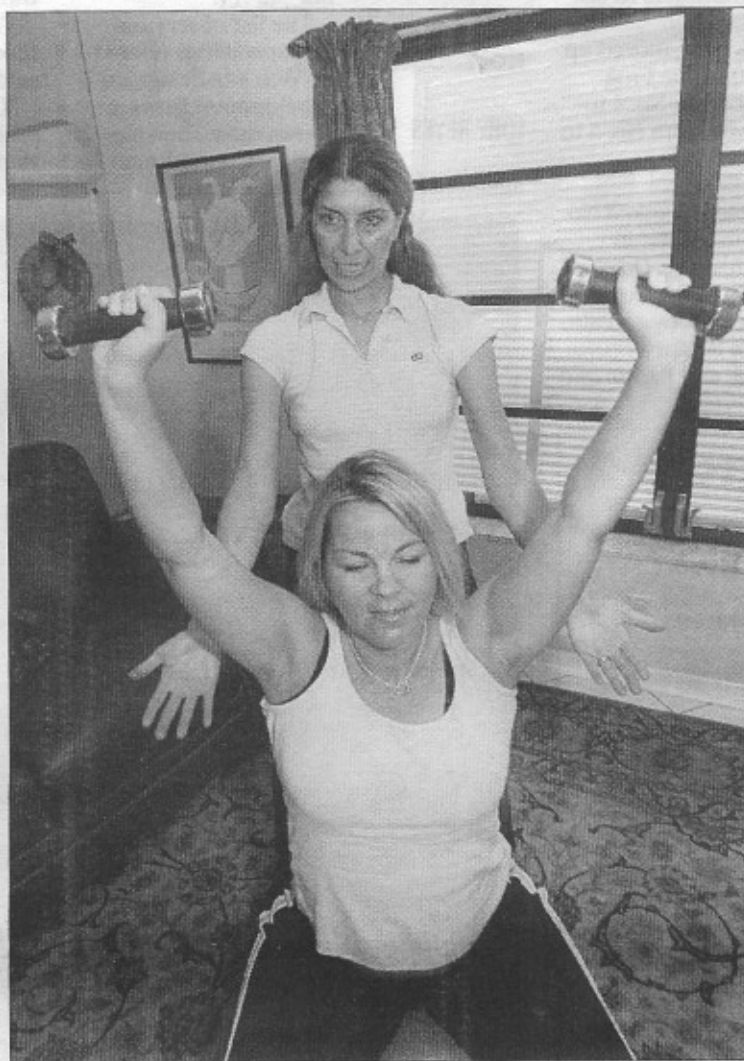
"I want to be a one-stop shop for my clients," she said. "My clients can pick up the phone and call me or e-mail me questions. Many pregnant women are very scared. It takes women 40 weeks to get ready and prepared physically and also mentally."

Working out has its benefits

Some of the benefits of working out during the pregnancy include improving digestion and circulation; building up energy and endurance; and reducing tension, fatigue and lower-back pain. It also helps women keep their weight in check, she said.

About 50 percent of her clients were already exercising before becoming pregnant, Doyle said. She travels to her clients' homes for the training sessions.

Doyle wants to build on her company's success in offering more than just a physical workout, especially to first-time moms who don't have family in South Florida.



MARK FREEBKS

Prenatal Fitness & Beyond founder Moji Doyle helps seven-and-a-half-months pregnant Melissa Ringel with a pre-natal workout.

She tags along on shopping missions to baby specialty stores and gives them advice on products and brands.

"She was helpful in terms of telling me what I would need or not and what brands were good," said Liz Comparato of Boca Raton. "She goes above and beyond to find any information."

Comparato worked with Doyle for five months until her baby Lucas was born last month.

Doyle's strategy is to listen to her clients.

"Working with first-time moms, I realized some of them do not know what they need for their babies," she said. "They go to baby specialty stores and get overwhelmed by the alternatives they are offered."

A healthy pregnancy

Once considered dangerous for pregnant women, pre-natal fitness has become popular in the past three years, said Julie Tupler, president of Maternal Fitness in New York. Her company offers several maternal fitness programs and helps other fitness centers earn their pre- and post-natal certifications. Recent research has shown that women who exercise during their pregnancy have a healthier pregnancy, an easier labor and a faster recovery, she said.

Those findings have

fueled an interest in this field.

"It is a new market," Tupler said. "It is a special population who need special fitness programs."

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