
Pure Pilates goes 'Green'

NEW PROVIDENCE — Carol Crincoli, owner and operator of Pure Pilates, a full service Pilates studio, has "gone green".

"My philosophy is to inspire life from the core," said Ms. Crincoli. "Being gentle to the earth is certainly part of that mission."

New "green" initiatives at Pure Pilates include flooring made from recycled materials, cloth diapers for cleaning the studio and wiping down equipment, offering clients filtered water instead of bottled, organic cleaning supplies, cloths instead of paper towels for clients in the restrooms, fluorescent lighting, light sensors to reduce energy use, and toe socks made of organic cotton sold in the studio and on the website.

"This is just the beginning. We will continue to add innovations that will make the studio more socially responsible," Ms. Crincoli commented.

All Pure Pilates instructors are Pilates Method Alliance (PMA) certified or scheduled to take the exam in the next six months. This national accrediting organization ensures quality, expertise and integrity in the teaching and practice of the Pilates Method.

Pure Pilates serves residents of Morris, Union and Somerset counties and is located at 133 Gales Drive, (over New Providence Chiropractic).

For more information or to schedule classes, call 908-286-1100 or visit the website at www.purpilatesnj.com.