Fitter, better with Wellness for All

Posted on



Pro3 Treadmill, 750AT Total Body Arc CrossTrainer, 750C Upright Bike, 750R Recumbent Bike, The rooftop gym at Jetwing Sea, Negombo

By supplying the best in exercise equipment backed by a dedicated after sales service, Wellness for All has made fitness an everyday reality for many.

Words Mamduh Waheed

In Sri Lanka, well equipped gyms are now common in most urban centres and hotels. Business and leisure travellers alike try them out during their spare hours. And most of us have built our daily routines around a good work out. If you happen to be a member at a fitness centre or have had a work-out in a hotel gym lately, you may have come across a Cybex machine; either a standard setting Eagle, the award-winning Bravo Functional Training System, or the evolutionary Arc Trainer, which is unique in its category and capable of high intensity workouts with low impact and scientifically demonstrated to reduce stress on the knees.

Representing Cybex in Sri Lanka since 1996 is ‘Wellness for All’, a company established by Dhinuka Boralessa. After graduating from Furnam University, South Carolina in Health and Exercise Science, Boralessa returned to Sri Lanka to set up one of the most popular fitness centres in the country. The experience led her to the realisation that there was a great need for scientifically tested and high quality

fitness equipment in Sri Lanka. Following which she decided to go her own way and begin the supply of high quality fitness training equipment for those wishing to benefit from them. And they were not only corporate clients wishing to set up gyms and fitness centres, but also individuals who wanted specific equipment for their personal fitness and wellbeing.

Gradually, Wellness for All established itself as a company focussing on the supply of gym equipment from the USA into Sri Lanka. Additional services from the company included setting up gyms and fitness centres, designing the layout for the same, advice and consultancy in choosing and ordering equipment. In 1997, Wellness for All also became the sole agents and authorised distributor for Trotter fitness equipment. Since Trotter merged with Cybex in 1998, the brand has become a popular name among wellness enthusiasts throughout the world.

Cybex equipment is tested regularly in universities and at the Cybex Research Institute

Cybex has a reputation for the production of premium quality, high performance fitness equipment. In the process, it has become a trusted partner to health clubs, sports teams, colleges and universities, country clubs, military facilities, offices and hospital fitness centres committed to offering the best exercise experience possible. Cybex has also declared its global mission as ‘improving the health and well being of people around the world.’ “Cybex has achieved its current levels of customer loyalty because of the research that has gone into the development of their equipment,” said Boralessa. “They ensure the longterm well being of those who use Cybex.”

Although much in demand, Wellness for All has followed a strategy of quality over quantity.

“Instead of flooding the market with Cybex equipment, we are more keen to educate our customers on the lasting qualities of our products,” Boralessa explained the company’s objective of educating consumers over maximising sales.

Cybex equipment is tested regularly in universities and at the Cybex Research Institute. Making the brand lead the fitness industry in providing scientific basis for the development of exercise machines that enhance human performance.

To date, Wellness For All has installed Cybex fitness equipment in state-of-the-art fitness centres in the country, several leading hotels and various stations of the Sri

Lanka Army.

46/10, Nawam Mawatha
Colombo 2
Tel: (+94 11) 247 2597
wellness@eureka.lk
cybexintl.com

[nggallery id=573]