

Alexandra Laws

Sports Therapist, Trainer and Rehab Expert / www.icoresports.com

- CHEK Practitioner – Scientific Back Training, Scientific Core Training, Program Design, Advanced Program Design, Medicine Ball Training, Swiss Ball
- Certified Neuro Muscular Therapist (Paul St. John)
- A.C.E. Certified
- IDEA Member

Alex develops and implements general fitness training, injury prevention and injury recovery programs for top pro athletes from a number of sports as well as members of the general public.

Her goal is to develop and exceed program targets developed between her and each client and promote overall health, and well-being. Sharing her knowledge from the cutting edge of core training, neuro-muscular therapies and other complimentary areas her clients credit her with transforming their overall fitness with a focus on injury prevention and dramatically reducing injury recovery times. Whether competing at the highest levels of international competition or simply trying to function in everyday life, Alex's clients credit her with dramatic improvements far exceeding their expectations.

Professional Education

- 1995 A.C.E. (American Council on Exercise) Certification
- 1996-1999 Corrective and High Performance Exercise Kinesiology training (CHEK Certified) and assistant to Paul Chek
- 2000 Co-developer of Chek Golf Biomechanical Program
- 2000 Assistant Teacher at Chek Institute instructing trainee practitioners.
- 2003 Certified Neuro Muscular Therapist
- 2007 Apex Energetics Courses – Neuro Chemistry, Autoimmune Physiology, Blood Nutrition, The Psychosomatic Connection.
- 2007 founder of iCore Sports

Professional Athletic Career [1993-1995]

- 4 Time World Triathlon Medalist
- Won Prestigious SPORTS AUSTRALIA AWARD
- Nominated US Triathlete Rookie of the Year
- Won Australian Junior Triathlete of the Year
- 13 Pro Wins Worldwide.
- Won French Sprint Triathlon Championships

Professional athlete clients include:

Tennis

Ai Sugiyama, Jill Craybas, Nicole Arendt, Corina Morariu, Justin Gimelstob, Rika Fujiwara, Tamarine Tanasugarn, Ryoko Fuda

Skateboarding

Danny Way, Rob Dyrdek, Colin McKay, Pierre Luc Gagon, Bucky Lasek, Mike Carroll, Mathias Ringstrom, Jamie Thomas, Lindsay Robertson, Bob Burnquist, Jake Brown and Ryan Smith

Triathlon

Michellie Jones, Kate Major, Katja Schumacher

Surfing

Brad Gerlach

Snowboarding

Kier Dillon, Circe Wallace, Anne Molin

Cycling

Axel Meckx, Sean De Grunchy

Motocross/BMX

Jeff Emig, Tara Llanes

Articles Published/ Press

- 1993 - May. US Triathlete Magazine – “Swim Technique”
- 1997 - Cross-training article for a Tennis Training web site
- 1998 - 2nd article on Cross-training for the Tennis Training web site
- 1999 - March. Surfer Magazine (U.S.A), Surfaholic (Japan), Australian
- Surfing Life (Australia) and Trip Surf (France) published “Dig Deep, Pain Free Guide to Paddling” article.
- 1999 - April. Surfer Magazine (U.S.A), Surfaholic (Japan), Australian Surfing Life (Australia) and Trip Surf (France) published “Power Paddling” Part 2. “Dry Land Conditioning.”
- 2002 Bangkok Times
- 2002-04 Numerous Japanese Publications
- 2006 Rolling Stone w/ Danny Way
- 2007 Maxim Magazine for iCoreSports
- TriathleteMag.com
- Riviera Magazine

(Copy of articles available on request)

testimonials

danny way **pro skateboarder**

multiple world record holder and x games gold medalist

“My experience with Alex Laws on both a professional and personal level has been very inspiring for my career and general well-being. Her knowledge in sports training and rehabilitation has helped me to achieve the highest level of coordination and strength, something much needed as an athlete. As a professional skateboarder I must overcome numerous injuries. With Alex’s assistance I have been able to recover in a remarkably short amount of time and come back stronger and harder than ever. I firmly believe that Alex’s form of training is way more advanced and dynamic than anything else other sports training has to offer.”

paul chek, hhp **founder, c.h.e.k. institute**

“Alex Laws has lived the life of an athlete and like all true coaches, she shares her life path and experiences with her clients. Alex gives fully customized programs for health, performance and well-being. I’ve shared many clients with her successfully.”

rob dyrdek **pro skateboarder**

“I have been working with Alex Laws for years. Her training is a huge part of what I use as an athlete. The training is different as it is an overall body conditioning program that starts from the core. After 3 months with Alex I gained back 10 years on my body. It’s an incredible feeling when your body is finally working completely together. It is a different level of working out. The results are 10 fold of traditional workouts. It’s the be all and end all - next level training.”

ian o’keefe **neuro muscular therapist**

“Having worked with Alex and her clients over the past year I have found her work to be extremely effective for correcting postural imbalances, rehabilitation and as a general conditioning program.”

colin mckay **pro skateboarder**

“Alex Laws helped me come back stronger than ever from a chronic back injury. I would highly recommend Alex to anyone who has any orthopedic problems and wants to get back onto the playing field stronger.”

jill craybas **pro tennis player**

“I started working with Alex in November 2001. Since incorporating her programs into my fitness regiment, I have improved tremendously in a number of areas. My speed and strength have increased, my balance has improved and my core has gotten a lot stronger. All of these factors have helped me gain confidence in my tennis abilities.”

kerry geisbush

“A year and a half after a car accident left me with chronic neck and shoulder pain, I came to Alex for help. I tried various holistic health treatments, exercises and medications, but any relief was temporary or it caused more complications. In constant pain, I couldn’t sleep, I was frustrated and depressed.

“Alex’s knowledge of how to re-condition and correct the body’s structure was impressive. A few weeks after starting her exercise program I feel stronger physically and mentally. My pain has been greatly reduced and I have enough energy to keep up with my children. At 37, I even went out surfing for the first time. Through Alex’s training and positive encouragement my life has been improved significantly.”

nicole arendt **pro tennis player**

“Our training programs are intense and fun. The fitness improves and you feel younger again. I’m more fit now which gives me more confidence. Alex’s positive attitude rubs off on you. She creates a program specifically for you to help you be, in my case, the best tennis player I can be.”

terri king **swimmer**

1972 olympic qualifier & 1970-72 national champion

“After reaching a plateau in my rehabilitation from a bilateral carpal tunnel and cubital tunnel syndrome injury, Alex’s expertise in exercise kinesiology and personal training enabled me to see immediate positive results that have eliminated the leftover pain and discomfort from my injury. Her extensive evaluation techniques identified postural imbalances that no one else had ever diagnosed and through correcting those imbalances with her unique exercise and corrective mobilization/stretching techniques, I am experiencing a better, healthier, more functional and beautiful body than I’ve ever had before. I highly recommend Alex to anyone interested in overcoming any type of pain or discomfort in a healthy, drugless way or for anyone interested in having a healthier, more functional and beautiful body.”

michellie jones **triathlete**

1998-99 world cup champion, silver medalist at 2000 olympic games, 3 time world champion, ironman world champion

“Since I have been training with Alex not only have I improved my strength, but I am able to hold my form especially during the last half of my race. Due to this increased core strength I have been able to maintain my number One World Ranking in the sport of Triathlon.

With the Olympics fast approaching I want to ensure I have done everything I can to make my dreams come true. Alex is an integral part of my training and racing.”

ai sugiyama **professional tennis player**

4-time french open and wimbledon doubles champion

“This training has allowed me to see the ball better, move with more balance and stability and feel quicker and stronger on the court.”