



ALISON ANMUTH (BACKGROUND) & BJ SPENCER (FOREGROUND)



SHANIN SPECTER



PHOTOGRAPHY BY SABINA PIERCE

SANDY BROWN & MARC BROWNSTEIN

# Joe Knows

HE KNOWS HOW TO ELIMINATE YOUR PAIN. HE KNOWS HOW TO GET YOU INTO THE BEST SHAPE OF YOUR LIFE. HE KNOWS HOW TO BRING YOU TO A STATE OF FEELING GOOD ALL OVER.



**ZARETT REHAB & FITNESS**  
520 S. 19TH STREET | 215.731.1449 | ZARETTREHAB.COM

Joe Zarett is all about balance. After working in outpatient orthopedic rehabilitation and noticing a lack of balance in rehab and fitness studios, he opened Zarett Rehab & Fitness in 1995. Initially located in the basement of 520 S. 19th Street, increased success allowed Zarett to expand, eventually taking over the entire 13,000 square foot building.

Walk into the studio on 19th Street or his newest facility inside the Comcast building, and you'll instantly see why Zarett has become a household name. His well-rounded approach to rehab and fitness not only fixes your specific issue; it improves your life. With a clientele ranging from athletes suffering from sports injuries—top high school, college, and professional athletes look to Zarett Rehab to get them back in action—to 80-year-old women looking to keep moving and stay healthy, Zarett's method works for all ages and skill levels.

His full-circle technique focuses on balance for the whole body, strengthening weak muscles and bringing flexibility to the tight ones. And while his initial approach may be consistent, no two clients have the same experience. "We do a detailed assessment, then tailor each program to the individual," says Zarett. "Most facilities use cookbook approaches. Instead, we find their specific issues and address them."

The Center City location of Zarett Rehab & Fitness reaches far beyond city limits. Clients travel from all over the area to experience the comprehensive, one-on-one service the Zarett method provides—and once they get a taste, they keep coming back for more. "People don't leave after rehab is done," says Zarett. "It starts with rehab, and then they trust us with their body, so they stay for fitness." Many of Zarett's clients live on the Main Line, choosing to travel the distance for rehab and fitness, even when they have much closer options. "There's nothing like this," says Zarett. "Nobody does what

we do as far as combining the manual work, the flexibility, and the stretching with the one-on-one fitness and equipment."

It's the hands-on approach that solidified their entrance into the Center City Comcast Campus housing 9,000 employees. At both 19th Street and the Comcast building, Zarett and his team offer a variety of services, including therapy for issues such as rotator cuff repairs, ACL repairs, ankle and foot surgeries, and spinal surgeries. They offer manual therapy for lower back pain, neck pain, tennis elbow, sprains, and other issues, while on the fitness side they provide specialized training to get runners, cyclists, dancers, and golfers back to doing what they love. Physical therapists design the fitness programs and carry them out alongside kinesiologists and exercise physiologists. And after a hard day of work, they even offer massage services—the Zarett Deep Tissue Massage is a must. Joe knows fitness isn't one size fits all—and he's ready to help you find what fits you.

All photos were taken prior to COVID-19. In response to COVID-19, Zarett is following all appropriate guidelines from The Pennsylvania Department of Health, Governor Wolf, local authorities, and the CDC.



VICTORIA CRAWFORD

## ZOOMING THROUGH FITNESS

Zarett and his team are learning new ways to help clients stay healthy. "It's a whole new age of physical therapy," says Zarett. "It's so important mentally and physically to get out from behind your desk, to exercise, and keep moving." Through Zoom sessions, virtual team meetings, and webinars, Zarett helps all his clients, whether on-site or working from home, benefit from rehab and fitness without having to enter a studio. And his clients have taken notice. **"I just wanted to pass along my thanks for the thoughtful way you have re-opened for in-person services in the last few weeks,"** says Zarett Rehab & Fitness Client, John Colborn. **"The thorough approach to cleaning and social distancing gives me confidence in the whole operation."** Now, wherever you are, you can remain healthy, fit, and balanced with Zarett.