

POWER PULSE
WB-EMS COACH ACADEMY

OFFICIAL MEDIA KIT

Media & Press

Professional education. Scientific literacy. Responsible advancement of Whole-Body Electromuscular Stimulation.

DEVON BELANGER

FOUNDER & CURRICULUM DIRECTOR
LADERA RANCH, CALIFORNIA | 2026

Professional WB-EMS education built for depth.

The Power Pulse WB-EMS Coach Academy is a professional education platform created to advance knowledge, safety and coaching competency as Whole-Body Electromuscular Stimulation becomes increasingly accessible.

Developed over the course of a year from specialist WB-EMS education, direct coaching experience and extensive curriculum development, the Academy combines in-depth theoretical education, rigorous assessment and optional hands-on practical application.

40 HOURS Level 1 online theory	22.5 HOURS Hands-on practical	62.5 HOURS Combined pathway	12 MODULES Level 1 curriculum
437 QUESTIONS Graded assessment	30+ YEARS Fitness experience	GLOBAL ACCESS Level 1 online	USA PRACTICAL Hands-on training

THE EDUCATION PATHWAY

Level 1 theoretical training is available online to qualified fitness and allied-health professionals worldwide. Optional hands-on practical training is currently offered throughout the United States.

The Academy is designed to move beyond equipment operation by integrating scientific foundations, professional responsibility, technical knowledge, applied coaching judgment and structured assessment.

Devon Belanger

Fitness educator, curriculum developer, entrepreneur and Whole-Body Electromuscular Stimulation specialist.

“I don't want WB-EMS to grow simply because more equipment enters the market. I want education to grow alongside it.”

Devon Belanger has more than three decades of experience across personal training, group exercise, program development, staff education and business leadership.

She is the founder of Power Pulse EMS Training in Orange County, California, and creator of the Power Pulse WB-EMS Coach Academy, a professional education platform developed to advance knowledge, safety and coaching competency as WB-EMS technology becomes increasingly accessible.

Belanger created and authored the Academy's Level 1 curriculum, an approximately 40-hour self-paced theoretical program comprising 12 modules and covering WB-EMS science and physiology, electrical stimulation parameters, screening and contraindications, professional scope, programming, monitoring, troubleshooting, technical workflow, coaching judgment and scientific evidence evaluation. The program includes 437 graded examination questions across its instructional modules.

Her WB-EMS education includes Wiemspro Academy's WB-EMS Prep Course, Junior Trainer, Trainer Level 1, Trainer Level 2 and Technical Troubleshooting Training. Her practical experience includes thousands of direct WB-EMS client sessions.

Her broader fitness career has included personal and group training, staff education, original fitness-program development and work with major fitness brands including Life Time and Equinox. She has also completed Orangetheory Fitness University training for Trainer and Club Manager and previously served as a featured fitness expert and writer for a national UK magazine.

SELECTED PROFESSIONAL BACKGROUND

Power Pulse WB-EMS Coach Academy: Founder & Curriculum Director, 2025-present.

Power Pulse EMS Training: Founder & WB-EMS Coach, 2025-present.

Industry experience: 30+ years across training, programming, staff education and fitness business leadership.

Selected recognition/media: Orange County Business Journal Women in Business nominee; Excellence in Entrepreneurship nominee; Voyage LA/BoldJourney; former national UK magazine fitness expert and writer.

Beyond equipment operation.

Level 1 is designed to build the theoretical foundation and decision-making framework behind responsible WB-EMS coaching.

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| 01 | WB-EMS science & physiology
Neuromuscular recruitment, muscle adaptation, tetanic contraction and physiological foundations. |
| 02 | Electrical stimulation parameters
Frequency, pulse width, waveform, duty cycle, intensity and programming variables. |
| 03 | Muscle architecture & energy systems
Force production, muscle structure, energy-system demands, fatigue and recovery. |
| 04 | Screening & contraindications
Absolute and relative contraindications, medications, risk recognition and referral. |
| 05 | Professional scope & ethics
Informed consent, boundaries, documentation and issues outside a coach's scope. |
| 06 | Client preparation & technical workflow
Fit, electrode contact, preparation, device workflow, software and session setup. |
| 07 | Programming & progression
Individualized progression, movement quality, electrical load and coaching judgment. |
| 08 | Monitoring & recovery
Client response, fatigue, hydration, recovery and muscle-damage safeguards. |
| 09 | Safety & emergency response
Adverse responses, stopping or modifying sessions, emergency procedures and escalation. |
| 10 | Technical diagnostics
Connectivity, contact, cable and moisture checks, stewardship and troubleshooting. |
| 11 | Applied coaching decisions
Integrated judgment, documentation, client communication and practical decisions. |
| 12 | Scientific evidence
Interpreting research, separating evidence from marketing claims and scientific literacy. |

WB-EMS, explained.

Whole-Body Electromuscular Stimulation (WB-EMS) combines coached physical exercise with externally applied electrical stimulation delivered across multiple major muscle groups.

During a WB-EMS session, a participant wears specialized equipment containing integrated electrodes positioned over major muscle groups. Electrical impulses are delivered while the participant performs coached movement or exercise.

Professional application requires appropriate screening, individualized progression, understanding of stimulation parameters, observation of client response, movement coaching, recovery considerations and adherence to professional scope.

AVAILABLE FOR MEDIA COMMENTARY

Understanding WB-EMS - how the technology works, what a session involves and what consumers should understand before trying it.

Professional coach education - why competency extends beyond equipment instruction and electrical intensity.

Screening, safety & professional scope - contraindications, progression, monitoring, warning signs and appropriate referral.

Fitness technology - opportunities and responsibilities as sophisticated training technology becomes more accessible.

The developing U.S. WB-EMS market - practical observations on growth, professional education and responsible adoption.

Fitness entrepreneurship - developing a specialist Orange County practice into a professional education platform with national and international reach.

POTENTIAL STORY ANGLES

- As WB-EMS grows, who is training the coaches?
- Thinking about trying a Whole-Body EMS workout? What consumers should know first.
- When fitness technology moves faster than professional education.
- The difference between operating WB-EMS equipment and understanding how to coach with it.
- Building professional education around an emerging fitness technology.

Media resources & inquiries.

Background materials and editorial resources are available for journalists, editors, producers and professional media inquiries.

Founder biography

Official professional biography for Devon Belanger.

Founder photography

High-resolution portrait photography for legitimate editorial use.

Academy fact sheet

Curriculum, assessment and practical education pathway overview.

Official press release

Academy launch announcement and background.

Professional CV

Fitness, WB-EMS education, leadership and selected media experience.

Scientific references

Scientific literature and educational background materials relevant to WB-EMS reporting.

MEDIA INQUIRIES

Devon Belanger

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