

# SUCCESS WITH HYPOXI®

The most targeted method for a beautiful body, worldwide.



design your body

## Body Shaping with HYPOXI<sup>®</sup>: Benefits for you and your clients!



### Focusing on body shaping

To be "in shape" is important to almost everyone - although for many people it is more a matter of appearance than a matter of good health.

Despite the claims many exercise regimes and diets make, most weight-loss methods do not burn fat in specific areas of the body.

This is why HYPOXI<sup>®</sup> is so unique – it is the first patented training equipment that achieves targeted results in the most stubborn fatty areas. As an industry leader and innovator - HYPOXI<sup>®</sup> has helped hundreds of thousands of satisfied customers in over 40 countries worldwide.

## HYPOXI® Overview

### From innovator to leader

HYPOXI® combines the effects of low impact cardio exercise with innovative advanced vacuum technology in order to effectively target stubborn lower body fat. It is the first patented body-shaping technology of its kind on the market. It is little wonder then that within 10 years HYPOXI® evolved from a relative newcomer to a market leader and became an internationally renowned company. The HYPOXI-Method® is now successfully in use in over 40 countries worldwide, on all 5 continents.

#### Facts

- The first patented method for targeted body fat reduction
- Worldwide success since 1998 and a market leader in over 40 countries
- Scientifically proven methodology to achieve targeted weight loss
- Highly effective, outstanding quality and absolutely safe
- Over hundreds of thousands satisfied customers worldwide



# DR. NORBERT EGGER: A SOURCE OF INSPIRATION

➔ In 1997, Dr Egger, the founder of HYPOXI<sup>®</sup>, had a clear objective in mind: targeted weight loss through the unique combination of vacuum therapy and conventional training.

> After 20 years experience in the fitness industry, he achieved superior results by integrating conventional cardio exercise with unique vacuum technology - a revolutionary form of treatment for effective body shaping! The HYPOXI-Method<sup>®</sup> was born.

## BODY SHAPING -A LUCRATIVE PROPOSITION

### Clients strive to obtain the desired figure!

### Beauty, a growing market

Today, more and more people are investing in beauty. It is not uncommon for people to undergo face-lifts, liposuction and botox injections in the quest for the "body beautiful". The "Beauty Market" is booming and is an extremely lucrative industry to operate in. The global weight-loss & diet management products & services market was an estimated \$390.3 billion in 2010 and is expected to reach \$671.8 billion by 2015.\*

(\* Global Weight Loss & Diet Management Products & Services Market (2010-2015) by marketsandmarkets.com. Publ. Feb. 2011, Report Code: PH 1692)

### A NATURAL ALTERNATIVE TO COSMETIC SURGERY!

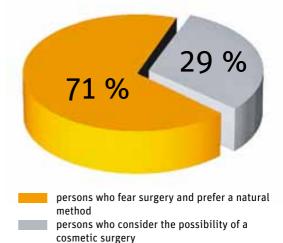
The fear of cosmetic surgery is well founded – surgery is expensive, has potentially dangerous side effects (e.g. risk of infection) and often, the results do not meet preconceived expectations. The HYPOXI-Method<sup>®</sup> on the other hand, is a completely natural and safe treatment. Results are also fast – HYPOXI<sup>®</sup> users can lose up to 2 dress sizes in just 6 weeks. Surveys suggest 75% of the population is discontent with their figure and would like to improve their physical appearance, however the majority fears surgery. It therefore stands to reason that HYPOXI's potential is enormous.

### Gain clients. Retain clients!

HYPOXI® - a natural approach to beauty. HYPOXI's unique and effective therapy will not only attract new clients to your business, but also bind existing clients to your studio. Our customers value the precision and efficacy of HYPOXI's targeted program. This is a benefit that no other fat reduction method can offer.

### The biggest slice of the pie is for YOU!

Pie chart = total number of persons unhappy with their figure.



### A successful partnership

#### Support from A to Z

HYPOXI<sup>®</sup> units are a highly lucrative investment. They are founded on a solid concept and come with a comprehensive support program. The team at HYPOXI<sup>®</sup> covers all areas, from training of HYPOXI<sup>®</sup>-Coaches to developing marketing collateral. HYPOXI<sup>®</sup> prides itself on individual and close supervision of its operators. First class support is available at all times to provide you with technical advice on all aspects associated with HYPOXI<sup>®</sup>.

With a team of dedicated support staff and resources, we are able to ensure efficient operation of our units and total customer satisfaction.



#### **Performance overview**

- Detailed market analysis
- In-depth studio planning advice and assistance
- Comprehensive training and supervision
- Provision of work and communication mediums
- Implementation of integrated advertising efforts
- Warranty and service support with fast response times
- Coordinated marketing initiatives



#### The right solution for every problem

The HYPOXI-Method® achieves fast, natural and long lasting results - offering the optimal solution for every trouble area. With HYPOXI® you can effectively treat the hips, stomach, legs, buttocks and skin. All HYPOXI® devices are attractively designed to compliment the sophisticated technology and the latest computerised controls.

Through extensive studies and close contact with users, HYPOXI<sup>®</sup> ensures that all products meet and exceed the customer's needs.

### SUCCESS WITH HYPOXI®

 You can find a selection of the countless HYPOXI<sup>®</sup> success stories at www.hypoxi.com.

## INNOVATIVE TECHNOLOGY – HYPOXI<sup>®</sup> DEVICES





### Problem area: Legs and Buttocks

### HYPOXI<sup>®</sup> - The easy way to get the body into shape

The HYPOXI<sup>®</sup> formula for effective results is simple: moderate fat burning training coupled with targeted circulatory activation. The application of accurately controlled pressure stimulates metabolism in poorly circulated fatty and dermal tissue areas. Fatty acids are forced into the bloodstream and finally into the muscles, where they are ultimately consumed and transformed into energy. The HYPOXI<sup>®</sup> S120 and L250 were especially developed to concentrate on the lower body - treating the problematic leg, buttock and hip areas.

The success of HYPOXI® speaks for itself: it is not uncommon for clients to drop 2 dress sizes in just 6 weeks.



#### Trainer S120

#### Trainer S120 – Targeted Fat Reduction

The S120 combines the positive effects of three forms of therapy in one device: exercise, vacuum therapy and compression therapy. Exercise is the basic element of the S120; direct fat burning is not possible without movement.

During the low pressure phase (vacuum therapy) blood is drawn into the fatty and dermal tissue, supplying the area with nutrients. During the high pressure phase (compression therapy) blood and bodily fluids are pushed out of the tissue into the bloodstream, relieving and supporting veins and the lymphatic system.

### Trainer L250 – An effective way to reduce cellulite

The recline position of the L250 means that even overweight and unfit clients can undertake the moderate, fat-burning training. A constant change in pressure has the effect of increasing blood flow to the targeted area. The force of gravity is also used to the L250's advantage - the reclined position and upward pedaling movement of the legs assists in draining fluid from the legs in a completely natural and healthy way.

### Problem Area: Stomach and Hips

### The Vacunaut® and PressureSuit

The Vacunaut<sup>®</sup> and PressureSuit are an effective combination for treating common problem areas such as the stomach and hips.

The Vacunaut<sup>®</sup> technical unit produces alternating high and low pressure. Connected to the unit through a series of pressure conducting hoses is the PressureSuit.

The PressureSuit comprises of a network of active pressure chambers which apply calculated high and low pressure on the stomach and hips. Simultaneous fatburning training can be undertaken on a treadmill.





#### The perfect fit: Vacunaut<sup>®</sup>-PressureSuit

The PressureSuit is comfortable and easy to clean. There is a range of sizes for women and men, allowing each user to achieve optimal results in comfort.

### Problem Area: Skin

#### HYPOXI-Dermology<sup>®</sup> Comfort (HDC): Firm Skin

The HDC is a particularly effective therapy device for the treatment of common skin problems. This unit was specifically created to activate the metabolism of the skin's connective tissue. The HDC, in combination with the HD-PressureSuit, is the ultimate treatment unit for cellulite prone skin. The 400 pressure chambers within the PressureSuit work on the skin's surface and are highly effective at diminishing the appearance of cellulite and uneven skin tone. Significant results can be achieved after just one 20 minute session. Visible improvements can be achieved after just a few sessions.



#### Visible and Invisible advantages

The HDC gently massages the skin, allowing for a calming and restorative body rejuvenation treatment.

The HDC's harmonious design allows for all of the high-technology components to be discreetly integrated into the HDC unit. The connective, retractable hoses allow the treatment area to be clear and tidy between sessions.

The HDC is not only aesthetically appealing, but easy to use. A user friendly computer terminal controls every treatment session. The HYPOXI-Dermology® Comfort provides an enjoyable and relaxing treatment - the client is treated whilst lying down and all the vacuum components are concealed within the unit.



## THE HYPOXI®-STUDIO – A SUCCESSFUL MODEL

### A clever concept

### Positive atmosphere: A critical success factor

A positive atmosphere is an essential factor for the success of any HYPOXI<sup>®</sup>-Studio. Making the client feel welcomed will encourage them to refer other business to the studio. HYPOXI<sup>®</sup> users value a warm and friendly atmosphere and appreciate being made to feel as though they are in competent hands.

All HYPOXI<sup>®</sup> units create positive feeling through their sleek, bright, yet elegant design. You can give your clients a sense of privacy by ingeniously arranging the position of the units within the studio. In this way, HYPOXI<sup>®</sup> users can enjoy their training session and establish a positive relationship with the studio.

#### **HYPOXI®-Studio**

The HYPOXI® concept can be implemented in two different ways: as a standalone HYPOXI®-Studio or as a HYPOXI® designated area within an existing business. The different requirements for each concept are set out in the following pages.



### STRATEGIC ASPECTS

#### Concept

HYPOXI<sup>®</sup>-Studio "Exclusive" or HYPOXI<sup>®</sup>-Studio "Shop In Shop" (within existing business)

#### ➔ Target

Women only or mixed groups

#### Equipment

Either 1 of each device or multiple amounts of all 4

#### Choice of location

Analysis of the local market

HYPOXI<sup>®</sup> can offer comprehensive strategic advice about these options.

Technical/Operational area/room

### Envisage your HYPOXI<sup>®</sup>-Studio

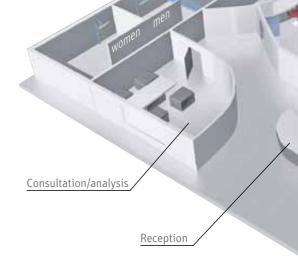
#### **HYPOXI®-Studio**

The ideal size of a stand-alone HYPOXI<sup>®</sup>-Studio is approximately 100 sqm. Such an area allows for spacious placement of the units, creating a comfortable and practical treatment environment. There are some important basic rules to keep in mind when setting up a HYPOXI<sup>®</sup>-Studio:

- Position the HDC in a quiet area away from other active units (S120, L250 and Vacunaut<sup>®</sup>);
- It may be desirable to provide separate training facilities for women and men; and
- Areas designated for consultations, figure analysis and waiting should be factored into any HYPOXI<sup>®</sup>-Studio design.

### HYPOXI<sup>®</sup>-STUDIO "SHOP-IN-SHOP" CAN BE SUCCESSFULLY INCORPORATED WITH:

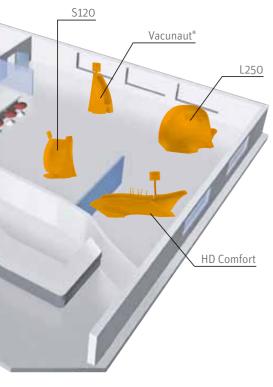
- Day spas
- Fitness studios/gyms
- Cosmetic studios
- Detox clinics
- Personal trainers
- Wellness clinics
- Sport centers
- Hotels



### HYPOXI<sup>®</sup>-Studio "Shop-in-Shop"

Basically, the requirements applicable to establishing a HYPOXI<sup>®</sup>-Studio also apply to the set up of a HYPOXI<sup>®</sup> area in an existing fitness studio, wellness clinic or hotel, etc.

It should be noted that the required size for a HYPOXI<sup>®</sup> area may vary if a studio is already fitted with changing rooms and showers. Irrespective of existing facilities, HYPOXI-Training<sup>®</sup> rooms should be spacious so as to create a comfortable and practical environment. A separate entrance to the HYPOXI<sup>®</sup> treatment area is desirable, if feasible. It is also recom-



Exemplary HYPOXI®-Studio

mended that separate treatment areas are designated for males and females.

### Figure analysis area/room: Success is the best publicity

Nothing is more satisfying and motivating for a client than achieving significant centimetre loss which is verified through regular body analysis.

In order to conduct this body analysis in a comfortable environment, a private area should be established where users can be measured and consultations can be held.

### HYPOXI®-STUDIO "EXCLUSIVE" BASICS

- Size: 100 200 sqm
- Basic: Single unit
- Premium: Multiple units
- Consulting area
- Figure analysis area/room
- HDC tranquility area
- Active units area
- Waiting area
- Technical/Operational area/room
  - (e.g. pressure suit cleaning, etc)

HYPOXI<sup>®</sup> can offer advice on planning your HYPOXI<sup>®</sup> Studio.

### HYPOXI®-STUDIO "SHOP-IN-SHOP" BASICS

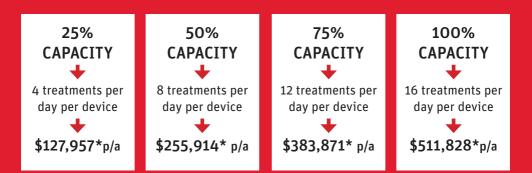
- Consulting area
- Figure analysis area
- HDC tranquility area: 6 sqm
- Area for active units:
- 25 30 sqm
- Waiting area
- Technical/Operational area/room





### YOUR HYPOXI STUDIO PACKAGE INCLUDES ALL **ACCESSORIES, TRAINING & MATERIALS**

At just 50% capacity, the HYPOXI STUDIO MINI can earn up to  $$255,914*_{p/a}$ 



The following assumptions and disclaimers apply to the financial information given in this document: 1. earnings projections are not specific to any particular location or any specific 12 month period;

2. earnings projections are not based on past performance of any particular Hypoxi studio;

A cannings injections relate to earnings only and no projections are made as to operating or capital expenses, interest, depreciation, taxation implications or profit margin; 4. earnings projections are calculated based on the varying levels of machine utilisation as shown and applying the following assumptions: a. each "client signup" is assumed to undertake 12 treatments for a package price of 6590.00 including G5T, b. per treatment cost equates to \$57.70 including G5T, c. treatment time is 45 minutes (comprising a 30 minute treatment and 15 minute preparation); and d. maximum annual operating time (that is, 100% utility) represents 12 hours per day, six days per week, 51

weeks per year. 5. a franchisee's actual utilisation rate will depend on a number of variable factors specific to how it operates its business. HYPOXI makes no representation about the likely utilisation rate for a proposed franchisee or average utilisation rates across the network. Franchisees should conduct their own enquiries;

Unitisation rate for a proposed franchise of average unitisation rates across the network. Franchisees should conduct their own enquiries; 6 earnings projections are inclusive of GST; 7. all information in this document is indicative and illustrative only. Potential franchisees should not rely on it, but should conduct their own detailed research and obtain special-ist advice before making any decision to acquire a Hypoxi franchise or purchase or rent any Hypoxi machines; 8. the recipient agrees that it will not hold HYPOXI Australia lible for anything in this document; and 9. the information contained in this document is confidential.

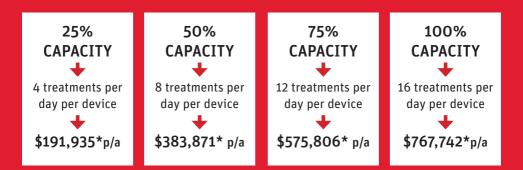


# **STUDIO STANDARD**



### YOUR HYPOXI STUDIO PACKAGE INCLUDES ALL **ACCESSORIES, TRAINING & MATERIALS**

At just 50% capacity, the HYPOXI STUDIO MINI can earn up to \$383,871\*<sub>p/a</sub>



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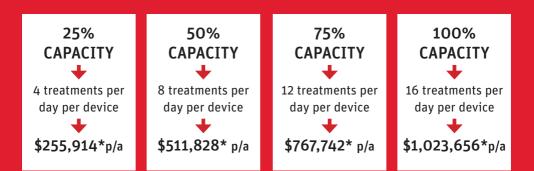
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### YOUR HYPOXI STUDIO PACKAGE INCLUDES ALL **ACCESSORIES, TRAINING & MATERIALS**

At just 50% capacity, the HYPOXI STUDIO MINI can earn up to \$511,828\*<sub>p/a</sub>



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