

Drive Revenue and Memberships with HYPOXI

Over the past 10 years, HYPOXI has increased revenue and memberships for Goodlife Health Clubs in Australia, while remaining an untapped opportunity in the United States... until now.

What is HYPOXI?

HYPOXI pioneered an all-natural training method that targets fat loss during

exercise. Its science-proven program combines patented technology, exercise and nutrition to accelerate fat loss in the stomach, hips, thighs and bottom.

How It Works

Using advanced vacuum and compression technology, HYPOXI machines increase blood flow to common

areas of stubborn fat. This increased circulation accelerates the body's natural fat-burning system, thereby enabling targeted fat loss.

Independent studies have shown HYPOXI training is up to three times more effective than traditional exercise at targeted fat burn.

There exists four patented HYPOXI machines (three exercise machines and one passive treatment machine):

S120 - This upright bike targets fat loss in the lower stomach, hips, thighs and bottom. It's loved for its table-top feature that easily enables multi-tasking on laptops or reading magazines.

L250 - This recumbent bike targets fat loss in the lower stomach, hips, thighs and bottom. It's preferred by a more deconditioned consumer or those with lower back pain.

Vacunaut - Used in conjunction with a cardio machine, most commonly a treadmill, this device targets the stomach and "love handle" areas. It's perfect for men, new moms and others who primarily hold excess fat around the mid-section.

HYPOXI-Dermology - This passive treatment machine promotes circulation and lymphatic drainage while reducing fluid retention and the visibility of cellulite. It's used as a primer to any HYPOXI exercise machine, and it also accelerates fat loss results.

About Vacuum and Compression Technology

Vacuum technology has been in existence for many years, most notably in the form of "cupping." Cupping has received increased recognition due to high-performance athletes, including Michael Phelps, sporting the familiar circular markings left behind after treatments.

Regardless of the vacuum method used, the fundamental intent remains the same: increase blood flow to targeted areas of the body. The vacuum pressure in HYPOXI machines is a lower intensity compared to cupping that is neither painful nor leaves long-term marks on the body.

Compression technology, and specifically compression clothing, has been gaining accolades in recent years. To improve circulation, limit lactic acid build-up and aid in post-workout recovery, compression technology is used for both athletic and medicinal purposes. Consequently, some sports organizations,

International Cycling Union included, either regulate or ban compression clothing from usage in competition.

Combining the power of both vacuum and compression technology, HYPOXI expedites fat loss in specific, stubborn areas of the body during exercise. While individual results vary, customers lose 6 - 10 inches, on average, in as little as four weeks. This is based on a program of 30-minute training sessions, three times a week, while incorporating the recommended nutrition guide.

HYPOXI in Health Clubs

With the explosive growth of the boutique fitness market and a renewed demand for all-natural weight loss methods, HYPOXI provides health clubs with a timely and unique profit center opportunity. Customers love HYPOXI for its ease of use, low impact on joints and great results. Health clubs love HYPOXI for its low cost, small space requirements and additional revenues generated.

HYPOXI reaches an inactive consumer who is often intimidated by large health club settings. The boutique atmosphere and easy workout create an inviting space for this new market. Most popular among middle-aged and retired females, HYPOXI also appeals to fitness enthusiasts seeking low-intensity recovery training options.

With the recent addition of a HYPOXI licensing model in the United States, health clubs now have an opportunity to incorporate HYPOXI into existing facilities. To date, there are 21 HYPOXI studios within the Goodlife Health Clubs network, and its success has driven plans for further expansion within both Goodlife Health Clubs and Fitness First Australia networks.

Globally Proven and Growing

HYPOXI is active in more than 50 countries and is a household name within Europe and Australia. Secured by patents and providing an all-natural fat loss training method with no comparable alternatives, HYPOXI provides an unprecedented opportunity to existing health clubs, wellness centers and spas.

HYPOXI USA is part of Fitness & Lifestyle Group, a family of successful brands including Goodlife Health Clubs, Fitness First Australia and Jetts Fitness Australia. For more information, visit www.hypoxibody.com or email info@hypoxibody.com.

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- ✓ Proven in-club model
- ✓ Science-based training
- ✓ Increase revenue streams



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