

BODYWISE

TM

TRIBAL TRAINING

CREATED BY GABBY REECE & LAIRD HAMILTON

TOTAL FITNESS FRANCHISE CONCEPT PRESENTATION™

BODYWISE™ and TRIBAL TRAINING™ Fitness Centers, is the new franchised chain for optimum fitness and health by combining nutritional products at retail and offering comprehensive training services all in one location.



Created by Fitness Specialist, Gabby Reece and Big Wave Surfer, Laird Hamilton, the BODYWISE™ and TRIBAL TRAINING™ Fitness Centers is the total solution for fitness for today. Following the Zumba model, BODYWISE™ takes it to the next level by offering two separate sections that ultimately integrate with each other resulting in double revenue. The retail section consists of Reece and Hamilton's Truition® supplements, smoothies and the fitness area that follows the Bodywise™ workout circuit training classes. This unique combination of retail and fitness areas appeals to a broader range of customers as it creates the opportunity to take advantage of each section. The benefits are uniquely twofold.

Location is an integral part in the success of BODYWISE™. Rural, upscale, East Coast is the target area for these centers. People are fitness conscious and have the resources to maintain a healthier lifestyle. It is known that Westchester County and Fairfield County, people are more focused on what is the next best solution to achieving overall health and fitness. Mainstreet is the key for these centers as passersby are intrigued by the wide windows showcasing the retail area as well as the training section. BODYWISE™ and TRIBAL TRAINING™ Fitness Centers creates the perfect environment by offering supplements at retail and workout circuits resulting in total fitness.

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FITNESS AT BODYWISE™, TRIBAL TRAINING™ FITNESS CENTER ENVIROMENT

As each fitness center contains the retail space and training areas, the overall visual apects are Hawaiian contemporary, also in keeping with the latest enviromentally friendly technology. Koa wood, palms, lava stone are exterior and interior accents. Retail area is located directly upon entrance. Training areas are beyond lobby, registration/check-in. Each areas are separate but are designed to be open to allow easy access to all locations within the center.

LCD screens throughout the center depict the beauty and island charactistics of Hawaii as well as feature Reese and and Hamilton images for inspiration as co-founders and brand icons.



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RETAIL

All BODYWISE™ Fitness Centers consist of a retail space that carries the full line of Truition®, the ultra-premium line of nutrition supplements for optimum health and fitness performance. The retail space showcases the products on contemporary wood shelves, backlit with a frosty white wall panel. Additional ceiling halogen light spotlight products on shelves. Large fitness images of Gabby Reece and Laird Hamilton are portrayed to inspire, motivate as well as re-emphasize the Bodywise™ brand.



ON PREMISE SAMPLING

At all BODYWISE™ Fitness Centers, samplings of each Truition® supplement products are offered. Customers are given the opportunity to taste the great flavors and learn about what product what will help support their health and fitness goals. Staff and instructors offer small samplings on trays around the center. Sample station can be also in retail store or the fitness cafe. Monthly savings and promotions around the products encourage new and repeat purchases.



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FITNESS AT BODYWISE™, TRIBAL TRAINING™ FITNESS CENTERS

These fitness centers follow the original workout system created by Gabby Reece and Laird Hamilton that combine strength and cardio. The centers take on their philosophy: Work hard and have fun together. The fitness centers environment are characteristic of Hawaiian architecture and style as well as convey the "Aloha" spirit of being friendly and welcoming. The core purpose of the centers is to be the ultimate destination for fitness and health. Fitness classes at the centers offer varied combinations of workout circuits catering to all levels and individuals. Large spaces or various large rooms for varied circuit workout sessions are at each center. Each facility is set up with the latest fitness equipment. Areas for dumbbells, stability balls, medicine balls, toning bands and cables are readily accessible in various areas of the centers. On staff employees arrange and clean all equipment throughout the day in order for a safe and clean environment.



Instruction

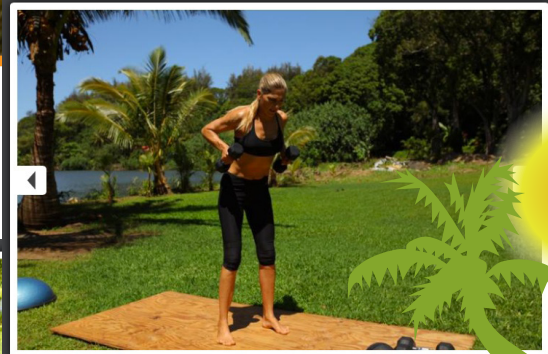
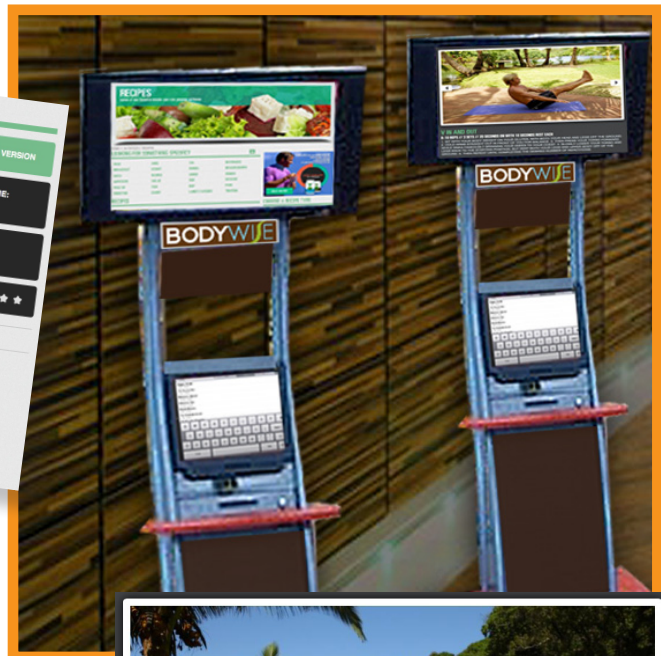
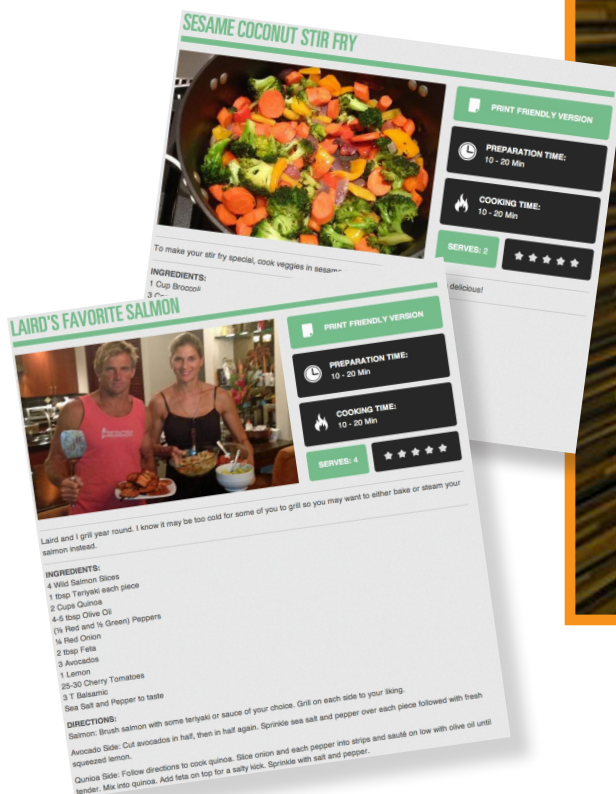
BODYWISE™ Franchised Fitness Center Instructors are certified and trained to lead their fitness group with charisma, get their group motivated and inspired. By providing infomercials that sell the DVDs of the workouts and supplements offer even a broader potential for more trainers to follow the Bodwise™ system. Through setting up timing stations, rest time, instructors set the pace for the perfect fitness circuit for all levels. Each instructor encourages trying the supplemental products. All Instructors wear BODYWISE™ fitness apparel for a unified professional appearance. All instructors wear headsets to be heard over the music.



INTERACTIVE RECIPE KIOSK AND TIPS

All BODYWISE™, TRIBAL TRAINING™ Fitness Centers offer one or several interactive kiosks that provide user-friendly access to all BODYWISE™ recipes, fitness tips and workout demonstraions. Customers can easliy tap into the BODYWISE™, TRIBAL TRAINING™ website or Gabby Reece and Laird Hamilton's website to read, print out, forward email or post on social networks of their favorite recipes, etc.

These kiosks are tall with flat screen and built in audio. The kiosks can be moved around from one area to another. Instructors can utilize the kiosk to further illustrate a particular workout method to their class.



SQUATS WITH 2 HANDED DUMBBELL ROW

4-8 REPS // 3 SETS // 30 SECONDS ON WITH 15 SECONDS REST EACH SET

1. BEGIN WITH A DUMBBELL IN EACH HAND. 2. KEEPING YOUR BACK STRAIGHT, SQUAT DOWN AND TOUCH THE DUMBBELLS TO THE GROUND NEXT TO YOUR FEET. 3. THEN REVERSE THE MOVEMENT AND STAND UP. 4. AS YOU STRAIGHTEN YOUR LEGS, TWIST THE DUMBBELLS END TO END AND LIFT TO YOUR CHIN. 5. REPEAT MOVEMENT MULTIPLE TIMES.



V IN AND OUT

6-10 REPS // 3 SETS // 20 SECONDS ON WITH 10 SECONDS REST EACH

1. SIT WITH YOUR BODY WEIGHT ON YOUR GLUTES, WITH BOTH YOUR HEAD AND LEGS OFF THE GROUND. 2. HOLD ARMS STRAIGHT OUT IN FRONT OF YOU FOR BALANCE. 3. THEN PRESS YOUR TORSO FORWARD WHILE SIMULTANEOUSLY BRINGING YOUR KNEES TO YOUR CHEST. 4. SLOWLY LOWER YOUR TORSO AND LEGS BACK TO THE STARTING POSITION, BUT KEEP BOTH YOUR LEGS AND UPPER BODY OFF OF THE GROUND. 5. THEN REPEAT UNTIL COMPLETING THE DESIRED NUMBER OF REPETITIONS.

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BODYWISE™, TRIBAL TRAINING™ FITNESS CENTERS Cafe, meeting area, etc

BODYWISE™, TRIBAL TRAINING™ FITNESS CENTERS is current with its competitors in not only delivering optimum fitness standards but also offers ways to further service its customers by offering a small cafe, a casual meeting area, locker rooms and showers. The motif continues to reflect the hawaiian style in contemporary style. Hallways consist of lava rock, wood floors, palms and halogen lights to guide the way. Interior courtyard provides a meeting place and creates accessibility to all areas of facility. Cafe specifically offers water, Truition® supplements, power bars, small fruit and veggie servings.

