



## Press release

### **HYPOXI® Australia Announces Significant Growth within Fernwood Fitness**

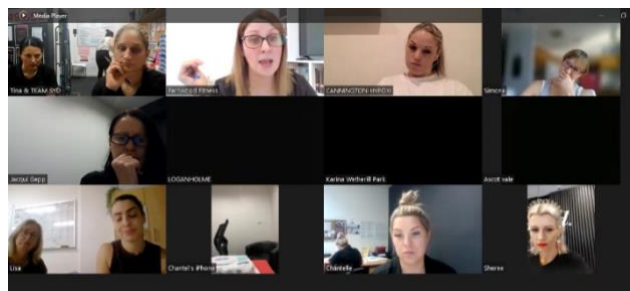
Straß im Attergau, June 2024

Australia, June 1, 2024 - Fernwood Fitness, a leading name in innovative fitness and health solutions, is proud to announce the opening of four new HYPOXI®-Studios in the first half of 2024, with more clubs planned in the second half of the year. This expansion reflects the brand's continued success and is a good proof of the dedicated support provided to their franchisees with comprehensive training and effective marketing campaigns.

Over the past twelve months, Fernwood Fitness has invested significantly in the growth and development of its HYPOXI® network. Ongoing training opportunities and Master trainer Zoom meetings are critical to fostering a culture of continuous improvement and high passion among all HYPOXI® employees. These initiatives have ensured that franchisees and their teams are equipped with the skills and knowledge to deliver exceptional service and achieve business growth.

Regular training has been a critical focus for the newly established clubs, with regular check-ins and online catch-ups to discuss areas where support is needed, especially in the early stages. There is very close contact and connection with the franchisees and club staff, with frequent one-line meetings where we work together on things like consolidating and streamlining processes, sales tactics, marketing HYPOXI®, and more.

Great training sessions have been held at some of the Fernwood clubs in Sydney - Shellharbour, Gregory Hills, Beverly Hills and North Rocks - as well as the Victorian clubs of Ferntree Gully, Camberwell, Clayton, Tarneit and Yarraville and in the ACT - Gungahlin and Belconnen.



In addition to studio training, Fernwood hosts monthly Q and A sessions for all HYPOXI®-Studio coaches.

An open forum used by many coaches to discuss questions about training and exchange experiences.

## Our first national 8-week transformation.

The HYPOXI® 8-Week Transformation (8WT) is an 8-week program designed to showcase the unique benefits of the HYPOXI-Method® and solidifies the position as a leading provider of premium body sculpting and cellulite reduction services.

This is a great opportunity for interested parties to try HYPOXI® and see the results for themselves. Participants in the 8WT will complete a special 8-week program offering added value, support and motivation to help them look and feel their best. Comprehensive support for implementing this program was provided to all studio operators in joint Zoom meetings using Q and A sessions to ensure unity in the deliverance of the challenge.



The Fernwood Support Team has put together recommendations on pricing packages, marketing, sales, welcome package and much more.

A checklist for each week with actions for operations, marketing and sales was also created for a successful 5-week pre-sale.

## Creating a hype through social media, monthly campaigns, offers and new assets

Clubs love sharing their HYPOXI®-Studio and their clients. See some images of club showcasing:





## KEY HIGHLIGHTS:

### Expansion:

Four new HYPOXI® clubs have opened in the first half of 2024, with more to follow in the second half.

### Training and Development:

Ongoing weekly training and sales mastermind sessions to support franchisee success. In club training for all new and existing clubs.

### Franchisee Success:

Enhanced support and resources have led to measurable business growth across the network.

### Monthly Marketing campaigns:



"We are thrilled to see the tangible results of our commitment to supporting our Fernwood Franchisees grow their HYPOXI® clientele," said Diana Williams, Managing Director at Fernwood Fitness. "The opening of these new clubs is a testament to the hard work and dedication of our Head office Team and our Fernwood Franchisees and the effectiveness of our training programs. We look forward to continuing this momentum and bringing the benefits of the HYPOXI-Method® to more people across Australia. The brand's growth reflects a rising demand for its innovative offerings and a strong franchise model."

HYPOXI® Australia is part of a global network of fitness studios offering a unique and effective method of targeted fat loss and body shaping. The mission is to cement the number 1 position in Australia for premium weight loss, body shaping and cellulite reduction service. With a strong commitment to innovation and franchisee support, HYPOXI® continues to grow and expand its presence across Australia.

## The HYPOXI® devices at a glance:



### HYPOXI-Trainer® S120

The S120 combines the three components of HYPOXI-Method® effectively: The computer-controlled alternation of high and low pressure takes place in a chamber that reaches up to the hips. The gentle exercise takes place sitting on the integrated bicycle ergometer. This puts the problem areas – hip, underbelly, buttocks and legs - under pressure, facilitates the activity of the veins and eliminates fat in a targeted manner.



### HYPOXI-Trainer® L250

The L250 permits the alternating application of low-pressure for the underbelly, hip, behind and legs. The comfortable reclined position relieves the body of most of its weight during training and promotes the elimination of liquids and toxins. The results are beautiful, slender legs and a visible reduction of cellulite.



### HYPOXI-Vacunaut®

The Vacunaut is used to reduce the girth of the stomach and hips. Training is performed in the HYPOXI®-PressureSuit with an integrated network of 122 high and low pressure chambers.

During moderate exercise - which can take place on a treadmill, exercise bicycle or other popular cardiovascular exercise equipment - the application of high and low pressure targets the abdomen and hips.



### HYPOXI® HD-Comfort

In order to remain firm and strong the skin needs special treatments. 400 active vacuum chambers integrated in the problem areas in HYPOXI® HD-PressureSuit ensure that the skin gets the exercise it needs. A comfortable lounge chair with integrated high and low-pressure technology ensures pleasant relaxation while the elastic connective fibres of the skin work diligently to achieve smooth, firm skin.

Released for publication

For more information, please visit [www.hypoxi.com](http://www.hypoxi.com).