

## **Press release**

### **HYPOXI® UAE awarded additional territories for highly acclaimed HYPOXI® body forming concept**

Wals-Siezenheim, September 2018

Today, HYPOXI® UAE announced it has been awarded the official and exclusive distribution rights for the entire MENA region in addition to Seychelles, Mauritius and Maldives.

Owing to the expertise and success of operating HYPOXI® in BodySmart, a boutique slimming studio, for over 13 years, Allison Pickford, Founder and Director of BodySmart, acquired the Exclusive Distribution of HYPOXI® in the UAE in July 2014.

Uwe Hintringer, Director of Sales & Marketing - authorised officer for HYPOXI®, commented on the announcement “We have extended the territories for HYPOXI® UAE because of their success and dedication to building the HYPOXI® brand in the region since 2005. Through the distribution network and dedicated studios across UAE, the team has strongly controlled the quality of HYPOXI®-Studios and ensured every studio is fully equipped for the HYPOXI-Method®.”



from the left to the right:

Jean Pereira, Business Development Manager, HYPOXI Training Equipment L.L.C.

Uwe Hintringer, Director of Sales & Marketing - authorised officer for HYPOXI, HYPOXI Headquarter Salzburg

Allison Pickford, Director, HYPOXI Training Equipment L.L.C.

Kevin Pickford, CEO, HYPOXI Training Equipment L.L.C.

Allison Pickford says, “Our business model has proven to be repeatable and commercially viable thus making it easy to roll out more studios. We have an established platform with technicians, trainers, marketing and sales team to support our expansion plans and therefore, felt it is the right time to take that success into additional territories.”



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HYPOXI® MENA has now partnered with a local leasing company which will bring along great opportunities owing to several years' experience in the financing sector in the Middle East.

Pickford proudly declares, "There are exciting partnerships planned in the future that will really take the HYPOXI® brand and ethos which is 'the most targeted method for a beautiful body' to the next global level".



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## 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**

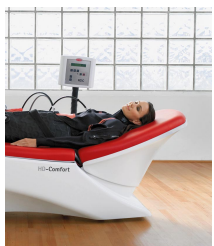
The L250 permits the alternating application of low-pressure for the underbelly, hip, behind and legs. The comfortable reclined position relieves the body of most of its weight during training and promotes the elimination of liquids and toxins. The results are beautiful, slender legs and a visible reduction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