



Press release

HYPOXI® BENELUX – New Team

Straß im Attergau, March 2023

Where it all began...

Luc Pauwels (52) and Conny De Smedt (52) founded Beau Style in 2008 in Ninove, Belgium, a beauty and figure-shaping studio. Over the years, the company has developed into an established company with the HYPOXI-Method® as an important flagship.

In 2014, the two started as regional developers for the HYPOXI® brand. Due to health problems, however, this task could not be pursued as intended, and development stagnated. Nevertheless, with their 15th anniversary this year, they're off to a great start again and look forward to focusing their total concentration on their core brand HYPOXI®.



Where we are right now...

When their daughter Ines Pauwels (26) joined the family business at the beginning of 2023, a new chapter in the Beau Style success story began.

The company's restructuring, made feasible by the entry of Ines, makes it possible to start over as an HYPOXI® regional developer for Belgium, the Netherlands and Luxembourg.

Ines' master's degree and international business experience, in combination with Luc and Conny's many years of practical experience with HYPOXI®, are the perfect complement to continue the success story of HYPOXI® Benelux.



Where we are going in the future...

The aim is to further develop the HYPOXI® brand in the Benelux countries and to strengthen the brand's image in the body shaping and fitness industry. Beau Style serves as a flagship store.



The HYPOXI® team, consisting of Luc, Conny and Ines, will support the existing partner studios and promote the development of new studios using the unique and proven HYPOXI-Method®. Luc is primarily responsible for sales but also handles technical support and maintenance of the HYPOXI® devices.

Conny will educate and train the HYPOXI®-Coaches of new HYPOXI®-Partners and offer refresher courses for existing studios.

Ines is responsible for marketing, development of the website and social media channels, as well as for strategic issues.

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

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