

Press release

Fernwood Women's Health Clubs Enhance Member Experience with HYPOXI® Acquisition

Straß im Attergau, May 2024

In August 2022, Fernwood Women's Health Clubs proudly acquired the HYPOXI® distributorship in Australia, marking a significant milestone for both brands. With over 70 health, fitness, and wellness clubs exclusively for women and over 70,000 dedicated members, Fernwood has long been a beacon of empowerment and support for women across the country.

Fernwood clubs are meticulously designed to cater to women's unique needs, fostering an environment where members can thrive and shine. Offering a comprehensive range of services, from strength and weight training to high-intensity workouts, yoga, Pilates, meditation, and nutrition coaching, Fernwood Fitness is committed to helping every woman feel fitter, stronger, and healthier.

"Our acquisition of HYPOXI® Australia is a true win for every member at Fernwood and perfectly aligns with our mission," said Diana Williams, Managing Director and founder of Fernwood. "Targeting the weight loss market can be challenging in the fitness industry, but HYPOXI® complements our network and enhances the fitness routines of our members."

By integrating the HYPOXI-Method® into the Fernwood Fitness umbrella, initially available in five clubs, we have significantly expanded its accessibility. Franchisees now have the opportunity to invest in and implement this innovative exercise method, which has proven to be both commercially successful and beneficial for our members.

The HYPOXI-Method® transforms underutilised floor space into revenue-generating studios, providing dedicated areas for clients to experience this unique, low-impact exercise that targets fat loss and enhances overall fitness.





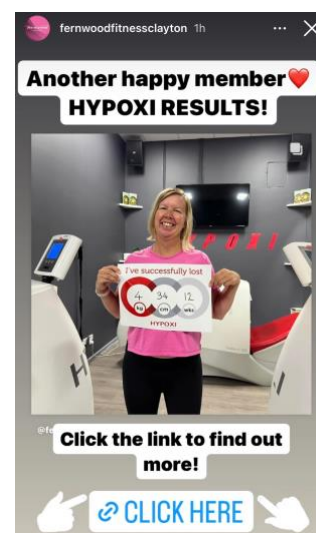
Since the acquisition, we have already opened 45 HYPOXI®-Studios within Fernwood clubs, with a goal to reach 50 by the end of the year.

A passionate and experienced team drives the success of HYPOXI® Australia, and we are excited about the continued growth and expansion.

Our vision is to have HYPOXI® available in all 71 Fernwood clubs by the end of 2025, ensuring that every member can benefit from this revolutionary fat lose method.



Join us on this exciting journey and experience the perfect synergy of Fernwood Fitness and HYPOXI® – where empowerment, innovation, and community come together to create a better, healthier you.



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.