



## **Press release**

### **Fernwood Fitness and HYPOXI® Enter a New Era with Belinda Amis Wheaton as CEO**

Straß im Attergau, June 2025

**A powerful new chapter has begun for Fernwood Fitness and HYPOXI®, with Belinda Amis Wheaton appointed as Chief Executive Officer, following the transition of founder Di Williams to Chair of the Board.**

With over 30 years of experience in the health and fitness industry, Belinda brings a wealth of expertise and passion to the role. Known for her strategic vision and strong commercial acumen, she has built a career focused on purpose-driven leadership, sustainable growth, and empowering women through fitness and wellness.

“It is an incredible honour to step into the role of CEO at Fernwood Fitness,” said Amis Wheaton. “Di has created a movement that has changed lives. I’m excited to build on that legacy and lead Fernwood and HYPOXI® into its next era with passion and purpose.”

Founded in 1989, Fernwood has grown from a single club in Bendigo, Victoria to a national network of 73+ women-only fitness clubs. As CEO, Belinda’s focus will be on innovation, member experience, and strengthening the success of Fernwood and HYPOXI’s franchise partners - the passionate business owners who bring the brand to life in their communities.

“Our franchisees are the heart of Fernwood and HYPOXI®,” she said. “My goal is to give them the tools and support they need to thrive.”

With a clear vision for the future, Belinda is set to lead Fernwood Fitness and HYPOXI® into a new era, one of growth, empowerment, and continued transformation for women’s health in 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).