



**design your body**

## **Press Release**

### **Business Women in top shape Looking your best on the job**

Munich, June 2007

*In everyday business life – with its irregular, fast meals, stress and frantic pace – healthy living habits are frequently the first to suffer. Incorrect nutrition combined with little or no exercise quickly leads to annoying fat deposits and flabby skin. But a winning, convincing business appearance demands personal and physical harmony. The innovative HYPOXI method targets the accumulation of fat in problem areas delivering visible results both naturally and rapidly. At just 30 minutes per training session, you can easily schedule the HYPOXI therapy during your lunch break.*

Diets and exercise do not always reduce excess weight in the desired places. This is because the body will not burn fat in areas where the circulation is poor. The better the circulation, the easier it is to eliminate fat. Areas with poor circulation, on the other hand, become problem areas.

And that is exactly where HYPOXI goes to work with its innovative devices. The HYPOXI therapy's recipe for success is based on specific devices that offer an innovative combination of three proven methods for treating the respective problem area: the low pressure phase, generated by a vacuum, increases blood flow to the problem areas; the high pressure phase helps the lymphatic system and veins to eliminate toxins and fatty acids; gentle exercise stimulates metabolism and burns the fat deposits once and for all. A modern computer control system on each HYPOXI device ensures the optimum flow of your personalised therapy programme automatically. At just 30 minutes per training session, the time involved is minimal, so it is easy to combine with your personal schedule.

### **Relax with HYPOXI Dermology**

In addition to targeted body shaping, HYPOXI therapy offers relaxation as well. The HYPOXI Dermology skin massage takes place on a comfortable lounge chair with integrated vacuum and compression technology that ensures pleasant relaxation while the elastic connective fibres of the skin work diligently. Just like the muscles, the skin needs exercise too – 400 active vacuum chambers located in the problem areas in the HYPOXI HD Pressure Suit ensure that the skin gets the exercise it needs.



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**Expert care**

In addition to the innovative devices, personal assistance and care from HYPOXI therapists play a central role. Based on an individual body analysis, therapists develop a personalised treatment plan, accompany the therapy and provide tips about nutrition. The comprehensive, ongoing HYPOXI training programme guarantees expert care.

**HYPOXI GmbH:**

HYPOXI, based in Salzburg, Austria, is the founder of a revolutionary therapy for the targeted treatment of problem areas. Sports physiologist Dr. Norbert Egger founded HYPOXI GmbH, a company which develops, produces and markets innovative devices for targeted body shaping, in 1998. At the forefront of all HYPOXI therapy is the rational combination of natural medicine with effective exercise and gentle cosmetics. Today, over 250,000 users rely on HYPOXI therapy in more than 2,000 studios worldwide.

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

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