

# Nirvana<sup>®</sup>

Breathing fitness to music

Education day Ljubljana, February 22nd 2015, Ljubljana

## NirvanaFitness<sup>®</sup> Instructor certification information



Nirvana<sup>®</sup>  
fitness

Toned & Flexible body  
Anti-stress & Anti-burnout  
Full body detox / Effective breathing

Breathing fitness to music



TRIPLE  
EFFECT

Become a  
Nirvana<sup>®</sup>  
fitness  
Instructor

Join us & attend  
an education event!

[www.nirvana.fitness](http://www.nirvana.fitness)

## What is Nirvana Fitness?

The Nirvana fitness is an unique blend of uplifting positive music beat, simple to follow toning exercises and breathing techniques in order to create a perfect solution to ease the effects of fast paced chaotic everyday. A complete & perfect solution to engage your clients with addictive, endorphine driven & antistress focused fitness workout, expanding on club's offer and bring new clients to your doorstep.

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Start with ready made **endorphine driven** workout, that will leave your clients in a completely calm like nirvana state of mind while getting same **toning effects** you get from classic **pilates toning workout**. Included **music & choreography support**, offering clients never before seen mix of fitness & antistress workout.

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## Benefits for instructors

**PRE - CHOREOGRAPHED CLASSES EVERY 3 MONTHS** Videos with clear presentations & choreography notes  
**LICENSED MUSIC** Will help you create an amazing class feel with inbuilt cues & binaural effects!  
**FUN, INTERESTING & EASY TO LEARN** Awesome programs, fun & simple, learn quick & easy  
**EDUCATION SUPPORT** Professional education, manuals, videos, online continuous support ...  
**SIMPLE CLASS LEAD** Up to 7 exercises to learn and teach in a sequential mode (exercise after exercise)  
**BREATHING RHYTHM INCORPORATED** No need to count or cue with the help of music & sound adds  
**EASY TO USE, FAST IMPLEMENTATION** Fast implementation in clubs, simple & effective selling points

## Benefits for clubs

**FUN & EFFICIENT WORKOUT SYSTEM** Engaging music with quick toning effects  
**PRECHOREOGRAPHY** Workout programs that will assure client satisfaction  
**BINAURAL MUSIC EFFECT** Create brain entrainment for maximum relaxing effects (theta waves)  
**FULL LOGISTICAL AND MARKETING SUPPORT** All designs provided with no charge (personalized)  
**INNER MARKETING MATERIALS** Including, music, flyers, posters, videos etc. provided  
**COUNSELING BEST PRACTICES** For successful adaptation period of the Nirvana Fitness classes

## Personalized marketing materials

**COMMERCIAL FULL HD TRAILER** with logo/name of an instructor/club  
**"FREE CLASS PASS"** design personalized to instructor/club  
**ROLL UPS, POSTERS, FLYERS** and much more  
**FACEBOOK & BLOG** personalized post materials & general branding support  
**YOUR OWN WEBSITE** Get your own personalized Nirvana website or iFrame code to embed into your website

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**“Super addictive endorphine driven group fitness class that will leave your clients wanting more!”**

**“Zero start up costs for clubs!”**

**“Full instructor support!”**

# Instructor Education/Certification

NirvanaFitness education is an one day event, that will give you complete training on how to lead “Nirvana breathing fitness to music” group classes. To sign up for an education event, sign up on nirvana.fitness website or contact us directly at info@nirvana.fitness for any further questions.

**Total NirvanaFitness instructor license fee  
(includes education & one year NirvanaFitness franchise fee)  
298 €, now only 198€  
(Special “First time in the country” offer)**

Nirvana fitness instructor start up is divided in two parts (both subject of payment at sign up):

## Primary education/certification

**(Education fee: ~~199 €~~ - this time only 99 € Special “First time in the country” education offer):**

Phase I: Pre-education over internet (2 to 4 weeks before main education day, step by step basics introduction, video tutorials)

Phase II: Main education day (lead by certified NirvanaFitness master trainer)

- Introduction to the NirvanaFitness
- NirvanaFitness Class anatomy
- Functional anatomy & exercises
- Breathing techniques & breathing phylosophy
- Nirvana MasterClass (Presentation of Nirvana breathing fitness to music choreography)
- Music, queing, instructions
- Business solutions & marketing plan (Implementation of Nirvana fitness)

Phase III: Post-education over internet (constant education and marketing support)

## Nirvana yearly franchise fee with NirvanaFitness program updates (99 € yearly franchise fee)

Yearly brand license subscription 99 € with 4 NirvanaFitness music CDs, pre-choreography video tutorials & complete marketing support. Includes new choreographies & four(4) amazing Nirvana breathing to music compilations with breathing rhythm cues & voice over and license to use marketing tools and brand name of NirvanaFitness. For more information write to info@nirvana.fitness.

# Education sign up information

## Education day location

22nd February, Ljubljana, fitness studio SOKOL VIČ,  
Koprska 72, 1000 Ljubljana ,  
<http://www.sokolgroup.com/sokolfit/sokolvic.php>

## Closing date for NirvanaFitness education sign up:

Wednesday, February 18th 2015

## Sign up over [www.nirvana.fitness](http://www.nirvana.fitness) (fill in the sign up form)

Payment: at sign up

Payment information: Fitpro d.o.o., Stražiška ulica 17, 4000 Kranj,  
DŠ: SI53254341 na TRR PRI DBS: SI56 1910 0001 0318 623  
(purpose of payment "NirvanaFitness Certification")

After sign up, we will send you sign up & payment confirmation and first pre-education materials and all needed information over email. Call this number for more information: 041 790 248 (Katja)

## Nirvana fitness education is for:

- aerobic & fitness instructors
- pilates instructors
- yoga instructors
- sport trainers
- personal trainers
- physiotherapists, breathing therapists

## Education day (registration)

Registration: 30 mins before start (8.30)

You need:

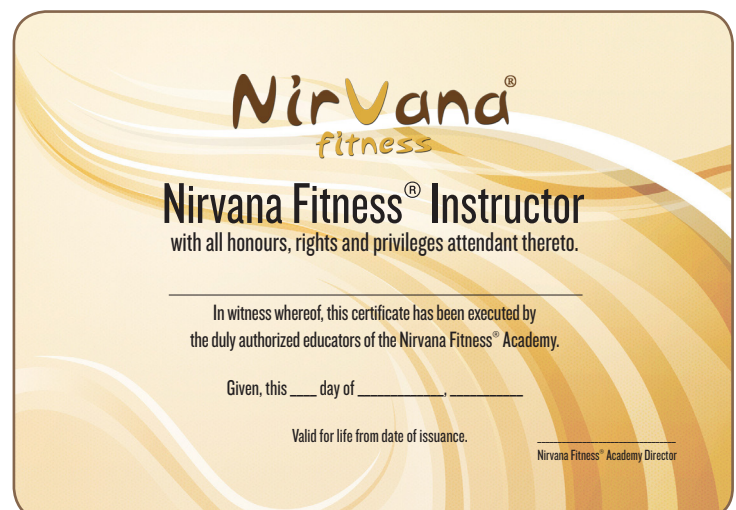
- comfortable sports wear
- towel,
- drinking bottle,
- printed education materials (sent to you over e-mail)

## Hosting NirvanaFitness master trainer



KATJA ZUPAN, prof.phy.edu.

Leader of Fitpro fitness & aerobic education agency,  
professor of physical education



If there is less than 20 applications, organizer holds the right to cancel education (full refund)  
Organizer holds the right to change location and time of education (with prior notice)

## CONNECTING MUSIC, MOVEMENT & BREATHING INTO ONE FLOW



### TONING EXERCISES WITH FOCUS ON BREATHING

(Deep exhale breathing to music to reduce stress)

Breathing is the only bodily rhythm that we are able consciously control. Breathing is our gateway to monitor and manipulate body into calmer state of mind through slow, relaxed fully focused deep exhale breathing, completely merged into mesmerizing flow of uplifting chillout music.



Main goal of the class is to tone up your whole body through series of effective and simple to follow exercises while focusing on breathing for full 55 mins, creating an array of amazing relaxation effects (meditative properties), oxygenation, fresh energy boost and deep sense of reconnection with one's own body and mind.

Endorphines released during toning exercises followed by deep exhale focused breathing are number one measure against all prevailing "burn out syndrome" looming all around us (and statistics shows it is getting worse each year, causing depression, anxiety ...).



Breathing techniques used in Nirvana fitness are used & recommended by doctors worldwide with effects well documented within science. We took this knowledge and place it in the center of the workout and on the ground, into a group fitness class, which previously lacked to acknowledge importance & benefits of correct focused breathing.

Nirvana fitness has proven great results in conditioning breathing pattern to a healthy & recommended deep exhale diaphragmatic breathing with a conditioned prolonged exhalation creating "Conditioned Relaxation Response". Effect known to meditation and techniques in hypnosis, that produces instant stress reduction response.

### Anti-stress workout (Leave you in a state of "natural high")

by amazing meditative properties of conscious & slower breathing, supported by mesmerizing chillout music with binaural beat technology for an extra relaxation effect, completely relaxing your body and mind

### Give you toned & flexible body

through series of flow pilates/yoga style sequences

### Detox your body / Train daily slow & deep breathing rhythm

through active breathing technique and teaching you into daily correct breathing pattern that is scientifically proven to improve regeneration processes in the body and give you a possibility of a healthier and longer life