

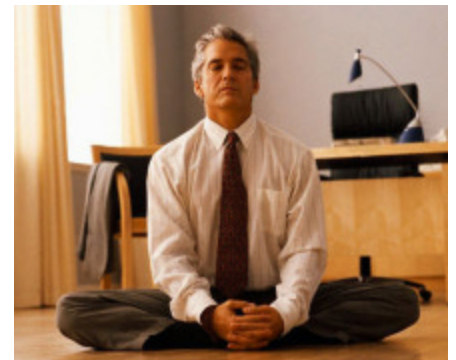
Introduction
Statistics
Consulting
Metabolism
Fitness Classes
Education
Nutrition
Massage Therapy
Special Programs
Packages
Contact
Why FRESH!?

FRESH! Fitness is a health promotion company delivering practical wellness services to the corporate sector. Our team of exercise & health specialists is committed to providing the education and tools needed to practice active and healthy living for lifelong vitality. FRESH! can help with all aspects of corporate wellness, from designing and implementing programs to providing activities and assessments that will ensure a happy, fit, and productive workforce!

The future of our economy and workforce depends on the ability of each member of society to adopt healthy, productive lifestyle traits and to practice these skills as a long-term strategy towards overall happiness and wellness.

While this is an optimal strategy on its own, it is unrealistic to expect that the majority of employees will adopt healthier lifestyle habits without the support of their employer. Most workers spend more than 50% of their waking hours at their place of employment, in addition to the time and energy demands from family. Considering these demands, the workplace is an ideal place to help instill positive behaviors that will contribute to more devoted employees, less staff turnover, and increased productivity.

Implementing a well designed corporate wellness program can improve the profitability of your business at all levels. Such programs may be implemented in small steps to help offset the initial investment, and the results will continue to build as more pieces are added to the puzzle. Listed below are a few of the MANY benefits that businesses can expect to see...



- fewer “sick days”
- decreased medical claims
- reduced absenteeism
- lower employee turnover
- less money spent on training new staff,
- higher individual and overall employee productivity.
- Improved employee moral

Introduction

Statistics

Consulting

Metabolism

Fitness Classes

Education

Nutrition

Massage Therapy

Special Programs

Packages

Contact



Know the Numbers!

- Almost 60% of the losses to the American Economy due to chronic ill health are preventable by fitness and healthy lifestyles
- Approximately 35% of all Workers' Compensation Claims are related to back injuries, and the large majority of these injuries are **EASILY PREVENTABLE!**
- Fatigue, inattention, and low productivity are more common among inactive employees.
- The Conference Board of Canada (1999) reports that workplace stress is increasing, and that stress is playing a much greater role in illness and sick days.
- According to the National Population Health Survey (1999), workers cite exercise as a key means of coping with stress.
- Therefore, businesses providing opportunities for daily physical activity will reap the rewards.

What if someone showed you a program that trims employee turnover by two-thirds, cuts sick days by one week each year per employee, and returns \$3 for every dollar it costs? You'd jump at it, right?

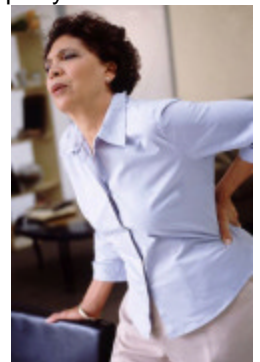
Employee Wellness Programs can do this for your company!!

Return on Investment for Businesses:

- Canada Life Assurance (Toronto) showed a return of \$3.40 per corporate dollar invested. Savings were in the form of reduced turnover, increased productivity, and decreased medical insurance claims.
- In the first year of the program, turnover for involved participants was 1.8% compared to an 18% company average. The percentage remained at least 8% lower in subsequent years (Shephard, Roy J., 1992)
- A review of studies shows that corporate wellness programs resulted in an estimated cumulative economic benefit of \$500- \$700 per worker per year

Health Canada Suggests:

- **Put fitness in your formal benefits program.**
- Have a senior executive champion the initiative.
- Include staff from all areas and levels on a planning team.
- **Include a health education component.**
- **Establish benchmarks for fitness levels and activities.**
- Reassess them after a year.
- **Emphasize that employee health is an integral part of the business** and that it's built on the belief that all injuries – and illnesses – are preventable!



Introduction

Statistics

Consulting

Metabolism

Fitness Classes

Education

Nutrition

Massage Therapy

Special Programs

Packages

Contact

FRESH! Wellness Consulting:

Whatever the size of your business, FRESH! has the expertise to help design, implement and maintain your Corporate Wellness program.



- If you already have a plan in place, the experts at FRESH! can work with your wellness committee and human resources department to help assess the effectiveness of the current structure and work to augment the program through new service options and modifications to the existing model.
- If you have been thinking about implementing a program, but don't know where to start, FRESH! consultants will work directly with your company representatives to evaluate the options that best suit the demographics of your employees, the initial budget, and the future plans for expansion.

Facility Design, Programming & Management:

- Thinking of building a facility? **Save thousands of dollars** by consulting with the experts at FRESH!. We will make sure that every part of your facility meets the needs of your employee base, and has the capacity to expand with your successful company! FRESH! is experienced in the planning, installation, and programming for all sizes of fitness facilities.
- Even corporations with an existing wellness facility can benefit from our expertise. We are able to conduct continuing education and training for an existing fitness staff (The experts at FRESH! are international presenters on a variety of health, fitness and performance topics).
- Our group fitness programs are internationally renowned and are an excellent addition to any existing facility.
- The experts at FRESH! are leaders in the education of personal trainers and group fitness instructors throughout North America and can expand the knowledge base of the resident trainers in your existing facility

Getting Started:

- The best part about implementing a corporate wellness program is that every little bit helps. Therefore, companies with smaller budgets can choose only the services that fit within their immediate needs
- Other services can be added as the company expands or more capital is available.
- Please call to set up a FREE consultation with one of our specialists

Introduction

Statistics

Consulting

Metabolism

Fitness Classes

Education

Nutrition

Massage Therapy

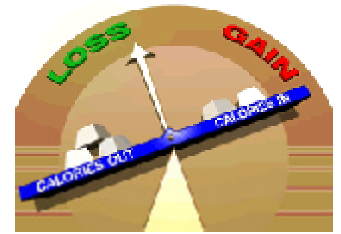
Special Programs

Packages

Contact

Metabolic Assessment Services

It is no secret that weight loss is one of the most elusive health and fitness goals in society. Excess weight is the main precursor to some of the most prevalent diseases today and it is estimated that almost half of the population is overweight! Overweight and unhealthy employees directly influence the profitability and performance of a company through decreased productivity and absenteeism.



Metabolism Assessments provide crucial information in solving the weight loss puzzle. FRESH! performs both Resting Metabolic Rate (RMR) as well as Exercise (VO₂ maximal or sub-maximal) Assessments that provide employees with access to their precise metabolic profile through our state of the art New Leaf™ technology.

This technology is used in over 3,000 systems in more than 75 countries by top medical, sports, and health professionals. It has been used extensively for the past 25 years to assist in the conditioning and training of professional, amateur, Olympic athletes, and throughout the Space program.

Resting Metabolic Rate:

- This non-movement based procedure measures Resting Metabolic Rate (RMR). RMR is sometimes called Basal Metabolic Rate (BMR) or Resting Energy Expenditure (REE).
 - o RMR is the amount of calories your body consumes to keep it functioning at rest. Depending on your activity level for most people, RMR will account for between 70-85% of your daily calorie expenditure.
 - o This assessment accurately determines the number of calories that your body needs to function. Combined with a daily activity level, it is possible to determine the number of calories that need to be consumed to meet your goals. These goals may be weight loss, weight gain, or maintenance.
 - o By accurately determining these numbers, you are able to **avoid the guessing and frequent errors that come with using generalized formulas** to determine your RMR. In other words, you will know how much food you can eat in order to reach your body composition goals.



In as little as 20 minutes, participants will walk away with the information and knowledge needed to effectively control their weight.

Please contact us for more information on our Metabolism Assessment Services.

Introduction

Statistics

Consulting

Metabolism

Fitness Classes

Education

Nutrition

Massage Therapy

Special Programs

Packages

Contact

Corporate Fitness Programming



FRESH! has been conducting successful on-site fitness classes since 2001. Our expert instructors are able to provide specific classes to meet the needs of each staff member. Whether your company has a fitness facility on-site or just an open space in your office, FRESH! can provide the programming to reduce stress, increase vitality and improve the performance of each employee.

The ability to offer fitness and wellness programs to employees provides a number of benefits including increased staff loyalty, employee retention, reduced retraining costs, and reduced health care expenses. These programs allow employees to release stress before, during or after the workday and provides them with the ability to **provide increased concentration on work related tasks.**

Listed below are samples of the programs offered. Please contact us for detailed class descriptions or to discuss the options for customized programming.

Group Classes

- Yoga, Pilates & Fusion Classes
- Stretch & Relaxation
- Boxing Circuit
- Core Stability & Balance
- Functional Strengthening Circuit
- Custom Designed Classes

Individual Instruction

- Personal Fitness Training (individual & small group)
- Fitness Assessment and follow-up evaluations
- Individualized Program Design & Lifestyle Consulting

Specialty Programs

- Corporate Running/Triathlon Club
- 12-week Nutrition Program
- Corporate Activity Challenge
- Calgary Corporate Challenge Training



Introduction

Statistics

Consulting

Metabolism

Fitness Classes

Education

Nutrition

Massage Therapy

Special Programs

Packages

Contact

Wellness Education:

Education is a major key to success in any endeavor and a wellness program would not be complete without access to valuable information for each employee.



FRESH! offers a large selection of popular and informative presentations that cater to all of the relevant health & wellness topics that are commonly requested by employees. These sessions may be booked individually or as an on-going series of presentations.

Our team of presenters are experts in their respective fields and regularly present at international conferences on health, fitness, and lifestyle topics.

A wide range of topics:

- Nutrition & Health
- Time Management
- Fitness Facts & Training Guidelines
- Motivation & Stress Management
- Office Ergonomics & Workplace Wellness
- Leadership, Teambuilding & Group Cohesion
- Female Specific Topics:
 - Menopause, Female Athlete Triad, etc.
- Specialty Information:
 - Holiday & Seasonal Topics
- ...And Many More!

FRESH! also offers **custom designed presentations**, such as in-services for your health professional staff, human resources department, workshops for community volunteers, or educational updates for your staff and clients! Please contact us for a more detailed list of topics.



- **It's the Simple Things That Count:** Health and Wellness Essentials for everyone!
- **YOU still have to swing that expensive golf club:** How your body is hurting your golf game!
- **Fitness 101:** All you need to know AND do to get started!
- **Desk Gymnastics:** How to keep flexible in the office!
- **Specialty Health Presentations:** Osteoporosis, Heart Disease, etc.
- **Nutrition Presentations:** See "Nutrition Services" for topics.

We also offer First Aid, CPR, and AED training for Corporations

Nutrition Programs and Services:

Introduction

FRESH! offers a variety of nutrition services that provide the education and resources necessary for the adoption and maintenance of healthy eating habits. Consultations with our registered Dietician may be individual or small group and are customized to the needs of the participants. Our dieticians work directly to address the concerns and demands reflected by each individual lifestyle.



Statistics

Consulting

We offer seminars, workshops, lunch & learn sessions, and more, that will teach participants about...

Metabolism

- Weight Loss/Gain
- Lowering Cholesterol
- Preventing Heart Disease
- Diabetes Management
- Osteoporosis
- Women's Health
- Sports Nutrition
- And much more!

Fitness Classes

Education

Sample Sessions:

- Eating Right in a Busy Work Environment.
- Top 10 Secrets to Successful Weight Control.
- But my magazine recommended it: Myths and outright lies from the media!
- Nutrition 101: Learn about the major nutrients, vitamins & minerals.
- Restaurant Eating: Eating Well & Corporate Entertaining
- Fast & Easy Meals for the Busy Family
- Special Holiday Topics such as: Healthy Eating & Drinking for the Party Season!
- **And Many More!**

Nutrition

Massage Therapy

ExerSmart™: Online nutrition tracking software

- Dietician designed meal plans tailored to your individual goals. This software allows you to track your calories burnt from exercise, print customized shopping lists that perfectly match your meal plan, and best of all, your progress is continuously monitored by our trainers!

Special Programs

Packages

12 Week Nutrition Program:

- An in-depth program coordinated by our dietician that focuses on safe, well rounded eating habits, identifying current diet myths and fads to avoid. Participants will learn about macronutrients, vitamins, minerals, hydration, how to make healthy food choices based on lifestyle and work schedule. Personal allergies, likes and dislikes will also be discussed.

Contact

Introduction

Statistics

Consulting

Metabolism

Fitness Classes

Education

Nutrition

Massage Therapy

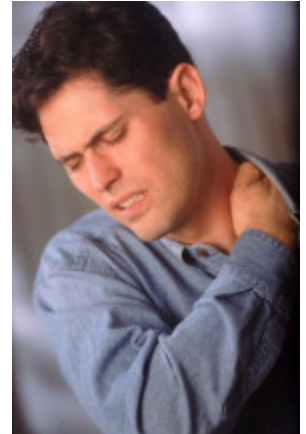
Special Programs

Packages

Contact

Massge Therapy:

Massage Therapy has many important benefits for health and proper physical functioning. Many people live with daily pain and stiffness that causes stress reduces function and decreases performance in all aspects of life. Corporate employees have some of the highest incidences of physical dysfunction due to the prolonged sitting and repetitive motions often associated with the office environment. These biomechanical breakdowns are a significant cause of workplace injury and without preventative treatment can prove extremely costly over the long term.

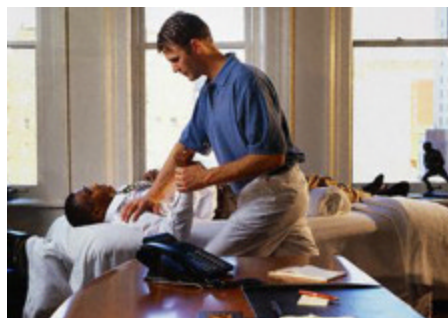


Regular treatment by a qualified therapist will help reduce these aches and pains that rob quality of life and function.

Massage therapy is a great way to relax and reduce general stress levels! Contact us today to book your massage appointment, your body will thank you!

Our massage therapists are fully qualified, and offer a variety of services including:

- 30, 60 and 90 minute sessions
- General, full body or specific focus (head, neck, shoulders, hands, feet, etc.)
- Sport specific massage
- Thai Massage (120 minutes)
- Mobile massage services (in-home or in-office)
- Also...call us about our special 15 minute "Chair" Massage!
 - Great for busy offices!



Introduction

Statistics

Consulting

Metabolism

Fitness Classes

Education

Nutrition

Massage Therapy

Special Programs

Packages

Contact

Specialty Programs:

- **Calgary Corporate Challenge Training**

- Avoid injury; improve performance and HAVE MORE FUN! Many employees are sedentary all year and then decide to participate in an event like the corporate challenge. Lack of preparation leads to greater risk of injury, less enjoyment and potentially lost productivity at work.



- FRESH! can design a custom program for your staff to prepare for a variety of Challenge events. Contact us to find out more!

- **Corporate Triathlon Event**

- This FUN and EXCITING event is for all ages, abilities and experience levels. It is an 8 hour event over 2 days that introduces employees to the sport of triathlon (the fastest growing sport in Canada). Participants will receive professional instruction on the theory and practice of each event (Swim, Bike, and Run) in an informal and FUN environment.
- Topics covered will include: equipment needs, rules and regulations of triathlon, types of triathlons, preparation for events, transition tips, and much more!
- On the second day of this event, participants will experience a “mini-triathlon” and finish with a well deserved “post-race” party.

- **Running/Triathlon Programs**

- Group exercise programs help build team cohesion and provide a sense of loyalty and accomplishment in participants. Whether you are looking for detailed, ongoing programming for hundreds of employees, or merely consulting on an existing program, the expert coaches at FRESH! can help you design and



implement a program to meet the needs of your staff. Examples include:

- Learn to run, Learn Triathlon
- 5K, 10K, ½ Marathon, Full Marathon training programs
- Triathlon and Duathlon (all distances)
- Intra-company challenge races

Sample Packages

Introduction

Package I: Just the Basics!

- One Group Fitness class per week. Necessary equipment provided.
- One Lunch & Learn lecture every 3 months.

Statistics

Package II: Assess & Progress!

- Functional Fitness Assessment for each employee (quarterly updates).
- Customized personal fitness program for each employee based on results of fitness assessment and lifestyle questionnaire.
- One training session each month per employee.
- Individual and company progress reports each quarter.

Consulting

Metabolism

Package III: Group Benefits!

- The same great components as Package II, with the addition of 2 group fitness classes per week.
- A great stress release during the work day, and promotes excellent group dynamics!
- Participants may choose the style of class, or let FRESH! take care of the programming!
- Class length: 50 - 60 minutes (depending on company schedule)

Fitness Classes

Education

Package IV: Activity & Knowledge!

Nutrition

- Package III PLUS monthly "lunch & learn" lectures from our team of professionals!
- Lecture length: approximately 60 minutes.

Massage Therapy

- **Package prices vary depending on number of employees.**

Special Programs

- **Want to create your own package?**
- **Just call to discuss the options! We will work together to customize a package to exceed your expectations!**

Packages

Contact

Contact us to get started!

Introduction

Statistics

Consulting

Metabolism

Fitness Classes

Education

Nutrition

Massage Therapy

Special Programs

Packages

Contact

Contact Information

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“FRESH! empowers positive changes in the health and vitality of people and corporations. Our unique approach to education and programming increases the profitability of business and enriches the lives of our clients”