

Baby Boot Camp[®] & Karna Fitness[®] Branded Marketing Campaign 2013-2014

Redesigned all marketing materials for stroller fitness program and women's fitness program to create a more consistent brand image.

**Role: Designer, copywriter,
campaign manager**

CUSTOMIZABLE FLYERS FOR FRANCHISEE USE

I am a mom.
 I am a wife.
 I am a friend.
 I am a daughter.
 I am a professional.
 I am a runner.
 I am a cook.
 I am a caregiver.
 I am a cheer squad.
 I am a weight lifter.
 I am a tear-dryer.
 I am a hugger.



I AM MOM STRONG

(For more information about classes at a location near you:
 Suzy Smith, suzy.smith@babybootcamp.com, 555.123.4567)

 babybootcamp.com 

I am strong.
 I am smart.
 I am healthy.
 I am powerful.
 I am positive.
 I am caring.
 I am supportive.
 I am motivated.
 I am passionate.
 I am happy.



I am a Karna Girl™



(For more information about classes at a location near you:
 Suzy Smith, suzy.smith@babybootcamp.com, 555.123.4567)

karnafitness.com

GRAND OPENING



Baby Boot Camp® is proud to announce the newest member of our family!

(WHEN: GRAND OPENING DAY AND TIME)

ADDRESS LINE ONE
 ADDRESS LINE TWO
 ADDRESS LINE THREE

OPTIONAL TEXT,
 80 CHARACTERS)

All Baby Boot Camp classes are taught by nationally certified instructors, which means you'll get a safe, effective workout. Join one of our classes and see the difference.



View our schedule at BabyBootCamp.com

GRAND OPENING



Karna Fitness® is proud to announce the newest member of our family:
 (LOCATION)

(WHEN: GRAND OPENING DAY AND TIME)

ADDRESS LINE ONE
 ADDRESS LINE TWO
 ADDRESS LINE THREE

OPTIONAL TEXT,
 100 CHARACTERS)

All Karna Fitness classes are taught by nationally certified instructors, which means you'll get a safe, effective workout. Join one of our classes and feel the difference.

View our schedule at KarnaFitness.com

SPECIALTY MARKETING PIECES

KARNA BAR BOOKLET

PRODUCT CARE AND GUIDELINES:

- Read all instructions and product care and guidelines before using this product.
- Always consult your physician before participating in any physical activity.
- Inspect the fabric and attachments for wear-and-tear or other damage prior to use.
- Do not use if damaged.
- Before each use, make sure the weights are secure on the KARNA BAR. Be mindful that your weights may need to be tightened during your workout.
- Store in a dry location. Do not leave outdoors or in direct sunlight.
- Use only under the direction of a responsible adult.
- This product can be dangerous if used incorrectly.
- This product should only be used for purposes described in this pamphlet or with a certified Baby Boot Camp or Karna Fitness Instructor.
- Neither manufacturer, distributor, nor seller assumes liability for accidents or damage that may occur with the use of this product.
- Neither manufacturer, distributor, nor seller issues a warranty with regard to this product, expressed or implied, and expressly disclaims all implied warranties, including but not limited to, the implied warranties of the merchantability or fitness for a particular use.



take your workout to the next level

KARNA BAR™

EFFECTIVE. The design of KARNA BAR requires postural and core muscle integration, with a focus on engaging your transverse abdominis muscles (TVA) with each exhale.

VERSATILE. KARNA BAR comes standard with two 3-pound soft-sided weights. Add your covered resistance tube to your KARNA BAR for even more exercise options.

EFFICIENT. KARNA BAR provides constant weight to strengthen your muscles, with variable resistance when adding your resistance tube.

PORTABLE. KARNA BAR is compact and collapsible, so you can take your workout with you.

prenatal • strollfit • stroliga
5k training • nutrition solutions
babybootcamp.com



karnafitness.com



karna camp • restore the core
half marathon training • nutrition solutions



WOMEN GET FIT!

Join one of our classes and feel the difference.
babybootcamp.com
karnafitness.com



SEATED ROW

12 Repetitions

- In a seated position, wrap your resistance tube around your feet.
- Place your hands shoulder-width apart on your KARNA BAR, palms facing down.
- Take a deep breath in to prepare. As you exhale, pull your KARNA BAR towards your body, engaging your TVA.
- As you inhale, slowly release.

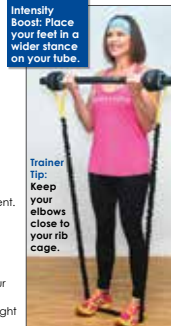


Intensity Boost: Roll your tube around your KARNA BAR.
Trainer Tip: Keep your elbows close to your rib cage and squeeze your shoulder blades together.

BICEPS CURL

12 Repetitions

- Stand on your resistance tube.
- Place your hands shoulder-width apart on your KARNA BAR, palms facing up.
- Take a deep breath in to prepare. As you exhale, lift your KARNA BAR, engaging your TVA.
- As you inhale, slowly release.



Intensity Boost: Place your feet in a wider stance on your tube.
Trainer Tip: Keep your elbows close to your rib cage.

CRUNCH

12 Repetitions

- Lie on your back with your knees bent.
- Place your hands shoulder-width apart, palms facing down, and roll your tube around your KARNA BAR.
- Take a deep breath in to prepare. As you exhale, curl your head and shoulders up, reaching towards your knees, engaging your TVA.
- As you inhale, keep your arms straight and return to your starting position.



Intensity Boost: Add a 10-count pulse to your last repetition.
Trainer Tip: With each crunch, bring your chin to your chest and draw your navel towards your spine.

SQUAT

12 Repetitions

- Stand on your resistance tube with your feet shoulder-width apart.
- Place your hands in a wide grip, with your KARNA BAR on your shoulders.
- Take a deep breath in to prepare. As you exhale, lower into a squat, engaging your TVA.
- As you inhale, return to your starting position.



Trainer Tip: Keep your weight in your heels and press your hips back.

Intensity Boost: Hold each squat for 5 seconds.

CO-BRANDED CUSTOMIZABLE VINYL BANNER



WOMEN GET FIT



(888.990.2229)

babybootcamp.com • karnafitness.com

CUSTOMIZABLE FACEBOOK COVER PHOTO



BABY BOOT CAMP POSTCARD



Est. 2001

Fitness for you. Fun for your child.

prenatal • strollfit • stroliga • 5k training • nutrition solutions

- Jump start **weight loss**.
- Combat the **baby blues**.
- Nationally certified fitness professionals deliver **safe and effective** workouts.
- **Hundreds of locations** nationwide.
- **Low-cost** franchise opportunities.



STROLLER FRIENDS Join us for Baby Boot Camp's **FREE** playgroup!

The Mountain Buggy® Terrain™ is the official stroller of Baby Boot Camp®.

MEDIA KIT



Baby Boot Camp® • Karna Fitness®

665 S. Orange Avenue, Suite 7, Sarasota, FL 34236 • 888.990.BABY
babybootcamp.com • karnafitness.com



Baby Boot Camp & Karna Fitness are out to make the world a better place; inspiring change through fitness and nutrition, and improving the health of our planet for future generations. In September 2012, Baby Boot Camp & Karna Fitness announced a new Green Initiative Program that is dedicated to lessening the environmental impact of our business by encouraging recycling efforts, energy conservation and park renewal at our more than 1,000 classes offered each month across the country. Whether it's signing up for one of our fitness classes, joining our StrollerFriends® social program or learning how to incorporate more fruits and vegetables into your family's diet through our Nutrition Solutions™ program, Baby Boot Camp & Karna Fitness are here to inspire change.



ABOUT BABY BOOT CAMP & KARNA FITNESS

Baby Boot Camp was created in San Francisco in 2001 by Kristen Harter to balance the fitness needs of new moms with their desire to spend time with their child. Harter released a second franchise brand, Karna Fitness, in 2010, offering small group training for women. For more information or to find a location near you, visit babybootcamp.com and karnafitness.com.

WEB ADS

BABY BOOT CAMP



KARNA FITNESS



FIT FOCUS™

FITNESS & NUTRITION FOR WOMEN

HEALTHY EATING

WHY EXERCISE IS NOT ENOUGH

BE A LABEL SNOB

SHOP SMARTER ON YOUR NEXT GROCERY TRIP

FEED YOUR SKIN

FOODS TO GET YOU GLOWING

SPRING/SUMMER 2013
Volume 10, Issue 1

NUTRITIOUS MAKEOVERS FOR YOUR FAVORITE DISHES

#FitToLead #MomStrong #KamaGirl #FitWomenInspire

Baby Boot Camp (Globo) & Karna Fitness (Globo)

NEW! Karna Fitness

Baby Boot Camp Fitness for Moms

FIT FOCUS™

FITNESS & NUTRITION FOR WOMEN

BUILD STRONG ARMS

MOVES FOR ANY WOMAN

GIRL POWER

HOW STRENGTH TRAINING CAN SAVE YOUR LIFE

BABY GOT BACK

WHY GLUTES ARE THE KEY TO YOUR CORE

FALL 2012/WINTER 2013
Volume 10, Issue 2

BURN CALORIES AFTER YOUR WORKOUT ENDS

#FitToLead #MomStrong #KamaGirl #FitWomenInspire

Baby Boot Camp (Globo) & Karna Fitness (Globo)

NEW! Karna Fitness

Baby Boot Camp Fitness for Moms

FIT FOCUS™

FITNESS & NUTRITION FOR WOMEN

FOODS TO FLATTEN YOUR TUMMY

FAB ABS

5 MOVES FOR ANY FITNESS LEVEL

GOOD-BYE, STRETCH MARKS

WHAT WORKS FOR REAL WOMEN

8 VITAL Q&A ABOUT DIASTASIS RECTI

#FitToLead #MomStrong #KamaGirl #FitWomenInspire

Baby Boot Camp (Globo) & Karna Fitness (Globo)

NEW! Karna Fitness

Baby Boot Camp Fitness for Moms

The Afterburn Effect

By Andrea Miah

Calorie Blasting Doesn't Have to Stop After Your Workout

Building muscle and enhancing endurance are fitness factors on our priority list when we work out. Often calorie burning is equal, if not more important—especially when it comes to weight loss and maintenance. What you may not realize is that depending on the design of your workout, you can continue to burn calories well after you have turned off your heart rate monitor and left your fitness class.

Who doesn't want to continue burning calories during your post-workout shower or while gazing your green smoothie after an intense sweat session? This phenomenon has been coined the "Afterburn Effect" and is officially known as "excess post-exercise oxygen consumption" — or "EPOC."

Basically, EPOC means that the more intense the exercise, the more oxygen is depleted from your body. Your body continues to consume this and works overtime to balance the levels back out. This leads to a higher metabolic rate, which leads to more calories burned after your workout — sometimes even DMS after your workout.

When discussing high-intensity training, ACSM's Health and Fitness Journal recently stated that "research has found that these metabolic benefits can be present up to 72 hours after a high-intensity exercise bout has been completed."

The popularity of high intensity training has been growing rapidly as the benefits continue to be uncovered to fitness professionals. Tabata and other high intensity interval training (HIIT) techniques are great ways to achieve a high intensity workout that can trigger calorie afterburn.

Now, before you start down a chocolate as your post-high intensity workout snack and write off the calories, it is important to understand the afterburn effect in

Richard: April Fuentes, 2010 winner of Baby Boot Camp & Karna Fitness Women's Achieving Success Award

Photography: August Patterson, owner of Karna Fitness San Jose, CA

Photo: Kristin Evans

Pictured (from left): Susan Butler, owner & instructor of Baby Boot Camp & Karna Fitness Plasma Lake, CA; Meghan Phippen, owner & instructor of Baby Boot Camp & Karna Fitness Albuquerque, NM; and Andrea Miah, owner & instructor of Karna Fitness Emerald Coast, FL

8 karnafitness.com • Fitness & Nutrition for Women • babybootcamp.com

GIRL POWER

How building muscles can improve women's lives

Whether it's holding a plank, lifting a 3-year-old or lugging groceries up three flights, there's no doubt that women require strength. But when they actually find time to fit in that workout, many women forgo muscle building in favor of cardio because they mistakenly believe that it's the better choice if they want to slim down.

It is important that women add strength training to their weekly exercise schedule, too, whether they want to look more toned or want to improve their overall health.

Strength training can help you with daily activities like carrying your groceries or your children, as well as with balance. It also helps strengthen bones.

According to women's health, go a project of the U.S. Department of Health and Human Services, women are subject to bone loss from several factors, including pregnancy, breastfeeding and hormonal changes.

These life changes make bone health an especially important concern for women, according to Dr. Kim Mardig, an obstetrician and gynecologist in Lafayette, La.

"For most of us, bone mass reaches its peak early in life," Hardy said. "Bone tissue is a living tissue that is constantly remodeling. The changes in the life of a woman with net losses

"Strength training for women helps to build stronger bones as well as stronger ligaments, muscles and tendons that help prevent osteoporosis and the injuries that are associated with aging," Hardy said. "The calories used in these workouts help a woman feel and look healthier. Workouts help a woman do better in pregnancy and labor, as well."

Aside from helping to maintain strong bones, strength training also provides other benefits to women, according to Kristi Sain Thompson, DPT, "Proliferating, healthy, child care will seem much easier as a woman becomes stronger," Sain Thompson said. "Most importantly women with diabetes, arthritis and improve overall health by doing strength training."

To see the benefits, the U.S. Department of Health and Human Services recommends strength training at least twice a week. While many people choose to do strength training with weight machines at gyms, you can do many strength exercises at home or outside, using resistance tubes or your own body weight. Examples of some great body-weight exercises are push-ups, pull-ups, lunges and squats.

This issue of Fit Focus is full of more ways to train and build a stronger you!

Photo: August Patterson

9 karnafitness.com • Fitness & Nutrition for Women • babybootcamp.com

BE A LABEL SNOB

By Rebecca Ross, R.D.

What do we see as we wander down the aisles of our favorite grocery stores? All of the beautiful package fronts claiming that they're the healthiest choice for you and your family. Those packages are designed by the food companies, who want you to buy their product. And while their "health" claims might entice you, those package fronts are not necessarily accurate.

Don't be fooled! Turn over that beautiful package to get a reality check on nutrition so that you can make an informed decision.

Check out the ingredients. The most important thing on the back of the package is the ingredients list. I prefer to get my fiber from fruits, vegetables and whole grains and my flavor from natural, delicious herbs and spices—not artificial chemicals and preservatives.

The more that I learn about the detrimental effects of artificial flavors and chemical additives, the more careful I am to not buy items with a list of ingredients that I don't recognize. A recent study of over 60,000 women, to be published in the *American Journal of Clinical Nutrition*, showed that participants who consumed artificially sweetened beverages had more of a risk of developing type 2 diabetes than those drinking regular soda.

Other studies being presented this year have linked sugar alternatives to depression and weight gain. Ingredients like BHA have been listed as probable human carcinogens by the Department of Health and Human Services.

Food dyes, TBHQ and nitrites have been linked to mood disorders and cancers. No thanks! Buy foods with natural ingredients.

Consider your serving size. Moving on to that vital table of information that we call the Nutrition Panel, the first thing to consider here are the "Serving per Container" and the "Serving Size," which you'll find right at the top.

These are the most important things to look at. Those numbers mean anything and we figure out how much of the item we're going to eat.

If Ben & Jerry says that their pint of Chunky Monkey is four servings, but I think that's one, then I need to multiply every number that follows by four, or I am not getting the true picture.

If the package is fairly small, I like to consider how many servings they say is in the package and compare that to how many servings I am realistically going to eat at one time. If the chip bag looks like a single serving to me, but they say there are two servings in the bag, then I have to multiply all of the other numbers by two.

If the package is large, like a box of cereal, I need to check out the serving size. I know that I usually eat about 1 cup of cereal at a time. If the company says that 1/4 cup of the cereal is the serving size, then I need to multiply the numbers on the panel by 4.

continued on next page

8 karnafitness.com • Fitness & Nutrition for Women • babybootcamp.com

RECIPE

Berry Beet Smoothie

Courtesy of Dr. Seana L.E.A.N.

There is just something about the warmth and freshness of spring and summer that calls for a refreshing smoothie. If you have only stuck with fruit smoothies, be adventurous and try some veggies, too!

Adding sweet veggies like beets and carrots to your smoothie is a good way to start. The sweetness of beets pairs deliciously with fruits like apples, bananas, and strawberries and add a beautiful, rich color to your smoothie.

Before you boo beets, remember their many health benefits. Beets are high in vitamins and minerals and can boost your energy levels, lower blood pressure, assist with weight loss, decrease depression, act as a natural aphrodisiac, help the liver cleanse toxins, and protect against cancer.

Are you inspired yet? Try this delicious smoothie!

INGREDIENTS:

- 1 medium carrot, shredded or diced*
- 1 medium beet, peeled and diced*
- 1 medium orange, peeled and deseeded
- 1/2 cup frozen blueberries
- 1 cup frozen or fresh strawberries
- 3-4 ice cubes
- 1/2-1 cup apple juice or almond milk (optional depending on how thick or thin you prefer your smoothie)

*If you don't have a high-speed blender, use steamed or roasted.

Blend all ingredients together, and serve with fresh strawberries or orange sections.

For more healthy, delicious recipes, visit www.dsseanleann.com

10 karnafitness.com • Fitness & Nutrition for Women • babybootcamp.com

Strong Abs: Strong Body

By Lauren Beuhler

Tummy, tummy, tummy, how can I lose the tummy? As moms we have the challenge of regaining our abdominal strength after child birth. If it is not possible to re-strengthen and re-tone this area, it does require a gradual consistency, which over time will help our core become stronger and our body assist the rest of our body to do the same...and you CAN do it! Here are the awesome exercise ideas you can walk on 3-5 times a week, carry out in a room at Baby Boot Camp or Karna Fitness class near you. Always remember to breathe, engage the muscles you working on, and stretch!

Face the floor on your elbows (slightly forward of your shoulders). Keep your back and glutes aligned. To decrease the intensity, come onto your knees. Place your body on your back between your arms looking up at you from the floor. To increase the intensity, dip your hips into a bridge, bearing your abdominal muscles engaged with your lower back. Plank for 30 seconds. Repeat three times.

Face the floor on your elbows (slightly forward of your feet). Holding the other end of the band with both hands, bend your knees and lean back to engage the abdominal muscles, keeping your shoulders back and neck straight. If you are pregnant, place your hands on the floor behind you, fingers facing forward and alternate extending your legs out in front of you. Intensity: raise both legs. Alternate extending the legs. Count to 20. Repeat three times.

Photo: Kristin Evans of Baby Boot Camp Orlando, FL

Photo: Kristin Evans

11 karnafitness.com • Fitness & Nutrition for Women • babybootcamp.com

BRIDGE

Beginner in a seated position, plant your feet to the floor hip width apart with knees bent. Engage your core and lift your lower back. Slowly lower your upper body to the floor by counting to 5 (5 light pauses on each number). Complete the lift by counting to 5 again as you raise back to a sitting position. For beginner or newly post-partum moms, make this a 2 count and only lower your upper body to the point of remaining comfortable with your lower and lower back engaged and supported. Complete 10 dips. Repeat three times.

SLOW SIT-UP

Lie on your back. Bend your knees and place your feet hip with apart. Extend your arms on the floor next to you, with palms facing down. Slowly lift your hips, engaging the glutes of the top leg for 2 seconds and release down. Intensity: lift one leg and bridge up and down 5-10 times and then alternate sides. Bridge up 20 times. Repeat three times.

WOMEN GET FIT

established 2001

pre-natal • strolling • strollergals 5k training • nutrition solutions

karna camp • restore the core half marathon training nutrition solutions

Nationally certified instructors • Hundreds of locations • Franchise opportunities

babybootcamp.com • 888.990.2229 • karnafitness.com

12 karnafitness.com • Fitness & Nutrition for Women • babybootcamp.com