



fitness**Brasil**TM

it's not exercise...it's play

The Program

Hoebel™ Fitness is proud to present **fitnessBrasil™**, a health and lifestyle program created by international fitness expert Brett Hoebel, that integrates **Fitness**, **Fuel** and **Fun** all based on the fit and sexy lifestyle of Brazil. Brett designed this program based on his training in capoeira, his 15 years of experience in the fitness industry as well as his travels to different regions of Brazil including Rio De Janeiro and Bahia. “In all my travels around the world, testing different training methods, I have never found a better way to condition the body in Cardio, Core, Strength and Stretch than with capoeira...that is why I combined it with the some of oldest and most current training methods in the industry”. The **Fitness** portion of the program consists of a series of ‘fusion’ classes that blend the Brazilian martial art, capoeira, with other forms of training including body-conditioning, core-training, kickboxing, yoga and more. Originally developed as a martial art by slaves in Brazil in the 1500s and disguised as a dance, capoeira has evolved into a global phenomenon. The fitnessBrasil™ ‘fusion’ classes include: bodyBrasil™, bootyBrasil™, absBrasil™, armsBrasil™, cardioBrasil™, vinyasaBrasil™ (yoga), warriorBrasil™ (kickboxing) and sambaBrasil™ (dance). These fun and easy to follow classes are for all fitness levels and will leave your body feeling energized and your mind empowered.

The **Fuel** part of the program is a nutrition system that combines uber-healthy foods from Brazil with scientifically proven methods of health and weight-loss. Some of these exotic foods include acai – a berry loaded with anti-oxidants, guarana – a natural energy booster and yerba mate – a naturally caffeinated drink loaded with vitamins and minerals.

The **Fun** comes from Brazil – its unique and ‘playful’ exercises, the hi-energy music and the lifestyle. Regular fitness exercises are ‘Brazilified’ into more fluid movements. The highly motivating tunes combine house music and traditional Brazilian songs that will make you feel like dancing. And the lifestyle, well that’s easy... exercise, healthy food, sun and hot-bodies.

fitnessBrasil, it’s not exercise...it’s play™.



Fitness, Fuel, Fun

Fitness

bodyBrasil™ is the signature class in the fitnessBrasil program – all the other body-part specific classes originate from it. bodyBrasil is a body-conditioning class that fuses lower-body and core strengthening drills from capoeira, with upper-body exercises using weights. The class was designed like a personal training session – specific exercises for the legs, butt, arms & abs that are superset with higher intensity cardio drills to maximize the workout in the shortest amount of time.

bootyBrasil™ is class that focuses on toning the hips, legs and yes, the booty. Different capoeira moves are combined with lower body toning drills to sculpt what is known as a “Brazil Booty”.

absBrasil™ fuses abdominal training with specific capoeira conditioning drills to target all 4 abdominal groups. This is Absolutely one of the best core-training classes!

vinyasaBrasil™ combines an athletic form of yoga with the fluid movements of capoeira – the class starts with traditional yoga poses and sun salutations then seamlessly blends fundamental capoeira movements into a powerful and flowing vinyasa.

warriorBrasil™ is a non-stop fusion workout that combines basic capoeira movements with high-intensity kickboxing into an unforgettable workout that pumps energy that's contagious.

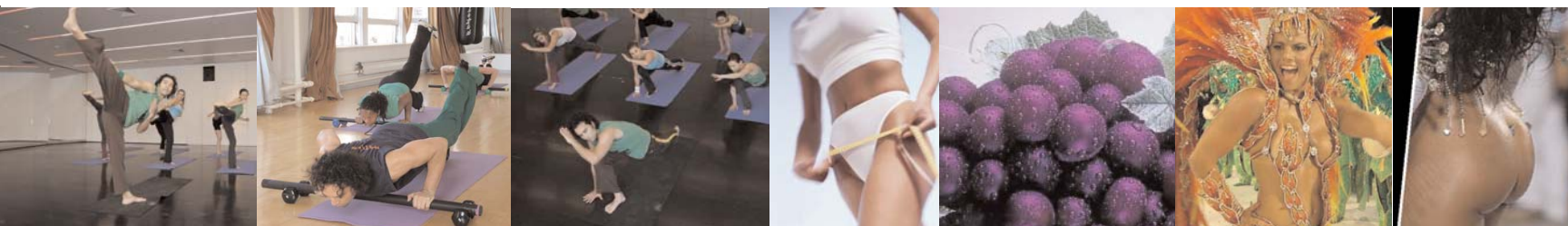
Other fitnessBrasil classes include **armsBrasil™**, **cardioBrasil™** and **sambaBrasil™**.

Fuel

Food gives the body the ‘fuel’ necessary for all its physical, mental and emotional processes – physical appearance, energy level, thought process, mood and emotion are all affected by what you eat. **What** type of food you eat, **when** you eat and **how much** you eat are key to living a healthy life. Eating non-processed food, 4-5 times a day in small quantities helps stabilize your blood sugar and increase your metabolism. Brazil is known for having some of the most in-shape, healthy and beautiful people in the world – the fitnessBrasil fuel plan is simple: small meals eaten every 2-3 hours with lunch being the biggest meal of the day, a wide variety of fresh fruits and vegetables, organic meat & seafood and replacing processed foods and refined sugars with super-healthy exotic foods from the Amazon like acai, guarana and yerba mate.

Fun

To keep living a healthy lifestyle it takes consistency and consistency is easy when you are having fun. Brazil is fun – think Carnival, Rio De Janeiro, sun, bikinis...Gisele! Everything in the program has been ‘Brazilified’ – regular exercises in the --program have been Brazilified into more fluid and playful movements, the fuel is a Braziliicious blend of Brazilian foods and proven health and weight-loss methods and even the highly motivating tunes are a combination of house music and traditional Brazilian songs that will make you feel like dancing. All these elements make fitnessBrasil fun, easy to follow and is why so many people are getting results.



Signature Moves

The unique and easy to follow capoeira moves are key to the program's effectiveness and success and help distinguish fitnessBrasil classes from ordinary workouts. These 'Brazilified' exercises add a low-impact but high-cardio element that helps burn more calories safely and the curvilinear motions with deep bending and constant transitions target the body parts people want to change – legs, booty, inner-thighs, abs and arms.

Booty

- De Sida Basica "to go basic" – Low Reverse Lunge



Inner-thighs

- Rasteira "tripping" – Reaching Side Lunge



Abs (love-handles)

- Esquiva Lateral "escape lateral" – Ducking Twisting Squat



Arms (under-arms)

- Chapa De Tres "push kick from 3" – Seated Push Kick



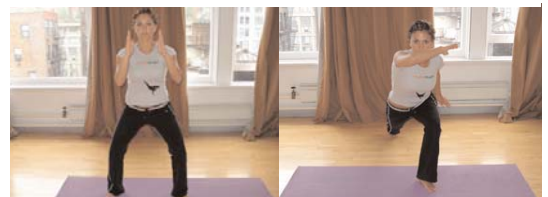
Arms (shoulders)

- Chapa De Costas "push kick from back" – Push Kick from Back



Cardio

- Ginga – Rocking Lunge



Hoebel™ Fitness

Brett Hoebel is the creator of *reVamp for Grooms* and founder of **Hoebel™ Fitness**, a leading-edge lifestyle-fitness company that focuses on **physical well-being**, **mental clarity** and **self empowerment** and is dedicated to inspiring people with mindful, healthy living. As an international fitness expert and one of the most sought-after weight-loss, nutrition & lifestyle coaches in New York, Brett has worked with different celebrities including Victoria's Secret supermodels Doutzen Kroes and Karolina Kurkova, supermodel and television host Veronica Webb and actresses Emmy Rossum and America Ferrera. Brett was also the co-host of *Fit Family*, a reality-fitness show on *Discovery Channel* and has appeared on *The View*, *Good Morning America* and *Fox News*. He is a recurring fitness expert on *The WB-Morning Show* and has been featured in various publications including *Vogue*, *The New York Times*, *InStyle*, *Elle*, *Allure*, *Shape* and *Self Magazine*. For the second time, *New York Magazine* awarded Brett and some of his exercise programs 'Best of New York'.



Brett is also an award-winning group fitness instructor and nationally recognized personal trainer. He holds certifications in Nutrition & Lifestyle Coaching, Metabolic Typing™ Nutrition, C.H.E.K. Holistic Exercise Kinesiology, Personal Training, Hatha Yoga and Pre-Natal/Post-Partum Conditioning. Brett also has an extensive background in biomedical research and martial arts including Afro-Brazilian capoeira and Muay Thai kickboxing.

Brett's passion, knowledge and creativity can be seen in the lifestyle-fitness programs he has developed; **REV ABS™** is a cutting-edge, ab-defining and body-toning program, *reVamp®* is a highly acclaimed personal training and nutrition program and **fitnessBrasil™** is a group exercise program that combines capoeira with yoga, kickboxing and conditioning. When not in New York, Brett travels to Los Angeles and Rio De Janeiro Brazil to teach his different classes, work with certain clients, study capoeira and meet with different health and fitness professionals.

Hoebel Fitness



Press



taught capoeira workout to the anchors on the morning show

taught capoeira workout for Discovery's 'I Lost It!'



vinyasaBrasil™ featured as a new workout



bodyBrasil™ featured as new trend class



vinyasaBrasil™ fusion yoga class featured as new trend



bodyBrasil™ bikini workout for summer



vinyasaBrasil™ featured as new trend



vinyasaBrasil™ featured as new fusion yoga class



fitnessBrasil™ featured for incorporating capoeira



Contact Us

For press inquiries, please contact Siren PR

212.625.3500 • Carolyn.C@SirenPR.com or Lindsay.Weiss@SirenPR.com

www.SirenPR.com

...fitness from within

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