

INTRODUCING The Fit Traveler

Take Your Workout With You The smallest, most effective workout kit for the business or leisure traveler

The perfect gift for the traveling woman

Finally, a practical, fully-illustrated guide to using lightweight, elastic resistance bands for a dynamic, efficient, full-body workout—any time, any place. The program and kit are specially created for the traveler who wants a convenient, effective workout without leaving the safety and privacy of her hotel room.



LIFESTYLE FITNESS PROGRAMS

The Fitness Boutique offers four editions targeted to specific lifestyle needs
Travelers • Seniors • Maternity • Disability & Rehab Patients



A COMPLETE TRAVEL FITNESS KIT

- Includes stretch band and illustrated guide
- Contains the 20 most effective exercises
- Also includes target zones—abdomen and thighs
- Allows a full-body workout in 20-30 minutes
- Adaptable program for home or office use

THE PERFECT GIFT FOR THE TRAVELING WOMAN

Specifically targeted to the leisure and business traveler who wants to maintain her exercise program when she is traveling

Affordable—a complete program with equipment for only \$17.95

Special section with diet tips for travelers

Compact and light weight travel exercise kit—only 8 ounces

Attractively designed packaging—hardcover with concealed, wire-o binding for lay-flat use and inside pocket for storing the stretch band

Includes a personal story of endurance and courage about the author's discovery of this program while rehabilitating from a disabling accident.

Truly a motivating and inspiring book

STRETCH BAND PROGRAMS ARE SUPERIOR TO OTHERS

Simple to use and versatile enough for any level of strength and ability

Allow resistance in multiple directions—unlike machines and weights—thus improving strength, flexibility, range of motion, and cooperation of muscle groups

No need for attaching devices that can swing and hit while exercising

Merely changing hand positions increases or decreases resistance

THE FIT TRAVELER FITS WELL IN ANY MERCHANDISING VENUE

Broad appeal—crosses over the travel, gift, and fitness markets

National publicity campaign focused on print, radio, and internet media

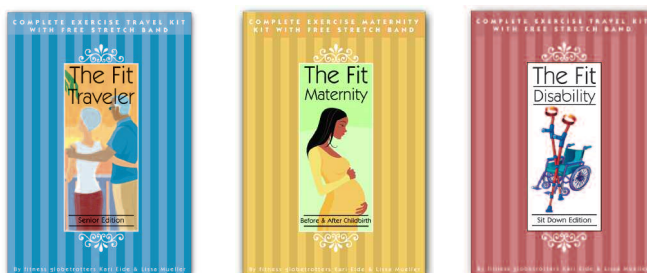
Author Kari Eide is available for demonstrations in fitness and travel departments at major retailers, and at major consumer fitness and travel expos

Retail sales aids available—counter displays and sales literature

Advertising co-op available

Stretch bands and covers can be custom imprinted with a company logo

FUTURE EDITIONS FROM THE FITNESS BOUTIQUE



The next three installments in a series of four compatible, highly-targeted fitness titles—travel, senior, maternity, and disability—all based on the use of resistance bands

THE FIT TRAVELER: TAKE YOUR WORKOUT WITH YOU

ISBN: 1-929170-17-3

Category: Travel, Gift, Fitness

Price: US \$17.95, includes free stretch band

Format: Laminated hardcover with concealed wire-o binding

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Trim: 5.65 x 7.25h

Carton Quantity: 36

Extra: Individually shrink wrapped

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