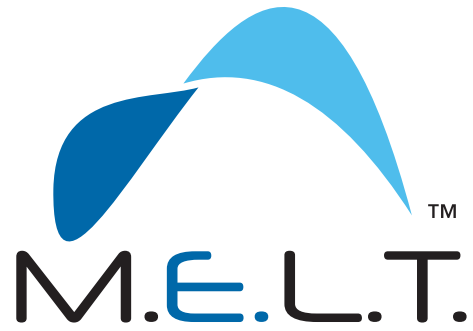




MYOFASCIAL ENERGETIC LENGTH TECHNIQUE





A new technique to access the untapped potential of the human body.



A high-speed photograph of water splashing, showing numerous bubbles and droplets of varying sizes. The water is captured in mid-air, creating a sense of motion and energy. The background is a plain, bright white, which makes the blue and white tones of the water stand out.

Get ready to MELT!

The M.E.L.T. Method™ (MELT) is a revolutionary approach to pain-free living that will change the way your members take care of their bodies. MELT is more than a new technique—it's the beginning of a cultural shift within the fitness industry to a longevity fitness model.

MELT (Myofascial Energetic Length Technique) is a one-of-a-kind method that is backed by science, approved by clients and clubs. It's the first fitness program ever to focus on connective tissue—an untapped resource in the body for lifetime fitness. This untapped resource means an entirely new source of revenue for your club or studio.

For 20 years, Sue Hitzmann, founder of Longevity Fitness, Inc., has been dedicated to bringing cutting-edge science to the fitness industry. The M.E.L.T. Method™ is the result of years of collaboration with leading connective-tissue researchers. For the past three years, Sue and her team have been teaching MELT in premier New York City health clubs with an overwhelmingly positive response.

You can offer your members this groundbreaking, easy-to-learn technique and give them access to a pain-free, active lifestyle. MELT will transform your club or studio into a destination for pain prevention and peak performance.

What's in it for current and future members?

- Instant results, lasting change
- The “missing link” to pain-free fitness
- A proactive approach to maintaining a healthy, active lifestyle
- A simple self-care tool that opens the door to other club offerings

What's in it for clubs and studios?

- A highly profitable new revenue stream with low investment
- A multi-dimensional program that markets itself
- A proven launch strategy that's easy to implement
- Program longevity
- A blueprint for lifetime membership

Instant results, lasting change

Researchers have discovered that creating and maintaining healthy connective tissue is vital to long-term health and wellness. By integrating this up-to-the-minute science with proven self-treatment techniques, MELT produces remarkable results. By rehydrating and reactivating the connective tissue, members reacquire length and space in their joints and rebalance their body alignment, resulting in an immediate change with a lasting effect.

The bonus result: MELT stimulates collagen production and *reduces wrinkles and cellulite!*

The “missing link” to pain-free fitness

During an average year, 85 percent of elite and recreational athletes are injured. Eighty percent of all orthopedic injuries are the result of sports or exercise. Too many people experience chronic pain and injury while trying to do something positive for their health. This is the fitness industry’s dirty little secret.

MELT means pain is no longer an inevitable downside of fitness. Science has revealed that most pain in the body is caused by connective tissue dehydration, not by muscle overuse or joint compression. MELT rehydrates the connective tissue so that muscle or joint pain doesn’t begin. Whether your member is an older adult, elite athlete, or first-time fitness participant, MELT is a necessity.

Fitness without pain. Members will wonder how they ever worked out successfully before MELT!





**“I feel taller,
more grounded,
and the pain I
was having
is totally gone.”**

—Lili Taylor, actress

A proactive approach to maintaining a healthy, active lifestyle

The connective tissue's primary function is to support and protect all parts of your body. Sitting, walking, running, lifting, sleeping, and even digesting is improved when this tissue is in its ideal state. MELT makes your body work better and feel better—the formula for a healthy, active lifestyle.

MELT also makes your workout better because it maximizes the effectiveness of every other health and fitness regimen. Poses, reps, laps, breathing exercises, cardiovascular workouts—any activity is improved when muscles and joints have the support they need. And, better support means less risk of injury while your body's performance is optimized.

By offering MELT, you will increase your members' ability to participate in all your program offerings—and in life!

A simple self-care tool that opens the door to other club offerings

For the first time, members will be able to rehydrate their connective tissue and experience their body's preferred state. The renewed body ease and sense of well-being that MELT provides is transformative.

After members MELT once, they often want to MELT every day, even at home. That is MELT's design—a simple, easy, self-treatment technique that's a foundation for an active lifestyle. Best of all, people who MELT regularly find that they want to exercise more often, even if they didn't exercise regularly before. It's just more fun to move when your body feels good, has more energy, and is free of pain.

MELT motivates members to take better care of themselves and invest more time and money on their bodies than ever before.



“MELT has changed my life!”

—Marlyn Slavin

A highly profitable new revenue stream with low investment

MELT is an untapped revenue opportunity that doesn't compete with any other fitness program. This is because a different system of the body is being addressed—MELT is to connective tissue what weight training is to muscle or yoga is to flexibility.

MELT's programming and profit models are similar to those of Pilates, with compatible classes and private sessions and only a fraction of the required investment. MELT is marketable to a wider range of members as it appeals to all ages, exercise goals, and fitness levels.

MELT offers a substantial, proven profit model that will add to your club or studio's success.

**A multi-dimensional program
that markets itself**

MELT is a brand-new, innovative, easy-to-promote program. This New York City-based method has already created national buzz. After an article featuring MELT creator Sue Hitzmann appeared in the June 2007 issue of *More* magazine, over 1,200 rollers were sold to men and women across the country.

The M.E.L.T. Method™ bridges the gap between group exercise and personal training, creating a complementary program with proven success:

- **The M.E.L.T. Method™ 8-Session Series** is a fee-based, pre-registered workshop and proven revenue generator. Over the course of eight, 75-minute sessions, a maximum of 15 participants learn how to create their own self-treatment programs using MELT Maps and assessment techniques.
- **MELT Length** is an ongoing 45-minute group exercise class in which participants get a sampling of the M.E.L.T. Method™.
- **Specialized small-group classes** (typically 4 to 6 participants) are fee-based, pre-registered classes or series targeted to specific populations, such as MELT on Back Pain or MELT on Golf, and participants get personalized attention at an affordable cost.
- **Private and semi-private MELT sessions** offer a highly specialized assessment and individualized attention from a MELT Specialist to meet personal goals.*

All MELT program offerings cross-promote each other. Group exercise participants enroll in specialized workshops and 8-Session Series, workshop attendees seek out ongoing group classes, and demand builds for the individual attention of private sessions.

MELT's complementary programming is a proven model for marketing and revenue success.

** Private and semi-private MELT sessions can be conducted by group exercise instructors, personal trainers, or private Pilates or yoga instructors with the MELT Specialist certification. MELT Specialist certification is ideal for personal trainers who are interested in offering their clients connective tissue treatment and body education.*

A proven launch strategy that's easy to implement

Getting your facility ready to launch MELT is easy: Our launch strategy is tested, our instructors are ready, and the low-cost, minimal equipment doesn't require installation. We are prepared to assist you in launching and implementing MELT with our proven formula for success, including Introductory and Master Classes, promotional materials, online support, onsite training, and continuing education.

Advanced Certified MELT Instructors will launch MELT in your club or studio while your employees participate in the MELT Institute's highly acclaimed training program. This creates no-cost, on-site mentorship and guidance for your employees during the certification process.

MELT is so easy to launch, you can get started right away.

Program longevity

MELTers aren't just class participants, they're evangelists. They can't help but tell their friends about this whole new system in the body and the difference they feel thanks to MELT.

Beyond weight loss and body building, members realize that their club or studio can meet more of their health and wellness needs. A demand for more MELT programs and information emerges.

In addition to MELT Length, we are ready to go with two innovative, successful group exercise classes and private session templates—MELT Core and MELT Strength—to further enhance members' ability to exercise without pain. Both are backed by pioneering science and acclaimed by clubs and clients.

That's just the beginning! There are unlimited possibilities for specialized workshops targeted to your clientele's interests and concerns. MELT on Pregnancy, MELT on Marathons, MELT on Weight Lifting—the list is endless. MELT on Yoga and MELT on Pilates offer a variety of creative, cross-programming options as well.

MELT will quickly become a way of life for your members and a staple in your club or studio.



A blueprint for lifetime membership

Giving members access to a pain-free, active lifestyle makes a bold statement that you care about the longevity of your relationship. Pain prevention equals membership retention. MELT is the solution for the common reasons that people leave a club or studio: Even if your members are older, out of shape, or recovering from surgery or injury, they can MELT and feel better.

MELT is great news for the one in four health club members who are over the age of 50. This is the fastest-growing segment of the health-club population (*up 563 percent* since 1990). Twelve thousand people turn 50 every day—that's one every seven seconds! MELT is your solution for keeping these members active, vibrant, and free of pain. So they can live longer—better.

MELT is truly the evolution of fitness for **every** body.

Get ready to MELT!

Testimonials

Sue Hitzmann's MELT program has created an additional, on-going revenue stream for our group fitness and personal training departments. MELT is easy to promote and implement, and essential to serve the needs of the diverse population in today's workout market. I recommend it highly.

– **Caroline Kohles, Senior Director of Health and Wellness, The JCC in Manhattan.**

MELT is great! I feel amazing afterward. I bought a roller after the first class!

– **Christian Betke, age 37**

Sue has discovered a way to make all of us last a lot longer with a lot better quality of life and health. MELT slows the aging process.

– **Pamela Singer, age 48**

Not only did Sue's course help my bad knee, but my entire body has benefited.

– **Brenda Brown, age 70, two time 8-session series participant**

This method is incredible. I urge my friends to come and try it. It's a gift you can give to anyone in your life who is in pain or wants to improve their mobility and longevity.

– **Susan Greenberg, age 51**

Using Sue Hitzmann's techniques brings great results: strength, weight reduction, toning, relaxation, and flexibility. Everything is better MELT'ed!

– **Laura Flippen-Tenzel, young at 63**

MELT has provided me with a toolbox of exercises and cues to make smarter, healthier clients who consistently come back for more.

– **Hallee Altman, age 30, owner of The Center Studio**

The foot series has rid me of all foot pain. I now have a bounce to my step and workouts are fun again! MELT is by far the healthiest thing I've done for my body.

– **Elizabeth Barkan, group fitness instructor**

MELT has helped me regain flexibility, in spite of my past injuries and surgery. Most importantly, I have maintained the ability to keep up with my children.

– **Jaye Chen, age 38, attorney and mother of two**

This technique keeps my body out of pain and alleviates my muscle fatigue!

– **Terry Williams, 36, athlete and body builder**

Sue Hitzmann is a nationally recognized somatic-movement educator and manual therapist. Her decades of experience in the fitness industry and extensive study of anatomical science and alternative therapies have culminated in the creation of the M.E.L.T. Method™ (MELT), a revolutionary approach to health, fitness, and longevity.

Sue got her start in the fitness industry in 1988 as a group exercise instructor. She has taught in some of the top clubs in New York City, including Reebok Sports Club/NY, Equinox, Crunch, and the JCC in Manhattan. Her 1999 video, *Boot Camp Training*, has sold more than half a million copies worldwide and remains one of the best-selling fitness videos today.

After receiving a Masters of Science in Applied Physiology and Anatomy, Sue designed her own path of study, completing thousands of hours of research, as well as certifications in manual therapies such as neuromuscular, craniosacral, and lymph drainage.

For over a decade, Sue has been bringing her education, experience, and insight back to the health and fitness arena. She is a leading figure in the fitness industry, serving as a presenter for national organizations such as IDEA, ECA, ECITS, and ISMETA, and an accredited continuing education provider for ACE, AFAA, and NASM.

Drawing on cutting-edge science and proven manual therapy practices, Sue created the M.E.L.T. Method™. This groundbreaking self-treatment program gives people of any age access to their optimal movement potential, improving body structure and posture while reducing joint pain and discomfort.

MELT (Myofascial Energetic Length Technique) is the first program designed to boost performance in any activity by focusing on the body's system of connective tissue. MELT supports the health, fitness, and quality of life of any person, at any age, for an entire lifetime.

Sue is currently certifying a wide array of professionals—from movement instructors and personal trainers to manual and physical therapists—in the M.E.L.T. Method™, so they can teach the technique and integrate this powerful approach into their practices.

Sue Hitzmann, MS, CST, NMT, is the founder of the MELT Institute and Longevity Fitness, Inc. She is a leading authority on maintaining an active, pain-free lifestyle and a sought-after speaker and writer who has been featured in national magazines, television programs, and websites.

For information on how to bring the M.E.L.T. Method™ to your facility, please call 212.877.7279 or email info@meltmethod.com.

