

# KAIA FIT PRESS KIT



**KaiaFIT**



# WHAT IS KAIA FIT?

Kaia FIT is the an all-inclusive lifestyle system composed of year-round group fitness and nutrition programs designed for women, by women.

Kaia FIT offers the specialized attention, variety, and strategic design of hiring a personal trainer alongside the energy, support, and accountability of belonging to a neighborhood gym or boutique fitness studio.

With 58 locations nationwide and growing, memberships include physical assessments, meal plans, and nutritional guidance, as well as the accountability to maintain your health by being a part of a team.

# PHILOSOPHY

The Kaia FIT team believes camaraderie among women is extremely powerful.

Kaia FIT gyms provide more than just a place to work out, but rather a guided holistic approach to health focused on results, team work, and commitment.

Kaia FIT members are encouraged to commit to a specific class time each day, in turn committing to their classmates. “Teammates” help foster accountability, inspiration and drive. Making a commitment to one’s teammates helps make a commitment to one’s self.



# MEET THE FOUNDERS



Nikki Warren, Co-Founder

Sharon Kassity, Co-Founder

Nikki Warren, alongside her business partner Sharon Kassity, developed Kaia FIT on the premise of functional fitness. The all-encompassing lifestyle program stems from Nikki's 20+ years of experience in the fitness and nutrition field.

# PRESS HIGHLIGHTS

## fitness

### You Can Tighten and Tone Your Entire Upper Body With This Arm Workout

Bonus: Each move blast your abs, too.

By Nikki Warren, Co-Founder, Kaia FIT

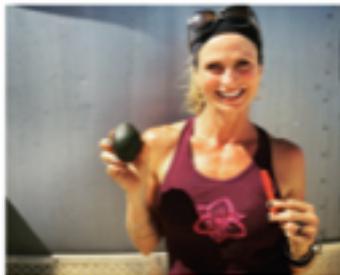


#### Let's Get Moving

To start this [workout](#), complete a warm-up that includes a few of your favorite dynamic [stretches](#) (we like [these options](#)) and 30 seconds of jumping jacks to get the blood pumping and oxygen flowing. Complete the exercises in the following sequence for 20 seconds each, followed by a 10-second rest. Repeat the circuit 2 to 3 times through, adding in a 1/4-mile sprint between each round for an extra cardio burst.

WELL  GOOD

### 9 IN-DEMAND FITNESS TRAINERS REVEAL THE SNACKS IN THEIR GYM BAGS



Nikki Warren, co-founder of Kaia FIT

"I keep an apple and a small plastic bottle with me to stay hydrated throughout the day." "Water is key. It's easy to forget and quickly run out so I always keep it in my gym bag." "What's your fave?"

## Women's Health

### The Perfect #TBT Workout Playlist

One word: SexyBack.

Every week, [Your New Favorite Playlist](#) introduces you to workout-worthy tunes from a different fitness brand. This week, [Kaia FIT](#) shares one of its recent [playlists](#)



**"WHEN CREATING MY PLAYLISTS, I KEEP THREE THINGS IN MIND: TEMPO—160 BPM OR MORE—A MIX OF GENRES TO KEEP IT FUN AND FUNKY, AND RHYTHM THAT MAKES ME WANT TO SHAKE MY BOOTY!"**

—Nikki Warren, owner of Kaia FIT

# PRESS HIGHLIGHTS

## SELF

### 12 Sweatproof Beauty Finds Personal Trainers Swear By

When it comes to giving you an intense and fulfilling workout, fitness instructors bring their A-game. But they also sneak a few key items into their bags so they can look gorgeous before and after their workouts.



**Nikki Warren, co-owner and coach,  
KaiaFIT**

"My go-to is Sun Bum (SPF), a paraben-free, vitamin E enriched sunscreen. It's 100 percent vegan and perfect to protect and moisturize your skin throughout the day. With up to 80 minutes of water resistance, it's also great for outdoor workouts, beach trips and it's safe for kids, too!"

## BYRDIE

APRIL 26, 2016 | FITNESS

### Perfect Form: How to Know If You're Working Your Butt or Your Thighs

By Nikki Warren



Ever feel like your squats are bulking up legs rather than slimming them down? Well, it's not that uncommon. Your form is probably to blame. We chatted with Nikki Warren, co-founder of **Kaia FIT**, who set us straight.



## NIKKI WARREN - CO-OWNER OF KAIA FIT / ADVANCED KAIA FIT COACH



# PRESS HIGHLIGHTS

## Women'sHealth

### I Lost Nearly 100 Pounds Without Having to Give Up My Beloved Cheese-Its

Jamie Diaz cleaned up her diet and discovered that losing weight doesn't have to come with constant cravings.

BY JAMIE DIAZ AS TOLD TO ASHLEY GERMAN, June 26, 2016



## SHAPE

### Personal Trainers Reveal the Best Products to Relieve Muscle Soreness

The cooling and soothing gels, tools, and DIY remedies that trainers rely on to relieve muscle and joint pain

#### Minera Dead Sea Salt



"I love to make my own home remedy to soothe sore muscles by adding 1-2 cups of Minera Dead Sea Salt (S&W, [saw.com](http://saw.com)) and 5-8 drops of lavender essential oils to my bath. This combination draws out toxins, calms the parasympathetic system and helps aching muscles, while easing swelling and improving blood circulation. Afterwards, I'll apply some coconut oil to soothe dry skin." —*Kate Warren, co-founder Kala FIT*

PHOTO: S&W PRODUCTS/ SALT COMPANY



## the COVETEUR

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### HOW TO EAT LIKE A RUNNER

THE WHAT, WHEN, AND WHY OF EATING FOR RACE DAY. AND EVERY OTHER RUNNING DAY.

# PRESS HIGHLIGHTS

## CLUB INDUSTRY

LEADING, CONNECTING AND INSPIRING THE FITNESS AND WELLNESS COMMUNITY

### Kaia FIT Finds Growth in Helping Women Rediscover Fitness

Eric Stromgren, Content Producer | Club Industry

Jul 12, 2016

Kaia FIT, a genetics-inspired functional training workout franchise, opened over 200 studios, and its owners project it will have 200 locations open by the end of 2017.



Kaia FIT is currently undergoing a rebranding initiative to bring a consistent aesthetic to all of its studios. The brand expects the rebranding to be completed by the middle of 2017. (Photo courtesy Kaia FIT)

Kaia FIT has grown from a single studio in Minden, Nevada, to 56 locations in seven years by building a community for women – one new location at a time.

The franchise's concept was inspired by fitness entrepreneur Nikki Warren together with co-founder Kristen Loos. Warren is a fitness industry veteran, creating a member community and driving the franchise's growth.

"We're definitely all about making us different," says Warren. "Our lifestyle program. We have workouts every day, and the women are the co-

[members] actually come in and feel like what is missing is a connection with others."

The first studio in Minden in 2009 started with an inspiration from Nikki Warren, who owned a gymnastics facility, saw their kids participate in gymnastics activities.

### Kaia FIT building a "community for women"

US-based women-only fitness chain Kaia FIT has opened its latest club in Santa Clarita, California, bringing the total number of sites to 56.

Based on a franchise model, Kaia FIT is marketed as an all-inclusive lifestyle system, composed of year-round group fitness and nutrition programmes "designed for women, by women".

Developed by fitness entrepreneur Nikki Warren, memberships include physical assessments, meal plans, nutritional guidance, and the promotion of healthy and active lifestyles by being a part of a team.

Exercise is offered through a range of group programmes such as Brik – a six-week boot camp which includes fitness assessments – and Core Sessions, which focus on maintaining and building on the accomplishments achieved by members during the Brik programme.

There's also group training for those wanting to prepare for triathlons or 5k and 10k runs, as well as the more holistic Kaia Flow, which combines mind and body with a power yoga and core strengthening alongside pilates-style techniques.

Suppliers include ELIVATE and EZ Flex Sports Mass.

"Kaia FIT provides more than just a place to work out," says Warren. "Rather, it's a guided holistic approach to health focused on results, camaraderie and commitment."

"We're a community. We offer friendship, support, nutrition and a safe place for women."

Kaia FIT aims to attract women of all ages and levels of fitness, with introductory rates of less than US\$100 for the first month, followed by monthly memberships of US\$49. Details: <http://kaiafit.com/fit>

