

DA VINCI BODY BOARD

MEDIA KIT 2017



OUR MISSION



The Da Vinci Bodyboard is an original approach to fitness. While simple in its set-up and design, the Bodyboard system offers a fun, affordable, and adjustable workout for a wide range of abilities. The unique structure and varied framework of exercise options sets people up for success and long-term commitment.

Through high intensity interval training, the Bodyboard program features one-minute intervals with a 22 second rest in-between exercises. Each exercise is designed to tone muscles, connect smaller muscles and connective tissue, while also balancing the body to create full body integrity.

In a transformational HIIT half hour, the whole body is worked with strength training, cardio, and stretching. We believe that being healthy and fit is an achievable lifestyle.

In just three and a half years, Da Vinci Bodyboard has launched multiple licensed studios across the U.S., and become internationally recognized with locations in spas, clubs, and studios in Los Angeles, Tokyo, Miami and London.



Our unique approach to fitness with patent-protected equipment creates a one-of-a-kind experience for our clients. We have some of the most sought-after trainers who work with celebrities such as Salma Hayek, Sally Field, and Dr. Oz.

FOUNDER



Our founder, Floery Mahoney, created the Da Vinci Bodyboard (DVBB) as a life-long, committed health and fitness person. She opened the first Pilates Studio in Vermont, competed in running races, practiced yoga, and even participated in Cross Fit and boot camps. But as Floery's life grew busier with work and child rearing, she was constantly looking for a sustainable workout that would better suit her often hectic, lifestyle. Even though she had increased her workout schedule to two hours a day, she was still gaining weight. Her body was always sore and unhappy.



Floery knew there had to be a better way to get her body back to where she wanted it to be. She began developing her own exercise system by tying fitness bands onto well-positioned furniture. After some experimenting and refining her method, Floery decided that a long board with strategically placed straps and bands was the perfect way to achieve her goal. After a few years of testing and developing, she launched the Da Vinci Bodyboard.

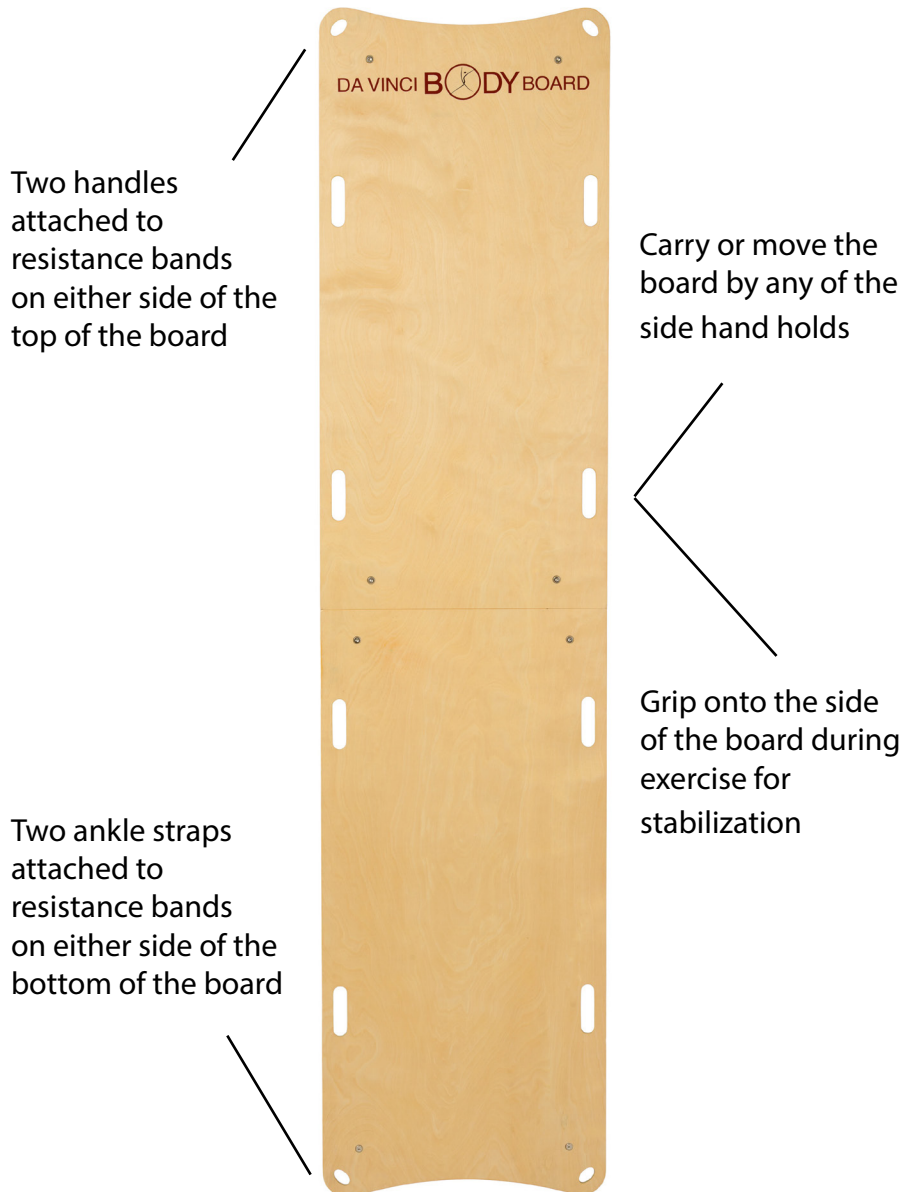
WORK HARD AND HAVE FUN



"The workout can be designed in a hundred different ways. I never preplan my classes at the flagship studio. I take a look at my clients, and decide what would work best for them as a group. I want them to work hard - but within their range. And most of all, I want them to have fun."

- Floery

THE BOARD



- Studio Board and Folding Board measure 96" x 22" x 1"
- Baltic birch wooden platform with stainless steel framework and protective footings
- Easily stores against wall or folds up
- Kit includes two sets of latex fitness tubing (reg. & adv.), one set of aerobic thera bands, one set of padded handles one set of neoprene adjustable ankle straps, and one body-board mat
- Exclusive access to online instructional workout routines

"It had long since come to my attention that people of accomplishment rarely sat back and let things happen to them. They went out and happened to things"

- Leonardo da Vinci





BEING HEALTHY AND FIT MEANS SOMETHING
DIFFERENT TO EVERYONE



MULTI-SPORT ATHLETE

Functional training
for any sport

FULL TIME EMPLOYEE

Short, efficient workout
can be done before or
after work, or during
lunch

INJURED

Resistance band training
is easy and safe on
muscles and joints

GYM JUNKIE

Infinite number of
exercises that work
multiple muscle groups at
once, with a single piece
of equipment

SENIOR CITIZEN

Exercises can be
modified to any
level of fitness



GET INVOLVED.



With a proven track record and rave reviews, Da Vinci Bodyboard is now offering a licensed stand-alone studio model.

Our unique approach to fitness with patent-protected equipment creates a one-of-a-kind experience for clients.
Owning a Da Vinci Body Studio is an opportunity to become a pioneer in the next big fitness revolution.

CONTACT US



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