



COLD FRONT FITNESS

LIKE NOTHING
YOU'VE SEEN BEFORE

Cold Front Fitness provides revolutionary cold-stress workouts that:

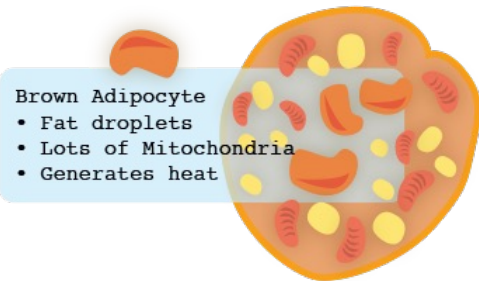
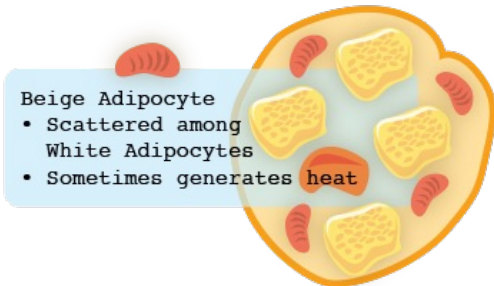
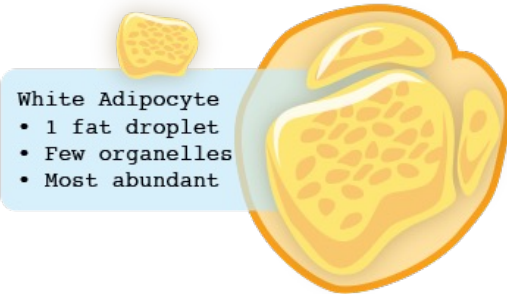
- Burn more calories
- Burn calories even after the workout
- Can fundamentally change bad fat into good “heat-burning” fat

This is a once-in-a-lifetime opportunity

- Get in on the ground floor
- Exciting and unique concept
- Proven science-backed workout
- Health & wellness element
- Attracts early-adopters and fitness enthusiasts
- Visuals and concept perfect for social media influencers

Proven clinical and university funded research

Cold Front Fitness is a unique, science-backed, research-proven workout concept that improves caloric burn, extends workouts beyond gym-time, and facilitates the conversion of negative white adipose fat to good heat-creating beige adipose fat.



What does the cold have to do with getting fit?

It has to do with the three different types of body fat all of us have in our bodies. How these different types interact with cold temperature stress. Here are the three types of fat tissue:

- **White Adipose Tissue**, the most common type of fat in the human body, provides us with energy storage, insulates the body from extreme temperatures, cushions organs, and secretes hormones. White Adipose Fat can be, under certain conditions, converted into Beige Adipose Tissue.
- **Beige Adipose Tissue** is generally found among pockets of White Adipose Tissue. These cells have a limited number of Mitochondria cells. These can create heat during exposure to cold stress.
- **Brown Adipose Tissue** contains the highest number of mitochondrial organelles. The mitochondria organelles generate heat through a process call thermogenesis. This is a way the body can create heat without shivering.

What does cold stress do to our bodies?

- Cold activates our Beige and Brown Adipose Tissue which increases caloric burn through non-shivering thermogenesis
- Shivering thermogenesis expends calories through involuntary muscle and skin contraction. This is also called skeletal muscle contraction.
- Cold helps convert White (energy storing) Adipose Tissue into heat generating Beige Adipose Tissue:
 - Beige works like Brown Adipose Tissue in creating heat energy
 - Conversion reduces the quantity of bad White Adipose Tissue

Cold stress workouts burn more calories

- Cold activates shivering thermogenesis by engaging skeletal muscles to warm the body's core
- Cold activates our Brown Adipose Tissue which increases caloric burn through non-shivering thermogenesis
- The body is forced to expend energy to maintain its core temperature. A one-mile walk in cold weather will burn more calories than a one-mile walk in warmer climates. The reason is that, in warm or hot conditions, the body is focused on shedding water weight to cool itself. In a cold stress environment, it's instead prioritizing body heat by building up its core temperature.

Cold stress workouts improve muscle gain

With a traditional gym experience, muscle gains and fitness goals are reached over time using the machines and routines we've all known for decades. Once these traditional workouts and the activity stresses have ended, so does the caloric burn. Working out in a cold stress environment, your body is not only working against the machines and routines, but also against the room temperature.

Cold stress workouts shorten gym time and extends caloric burn

By combining the caloric burn of a traditional workout with cold stress, your body will burn more calories. On top of that, your body will continue to burn more calories after you leave the gym to equalize your body's temperature to the average 98.6°. Depending on the season and location, this could extend the caloric burn for hours.

Cold stress workouts improve performance

Cold stress increases maximum output during intense workouts and will refuel your muscles fast during rest periods. Members will be able to go longer and harder without tiring, thus getting more from their workouts. In a 2018 Harvard Health study, it was discovered that cold weather improves endurance, reduces sweat, and reduces heart stress which allows for a more efficient exercise.

Another unique benefit to working out in cold stress (temperatures below 60°) is that the amount of oxygen is reduced by approximate 5%. Working out in lower oxygen conditions, and then competing in regular sea level provides members with a competitive advantage.

Cold stress workouts provide positive side benefits

In addition to burning more calories, reducing the amount of time you need to exercise, and extend the time your body continues to burn calories, there are additional side benefits to working out in a cold stress environment.

- Reduces inflammation
- Supports immune function
- Helps with depression and anxiety
- Helps with migraines
- Improves balance, speed, aerobic capacity, and power
(Dr. Alan Christianson, NMD)

Creating a workout to optimize the science

Cold Front Fitness is more than just working out in a 45°F room. We've created a nationally-certified program. Thirty-two unique workouts are designed to improve overall fitness levels while targeting white adipose fat and converting it to beige. We've also added a unique health & wellness element to treat the entire fitness enthusiast.



Facility requirements

Cold Front Fitness facilities will range between 2,000-4,000 sq.ft. The size will be determined by your marketplace. Our system is intended to optimize efficiency in every aspect of the centers operation.



Financial requirements

- \$200,000 - \$800,000 liquid assets (cash or capital)
- \$500,000 net worth and \$100,000 Household Income
- Minimum credit score of 650

Contact information

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