



FITNESSU LIMITED

The Best Shape of Your Life

A staunch advocate for health and wellness, TALI WEISS demonstrates a passion for fitness and love for people rivaling the industry's best.

A certified fitness trainer from the Wingate Institute in Israel and co-active life coach from the Tel-Aviv University, Tali Weiss has had 20 years of experience in the industry. While she noted an already growing awareness for fitness and health in Hong Kong, as well as a variety of choices, a number of areas remained largely unaddressed. Weiss sought to present something inherently richer in value, and established FitnessU in 2011.

"I wanted to give something different – something personal, and of higher quality," says Weiss. Her boutique service, catered towards VIP clientele, offers a myriad of programs spanning fitness training, Yoga, Pilates, Thai boxing, and Zumba, and specialities including aqua fitness, pre & postnatal exercises, rehab training, and life coaching. It has 14 highly qualified trainers in Hong Kong and has recently expanded to Shanghai, Beijing, Tokyo, and Osaka.

A Pressing Concern

Weiss' approach addresses the need for a more personal touch. She sought to provide an experience without the pressures of most gyms, for individuals who put a premium on privacy, and who need trainers with the ability to listen, one of many qualities that signify a more profound concern for the client.

FitnessU also serves a number of membership clubs and companies, the latter to provide better fitness services for the workforce. Recognizing that an enterprise's most valuable asset is its employees, programs seek to imbue upon personnel the importance of fitness, healthy eating, and general wellness, all during office hours.

"What has changed is that people consider personal training an investment, rather than an extravagance," says Weiss.



Tali Weiss,
Owner and Director for FitnessU.

"Even companies understand the importance of physically fit staff.

"While the focus used to be on sheer aesthetics, people have begun to take a harder look at their current state of wellbeing. For instance, while obesity isn't as prevalent here as it is in western countries, diabetes remains an issue that must be dealt with. We've helped people out off medication and orthopedic operations. Our programs also benefit children, as kids in Hong Kong aren't as active as they should be."

Premium Option

Unlike many personal training practices run by a singular trainer, FitnessU is a full-fledged organization with complete infrastructure, faculty and support staff. The team abides by absolute professionalism and provides responsive customer service, able to troubleshoot when there are any problems.

As a premium choice, trainers have pronounced quality, not just in coaching but also in personality, and their ability to motivate and empathize with clients. This calibre of attentiveness in a secure envi-

ronment puts customers at greater ease.

Increased sophistication and exposure has helped clients acclimate towards holistic training, and open to trying various full-body workouts. This goes perfectly with the FitnessU paradigm of diversifying training methods, able to offer everything under one roof. Clients are handled by a team of people; asides substitutes to fill in when assigned trainers are indisposed, FitnessU staff conduct reviews, assessments, and follow-ups to monitor and optimize a client's progress.

Growing in demand are the company's rehab and prenatal/postnatal programs. Bespoke in nature, they comprise specific exercises that help the body recover from taxing experiences and gradually rebuild itself. Even rarer in the industry is the company's life coaching program, which works on improving the behavioral aspect of people's lives, tapping into a wealth of individual potential to achieve personal goals.

FitnessU charges reasonably in comparison to other similar services. More importantly, its value proposition exceeds on many levels. Already available in five territories and having made great strides in promoting corporate fitness, Tali Weiss seeks to further extend her vision, influence other trainers and spur collaboration. Her blend of fitness and life improvement programs to develop and tailor something truly unique is of great significance in the field of wellness.

"Invest in a trainer, rather than a doctor', we say. It's all about understanding what people feel and need." ■

For additional information please visit www.fitnessu.hk

