



National Newsletter

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Thank you for being a part of the Hyp-Yoga community! Our company has grown so much in the past year and we are honored to have your support. In 2009 has already proven to be a great year for all of our Hyp-Yogis. We have been showcased on national television, we will be rolling out our national infomercial campaign in a couple of months, and our live classes are continually growing as our students start off the spring with the Hyp-Yoga Detox Program.

Hyp-Yoga on The Balancing Act

Hyp-Yoga was on the Balancing Act! Our segment will be aired (for the third time) on Monday, March 30th at 7 am EST on Lifetime, but catch it now by [clicking here](#). The Balancing Act, the television series dedicated to addressing the issues facing today's professional woman, recently featured Hyp-Yoga Founders Carly Halleen Cummings, Kimberly Isherwood and Rebecca Grabner. The show discussed the benefits of yoga along with the national introduction of the Hyp-Yoga Weight Loss Program. The segment will aired first during the 7 am EST/PT/ 6 am CST time slot on Tuesday, February 24, 2009. The segment will air a few more times in the next couple months, but you can view the spot at anytime on the [Hyp-Yoga website](#) and on [The Balancing Act website](#).

The BALANCING Act on LIFETIME TELEVISION is an original, compelling, informative, weekday half-hour television series that empowers women seeking personal and professional growth while managing a career, family and home. An engaging early morning talk show with content about family, home, health, career, style & beauty, cuisine & beverage, finance entertainment, travel and special features. These segments are solution-rich, in a "news-you-can-use" style with branded storytelling dedicated to creating new opportunities and ideas for women. Life is a "BALANCING Act"... harmonizing family, career and self.

The Hyp-Yoga Infomercial

As you may have heard, we are in the process of launching a nationwide direct marketing campaign (also known as an infomercial). The spot will be 28 minutes long and will start airing first in select markets beginning in the early part of quarter 2 of 2009. We are so excited to expose the rest of the United States to all the benefits of Hyp-Yoga and share with everyone how the weight loss program has changed so many lives already!

We shot the "core" of the segment down in Florida and then shot the testimonials up here in Omaha at our flagship studio - The Omaha Yoga School. Thank you to all our students who came out to tell your Hyp-Yoga weight loss stories - we could not have done it without you!! We will send out a short email to let you all know when the infomercial will first air and in what areas.

Simplifying in Spring - Your Detox Plan at Home

It's Springtime! In all our regular (non-weight loss) Hyp-Yoga classes right now we are going through the 2009 Spring "Detox" Program. This program is not a weird cleansing diet with lemon water and strange herbs, but rather a total mind/body/soul rejuvenation for the spring when the changing energy of the earth cultivates a fertile ground for change in our lives.

Even if you are not in a regular Hyp-Yoga class right now, you can participate by evaluating ways to simplify your life and maybe shed some of the heaviness of winter. In the program we go week by week with small steps to a total cleanse, but for our purposes today, let's just focus in our our body. Now is the time to refresh your body for spring. In the winter our bodies need extra energy to keep us warm and healthy; spring is the time to shed the extra weight and to clean out the whole body.

Many people have turned to detoxification programs that include difficult and unnecessary eating and drinking rituals that are supposed to cleanse your system. We are not at all advocating that you start any of these programs. Your body has a very sophisticated cleansing system and elimination process that is already in place – all we need to do is make it easier for this system to do its best to keep us healthy. We can do this by including more vegetables, fruits and foods of a lighter fair that will lighten us and not weigh us down. Also foods that help with elimination such as fibrous foods and plenty of water. Make a list of all the foods that are seasonal for spring and foods that will contribute to cleansing and lightening your body. Use this as your grocery list for springtime.

Exercise is especially important now for shedding all the build up of winter and starting you fresh for spring. Make a list of cardiovascular activities you enjoy and commit to working out at least three times this week – remembering to breath deep and feeling great as your body sweats and breathes out built-up toxins.

Once you are beginning to feel more refreshed physically, you can start to turn inward and look at cleansing both mentally and spiritually. Contact your local Hyp-Yoga Instructor to get involved in a Spring Detox Class today!

With Kindest Regards,

Carly, Kim and Becky
Hyp-Yoga Founders
www.hyp-yoga.com