



LEVATE - ALLEVIARE - SENSIBILIZARE

TAKE FLIGHT

AIReal™ Yoga is real yoga that uses a hammock as a prop to deepen and uplift your yoga practice.



The ONLY aerial yoga program recognized by the Yoga Alliance.

BASED IN TRADITIONAL HATHA YOGA

The hammock is used to refine, realign, restore and renew your mat practice, challenging you, and holding you while you flip your hourglass on a journey of self-healing.

AIReal Yoga is real yoga that uses a hammock as a prop to deepen and uplift your yoga practice.

Accessible to EVERYONE! Designed for all ages, body types and levels of yoga practitioner, from children to adults, beginner to experienced, and all styles of yoga, from gentle and restorative to power or vinyasa flow.

The hammock safely guides you into yoga postures you might have thought impossible to ever access.

ELEVATE. ALLEVIATE. EXHILERATE.

AIReal Yoga focuses on safe alignment while in postures, enabling you to achieve a deeper state of holistic health & wellbeing.

The hammock serves as a prop you can hold on to for balance and as a spotting device.



The looped fabric swivels freely on a single point allowing you to deepen your stretch, correct your alignment, refine postures and safely perform inversions.

While our practice elevates us in the air, we are grounded in a philosophy and core set of values that guide our way of being, our business practice, and how we treat the people & environment around us:

YOGIC PHILOSOPHY & ETHICS, HATHA YOGA, SAFE ALIGNMENT, HEALTHY DIGRESSIONS & PROGRESSIONS, SELF LOVE, COMPASSION, RESPECT, and BIO-INDIVIDUALITY.



AIREAL YOGA IS REAL YOGA.

You will be practicing yoga in the air, defying gravity, moving freely, releasing fear, and floating into a deeper understanding of your wellness. You will leave an AIReal Yoga class feeling taller, leaner, and quite literally higher.



OUR PRODUCT PORTFOLIO

180 Trained Teachers. 35 Studio Partners. Presence in 3 Continents.

We are rapidly expanding, projecting to exponentially grow our business and double our Tribe by 2018, bringing the experience of AIREAL Yoga to communities globally – a testament to the exceptional quality of product, supreme level of service, unparalleled experience, and heartfelt authentic desire to share this enlivening & healing practice with everyone. As well, in response to the insatiable global desire & demand for a more mindful conscious way of life.



Our Product Portfolio Includes:

Studio Classes, Private Training, Team Training, Workshops, Teacher Trainings, Retreats, Graduate Courses, Continuing Education Portal, Festival & Event Partnerships, Studio Partnerships, Business Partnerships, and Corporate Workshops & Retreats.



5 REASONS TO TAKE FLIGHT.

Accessible to **EVERYONE**. AReal Yoga breaths new life into guest experiences.

1

THE LEADING GLOBAL AERIAL YOGA BRAND.

PARTNERSHIPS & CLIENTS INCLUDE WANDERLUST FESTIVALS, BHAKTI & SHAKTI FESTIVALS, TELLURIDE YOGA FESTIVAL, RED BULL HIGH PERFORMANCE TEAM, BEYONCE, FERLY PRADO, MILEY CYRUS, ATHLETA, TOYOTA, CIRQUE DE SOLEIL, LE REVE, DE LA GUARDA, AND MORE.



WANDERLUST



HERALDED HEALING PROPERTIES INCLUDES

STRENGTHENING & LENGTHENING, ALIGNMENT OF THE VERTEBRAE, DECOMPRESSION OF THE SPINE, INCREASED MOBILITY & FLEXIBILITY, IMPROVED BALANCE & PROPRIOCEPTIVE AWARENESS, REBALANCING AND PROPER ALIGNMENT, INCREASED LEVELS OF SEROTONIN, AND ABOUNDING BLISS!

2

RELAX & EXHALE, WE HAVE YOU COVERED!

OUR PARTNERS RECEIVE PREMIUM SERVICE & AFFILIATE BENEFITS FROM TOP RATE EXECUTIVES IN THEIR FIELDS: STUDIO FIT CONSULTATIONS AND INSTALLATIONS; OPERATIONS, BUSINESS MANAGEMENT, AND MARKETING.; ONGOING TRAINING; AFFILIATE EDUCATION PORTAL.



3

MARKETPLACE PROWESS INCLUDING AIREAL YOGA IN

YOUR PRODUCT PORTFOLIO CREATES MARKETPLACE DIFFERENTIATION, A COMPETITIVE EDGE, NEW CONSUMER PRODUCTS & EXPERIENCES, AND AN IMMEDIATELY EXPANDED TARGET CUSTOMER BASE AS AIREAL YOGA MAKES YOGA ACCESSIBLE TO ABSOLUTELY EVERYONE!

4

5

EXPONENTIAL OPPORTUNITY. INCREMENTAL REVENUE

STREAMS INCLUDE NEW CLASSES, RETAIL, WORKSHOPS, TRAININGS, IMMERSIONS, RETREATS, CONTINUING EDUCATION, APPRENTICESHIPS, MARKETING TO THE AIREAL YOGA TRIBE, AND MORE. PLUS: AIREAL YOGA TRAININGS COUNT TOWARDS CONTINUING EDUCATION CREDITS WITH YA AND NASM.




CREATING ACCESSIBLE EXPERIENCES

WHAT THEY SAY ABOUT US.

Blissful!


“Blissful!” “Profound!” “Therapeutic!”

“AIReal Yoga is a must at Wanderlust Festival. Carmen is the guru, the best of the best!” - Karina Moore

The logo for Wanderlust, featuring a stylized compass rose icon to the left of the word "WANDERLUST" in a bold, sans-serif font.A circular graphic with a gradient from red to orange, containing a white, brush-stroke style illustration of a hammock.

“While many first come to aerial yoga classes just for fun, they leave surprised by how good they feel: pain-free and happy. Because the hammock allows you to decompress the spine and safely do inversions aerial yogis see incredible benefits like increasing circulation, decreasing inflammation and pain, anti-aging, increasing the level of serotonin in the brain, decreasing stress, anxiety, depression and insomnia.” - MB Blog

“You will leave class feeling taller, leaner, and quite literally higher... After taking a class myself, I agree! We did some relaxing and some challenging poses. With the sun beaming on my face and my body, in that moment, I felt as if I didn't have a worry in the world.” - Rock Your Reality Blog

A circular image of a sign that says "ROCK YOUR reality" in a mix of bold, sans-serif and cursive fonts, set against a pink background with a scenic view of a field and mountains.A circular black and white photograph of two women smiling and wearing white tank tops with "AIREAL YOGA" printed on them.

“Carmen has worked diligently with the Yoga Alliance to create 108 postures that are safe and structurally sound for the body to practice regularly for a lifetime. There is a mis-perception that Aerial Yoga is a ‘trick’ based practice that replicates the Aerial Arts or Cirque. AIReal Yoga™ is a healing and strengthening practice that will change your body, mind and soul in the most positive ways. This practice will strengthen and align your body into a longer, stronger, more blissful you!” - Amy, Trained AIReal Instructor

“I've been training with Carmen the past 3 weeks and though her exercises on the hammock are simple in theory, they are incredibly effective! You feel your stabilizing muscles really working hard, which is absolutely fantastic for your body's alignment and overall well-being. The workout is very core oriented, which is a very good thing for anyone and everyone. She's passionate about anatomy, which I absolutely love and respect... If there's a studio near you, I strongly encourage you to give AIReal Yoga a try.” - Ferly Prado, Professional Dancer and Founder of WearSuccess

The AIReal Yoga logo, which consists of the words "AIREAL YOGA" in a green, sans-serif font, with "AIREAL" on the top line and "YOGA" on the bottom line, all contained within a green circle.

BRAND BENEFITS & EXPRESSIONS

Accessible to EVERYONE. AIReal Yoga breaths new life into yoga experiences.

The Hammock...

Is Your Ultimate Yoga Prop

Makes the Impossible Possible Allowing You to Safely Progress With Support

Allows You to Go Deeper In the Postures

Allows You to Move More Freely With Less Effort

Enhances Your Floor Practice

Refines and Advances Traditional Floor Postures Both In the Air and On the Ground

Makes More Challenging Postures Accessible to Beginners

Challenges the Exploration Of Yoga Postures By Refining the Alignment For Advanced Practitioners

Fitness Benefits Include...

A total Body Workout

Develop Strength, Balance, Durability

Improve Overall Flexibility

Achieve Proper Alignment

Tone Muscles and Lubricate Joints

Physiological Benefits Include...

Suspension Releases Tension On the Bones, Joints, and Muscles

Inversions Decompress the Neck and Spine

Alleviate Back Pain

Increase Spinal and Joint Mobility

Balance Nervous, Hormonal, and Circulatory Systems

Cleanse and Rejuvenate Emotional State; Clear the Mind

Combat, Reduce, and Relieve Stress

Improve Memory

Inversions Release Serotonin, the "Happy" Hormone Improving Mood and Increasing Creativity

Improve Digestion

Improve Blood Circulation, Detoxify Circulatory and Lymphatic Systems; Combat Aging Process and Heart Disease

Spiritual & Energetic Benefits Include...

Defy Gravity

Experience the Fluidity of Air While Connecting to the Strength of the Earth

The Hammock on a Single Point Requires Constant Focus on Balance, Requiring Mindful Alignment of Intent and Action, Keeping You Awake Inside

Feel More Energized

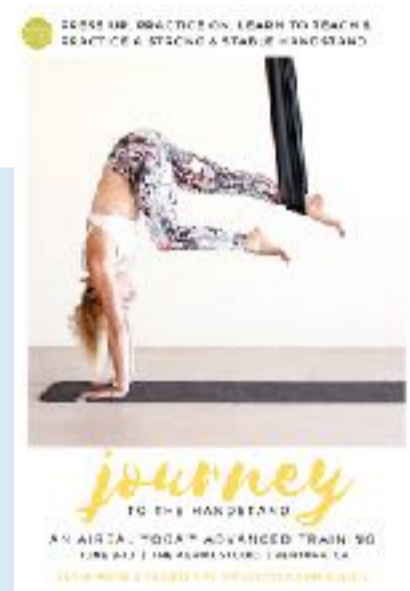
Feel Like A Kid Again!



TRAININGS & EVENTS

Continuing Education, Workshops, Immersions, Retreats, Festivals & More!

AIReal Yoga is the FIRST aerial yoga training curriculum recognized by the Yoga Alliance. We offer a wide variety of trainings, immersions, workshops, and retreats that provide our community immense opportunity to expand their knowledge, continue their education, deepen their practice, and continue a lifelong JOURNEY with AIReal Yoga.



Most AIReal Yoga education-based events qualify for Yoga Alliance Continuing Education credits allowing Certified Teachers to meet their annual Yoga Alliance requirements with us.



our *FOUNDERS.* Carmen & Gregg Curtis



A petite powerhouse!

Founded & Developed by Carmen Curtis, a zealous yoga practitioner for more than two decades, Carmen first found yoga as a way to heal her body from the extreme sports of gymnastic and Cirque performing, and has been teaching it ever since.

A testament to the masterful-blending of athlete, artist, and yoga instructor, Carmen, who is deeply influenced by the teachings of Shiva Rae, Gurmukh and Bryan Kest, has garnered a reputation as the go-to guide for self-love and healing through yoga and the aerial arts team.

Hailed as a "teacher's teacher" who guides practices with great empathy, compassion and a desire to help serve, the highly sought after traveling yogi teaches workshops, retreats, conferences, teacher trainings and performs all over the world.

Carmen has performed in many incredible shows including De La Guarda; has worked for high-profile outlets such as Cirque Du Soleil, MTV, and the Olympics; trained Beyoncé and her dancers for the superstar's Formation World Tour; and, collaborated with the R&D team for Le Reve, in which she also performed.



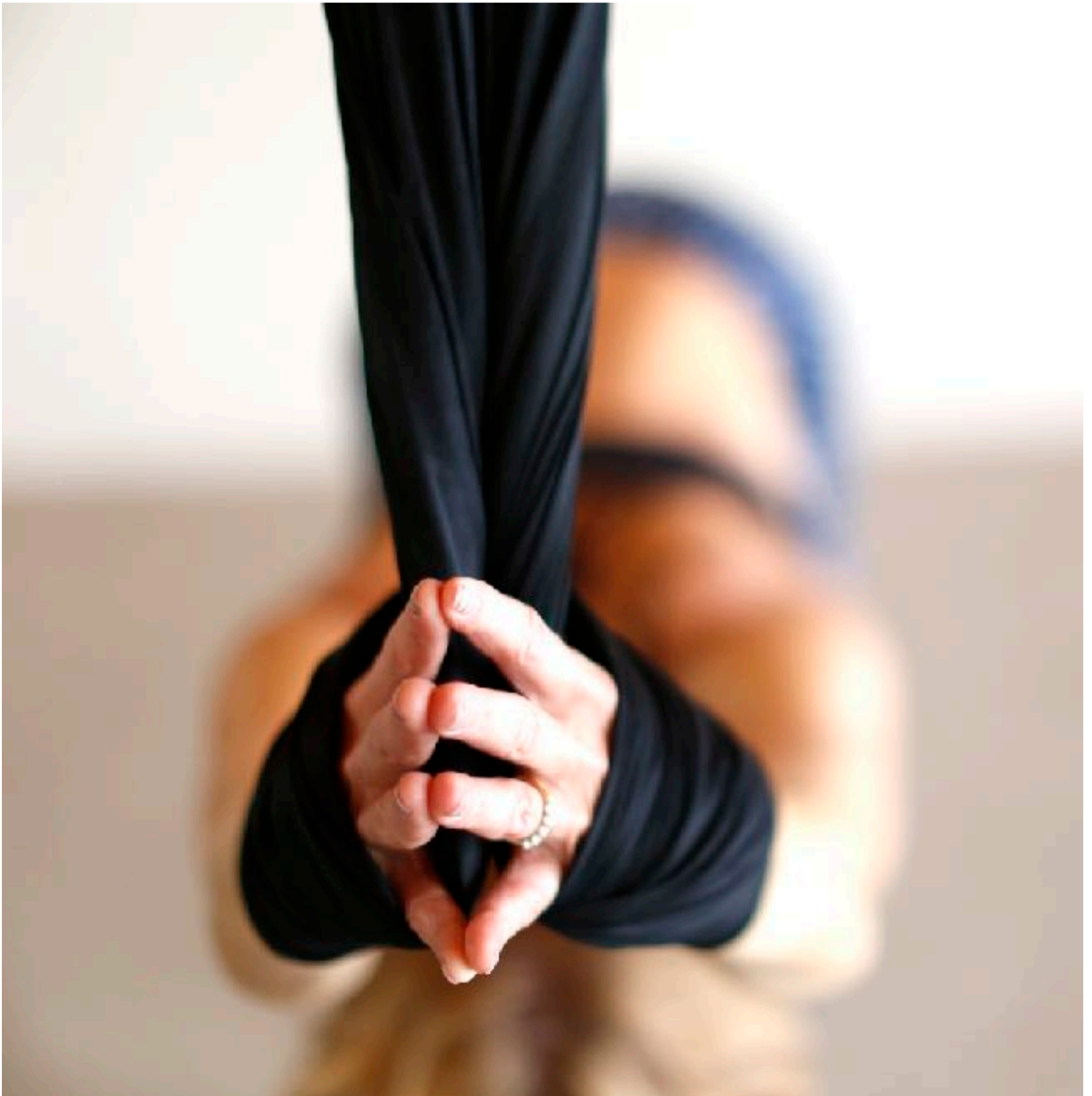
A non-stop guy with an array of impressive and inspiring talents!

Co-founder and Creative Director of the radical Aerial Theatre Company "Airealistic", Gregg is also the Technical Director of AIReal Yoga. Gregg's creativity has propelled him through an incredible international career in the performing arts. Starting with his time as a national champion gymnast, Gregg trained at the US Olympic Training Center from 1990-1993 and was at one time the best male gymnast in America.

Gregg excels as an aerial & acrobatic director and aerial theatre creator. He has conceived of gravity-defying action for live events, theatre, and filmed media, working with and for the likes of Julie Taymor, Es Devlin, Diane Martel, Franco Dragone, Bregenz Opera Festival: Andre Chentier, Cirque Du Soleil, The LA Philharmonic, De La Guarda, and The Metropolitan Opera to name a few. Gregg most recently worked with Miley Cyrus, America's Got Talent, Dancing with the Stars, The Gap, Toyota, Wanderlust Yoga Festival, and the Redbull High Performance Team.

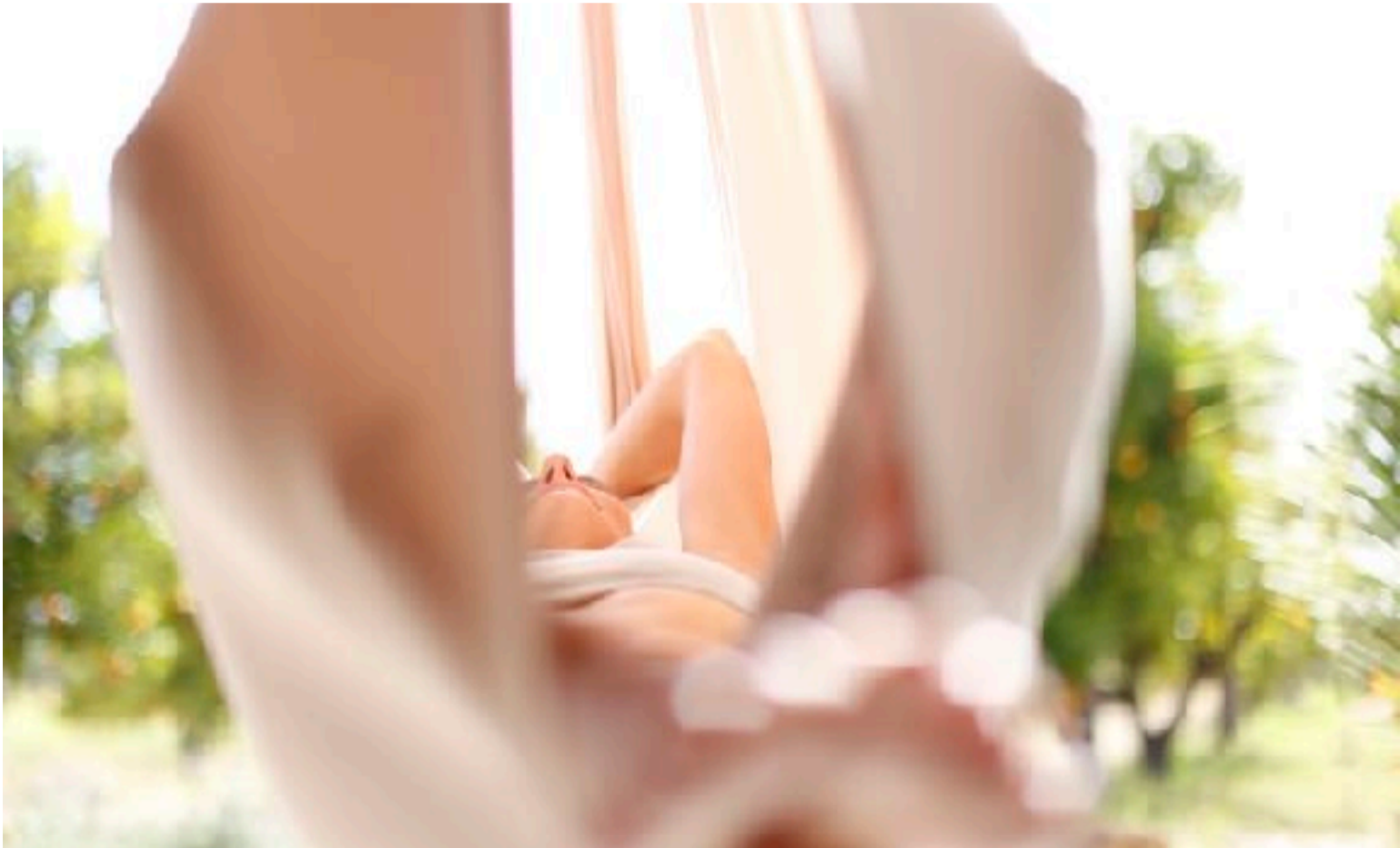
OUR PROMISE.

Our Business Ethos is that of our Practice Ethos. We consistently strive to deliver an exceptional experience for our partners. We think inclusively, speak sincerely, act authentically, persevere passionately, and seek out & embrace partners who abide by the same four agreements.





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DHANYA VAD

we are thankful for your time and consideration of this opportunity.

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