



Optimize Health & Fitness Boutique

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Founder & CEO**

ABOUT ME

- Founder of Optimize
- UAE National Swimming Team
- CrossFit level 1 Certificate
- Science of Exercise Certificate
- Chemical Engineering Bachelor from USA
- Masters in Engineering
- Strategy & Portfolio Senior Specialist at ADNOC



THE CONCEPT

Optimize Health and Fitness Boutique

Abu Dhabi based brand established in 2023 focusing on holistic wellbeing mind, body & fitness that is scientifically proven to be highly effective in solving the modern lifestyle issues by providing the latest approach and technologies in the **health & fitness** industry

Optimize 3 main pillars:

- **Fitness Classes:** individual fitness level is directly related to their longevity & quality of life
- **Mind:** latest technologies using frequencies to calm the nervous system, increase mental performance & clarity
- **Body:** muscle recovery, blood circulation, improve performance and support the body self healing

Optimize Mission, Vision & Values

Mission: Harness individual's current energy in extending overall community life expectancy by leading healthy lifestyle

Vision: Pioneer in achieving longevity by improving individual's quality of life & providing the best holistic fitness experience

Values:

Progressive

Respectful

Responsible

Collaborative



MODERN CHALLENGES



Long Screen Hours



Addiction



Chronic Diseases



Brain Health Crisis



Screen Hours



Eye Strain
Sleep Disturbances
Bad Posture
Brain Health Issues



The avg person spends about 7-10 hours a day
on screens-almost a third of their life!



MODERN CHALLENGES



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Brain Health Crisis

Addiction to smartphones, sugar, coffee and smoking, harm both your body and mind





MODERN CHALLENGES



Long Screen Hours



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Chronic Diseases



Brain Health Crisis

Chronic Diseases such as diabetes, heart disease, and high blood pressure

In many regions, heart diseases is the leading cause of death

In the UAE, it impacts over 55% of the population either directly or indirectly



MODERN CHALLENGES



Long Screen Hours



Addiction



Chronic Diseases



Brain Health Crisis

Anxiety

Stress

Depression

Focus

Sleep



Longevity



Fitness that target longevity:
Functional training
Strength and conditioning
Core and stretching



INFRARED SAUNA & COLD PLUNGE

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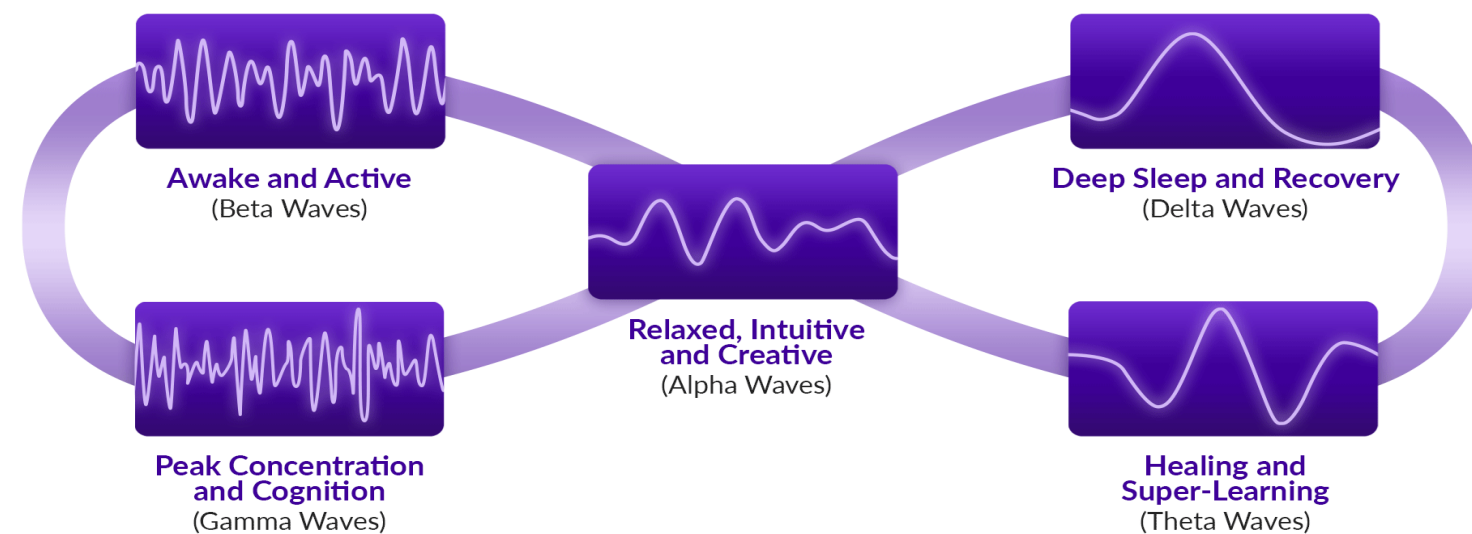
Benefit	Sauna (Heat)	Cold Plunge
Detox & Circulation	High	Medium
Inflammation Reduction	Medium	High
Brain Function & Mood	High	High
Muscle Recovery	Medium	High



BRAINTAP

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The BrainTap headset is on the leading-edge of the brain-based wellness approach now being advocated by health and wellness practitioners around the globe.



BIOCHARGER

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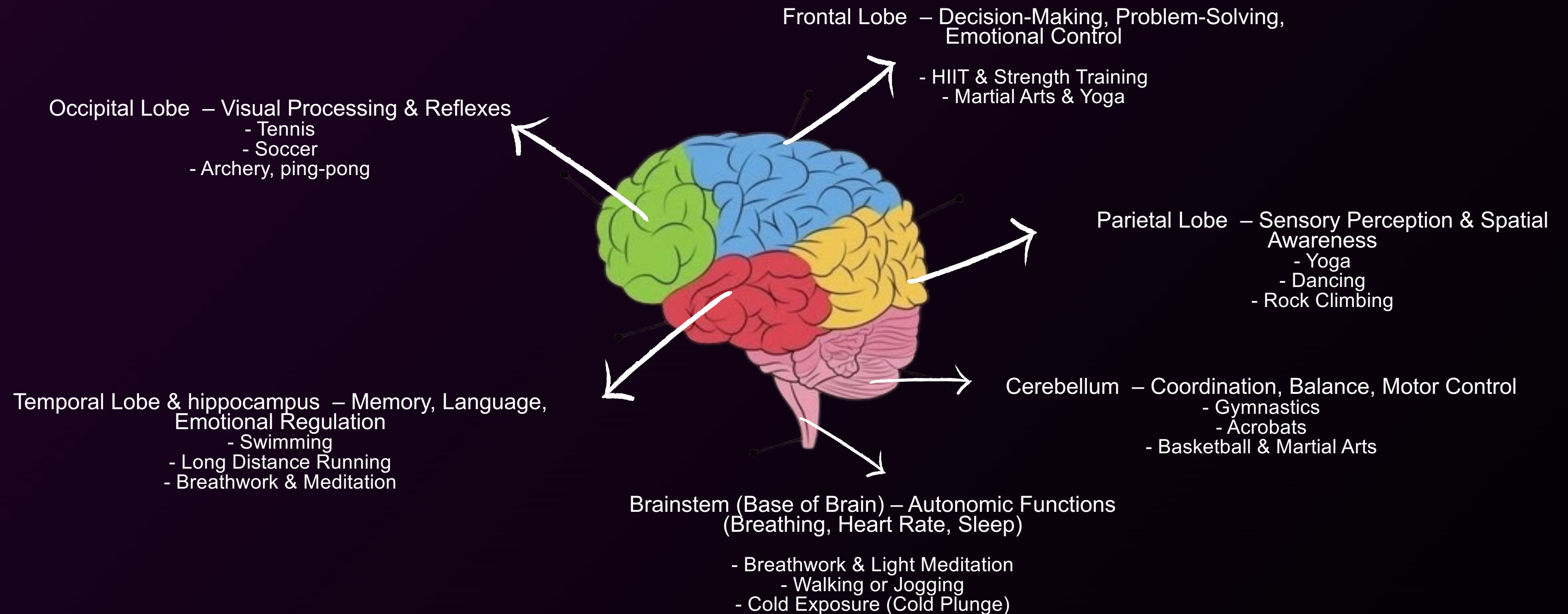
The BioCharger is a hybrid subtle energy revitalization platform that works to optimize your health, wellness, and athletic performance by aligning and balancing the energy of every cell in your body.

Promotes:

- Energy
- Recovery
- Performance
- Flexibility
- Focus
- Sleep



HOW TO DEVELOP YOUR BRAIN THROUGH TRAINING?





**Thank
You**