

LOMAX

BESPOKE FITNESS
NUTRITION & WELLBEING

LOMAX CHELSEA

Pay-as-you-go fitness, nutrition and wellbeing in the heart of Chelsea.

FOR IMMEDIATE RELEASE

Featuring 12 fitness pods (or mini gyms), wellbeing clinic, nutrition-led café, reformer Pilates studio and state-of-the-art indoor cycling studio, Lomax Chelsea is unique in that its offerings are both luxurious and affordable. A contemporary and highly personal service beyond the reaches of pure fitness, 'The Lomax Way' combines pay-as-you-go exercise, nutrition and performance-focused wellbeing therapies to help clients achieve peak condition whilst still allowing for the realities of everyday life. This relaxed approach has made them the go-to health hub for a wide spectrum of clients: from local mums to the cast members of Channel 4's 'Made in Chelsea', university students to City and international executives.

'The Lomax Way' philosophy is about getting the best results for the time and money you have. The unique podular gym and bespoke class spaces allow every person to train alone, in a class or with a trainer, uninterrupted for an hour no sharing equipment or competing for machines. Nutrition and clinical wellbeing are all taken care of onsite and can be used as and when needed whether for injury rehab, performance testing, detoxing or precision sports nutrition.

Prices start from as little as £10 and with no membership, you only pay for what you use, making it the most value based luxury service in London.

QUOTES

'You'll laugh, you'll cry (from the hellish combination of jump squats and medicine ball burpees), you'll eat kale soup with protein powder and you'll drink your own body weight in herbal tea. Then you'll drop half a stone in three weeks and wonder why you never tried it before.' – **Tatler Magazine**

'I am loving Lomax PT has reignited my passion for exercise again for which I am truly grateful and my partner and my friends are loving it so much too. Great concept. Great quality product. You will go far!' – **Lorraine Pascale, BBC Chef and Supermodel**

'This was one of the most high octane and enjoyable classes I have done in a long time. I'm a convert and will definitely be back for more' – **Spa Junkie, FT How To Spend It**

AWARDS

Tatler Gym Awards 2014 – 'Best for Getting Tough'

Tatler Gym Awards 2013 – 'Best for TLC'

– Ends –

For additional information visit www.lomaxpt.com or contact Erin Lock Lee at Lomax Bespoke Fitness, Nutrition and Wellbeing on 0871 512 0770 or erin@lomaxpt.com.