

INTRODUCING FIZZUP - “A PERSONAL TRAINER IN YOUR POCKET” WORKOUT APP LAUNCHES IN THE UK AND IS SET TO CHANGE THE WAY BRITS GET TRIM

London, 20 October 2017: The UK fitness scene is about to get a digital revamp, with the launch of FizzUp, a free personal training app that creates tailored workout plans to suit every fitness goal and level of ability.

FizzUp has a track record of success under its belt in France. It has two million users on the platform and is recognised by the French Ministry of Higher Education and Research for its innovations in fitness training programme personalisation. All its workouts are created following the guidelines of the American College of Sports Medicine (ACSM), the gold standard certification in personal training.

The app goes beyond workout plans; it also provides personalised nutrition plans, regular fitness evaluations, and coaching advice - along with motivational Add-ons, which are optional blocks of cardio, abdominal and stretching exercises.

The latest meal planner feature in the nutritional element of the app creates a weekly menu of tailored recipes. The user can pick from recipes that meet their individual goals and daily intake requirements. Select how many people you want to feed, and FizzUp will then export a shopping list so you know exactly what ingredients you need to buy. This feature is testament to FizzUp's continued innovation and digital development to bring the customer all they need in one app.

Julien Lavault, Founder of FizzUp comments on the launch: “The idea for FizzUp was born when I was looking for a workout app to use. I didn't want to spend hours in the gym. I wanted a workout solution that enabled me to exercise on my own terms and to my own ability, so I developed FizzUp. FizzUp has evolved to offer so much more than exercise - I like to think of it as a personal trainer in your pocket!”

An average user will have three 20-minute workouts a week on FizzUp - enough to see results and stay convenient. After a workout, users will see their 'Rhythm score' increase - an interactive circle that is calculated by progress and regularity of workouts.

The Rhythm score can be seen by friends who are connected to you on the app. Members can support, encourage and keep each other motivated. Julien concluded: “We like to think of FizzUp as a community; we all know that exercise requires motivation, and friends are often best for that. Our users are seeing great results, we receive daily emails of progress photos, and that is why we continue to do what we do. Fitness should be a fun lifestyle choice and I'm proud to bring an app to the UK that can adapt and suit everyone, no matter their starting fitness level.”

Top fitness blogger Caithy Walker has partnered with FizzUp for its UK launch. As an avid runner, Caithy has been using FizzUp over the last six months to help train and keep fit in-between marathons: “I've finally found an app that integrates into my exercise routine and helps me keep fit on the go. I can do a workout at home or in the garden, without having to go to the gym. I can see my friends using the app and it motivates me to do a 20-minute workout – even when it's been a long day!

FizzUp is free to download from both the App Store and Google Play. Users can upgrade to the FizzUp PRO version to access the full features for £15 per month, or £10 per month on a six-month programme.

MORE INFORMATION

Please contact the FizzUp UK press office at Mash for further information on case studies, statistics and research, to interview the founder or to sign up for a complimentary upgrade to FizzUp PRO:

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All images, information and answers to FAQs can be found here in the press kit:

<https://mashpr.box.com/v/FizzUpPressKit>

ABOUT FIZZUP

FizzUp is a web and mobile fitness training app. Launched in France in 2015, it is the leader in the French market with 2.2 million members worldwide. FizzUp has its own corporate gym that the team uses to test its own product and live the FizzUp experience every day. Today, it holds the same objective that it always had from the very beginning: to help people get moving for a better life thanks to exercise. As a startup that's recognised by the French Ministry of Higher Education and Research, FizzUp has won over 20 awards for its innovative solutions to personalised fitness training and counts the largest fitness community in France.