

Benefit Health Media Launches the Yoga Fan

NEW YORK, NY 2004— Following the success of the award-winning Training Fan which sold over 75,000 copies since publication in 2002, Benefit Health Media introduces its newest fitness guide—the Yoga Fan.

The Yoga Fan is a comprehensive practice guide featuring a rigorous Vinyasa (flow) sequence that is great for beginners and advanced students alike. Like the original Training Fan, the Yoga Fan is packed with information and follows the same smart design with its convenient and easy-to-use format. The pocket-sized Yoga Fan contains 70 cards which literally fan out to reveal more than 50 yoga postures including complete step-by-step illustrated instruction and modifications for all levels of experience and flexibility. They are grouped in seven, color-coded sections according to postures and corresponding to the seven chakras, and are followed by tips on safety, form and alignment, breathing and meditation. There is even a glossary of yoga terms and lessons in basic anatomy for yoga.

A Practice Guide for Everybody, for Every Day

Co-authored by three of New York's top yogis, Adrienne Burke, Jill Camera and Kristin Leal, the Yoga Fan makes it easy to tailor a practice sequence to suit any length of time or location—at home, at work or while traveling. Andrea Barash, president of Benefit Health Media, says the aim of the Yoga Fan is to provide people with a trustworthy companion to assist them through a powerful sequence including forward bends, backbends, twisting poses, balancing poses and inversions anytime, anywhere.

“Consistency is the key to a yoga practice,” says Ms. Barash, who has been studying yoga for more than 20 years. “The Yoga Fan will allow people to practice more regularly, especially when it’s just not possible to go to class. It will enhance their understanding of basic yogic principles and demystify things like chakras, dhristi and meditation.”

Postures are explained in easy-to-understand language and accompanied by simple illustrations. **“By eliminating some of the more confusing yoga lingo, we’ve made it enlightening and accessible to everyone, from the most advanced yogi to a novice,”** said Adrienne Burke, who is renowned as a “teacher’s teacher” in New York City.

Sofie Andersen, of Brooklyn, New York, says: **“I’ve been practicing yoga for about one year and I never seem to remember any of the sequences when I’m not in class. I have plenty of yoga books but the Yoga Fan is something I really can use at home or take with me anywhere I go.”**

Award-Winning Design and Content

The Yoga Fan adheres to the same high standards for quality in design and content as the hugely successful Training Fan, which was a semi-finalist in the SGMA's Sporting Goods Product of the Year 2003 Awards, and won first prize in the Writer's Digest International Self-Publish Book Awards, 2003.

Derek Beres, a yoga teacher in New York and New Jersey says, **“The Yoga Fan is a comprehensive practice guide easily understood by the beginning student, as well as a great companion for teachers as a reference source. The poses are detailed but not overstated, the overall layout thorough and engaging.”**

Branded Guides and Customized Editions

For health-conscious businesses, Benefit Health Media offers an option to customize the Fan as a gift for employees, clients and customers; an option already taken up by companies such as GlaxoSmithKline, Weight Watchers, and *Health* magazine.