



PRESS RELEASE

## Launching the newly rebranded 'ABSOLUTE YOU', formerly Absolute Yoga Group looks to set the benchmark for evolutionary health and wellness lifestyles

*Absolute Yoga Group has rebranded into 'ABSOLUTE YOU', representing a new evolution in their business, to set the benchmark for facilitating comprehensive health and wellness lifestyles that aim to balance body and mind, through exercise, relaxation and nourishment.*

Bangkok, 11<sup>th</sup> January 2016 – In a significant rebrand, the former Absolute Yoga Group has transformed into 'Absolute You', which better consolidates all of their health and wellness businesses under one evolutionary lifestyle brand. The move was sparked by the expanding business and future growth opportunities, with a view to set the gold standard for health and wellness lifestyles throughout the Southeast Asia region.

From small beginnings and a focus on yoga practice in 2002, ABSOLUTE YOU has developed into a 360° solution for body, well-being and health, through a balance of exercise, wellness and nutrition. ABSOLUTE YOU currently encompasses the Absolute brands of Yoga, Pilates, Coreblast, Cycle, Pilates+, Fitfood and Sanctuary, all focused on active, healthy and sustainable lifestyles. Concerned with the evolution of self, not only for their clients, but also for their staff and their business as a whole, ABSOLUTE YOU offers quality instruction, consistent training, utmost professionalism and a caring, health-conscious equilibrium.

Recognising that one size does not fit all, ABSOLUTE YOU is a great proponent of creating a lifestyle that is right for each individual. "ABSOLUTE YOU is about your lifestyle – one that balances both body and mind, and benefits you in both the present and the future. We want to help you to be the version of yourself you desire to be, in a comfortable and reassuring environment," assured ABSOLUTE YOU Founder, Benjaporn Karoonkornsakul. "Over the last 15 years, we've evolved way beyond the simple yoga studio and developed ourselves as a complete lifestyle experience. We're in love with our new brand name Absolute You, as it clearly reflects our mission for you to 'Evolve Yourself' with us."

Having had over 100,000 members since opening, taught by over 200 expertly trained teachers, ABSOLUTE YOU presently boasts a total of nine workout studios, delicious food services and a harmonious wellness retreat in Koh Samui. At the forefront of active and wellness-oriented lifestyles in the region, ABSOLUTE YOU is continually adding to its extensive repertoire of dynamic services and innovative equipment, as well as interactive teaching styles, for both group and private classes.

"We look forward to expanding the business under ABSOLUTE YOU. We have many exciting and challenging ideas planned this year and into the future for existing and new members, clients and guests. Our team is truly confident in making a difference in healthy lifestyles, for mind, body and soul, through the mediums of exercise, food and personal development." stated Mejrassaya Auiwattanachai, ABSOLUTE YOU Marketing Director.

Extensive information on Absolute You, including classes, schedules and resort details can be found at [www.absolutedyou.com](http://www.absolutedyou.com).

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