

PRODUCT FACT SHEET

Cardio in a Box™ is a desktop office fitness accessory that provides a quick and easy way for people to fit in small bouts of exercise and energizing movement throughout the workday without breaking into a big sweat. It comes with Fitness Squares™ to use in exercises that can be done standing right at the desk and require minimal ramp-up time. The eco-friendly pop-up dispenser box makes it easy to grab a square or two and get energized at various points during the workday and leave the office feeling great.



Cardio in a Box
'Classic' Style

Since Cardio in a Box is an attractive desk accessory and conversation piece rather than something that needs to be stored in a desk drawer or closet, it also serves as an inviting reminder to stand up and move right in the office, even while on the phone or watching a webinar.

Cardio in a Box includes:

- *3 Fitness Squares* – large fabric squares to use for the exercises.
- *Pop-up Dispenser* – 4 inch square eco-friendly box to hold and display the Fitness Squares.
- *Instruction Booklet* - contains exercises and tips.
- *Online Exercise Demos* - link to Cardio in a Box video demos of all exercises in booklet, updated with additional exercises and tips.

What kind of exercises can be done with Cardio in a Box?

Cardio in a Box exercises are done with Fitness Squares that are held, thrown, or pulled tight, depending on the move being done. For example, throwing a Fitness Square back and forth over the head provides light cardio and works the arms, back, and shoulders. Holding in the abdominal muscles and keeping feet planted during this exercise also works the core and engages the lower body. Other exercises involve tracing patterns with the squares, such as a figure 8 or arm circles, moves which also work upper body and core. Fitness Squares can also be used for upper body stretches and light resistance training.

Here are examples of exercises contained in the Cardio in a Box instruction booklet:

Full-Arm Figure 8 – Trace a wide sideways Figure 8 pattern with a Fitness Square one arm at a time; great while on the phone or watching a webinar. Provides light cardio and works shoulders, arms, back, core.

Overhead Throw with Squat – Throw one Fitness Square overhead while descending into an easy squat; can be done with or without squat. Works shoulders, arms, back, core, glutes.

One-Handed Circles – Throw two Fitness Squares one after the other in a clockwise or counter-clockwise pattern. Provides light cardio and works arms, shoulders and core. Great stress reliever that helps you 'reset' and refocus.

What are the benefits?

Recent research has shown that sitting for eight hours a day is bad for your health, even if you work out every day. Cardio in a Box is designed to combat the dangers of sitting at work by encouraging standing and exercise that does not require leaving the office or purchasing expensive equipment.

Fitting in small bouts of exercise throughout the day with Cardio in a Box will quickly add up to the recommended 30 minutes of daily exercise.

Cardio in a Box...

- Burns calories – up to 250 calories an hour, depending on the exercise.
- Works upper body and core muscles – excellent alternative to walking that gets the upper body more engaged.
- Provides burst of energy – perfect remedy for the 'afternoon slump.'
- Relieves stress - throwing Fitness Squares is way to reset and refocus.



Cardio in a Box
'Camo' Style

How much does it cost and where can I get it?

Cardio in a Box retails for \$12.95 and is available for purchase online at <http://cardioinabox.com>.

The product can also be purchased on the Cardio in a Box Facebook page at <http://facebook.com/cardioinabox>. Facebook users that 'Like' the product receive a discount when purchasing there.

Cardio in a Box ships flat and easily folds up into place. The box is made of eco-friendly kraft material and is hand-stamped in the USA.

For product samples & additional information, please contact:

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Visit our online press room at <http://media.cardioinabox.com>