

MANDUU



Manduu is the workout of the future.

A groundbreaking fitness method that relies on electrical muscle stimulation (EMS) to create dramatic results quickly, Manduu uses the only FDA approved EMS device in the U.S. High-intensity, high-tech and one-of-a-kind, the program takes just 15 minutes to complete, is ultra-low impact, customized to every user, and an incredibly effective route to increasing muscle mass, transforming bodies, and achieving holistic wellness. Manduu began in Europe, where devotees of all ages work out in more than 80 studios across the continent. Three locations now exist in the U.S.: Santa Monica, Calif.; Miami, Fla.; and the newest outpost in the Cool Springs area of Franklin, Tenn. For more information, visit Manduu.com.

Why Manduu?



- Manduu is a dream choice for men and women who care deeply about their health but don't have room in their schedules to hit the gym five times a week. Manduu improves muscle mass and overall health in a fraction of the time other routines demand: 15 minutes just once a week.
- The Cool Springs area of Franklin, Tenn., is an ideal location for the third Manduu studio in the U.S. A beautiful community with a rare blend of deep roots, family focus, and progressive edge, Cool Springs is uniquely ready for one of Europe's most in-demand workouts.
- Private workout spaces make Manduu a quiet break in the middle of a busy day—a welcome change from overcrowded gyms. Come as you are: Manduu Cool Springs provides everything, including towels, technical workout wear, chic decor, private showers, and more.
- One-size-fits-all fitness methods are haphazard and even harmful. Manduu's customized workout plans ensure each trainee follows a path that supports and improves their body's unique composition.
- Weekly body testing using InBody technology—a system that provides high-tech body analysis, including skeletal muscle mass, total body fat, visceral fat, hydration and metabolic rate—helps members monitor progress and stay on track.
- One-on-one or two-on-one personal trainers ensure every session is as effective as possible. Scheduling through Manduu's intuitive software is easy and quick.
- EMS, which has been used for years in physical therapy, is a fast and safe way to work muscles. Deep muscle tissues are reached and over 90 percent of muscle fibers are activated. Members are sore after sessions, but the experience is never painful.

“Manduu is a great workout that is simple, high-intensity and only takes a short time to complete. The first time I tried it there was a soreness to my muscles for the next 24-36 hours as if I had done a full-body workout. Although Manduu only takes 15 minutes to complete, it works most of your major muscles. It is also much safer on your joints and the risk of injury is less than if you are exercising regularly in a traditional gym.”

- Dr. Ethan Kellum, Board-Certified Orthopedic Surgeon and Sports Medicine Specialist

Roundtable Q&A with
Oliver Strauss, Manduu Owner

Dr. Ethan Kellum, Board-Certified Orthopedic Surgeon and Sports Medicine Specialist
Dr. John Bacon, Orthopedic Surgeon, Tennessee senior Olympic gold medalist and national senior Olympian



Q. Oliver, your reasons for getting involved with Manduu are personal. How did you get started?

A. (Oliver) Yes, I was an attorney in combination with the bank and European Union; I worked as a lawyer in a high-stress job at a bank in New York City. My doctors told me that I needed to work out to address my herniated disc and back issues, but I just had zero time. A friend brought a Manduu device from Germany to me, I began using it, and snap—the pain vanished. I became a believer.

I created this micro gym with my friends and business partners Philipp Kaufmann and Thomas Kern. In the U.S., we have a partnership with Manfred Ursprunger. Personally, since I began practicing Manduu, I've lost 65 pounds of fat and resolved my back issues. I've never felt better.

Q. What is it that makes Manduu so different?

A. (Oliver) Everyone in fitness today talks about BMI—body mass index. It's just the wrong focus. Manduu isn't about weight, but about actually reshaping your body. Everyone has a different body composition. When someone comes in to Manduu, we do not compare them to other people because not everything works for everybody. For example, the older you get, the more you have to do to keep muscle mass. That requires a different workout plan. Our oldest client is 92, and Manduu has been so effective for her that she needs no help walking whatsoever—her legs are so strong.

Q. Can you describe the Manduu workout gear? What does the suit look like?

A. (Oliver) There is a jacket, trousers, arm strips, and pants, all of which contain electrodes. It's very lightweight and looks like a scuba suit. We provide the clothing members wear underneath the EMS suit as well. The suit is all antibacterial, and after each use, we disinfect the gear. We have everything you need—you don't even need to bring a bag.

Q. Who is an ideal Manduu candidate?

A. (Oliver) Busy people who crave better health. Men and women both get dramatic results at different paces because, as I've said, we are all different. When you think about how much it costs to work out in a gym with a personal trainer and what large chunks of time that demands, it becomes clear that Manduu is far more cost effective and efficient.

Q. In your opinion, are there any warnings/dangers associated with Manduu?

A. (Dr. Kellum) The only real dangers are if you are pregnant, have pre-existing conditions (e.g. like neurological disease, pacemakers, etc.) or are working out too much while participating in Manduu.

Q. Have you tried Manduu? What was your first experience like?

A. (Dr. Kellum) I have. My first experience was great, I got a great workout in 15 minutes and the soreness to my muscles the next 24-36 hours was like I had done a full-body workout.

A. (Dr. Bacon) I have tried Manduu and I found the workout has several advantages. It is a workout that lasts only 15 minutes. Although your muscles are engaged for only a short time, you get a very intense workout of all the muscle groups. I normally workout four to five days a week for an hour, yet I was more sore after the 15-minute Manduu workout.

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Q. If someone participates in Manduu, what are the likely benefits to them?

A. (Dr. Kellum) I believe the biggest benefits are the short amount of time it takes to workout (high intensity), that it works most of your major muscles, it is easy on your joints and is simple to do.

A. (Dr. Bacon) With Manduu you can identify existing muscle group deficiencies and focus the workout to correct specific areas of weakness

Q. 15 minutes seems like such a short period of time for dramatic results to occur. How can this possibly work? And, what are the differences between Manduu and exercising in a traditional gym regularly?

A. (Dr. Kellum) The difference is the amount of time needed for each one, obviously less time is needed with Manduu. Additionally, Manduu is much safer for your joints and the risk of injury is less.

A. (Dr. Bacon) Manduu workouts do not put the same stress on joints, so the workouts can be done even if one has knee or other joint problems. It is an effective workout and I look forward to doing more.





