

Welcome to **ESN Health**

Personal Fitness Training



What to expect as an ESN Health client:

- ✓ Individualized programming based on your goals and capabilities
- ✓ Coaching at all times, even while doing Cardio
- ✓ Never left to figure it out on your own
- ✓ Friendly and professional staff always available
- ✓ Personalized and individualized attention at all times
- ✓ Non-intimidating Environment
- ✓ Always clean, upscale training facilities
- ✓ Choice of healthy meals-to-go from the ESN Healthy Kitchen
- ✓ Healthy post-workout drinks from the ESN Juicebar
- ✓ By appointment only to fit your schedule

We focus on one thing:
YOU



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ESN Health Locations

ESN Health - Cinco Ranch

In the Villagio Shopping Center
on the corner of South Peek and
Westheimer Parkway.

22756 Westheimer Parkway, Suite 160
Katy, TX 77450

NEW ESN Health - Firethorne

Featuring workout suites, ESN Healthy
Kitchen, and ESN Juicebar.

2770 FM 1463, Suite 102
Katy, TX 77494

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Let me be the first to welcome you to ESN Health!

My name is Ryan Kobermann, and I am the owner of ESN Health.

I am often asked, 'What does ESN stand for?' It's as simple as:

**Exercise + Supplementation + Nutrition
= HEALTH Results**

At ESN Health, it's our philosophy that the foundation for a **healthy lifestyle** begins with proper **exercise, supplementation** (i.e. vitamins), and **nutrition** synergistically worked together.

When I founded ESN Health, I wanted to create an atmosphere where people felt **empowered** about their health, where they would have the opportunity to learn about what it means to make **sustainable changes for life**, specific for their body type and daily lifestyle. I wanted to create a fitness coaching center, where everyone that works at ESN Health, including me, is on your team and is helping you achieve your goals. From the front desk "Got Your Back" team to the professional certified fitness coaches and program designers, we are all here to help and take care of you, ensuring you have the very best experience possible. After all, the more comfortable you feel the more you will trust in us to guide you and progress you to the next level and allow you to continue to make changes that will keep you healthy and fit for life.

Our commitment to you is that you will not only experience **challenging** workouts that are individually progressed for your sustained results, but also will **feel better, move better, look better**, and ultimately **perform better**. We will help you get stronger and burn fat through intelligent and smart program design and continued **guided support** on incorporating proper nutrient timing into your daily lifestyle. Most importantly, **you will have fun** while working to achieve the sustainable results you deserve.

Lastly, my commitment to you, as the owner, is to promise to stay engaged with my staff, challenging them to continue to provide you with service at the highest possible level. It is in our core values to love our customers and bring our best every day in order to exceed your expectations and deliver you results. We want to be the place that you use for your health, fitness, and nutritional needs. We want to be that 3rd place you frequent more than any other place besides home and work. We will continuously strive to show you the value of our service by caring for you and working with you in a focused and non-intimidating environment. Our programming and our knowledge will continuously be shared to help you feel educated and confident at all times. It is our hope, that with our help, you will realize your goals. Thank you for your interest, and we hope that you too will soon be one of our raving fans that we will reference as someone who came looking to be a part of something great and together we helped change their life.

A handwritten signature of Ryan Kobermann in black ink.

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ESN Health's objective is to help as many clients as possible achieve and sustain their health and fitness goals.

We offer several fitness and nutritional programs:

Training Program	Value Benefits	Number of Participants
Private 1-on-1 Personal Training	<p>Strategy Session and Functional Movement Screen to direct your individualized experience</p> <p>Customized fitness programming, developed specifically for you and based upon your capability; Reducing your risk of injury, while maximizing your results</p> <p>Nutritional coaching to work synergistically with your customized fitness plan in order to maximize your results</p> <p>Use of our cardio equipment at all times</p> <p>Discount on all Nutritional Products, including juice bar and vitamins</p>	<p>1 person</p> <p>The highest level of personalized attention. Train in one of our five private exercise suites with just you and your trainer in a distraction free, non-intimidating, environment while working towards your personal goals.</p>
Semi-Private Personal Training	<p>Strategy Session and Functional Movement Screen to direct your Semi-Private experience</p> <p>Customized fitness programming, developed specifically for you and based upon your capability; Reducing your risk of injury, while maximizing your results</p> <p>Nutritional coaching to work synergistically with your customized fitness plan in order to maximize your results</p> <p>Use of our cardio equipment at all times</p> <p>Discount on all Nutritional Products, including juice bar and vitamins</p>	<p>1-3 people</p> <p>A customized training program with sense of camaraderie. Train in our semi-private studio with (up to 2) other people, while working with a coach on your own individualized training program.</p>
Small Group Fitness Classes	<p>Strategy Session and Functional Movement Screen to direct your Small Group experience</p> <p>Professionally guided programming that is designed for a group of clients to get a good workout at the same time</p> <p>Metabolic, high energy and fat loss generating, classes that incorporate creative cardio and metabolic circuits in fun way.</p> <p>Great team atmosphere, building camaraderie with other clients while having fun, working out, and burning fat.</p> <p>Discount on all Nutritional Products, including juice bar and vitamins</p>	<p>3-8 people</p> <p>The class is held in the semi-private studio with each client doing the same exercise routine at the same time. We provide modifications, however, it is not recommended for clients with injuries or limitations.</p>
Nutritional and Fitness Coaching	<p>Strategy Session and Functional Movement Screen to direct your programmed workout</p> <p>Customized fitness programming in phases of 4 - 6 weeks, designed specifically for you based upon your capability in order to reduce your risk of injury, while maximizing results</p> <p>Nutritional coaching to work synergistically with your customized fitness plan in order to maximize your results</p> <p>Discount on all Nutritional Products, including juice bar and vitamins</p>	<p>1 person</p> <p>This is a program we will design for you in phases of 4-6 weeks that you perform on your own outside of our facility. Typically a client using this service will come in once a month to get an updated workout program to perform for the next month. It is good for clients that live farther away and are unable to utilize our facilities.</p>

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Success Stories

Lynn Y. from Katy...

- ✓ Lost 37 pounds
- ✓ 9% improvement in body fat percentage
- ✓ Lost 32 total inches (9.5 from the midsection alone)
- ✓ Decrease in fluid retention

“ESN Health helped encourage and motivate me. I can remember barely being able to move when I first started my program.”

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Private 1-on-1 Personal Training

Our most private, individualized, and inclusive offering

Private 1-on-1 Personal Training is our most popular offering as it enables clients to maximize their training time with individualized attention and personalized program design.

Focus is 100% on you, the client, as each Private 1-on-1 Personal Training session is hosted in one of five private training suites. Each private training suite contains state of the art equipment – that can be customized to each client, a television, fresh hand towels, and fan - to keep you cool while working up a sweat.

Private 1-on-1 Personal Training maximizes client privacy, while also minimizing distractions for both the client and the trainer, giving you the focus you need to get the best results.

Individualized attention through 1-on-1 Private Personal Training allows each trainer to build and establish a solid foundation with each client, ensuring they have proper mobility and core stability before progressing into more advanced total body workouts with multi-joint, multi-muscle movement patterns.

Personalized program design means each Private 1-on-1 Personal Training session is developed with the client's personal goals in mind and gives you the most variety in the sessions. We start each new client by engaging them in a personal strategy session – this includes a Functional Movement Screen (FMS), baseline measurements, review of health history, and goal assessment (what, why, & past barriers for success). Using the information received from the strategy session, a personalized 1-on-1 training program is then designed, and progressions are planned based upon each client's movement patterns, capability, and range of motion in order to help them move better, feel better, look better, and ultimately perform better.

With this offering, Private 1-on-1 Personal Training clients will also receive a customized nutritional plan. Clients are encouraged to keep 'diet logs', to help keep track of meals and progress towards your nutritional goals, which we will review and discuss weekly. Many clients have found this level of accountability really helps to create lifestyle changes and achieve lifelong, sustainable results.

Lastly, as a Private 1-on-1 Personal Training client you have the option to purchase unlimited Small Group Fitness Classes at a discounted rate. These classes are a great way to incorporate additional total body, metabolic, and creative cardio workouts in to your routine.



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Success Stories

Harold W. from Katy...

- ✓ Lost 37 pounds
- ✓ 25% improvement in body fat percentage
- ✓ Lost 18.5 total inches
- ✓ Increased endurance, became more active and created a better lifestyle

***“ESN Health
helped me get
OFF the couch!”***

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Semi-Private Personal Training

The perfect blend of camaraderie and customization

Semi-Private Personal Training allows clients to receive a customized training program, while enjoying the camaraderie of up to three other Semi-Private Personal Training clients in the room working out with their own customized program.

Close-knit camaraderie makes this offering unique, as clients train together on their own program in our spacious, state of the art, semi-private facility. While each client receives personalized coaching from an ESN Health trainer, they also receive support and encouragement from fellow clients.



You would start with a personal strategy session, just like our Private 1-on-1 Personal Training clients, designed to direct your semi-private fitness experience. Using the information received from the strategy session a customized training program is written specific to each client and designed in phases (1-12). The program phases are then updated and re-customized every four to six weeks, as a client progresses.

Semi-Private Personal Training focuses on total body improvement, with the number one priority being to burn calories and build lean muscle strength in order to boost metabolism over the long run. Since the training is in a semi-private setting, our elite certified fitness coaches are always present and able to assist each client with their individualized training needs.

Lastly, as a Semi-Private Personal training client you also have unlimited access to our Small Group Fitness Classes. Traditionally, Semi-Private Personal training clients that choose to attend two or three sessions per week, also participate in a Small Group Fitness Classes on alternate days to incorporate some different variety into their routine.

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Success Stories

Brian B. from Katy...

- ✓ Went from 205 lbs to 188 lbs
- ✓ 37.5% improvement in body fat percentage
- ✓ Gained strength and speed
- ✓ Can now run 5K in 21 minutes
- ✓ Feels more physically fit and confident than ever

“ESN Health helped Increase my strength and feel better overall! I now understand the importance of eating clean and working hard!”

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Small Group Fitness Classes

High energy with a team atmosphere

Our most economical fitness option, Small Group Fitness Classes, offers a high energy, fat burning workout, combined with camaraderie and a team atmosphere, as together you workout with the professional guidance of an ESN Health coach.

A fun, team atmosphere makes this service standout, with up to eight clients training together in our spacious, state of the art, semi-private training facility. While the ESN Health coach utilizes

modifications when needed to make sure each client can perform the movements, this offering is not recommended for clients with injuries or limitations.

Our professional and experienced program design team strategically incorporates progressions and changes into the overall design of the classes, so that they stay fresh, dynamic, and anything but routine.

There are two primary types of Small Group Fitness Classes offered:

- **Total Body classes** with the number one priority to burn fat and build lean muscle to boost your metabolism for the long term in order to look better and perform better.
- **Tune Up or Regeneration Classes** to 'release the brakes' to speed up your recovery and progress towards reaching your goals of feeling better and moving better.

Each Small Group Fitness Class client will start with a personal strategy session in order to best direct his or her Small Group training experience, prior to starting. The personal strategy session includes a Functional Movement Screen (FMS), baseline measurements, review of health history, and goal assessment. We will use this information to help our coaches determine if you will need modifications in the Small Group Fitness Classes. The strategy session will also help determine if you should start with a more customized fitness option, (i.e. Private 1-on-1 or Semi-Private) before starting the Small Group Fitness Classes, in order to build up your foundation and familiarize you with the exercise movements used in the Small Group Fitness Classes. The benefit of starting with a few Private 1-on-1 or Semi-Private training sessions, is that it will help you learn in more detail how to safely perform the movements and exercises utilized in the Small Group Fitness Classes, in a setting that is customized to you and your movement pattern progressions, before diving into our Small Group Fitness Classes.

** Small Group Fitness Classes can be added-on to your Private 1-on-1 and Semi-Private Fitness Training Program*



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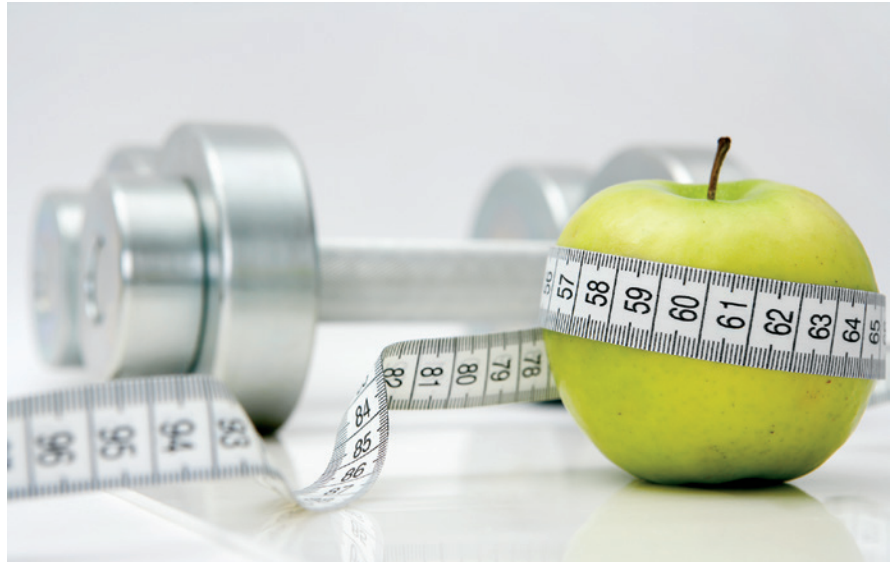
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Nutritional and Fitness Coaching

We recognize making life changes can be difficult, that is why we are here to coach and help you every step of the way. We can create a program design for you to perform on your own without the individual supervision of a personal training session. We will give you a custom monthly Nutritional and/or Fitness Coaching plan, designed in order for you to get the best results according to your personal goals and expectations. Your monthly plan will be designed in detail according to your goals and



based upon your Functional Movement Screen (FMS) and Strategy Session. It is a plan spelled out for you for the next month from exercise selection (cardio included), to how to progress from week to week with rep ranges, weighted load, and intensity. It is a great way to get professional guidance if you are not utilizing our facilities, whether you live too far away or are in another town needing excellent program design and advice. It will require you to have dedication and determination because it will detail out for you exactly what to do until the next month you meet with your ESN Health coach for an updated programmed phase. This is a great offering that will give you the chance to follow a recipe of success on your own.

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ESN Healthy Meals-to-Go



With the introduction of the ESN Healthy Kitchen, we now offer the synergy between fitness, nutrition, and supplementation that our clients need in order to achieve optimal results.

We've always emphasized the importance of and designed nutritional plans for our clients, but they haven't always had the time to shop for and prepare healthy meals given the demands and distractions of daily life. The ESN Healthy Kitchen was established to help our clients plan their meals correctly and conveniently and takes the legwork out of meal preparation.

Our meals are created with low glycemic index carbohydrates and high protein to help you stay lean and healthy. Meals provide a good portion of fiber so you'll stay full longer.

And even more importantly, our meals are delicious as well as nutritious. The ESN Healthy Kitchen menu incorporates enough variety so that you can enjoy different foods throughout the week — and keep your taste buds delighted.

You have the convenience to order and pick up a week's worth of meals, eliminating time spent wandering the aisles in search of healthy food at the supermarket, prepping your meal, and then cleaning up the kitchen when you're finished.

You can also pick up healthy lunches for your children's school week. Not only will your child have the most nutritious, healthy meals in school, they'll also love having a variety of food instead of the typical PB&J. Not only do our meals taste great, they support growing muscles and brain function to better prepare your child for the rigors of learning, playing sports, and enjoying extracurricular activities.

ESN Healthy Kitchen meals are prepared primarily with organic and natural ingredients and sourced from local farms that provide organic produce and dairy.

ESN Juicebar

The ESN Juicebar is a convenient way for you to repair and recover as quickly as possible after your workout at our ESN Health Firethorne location. Our great tasting, healthy shakes provide the proper nutrients you need to kickstart post-workout repair and recovery, burn fat, and get stronger.

All of our post workout recovery shakes are made with a base of water, ice, whole grain oats, and whey protein available in the flavor of your choice (vanilla, chocolate, or unflavored). You can then choose from a number of a la carte organic fruits and vegetables to add to your shake and blend your perfect flavor.



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What makes ESN Health the best choice for you?

Whether you are training 1-on-1, or participating in a small group class, one thing always remains the same – our Core Values. It's what binds us as a team and ensures that each client has a positive experience each & every time they train. We are dedicated to always modeling our Core Values, as they are what truly differentiate ESN Health from the competition.

ESN Health Core Values:

BRING YOUR BEST EVERY DAY

Each member of the ESN Health team brings their best every day – we only have Good Days and Excellent Days (no bad days). We bring professionalism to personal training, believe in continuous improvement and learning, and strive to exceed expectations. By giving our best, ESN Health clients get the best!

HAVE INTEGRITY, BE HONEST, AND COMMUNICATE TRANSPARENTLY

The ESN Health team is here to professionally guide our clients to healthy, sustainable, results. In order to do that, it is imperative that we demonstrate INTEGRITY – our clients' information is personal and is treated with the upmost respect and privacy, HONESTY – we don't use gimmicks or tricks, we are honest when setting our client's expectations regarding the lifestyle adjustments needed in order to achieve sustainable results, and we COMMUNICATE TRANSPARENTLY – we believe successful partnerships are founded on good two-way communication, and that it's only with open communication that we can help our clients achieve their goals.



BE WE, NOT ME

Studies have shown that through teamwork and collaboration the best results are achieved. That is why at ESN Health, we operate as team. In fact, the entire ESN Health team is here to serve as your support team, collaboratively working together to ensure your success. We believe our client's success is our only true measure of success.

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Meet the ESN Health Team

At ESN Health, we have a fantastic team of men and women that compose our staff of certified personal fitness trainers and coaches, and each one of them are devoted to helping you reach your health and fitness goals. Our team of professionals are here to provide you with unyielding, one-on-one support, as we motivate and educate you on how to achieve, and more importantly sustain, your desired results.



Ryan Kobermann, CSCS

Owner/General Manager

Bachelor of Science Industrial Engineering

Texas A&M University

NSCA – CSCS, Dr. Ken Cooper Clinic and Institute – CPT

An Ohio native, graduate of Texas A&M University, and Aggie 100 honoree Ryan is a passionate trainer and nutritional coach. He enjoys coaching and educating clients on what it takes to get the sustainable results they want to achieve. Ryan works hard to motivate and inspire every ESN Health client to set realistic and attainable goals, and is dedicated to the success of each and every client. With over 13 years in the health and fitness industry as a personal trainer, fitness coach, and business owner he has been known to get clients excited about a workout or two! Ryan has experience working with women and men of all ages and fitness levels, from young adults to professional athletes to clients over 70 years of age. Most importantly, Ryan is committed to keeping ESN Health a non-intimidating, motivating, upscale environment with state of the art facilities and professional staff and team.

We have a strong team that support each other and the clients. We work together to help our clients obtain the best results.

We start with the “Got your Back Team” members. These are sometimes the first faces you see when you first walk into ESN. At any given time there will be a ‘Got your back Staff’ teammate helping our clients and coaches by getting sessions scheduled and ringing up shakes, supplements, or packages of services. They also answer the phones and are ready to help when you walk in with a towel and water bottle to encourage you to have a great workout that day. They are also here to help with foam rolling and cardio, if a coach is unavailable.

We have a coaching staff and a program design team, as well, who also coach sessions.

The Program Design team is our highest level trainers and coaches who program all of the sessions so that there is a 100% guarantee that all sessions are put together correctly with the most thought and priority no matter which coach you train with. You do not have to worry which coach you train with because the program design staff takes care of all the programming for the coaches, and every coach has a proper planning meeting with the program designer each week to ensure each client is progressing as planned. This also ensures proper programming for any client with any coach that walks into our services so that we can guarantee they are getting the best workout and best care possible without worry that a specific coach is coaching the workout.

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The Coaching Staff team members are our certified personal trainers. All ESN Health coaches strive to be the best and have NCCA accredited personal training certifications that require rigorous study and testing. The five we accept are: National Strength and Conditioning Association (NSCA), Dr. Ken Cooper Clinic and Institute (CI), American College of Sports Medicine (ACSM), American Council on Exercise (ACE), National Academy of Sports Medicine (NASM).

We also ensure our coaches are up to date on all of their Continuing Education Units (CEU) as it is important that they are up to speed with all the new information in our industry. The coaches ultimately motivate, educate, and care by working closely with the program designers to ensure each client is getting the best programming and motivating each client to move efficiently and effectively. And helping them with all necessary questions they may have during their scheduled sessions and on their individual program designed plan.

This entire team of folks, along with Ryan, our owner, and Andrew, our Human Performance Director, will ensure your results and your satisfaction in our services and program. We know if we treat you right then you will notice how much we care about you and want you to succeed, you will notice the family environment and comfort level you should feel at our facility, you will notice the recognition that comes with working out at our studio, and then you will entrust us to give you the best knowledge, information, education, and workouts to ensure you get the very best results. This ultimately will happen when you are treated right and getting results.

Our entire team of professionals are here for you and love helping others change their life.



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Hours of Operation, Parking, and FAQs

Hours of Operation*

Monday – Friday: We schedule sessions with our first session being offered at 5AM – and our last session of the day being offered at 810PM; however our hours with a manned desk are 8AM-8PM.

Saturday: We schedule sessions with our first session being offered at 6AM – and our last session of the day being offered at 4PM; however our hours with a manned desk are 8AM-5PM

Closed on Sundays

** Private and Semi-Private Training by Appointment Only*

Holidays Observed

ESN Health is closed to the public on New Year's Day, Thanksgiving, and Christmas Day. In observance of the following holidays ESN Health will have reduced hours: Good Friday, Memorial Day, Fourth of July, Labor Day, Christmas Eve, Day after Thanksgiving, and New Year's Eve. We communicate all schedule changes related to the holidays above or other special events in advance, via e-mail, Facebook, and in-person.

Parking

Parking at ESN Health is easy and conveniently located in front of the facilities. If clients leave our facilities after dark or during poor weather conditions, one of the members of the team at ESN Health will offer you an escort. Additionally, when special events are hosted at the Villago, ESN Health, will reserve parking for our clients.

Frequently Asked Questions

At ESN Health, we pride ourselves on creating a non-intimidating environment for all our clients, and it starts by ensuring each new client feels welcomed. The following are questions frequently asked by new clients during their first few months.

What do I do when I arrive for a training session or class?

Just say 'Hello!'. Your ESN Health coach or member of the 'got your back' staff will be expecting you and will be there ready to greet you with a cold bottle of water, a fresh towel, and a smile upon your arrival. You are then more than welcome to start foam rolling and performing SMR before the workout begins with your ESN Health coach.

What should I expect on my first day as a client?

Each ESN Health client participates in a Personal Strategy Session, which establishes a baseline/ starting point and helps us to determine your individualized and customized training plan. The Personal Strategy Session includes a Functional Movement Screen (FMS), baseline measurements, review of health history, and goal assessment. This gives us the information necessary to determine where you should start in your individualized program. This will, in turn, help you create a strong foundation and reduce your risk of injury. We will build you up and mobilize your joints while stabilizing your body and establishing a strong core in order to progress you correctly through the program. It is our goal while working with you to help you move better, feel better, perform better, and look better.

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Can I get a deal of any type?

We pride ourselves on providing each client the same level of service and being fair with our pricing to everyone and therefore we do not make individual deals with clients.

How do I get started?

It's easy! Simply call, email, or come by ESN Health and any member of our team can help you get a strategy session and fitness assessment setup to go over your functional movement screen, discuss your health and fitness goals, and identify an offering that best aligns with you.

**Do I need to bring anything with me?**

Just wear comfortable clothing and closed toe shoes with socks and make sure you bring your commitment to your personal health and fitness goals and we'll provide the rest, i.e. water, towel, all equipment, positive attitude and a passion to guide our clients towards achieving their personal goals.

What is cancellation policy?

While we prefer for our clients to never miss a session, at ESN Health we understand 'life happens'. We kindly ask that you notify us at least 12 hours in advance if you are not able to attend a scheduled session. Any notifications with less than a 12 hour notice, and for which we cannot reschedule you for the same day of the original appointment, will result in the session missed being deducted from your total amount of sessions purchased and will be recorded as a 'Late Cancel'.

Do the sessions purchased ever expire?

All offerings purchased as part of the Private Personal Training package expire 3 months after the client stops training at ESN Health. However, sometimes we work it out with our clients to charge a session a month in order to keep the sessions active if you plan on coming back and are in communication with us as to why you are not able to come in for your workouts.

The expiration for all offerings purchased as part of the Semi-Private Personal Training or Small Group Fitness Classes* is directly correlated to the type of 'per month' package purchased (i.e. 3-month package expires at the end of 3 months, 12-month package expires at the end of 12 months).

** When purchased as a 'per month' package*

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