



[www.YZchoice.com](http://www.YZchoice.com)

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## **YZ™ HYDRAVESCENT CRYSTALS GET BUZZ AT PILATES CONFERENCE**

November 30<sup>th</sup>, 2010

Tower Brands recently attended the 10<sup>th</sup> Annual International Conference of the Pilates Method Alliance, held from November 4<sup>th</sup> to 7<sup>th</sup> in Long Beach, California, to promote its new product, YZ™ All-Natural Hydravescent Crystals™. Over 900 attendees including studio owners and instructors came together to network, unify and discuss the Pilates industry. Tower Brands set up their booth with live tasting, merchandising and free samples of the product for members of the Pilates Method Alliance.

The Pilates Method Alliance comprises primarily active, health-conscious, Gen-X women, precisely the target market for YZ™. Pilates is a fitness program developed in the early 20<sup>th</sup> century by Joseph Pilates. The program focuses on smooth motion and stretching to increase strength, flexibility and control of the body. In the past decade, popularity of Pilates has grown tremendously, with over 10 million Americans practicing Pilates today.

YZ™ was very well at the conference; virtually everyone who visited the booth was receptive to the concept of improved hydration and liked at least one of the flavors. Tower Brands also included a special show pricing offer with discounts on cases for instructors and studio owners who ordered YZ™. The offer coincided with the launch of Tower Brands' B2B shopping cart, enabling businesses to order from the YZ™ website with a credit card. In addition, Tower Brands is setting up a fulfillment house to distribute product directly to retailers. The fulfillment house will be up and running by December 1<sup>st</sup>.

Attendance at the International Conference of the Pilates Method Alliance proved both the appeal and the potential of YZ™ in the health world. Tower Brands is now looking to build relationships with Pilates and other health-



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focused programs including yoga, spas and fitness centers to bring YZ™ to store shelves nationwide.

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