

**ELEFThERIOS PETROUNIAS**  
**ALTERLIFE AMBASSADOR**



**ALTERLIFE**  
FITNESS EXCELLENCE



# MISSION

Our mission is to help our fellow citizens incorporate physical exercise and its valuable benefits in their lifestyle, thus maximizing the percentage of those who intentionally and consciously deal with any kind of physical activity.

## ALTERLIFE

ALTERLIFE means alternative - new life, it originates the transition to a new status where physical pain, low esteem, lack of confidence and all those limitations that prevent you from fulfilling your dreams, no longer exist. In ALTERLIFE you change your philosophy, your priorities, your attitude towards your body, yourself, towards life!

# VISION

Our vision is to set these high standards - quality of services and marketing practices - in order for ALTERLIFE to be considered a benchmark for everyone (trainees, professionals and businessmen) in the fitness industry in Greece and Cyprus!

## CORPORATE SOCIAL RESPONSIBILITY

When you have the ambition to become the reference point and set the standards in a whole industry, when you wish to leave your legacy, the challenge is enormous. It is imperative that your values be based on those principles that help modern societies evolve, prosper and thrive. Being confident in our values we strategically undertake social responsibility actions thus introducing a new company-business culture that will help us implement our vision. We count and look forward on your valuable support in our endeavor, which seems to be the most challenging and demanding.



# TOTAL MAKE OVER

THE MOST COMPREHENSIVE  
60 MINUTE TRAINING PROTOCOL!  
THE IDEAL MIX-RATIO OF STRENGTH  
AND CARDIO-RESPIRATORY TRAINING!

## WHAT IS TOTAL MAKE OVER ALL ABOUT?

- \_ 30 minutes of fat & cellulite burning using the cardio equipment
- \_ 30 minutes of super-efficient tightening and shaping of your figure in small groups (up to 3-4 persons)

## IDEAL IF YOU URGENTLY NEED TO

- \_ Lose fat, cellulite and body weight
- \_ Slim your belly and hips area
- \_ Strengthen, tighten and shape your figure

WHEN THE DECISION TO CHANGE  
HAS ALREADY BEEN TAKEN!



# LOVE YOUR BODY

IN 10 SESSIONS, YOU FEEL THE DIFFERENCE  
IN 20 SESSIONS, THE DIFFERENCE IS OBVIOUS  
IN 30 SESSIONS, YOU ENJOY YOUR NEW BODY!

## WHAT IS LOVE YOUR BODY ALL ABOUT?

- \_ Pilates & myo-peritoneal release
- \_ Pilates Cadillac
- \_ Pilates Tower
- \_ Pilates Reformer

## IDEAL IF YOU AIM IN

- \_ Strengthening, slimming, tightening and shaping your figure
- \_ Having a healthy, robust body, free of pains and malfunctions

IDEAL FOR THOSE WHO ARE IN THE PURSUIT OF A QUALITY WAY OF LIVING, AND HAVE ALREADY REALIZED THE SIGNIFICANCE OF GOOD PHYSICAL CONDITION IN ACHIEVING IT!

IDEAL FOR EVERYONE WHO FACES MUSCULOSKELETAL PROBLEMS IN KNEES, ELBOWS, LOWER AND UPPER BACK & NECK!



# EMPOWER YOURSELF

UNLEASH YOUR INNER STRENGTH!  
REACH YOUR LIMITS!

## WITH POLAR LIVE PROJECTION

### THE TRAINER

- \_ Monitors in real time the data of the whole team
- \_ Gives personalized advice
- \_ Continuously improves training protocols

### YOU

- \_ Learn how your body reacts to training stimuli
- \_ See the value of the program and your effort
- \_ Improve in relation to your previous training but also in relation to the competition...

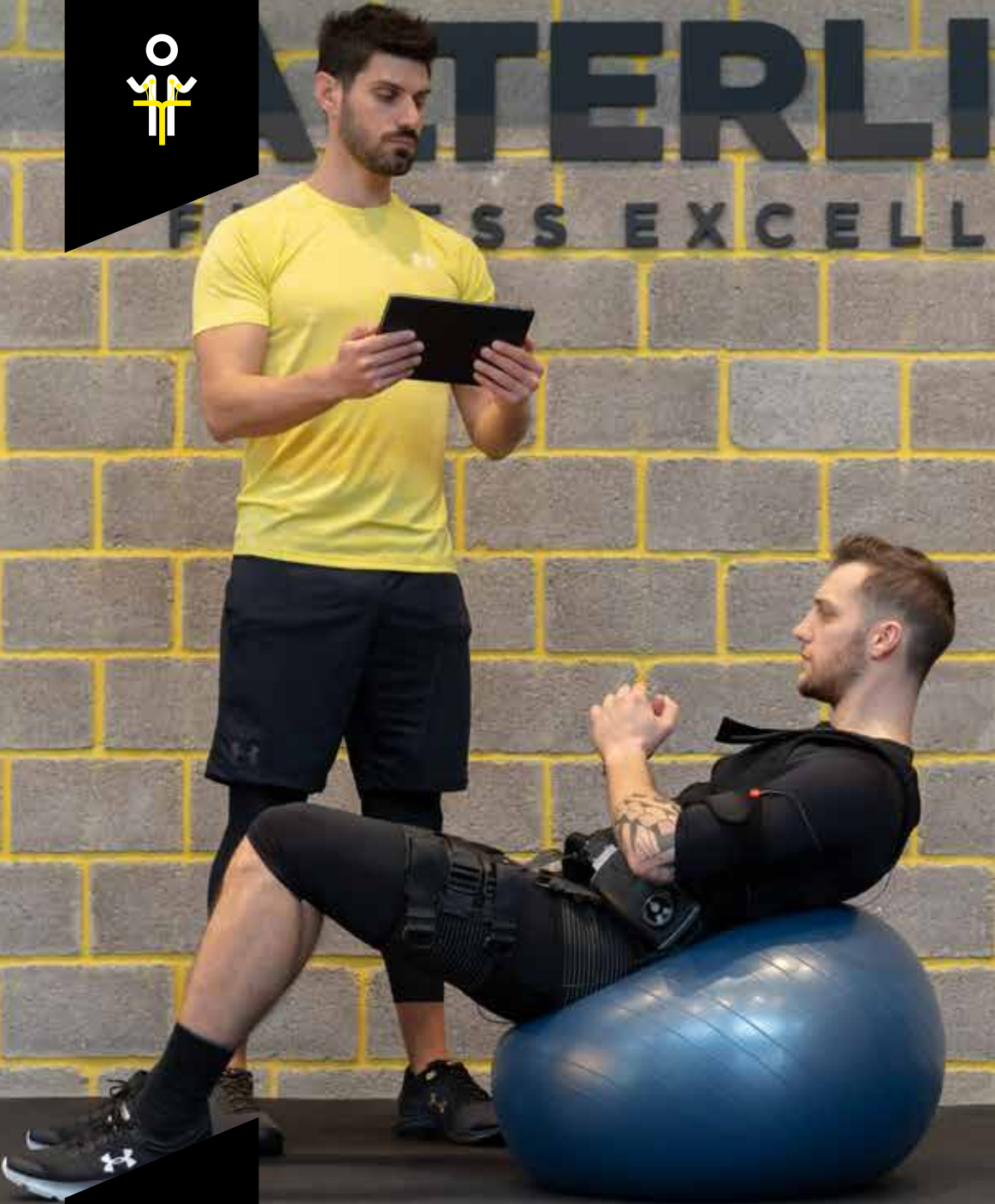
## WHAT EMPOWER YOURSELF IS ALL ABOUT?

- \_ Functional - Cross Training
- \_ 60 minutes of high-intensity metabolic training. Inspiring music, immense energy.

## IDEAL IF YOU AIM IN

- \_ Losing fat and body weight
- \_ Slimming, tightening and shaping your figure
- \_ Improving your physical condition

IDEAL FOR THOSE WHO FAVOR INTENSIVE TRAINING, BUT THEY LACK TIME AND DISCIPLINE FOR CLASSIC TRAINING SESSIONS WITH STRENGTH MACHINES AND FREE WEIGHTS.



## TURN ME ON

BY AUDI



IT WILL HELP YOU RESTART !

### WHAT IS TURN ME ON ALL ABOUT?

In ALTERLIFE ElectroMuscleStimulation is wireless. Reshape your body immensely in just only 20 minutes without wires and limitations. Once you wear the EMS suit, the trainer will apply those specific stimulations that your body requires in order to achieve the ideal results.

### IDEAL IF YOU AIM IN

- \_ Loosing fat, cellulite and body weight
- \_ Strengthening your body
- \_ Slimming, tightening and shaping your figure
- \_ Activating your metabolism
- \_ Improving your physical condition & flexibility
- \_ Having a healthy, robust body, free of pains and malfunctions

20 MINUTES OF WIRELESS  
ELECTROMUSCLESTIMULATION  
WILL SUFFICE!

TIME IS VALUABLE INDEED!





# RELEASE YOUR ENERGY

UNBLOCK YOUR BODY  
AND RELEASE YOUR TRAPPED ENERGY!

## WHAT IS RELEASE YOUR ENERGY ALL ABOUT?

### MYO-PERITONIAL PAIN RELEASE AND TRIGGER POINTS !

The fascia is a hard membrane of different thickness that encloses and separates all body structures, from entire muscle groups and bones to each individual cell, providing protection and communication of tissues. It is like a three-dimensional net that surrounds muscle fibers, tendons, ligaments, nerves, organs and vessels. The fascia consists of collagen fibers (40%) and lubricants.

Myo-peritoneal release is a soft tissue therapy technique that involves the application of specific pressures and stretching to myo-peritoneal constraints in order to reduce pain and restore elasticity and movement. Myo-peritoneal trigger points are small, entangled, hypersensitive foci in the muscles and the fascia and give the feeling of a tough “knot” between the muscle fibers.

## RELEASE YOUR ENERGY WILL

- \_ Hydrate the lubricant of collagen fibers and the entire fascia system
- \_ Increase the distance between the collagen fibers and restore the elasticity of the area
- \_ Reduce the pressure exerted on adjacent structures
- \_ Relax the active trigger points as well as the myopathoric constraints that contribute to the pain, inelasticity and dysfunction of the area

LIVE A VIVID EXTROVERT LIFE WITHOUT LIMITATIONS!  
ENJOY EVERY SINGLE ASPECT OF YOUR LIFE!



# MIND THE FOOD

BY DELTA

## GIVE YOUR BODY THE NUTRITION IT NEEDS!

In Alterlife, we are not trying to suggest just another diet – nutrition plan, to provide you with a magical recipe which you will follow strictly or mildly. Our goal is to train you to think rationally in terms of nutrition, to make you more conscious about consuming the right nutrients that your body really needs in order to function properly to achieve your fitness goals.

## WE HAVE THE PERFECT ALLY WITH US

Delta, the leading dairy Greek company that for 65 years, produces innovative fresh products of superior quality and high nutritional value, having consumer needs as a top priority, proudly representing healthy nutrition over time.

AS A PART OF YOUR WELL BEING,  
EXERCISE AND GOOD NUTRITION SHOULD BE  
AN INTEGRAL PIECE OF YOUR EVERY DAY LIFE.

So, through Delta's high variety of product choices, it is very simple to improve your nutrition by consuming many small but also tasty meals during the day.







# TRUST THE TRAINER

SUCCESS IS GUARANTEED  
WHEN YOU TRUST THE RIGHT ONES!

## SPECIALLY DESIGNED FOR THOSE

- \_ who have not included fitness in their Lifestyle yet...
- \_ who lack discipline and motivation
- \_ who are unaware of the infinite capabilities they possess

## TOGETHER WE...

- \_ set reasonable and achievable targets
- \_ commit to meet them, and
- \_ follow closely the progress

BE THE NEXT SUCCESS STORY OF ALTERLIFE!  
IT MAY BE SO SIMPLE!

**IT'S ABSOLUTELY FREE!**

# ALTERLIFE SUCCESS STORIES

WE ARE REALLY GLAD AND PROUD TO HONORABLY PRESENT YOU, OUR RECORDED (THERE ARE MANY MORE THAT HAVE NOT BEEN EXPRESSED YET) ALTERLIFE SUCCESS STORIES. FITNESS STORIES OF ORDINARY PEOPLE WHO TRUSTED US, ACHIEVED REMARKABLE RESULTS, AND THEY NOW SHARE WITH US THEIR LITTLE SECRETS THAT LED THEM TO SUCCESS, ALONG WITH THE BEAUTIFUL EMOTIONS EXPERIENCING THEIR NEW LIFE.

VISIT  
[HTTPS://ALTERLIFE.GR/EN/SUCCESS-STORIES/](https://alterlife.gr/en/success-stories/)  
AND SEE ALL OUR INSPIRATIONAL  
SUCCESS STORIES.



HOW CAN YOU BECOME THE NEXT  
SUCCESS STORY OF ALTERLIFE?

**SIMPLY TRY 'TRUST THE TRAINER',  
THE PROGRAMME THAT WILL CHANGE YOUR LIFE!**

CHECK OUT THE FOLLOWING IMPRESSIVE  
RESULTS WE ACHIEVED!

## COMPETITION 2017 TRUST THE TRAINER

COMMENCEMENT DATE: 15/02/2017 -- ENDING DATE: 12/04/2017

**638 MEMBERS** ————— **8 WEEKS**

IN EIGHT WEEKS WE MANAGED TO EXTERMINATE:

— **2,35 TONS** OF BODY WEIGHT [ 3,68 KGR / MEMBER ]

— **31,2 METERS** OF PERIMETER [ 4,89 CM / MEMBER ]

# 2017

## COMPETITION 2018 TRUST THE TRAINER

COMMENCEMENT DATE: 01/05/2018 -- ENDING DATE: 30/06/2018

**860 MEMBERS** ————— **9 WEEKS**

IN NINE WEEKS WE MANAGED TO EXTERMINATE:

— **5,9 TONS** OF BODY WEIGHT [ 6,86 KGR / MEMBER ]

— **61,4 METERS** OF PERIMETER [ 7,14 CM / MEMBER ]

# 2018

## COMPETITION 2019 TRUST THE TRAINER

COMMENCEMENT DATE: 17/05/2019 -- ENDING DATE: 12/07/2019

**1.619 MEMBERS** ————— **8 WEEKS**

IN EIGHT WEEKS WE MANAGED TO EXTERMINATE:

— **11,53 TONS** OF BODY WEIGHT [ 7,12 KGR / MEMBER ]

— **118,35 METERS** OF PERIMETER [ 7,31 CM / MEMBER ]

# 2019



[WWW.ALTERLIFE.GR](http://WWW.ALTERLIFE.GR)  
[WWW.ALTERLIFE.COM.CY](http://WWW.ALTERLIFE.COM.CY)

