

WELCOME BACK TO OUR

May 2025 / Vol 1

# MONTHLY NEWSLETTER

FORMA TURNS ONE 🎉

What started as a vision for intentional, expert-led training has grown into a vibrant, evolving community of movers.

*Thank you for being part of our first year — from in-home sessions to pop-ups, private coaching to group training, you've made this journey possible.*

As the summer heat rises, we continue to expand and innovate — bringing you new **locations**, **equipment**, and **tools** to move smarter, no matter the season or life stage.



## COMING SOON:

### FORMA x Waldorf Astoria Lusail

We're growing!

FORMA is opening a **new location at Waldorf Astoria in Lusail** — a refined space designed to elevate your training experience.

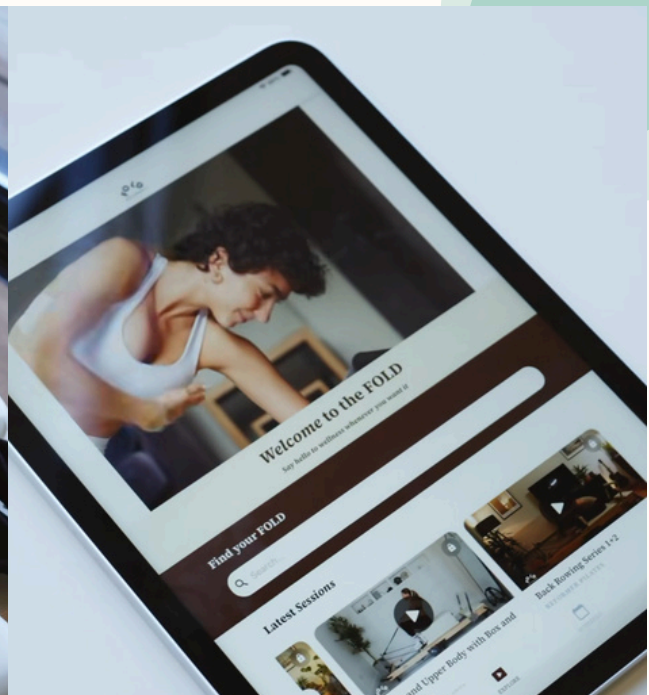
🌟 **Group classes** that move with energy and purpose

🌙 **One-on-one Pilates Reformer sessions** with expert coaching

👤👩 **A stunning setting** for focused, results-driven movement



**STAY TUNED FOR STAR DATES AND BOOKING ANNOUNCEMENTS!**



## LA SUITE 7B:

### WHERE MOVEMENT MEETS LUXURY

In May, mindful fitness was brought to the breathtaking **villa at Katara Hills**. This curated wellness pop-up featured **Fold Reformer** and **Bala equipment**, blending luxury, design, and intentional training.

**You can now SHOP the experience online — bring premium movement tools into your own space.**





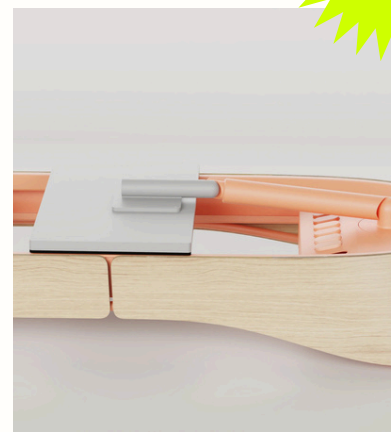
### Push-button resistance

Now you can adjust the weight of your resistance without resistance.



### A smooth carriage ride

Whether you are lying down, sitting kneeling, or standing

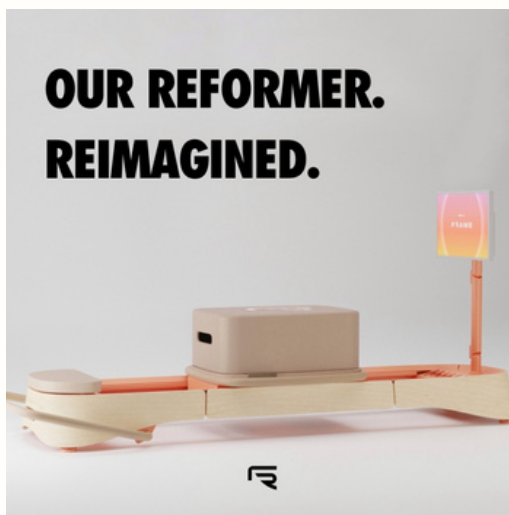


### Collapsible touchscreen

24" bluetooth-enabled, 180° swivel touchscreen with easy storage

## NEW ARRIVAL

## Frame Reformer



We're excited to introduce the FRAME Reformer - a sleek, foldable Pilates machine that doesn't compromise on performance.

- Minimal, space-saving design
- Smooth carriage and pro-grade resistance
- Ideal for Pilates, sculpt, and recovery
- Perfect for your home or studio setup

📦 Coming soon — stay tuned for preorder info!

🛒 Preview the equipment: [@framereformer](#)



# TRAIN SMART THIS SUMMER

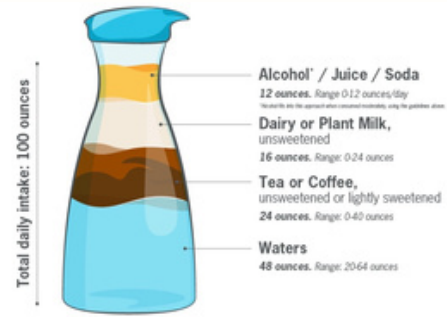
Summer training requires smart adjustments. In hot climates, it's all about **timing, hydration, and recovery.**

- Train early or after sunset
- Stay consistently hydrated
- Lower intensity and increase rest
- Choose breathable clothing
- Use shaded or indoor spaces

## 💧 Hydration Matters

Start with a baseline of **48 oz per day**, and increase if you're active. Here's a simple guide to help you build balance:

## A DAILY DRINK INTAKE THAT WORKS FOR MOST



Drinking just water, coffee and tea is great, but it isn't your only option. If you want to enjoy more variety, here's a framework for balancing your choices without overdoing it.



# THE SUPER SHAKE

Your nutrient-packed, no-cook summer meal.

## Customize it with:

1. Liquid (almond milk, iced tea)
2. Protein (whey, hemp, or pea)
3. Veggies (spinach, kale)
4. Fruit (banana, berries, mango)
5. Healthy fats (nuts, seeds, nut butter)
6. Optional toppers (oats, yogurt)

