

# KatNap Fitness



Changing the face of fitness  
Real Fitness for Real Life

# Meet Kat



Founder of KatNap Fitness

# Stats

- 60% of American adults don't get the recommended amount of physical activity, and over 25% of adults are not active at all.
- In a worldwide survey, only 27% of the adult population (18+) go to a fitness facility. 82% of gym members and casual gym members also exercise at home. And, 45% of high frequency gym attendees also use a DVD/pre-recorded workout at home. (Nielsen survey 2014)
- The average dress size for the American Woman is a size 14.
- Over 90% surveyed said they want a more realistic body type to follow. Role models are very important for motivation, inspiration and goal-setting.



# What Size Am I? I'm Size ME!



“People need to stop thinking that a size 2 is the goal for health and fitness. Everyone has their own individual goals. The goal shouldn't be weight, it should be health.” It's not about labeling someone fat, athletic, curvy, skinny, voluptuous or plus size.”





# Years Of Experience



Kat has over 22 years of experience in fitness and dance - from a professional dancer and choreographer (Miami Heat Cheerleaders, Reebok Performance Team) to a fitness instructor and events leader. She has been in over twenty fitness videos including 21 Day Fix, Weight Watchers, and Crunch Fitness.

- Kat already has a following from her 21 Day Fix videos. She gets recognized on the street!



# The new Role Model for Fitness



- There is a sea change in the role models we have in fashion, beauty and health. Oprah is the new image for Weight Watchers. Mattel just launched a new line of different sized Barbies. Sports Illustrated just put a full-figured model on one of the covers for the Swimsuit Issue. Rebel Wilson is the face of Torrid. Dove's Real Beauty campaign features women of all sizes.
- And now Kat is leading the change in role models for the fitness industry.



# In The Media

The Media LOVES KatNap Fitness. On Point, relevant, current, motivational and inspiring. She is a great interview and she loves sharing her message and the media loves hearing it!



\* Smart Moves

## Dance It Off

A FORMER PRO DANCER TAKES INSPIRATION FROM HER PAST SUCCESSES FOR A HEALTHIER FUTURE.

In her 20s and 30s, Kat Napolitano was a professional dancer and choreographer who strutted her stuff at Miami Heat games and in fitness videos. But after having a daughter and changing careers, she found herself with different priorities—and a different body.

“You should see some of my old bikini pictures—I was ripped!” she says, laughing. “But that was my job—I worked out eight hours a day.” Now 48, Napolitano has remade herself

as a “fitness mentor” committed to inspiring women of all ages and fitness levels through her workout program, available online and on DVD via [katnapfitness.com](http://katnapfitness.com). She knows what it’s like to dwell on the past or compare yourself to others—but she urges her clients to keep their eye on the prize: “a stronger, longer life.” Try some of her favorite dance-inspired moves to build muscle and endurance.

—Stephanie Inman



**Kat Napolitano,** 48, of Los Angeles, is part of our yearlong series featuring inspiring fitness pros over age 40. To nominate someone you know (or yourself!) to be featured, email [sprylivingeditor@amgparade.com](mailto:sprylivingeditor@amgparade.com).



### START HERE!

Begin each move with a basic squat, placing your feet hip-width apart and bending both knees. Then press up into positions A, B or C. Do 12 to 15 reps of each.



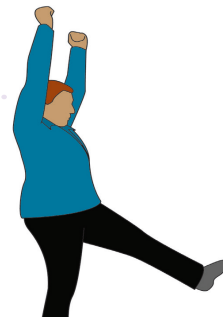
### A. HIP CHECK

As you press into your feet to come to a standing position, lift your right knee and bring your right elbow toward your hip into a side crunch. Slowly lower back into the squat and repeat on the other side for one rep.



### B. JOHN TRAVOLTA

As you press into your feet to come to a standing position, lift one arm over your head and press the opposite arm back until it’s fully extended, flexing the triceps muscle at the back of the upper arm. Slowly lower back into the squat and repeat, alternating arms, for one rep. Add weights for more difficulty.



### C. ROCKETTE KICKS

Press into your feet to come to standing, lifting one leg straight in front of you while pressing both arms overhead. Slowly lower back into the squat and repeat on the other side for one rep. To add intensity, lift the leg higher or add weights.

# The Excuses

The top hurdles for people not getting fit:

- Lack of Motivation
- Needs to be fun
- Lack of time to workout
- Expense





# The KatNap Fitness Program



- Convenient - workout anytime, anywhere. No commute. No worrying what you are going to wear or be intimidated by the other people at the gym.
- Cost-effective - Starting at \$9.95, it is cheaper than most gym memberships
- Diverse and Fun - new workouts every month. Lots of Dance-inspired workouts.



# The KatNap Fitness Program



- Time: each workout is only 30 minutes. Studies show that 30 minutes is all you need 4-6 times per week to be fit.
- Kat is a motivating, non-intimidating, attainable image - the perfect fitness mentor!
- Preventative: Kat is focused on exercising in a safe way to prevent injury and exhaustion. It's not about being so sore the next day that you can't walk up the stairs!





# KatNap Fitness workouts are FUN



- Check out a couple of the workouts!
- Please note you need to be connected to the internet



YoKat Teaser



Flashback Cardio Dance



Band Workout



Hot Seat Teaser

Click on the logo above the workout you want to see

# Changing Attitudes Changing Lives



- “I want to change the reasons for why people work out,” says Kat. “People need to stop obsessing about their weight and start focusing on working out to have fun, increase their energy, to have a healthy heart and body, to fight Osteoporosis, and most of all - to set an example for their kids that physical fitness should be a part of daily life. Only with this attitude change can people feel empowered and motivated to improve their health.”





# Kat's Philosophy

- Kat says you **MUST** exercise for your health, so why not make it as easy and as convenient as possible?
- Kat knows that the best reason to workout is to promote a longer healthier life with the ones you love
- Kat does not promote being overweight. Kat is on her fitness journey and wants people to be on the journey with her. It's all about inspiration, community and support.
- Kat believes in being real - real body, realistic goals. Because, after all, we live in reality.



# Kat's Philosophy

- Exercise should be fun and convenient, not hard and grueling. Great exercise is not about intensity or length. it's about consistency.
- Kat wants to take the “work” out of workout.
- Kat promotes health not weight. Kat doesn't promote a size. You should be Size YOU!
- Kat doesn't decide how you should look. You do.
- Kat doesn't decide how you should work out. You do.





If Kat Can Do It  
YOU can do it!

