

# FLUIBALL

THE DYNAMIC BALL

## Reaxing srl

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### Press Release

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## FLUIBALL - The Dynamic Ball

***"The first medicine ball for a highly intensive neuromuscular training"***

*Reaxing is pleased to introduce FLUIBALL, item featured in its products range based on the "Sudden Dynamic Impulse". This innovative technology consists in the gradual and monitored release of light, sound, tactile stimulations and sudden motor interferences, forcing the athlete or the patient to activate quick motor reactions. The unpredictability boosts sport performances, improving them in terms of quantity and quality.*

FLUIBALL is the first medicine ball with a **variable quantity of non-toxic colored fluid** inside, turning any exercise into a truly high-intensive neuromuscular training. Its features make it suitable **for sport, fitness and rehab**. It has a specific "warp and weft", which makes it nearly unbreakable, while keeping it soft and easy to handle. FLUIBALL is a **resistant** ball with a variable quantity of liquid inside. The weight varies according to the quantity of liquid, while the combination of air and fluid gives a kinetic effect to any movement, making it a one-of-a-kind product.

FLUIBALL is available in **several weights and sizes**. It goes from 500 grams to 12 kilos. Each weight is univocally identified by a specific color. Let us recap all types:

- **FLUIBALL REHAB** -Ø16CM

Kg 0.5 | kg 0.75 | kg 1 | kg 1.5

- **FLUIBALL FITNESS** -Ø26CM

Kg 1 | kg 2 | kg 4 | kg 5 | kg 6

- **FLUIBALL FUNCTIONAL** -Ø 30CM

Kg 7 | kg 8 | kg 9 | kg 10 | kg 11 | kg 12

- **FLUIBALL BALANCE** -Ø 55CM | Ø 65CM

FLUIBALL is not just a ball but also a professional tool with a versatility beyond compare and a strong emotional



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impact. This tool is able to generate **multiple neuromuscular activations**. The main areas of application are:

- Functional training
- Fitness
- Aqua gym
- Pilates
- Yoga
- Physiotherapy
- Childhood psychomotricity
- Neuromuscular/articular activation in elderly people

A movement is held to be functional when it reflects an everyday gesture, a natural movement performed due to the synergy of several muscular groups. FLUIBALL is a truly functional tool, just because it respects these features. Moreover, it is **dynamically unpredictable, flexible, soft, safe and space-saver**. With FLUIBALL you can **perform dynamic workouts, both for prevention and strengthening of lower limbs, upper limbs and core**. For each type of exercise/training, it will be easy to create individual didactic progressive programs for each athlete/patient or client. The intensity of the exercise is defined by the weight and the size of the ball, as well as the condition of the liquid inside: the more dynamic it is, the more difficult the performance will be. Generally speaking, Fluiball increases standard static weights of 1/3 kilos. For example, a user working out with a 3 kilos FLUIBALL will perceive a weight of 4 or 4,5 kilos. Due to the liquid inside, this innovative medicine ball allows the user to improve his body's stability during the training, helping him to find balance between movement and weight. Coordination, balance and proprioception are essential to improve and master several movements.

In any case, no matter the intensity and the objective:

- Strength and stamina increase
- Balance, posture and muscular tone improve
- Coordinative skills and fluidity improve
- Metabolic consumption increases
- The risk of injuries is reduced

The progression from easy to difficult allows the athlete to plan PT or Group Activity workouts, in relation to his

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needs and skills. Any exercise ends up being fun, effective and fully motivational. Softness, combined with the materials technology, makes it a unique tool: you can roll it, shake it, grab it, throw it or even squeeze it causing no harm to people or surfaces. It can be used indoors, at home or at the gym, but it's also perfect for outdoor workouts, in parks or playing fields. FLUIBALL can be used inside swimming pools for cardio and toning activities, such as **Aqua Gym**. Competitive athletes can use it in prep workouts. Therapists can use it for rehab and recovery phases.

**Reaxing was founded in 2015**, from the creator of Queenax. CEO and President, Gionata D'Alesio states: "A few years ago we invented **Queenax**, we made of it an international success. Now, with Reaxing, we will guide you through another dimension. Welcome to the future of **Neuro-muscular Training**."

Reaxing finds its roots in the idea that everyone, at least once in a lifetime, has experienced a fall. When we fall, we are expected to get back on our feet and react. Reaxing turned this philosophy into a technology and a range of products.

Reaxing won **2 Innovation Awards in 2 years - 2016 and in 2017** - confirming that their mission is innovation indeed. An honorable mention at the ADI Contest "**Compasso D'Oro International Award**" shows that Reaxing is evolving fast and strong, always able to bring out innovations. Reaxing is a company proud of its innovation based DNA. It has a worldwide distribution network to spread its philosophy, products and training method on a global level. The most prestigious fitness clubs - such as **Virgin Active Italia, Chelsea Piers Connecticut and Oasis Japan** - already chose Reaxing to improve and renovate their offer.

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