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Can you lose weight with the simply fit board

© 1996-2014, Amazon.com, Inc. or its affiliates Gloria Hoffman and Linda Clark, a mother-daughter team, are hoping to secure an investment from a Shark for their exercise board, the Simply Fit Board, in episode 708 of Shark Tank.A Simply Fit Board is simply a solid, plastic board with a concave curve on which you stand. It trains your core by requiring you to maintain balance when standing.The core is even more worked when motions are incorporated - such as a turning motion. You can also do planks with the Simply Fit Board.The revolutionary product may help you burn fat, lose weight, tone your legs, improve your balance, and strengthen your core. You can see results in as little as six weeks if you exercise for ten minutes a day.Linda and Gloria have been selling their products from the trunks of their automobiles for less than two years. This product, made in the United States, is available in five vibrant colors and retails for \$44.95.It is available in several retail outlets in Colorado, New Mexico, Kansas, Texas, and online.Simply Fit has sold over 28,000 boards so far - that's more than \$1 million in sales! The boards are manufactured at Linda and Gloria's Simply Fit Board Factory in Lamar, Colorado.It is almost certain they need Shark assistance to streamline manufacturing and distribution. Are there any possibilities for a deal with Simply Fit Board?What is a Simply Fit Board?Simply Fit Board is an easy-to-use piece of training equipment that makes it easier to exercise at home.Simply Fit Board is meant to simultaneously trim the waistline, flatten the muffin top, improve balance, strengthen the core, and tone the legs.It is a slightly curved board available in various colors; the user must rotate the board with both feet simultaneously on either side. As a result, one is unintentionally forced to strengthen the core to maintain equilibrium.The lightweight, curved board is made of high-quality plastic and provides enjoyable twisting motions to strengthen your back, leg, and core muscles. You can also add free weights to make the workout more challenging.Company NameSimply Fit BoardEntrepreneurLinda Clark And Gloria HoffmanProductExercise device that targets the coreInvestment Asking For\$125,000 For 15% equity in Simply Fit BoardFinal Deal\$125,000 For 18% equity in Simply Fit BoardSharkLori GreinerEpisode Season 7 Episode 7Business StatusIn BusinessWebsiteVisit WebsiteWho Is The Founder Of Simply Fit Board?Simply Fit Board was founded and is owned by Gloria Hoffman. Before founding Simply Fit, she founded and owned Legacy Leadership Team, a business executive mentoring firm.The second project she worked on was with Zrii, a direct-sales company.Their firm was founded two years before their appearance on the show. Linda Hoffman said as much during her appearance on the show.When she was 60, she began to gain weight around her waist. She enjoyed eating, and that led to her gaining weight.Linda explains that when she joined her grandchildren on the skateboard, she quickly realized that it assisted her in all the right places. She and her daughter discussed producing something similar, and the Simply Fit Board was born.Their first sale was from the trunk of their car, and they ended up selling over 28000 boards. They appeared on Shark Tank to convince investors to increase production.Simply Fit Board Before Shark TankThe Simply Fit Board was created by Linda and Gloria, a mother and daughter team. Linda wanted to create a product to help her lose weight as a senior citizen.Linda and Gloria collaborated to create and promote the Simply Fit Board to reduce belly fat more effectively.Linda's struggle to lose weight and stay fit at age 60 was a major inspiration for the board.Linda enlisted the assistance of her fitness training daughter to develop an affordable and accessible solution.Gloria designed the balance board to be used almost anywhere (on carpet, linoleum, or hardwood) for quick and easy training.The mother and daughter team showed their product to numerous vendors across the United States to generate sales.Before appearing on Shark Tank, they had sold nearly 30,000 units in nearly two years, which pales compared to what they would sell once introduced to a much larger audience.Gloria assisted them in developing a new form of balance board. Can this reimagined version of the old concept attract the Sharks?How Was The Shark Tank Pitch Of A Simply Fit Board?Two women appeared in an episode of the seventh season of Shark Tank. Gloria Hoffman revealed herself as the shark's mother to Linda Clarke.Linda and Gloria demand \$125,000 for a 15% stake in their business, Simply Fit Board.A Simply Fit Board reportedly improves cardio, muscle strength, and balance when fighting the bulge due to its twisting motion. They provide dozens of exercises to go along with it.Gloria begins her talk by stating that everyone struggles with various aspects of their body. Gloria continues, "these issues might easily be resolved by simply fitting."Linda Clarke places her board on the floor and steps onto it. The board strengthens Linda's back while she balances on it. Gloria takes a seat on the board. "It's a balance board with a twist," she explained.Mr. Wonderful wishes to give it a try, and Mark agrees. Mark can hardly stand, but Mr. Wonderful seems quite uncomfortable on the board.Furthermore, she points out that the board is composed of lubricated plastic to rotate on the floor easily. Additionally, Glories states that most exercises can be changed to accommodate a slim fit.Kevin O'Leary and Robert Herejeve utilize the board with the help of Mark Cuban.Robert rises to his feet and spins deftly. Linda points out that the Sharks twirl in imitation of a skateboard toy.They also created a companion platform; the combination of both is patented. Mr. Wonderful believes it is easily imitated.In addition to earning almost \$400K, they've made \$260K in profit. They manufacture the boards for \$9.89 each.The offer from Mr. Wonderful is \$250K for 30%, which is more money for the same valuation.Robert does not believe it is proprietary, he exists. Barbara previously had a negative encounter with an infomercial fitness product, she is no longer using it.Lori believes this product is ideal for her, but they must act immediately. She offers \$125K in exchange for 20%.Lori advises the ladies to consider the Sharks' backgrounds when making their choice.Gloria inquires whether Lori would enter with Mr. Wonderful, and Lori declines.Lori discusses the advantages of a deal with her, and Gloria answers with \$125,000 for an 18% stake.They complete the transaction, and Barbara declares that they picked "Beauty over Beast!"Final Deal: Lori Greiner Agreed to invest \$125,000 for an 18% stake in Simply Fit Board.What Happened To Simply Fit Board After Shark Tank?The QVC Simply Fit Board video shows Lori and Linda leading an exercise group. You can still purchase it for \$39.96 plus shipping and handling on the QVC website.You can also purchase the Simply Fit Board website boards, including free exercises.QVC sold out the following day after the episode aired, as they sold 500 boards every minute.The product was temporarily unavailable around Christmas but now appears to be back in stock.According to its social media pages, the Simply Fit Board sells workout DVDs for just \$9.95.They are currently working on the Board Mat, which will be available for pre-order on their website soon. Lori seemed like the perfect business partner.Simply Fit redesigned its website immediately following the show's premiere. Lori accompanied them on QVC the day after the show aired, and they sold three semi-trailers worth of stuff, completely exhausting their inventory!A Lori Grenier-starting television commercial has aired since the commercial's debut. It is regularly broadcast on a variety of cable television stations. The advertisement is a blatant sales piece, extolling the board's benefits and asking viewers to "act now."Following their air date, the mother-daughter combination reports having generated a million-dollar revenue.The company had over \$9 million in sales less than a year later. The product was also placed in every Walmart in the United States!The company has generated over \$160 million in revenue by January 2022 and is still in operation.Is Simply Fit Board Still In Business?The Simply Fit product has generated over \$160 million in retail sales since it debuted on Shark Tank and has been offered by Home Depot, Walmart, Bed Bath & Beyond, Kmart, and other major retailers in the United States and abroad.Simply Fit has expanded its product line with exercise DVDs featuring Rosalie Brown and exercise mats for use with Simply Fit Exercise Boards, referring to the company as "an incredible Cinderella story." Medically Reviewed by Rocklend Davis, Ph. D HighYa is supported by our readers. When you buy something through a link on this page, we may earn an affiliate commission. Learn more. Simply Fit Board is a twist board that uses the power of balance and strength training that allegedly helps you reach your fitness goals. The device targets your abs, legs, and upper body while simultaneously helping you improve your balance and coordination. It's possible to use the board with your standing desk or to follow special exercise videos (sold by the company and offered free on YouTube) to get in a home workout. In this review, we take a detailed look at the Simply Fit Board to help you understand its effectiveness and if it is right for you. Is the Simply Fit Board Effective for Getting in Shape? The Simply Fit Board claims to offer a low-impact, highly effective workout for your abs, legs, and core. Can it help you tone up and lose body fat? Rocklend Davis, Ph. D., a medical researcher at HighYa, shares that research verifies that low-impact exercises can lead to significant improvements in body composition and fitness level. For example, a randomized control study of 32 women compared the effects of high-impact and low-impact exercise and found that both successfully improved body composition and overall physical fitness within 24 weeks. However, high-impact training led to more significant weight loss results. Another study found that low-impact exercise can lead to faster fat burning, but only when participants exercised for 60 minutes per session. That's a lot of time on a balance board. There's also evidence that balance-based exercises have health benefits, especially for those dealing with injuries. One study of 34 participants with a history of ankle sprains who used a balance board for a month found that it improved their static and dynamic balance. Overall, the Simply Fit Board's style of low-impact exercise can have significant, beneficial impacts for your overall fitness, but it shouldn't be your only form of exercise. "The Simply Fit Board programming should not be done in place of resistance training and/or aerobic exercise," shares Rocklend. "A training regimen that utilizes instability, such as the Simply Fit Board, could be used as supplementary to performing traditional balance and resistance training... [Furthermore], you are unlikely to experience the benefits of 'trimming' without nutritional support." How to Use It The Simply Fit Board is made of plastic and has a 400-pound weight limit. Users can stand on the board and rock or twist to work their muscles or as a way to balance while lifting hand weights. It's also possible to place your hands on the board and use it as a platform for planks and other shoulder exercises. The company strongly recommends that you use the board on carpet to prevent it from moving across the floor and potentially damaging hardwood. Though it sells a workout mat for the board, any small, tightly woven rub with rubber backing should work to protect hard surfaces. To use the board, step on the edges and gently swing your torso so that your leg on the board swing side to side. It's common that you'll move all across the floor the first few times you try to use it. This is because you're slightly off-balance and likely leaning more towards one side than the other. If you're struggling to maintain your balance on the board, try holding onto a chair or table when you first get on it. You can loosen your grip as you rock your ankles back and forth to see whether your balance has improved, and eventually begin the workout. Make sure you twist with your waist rather than your knees, as your knee joints shouldn't move. One way to master this movement is to hold a hand weight in each hand straight down at your sides and swing your arms in semi-circular motions while slightly bending your knees so that the board begins to twist. After you've used the board for a week or two, the company claims, you'll get a better sense of the proper motion and should be able to keep the board in one place. Once you have the fundamental technique down, you can build on the basics by following workout videos offered by the company or on YouTube. Most require a few additional pieces of equipment like kettlebells or hand weights. Risks and Safety As with all forms of exercise, there are some inherent risks associated with the Simply Fit Board, especially if you struggle with balance. Rocklend suggests that beginners only use the board when supervised to minimize their risk of falling. Those at a higher risk of falling or who have bone density issues such as osteoporosis should be extra cautious and get their doctor's permission before getting on the Board. It's also smart to practice in front of a mirror so that you can activate a balance mechanism known as proprioception. Proprioception is your body's ability to detect where it is in space. Proprioceptors are located in muscles, joints, and tendons. The best way to maximize safety with the Board is to structure your routine so that you use the Board only every other day. This gives your muscles the optimal time for recovery so that you maximize your results while minimizing any risk of injury. Pricing and Return Policy You can purchase a Simply Fit Board and accessory package off the company website for \$19.99, plus \$6.99 for shipping. This includes a board in the color of your choice, a user guide, workout mat, and Core & Buns workout DVD. Additional accessories include: Core and Buns Workout DVD: \$9.99 Workout Mat: \$19.99 21 Day Challenge Workout DVD: \$9.99 Low Impact Workout DVD: \$9.99 All purchases qualify for a 60-day money-back guarantee. If you don't love the board, you can request a full refund, including return shipping costs. Buy Simply Fit Board from Amazon: Simply Fit Board costs \$19.88 on Amazon, and is available in four colors. Shipping is free (on orders over \$25.00). It is rated 4-stars based on 3,100+ customer reviews. \$19.88 from Amazon Analysis of Customer Reviews Over 100 customers submitted reviews of the Simply Fit Board on our website, for a combined average rating of 3.0-stars. There are also more than 3,000 reviews on Amazon, averaging four stars. Here are key takeaways from these reviews: Compliments: A useful tool in rehabilitation settings Pairs well with standing desks Many people used it long term and experienced weight loss Great low-impact workout option Complaints: Boards cracked in half after minimal use and while following recommended weight limits Workout videos for the board are boring, dated Color of the board may rub off onto flooring Difficult for larger people to balance on Simply Fit Board vs. BOSU Trainer Space-saving fitness tools for improving your balance aren't rare. Besides the Simply Fit Board, another popular option is the BOSU Trainer (sold for about \$150). While the Simply Fit Board is set up like a saucer that rocks back and forth, the BOSU (both sides utilized) Balance Trainer looks like half an exercise ball mounted to a sturdy plastic platform. Users are meant to balance on the inflated ball, use it as a base for core exercises, and as a platform for plank and shoulder workouts. Besides the obvious appearance differences, both tools have different aims. The rocking motion of the Simply Fit Board targets your core muscles, while the BOSU Trainer offers all-over balance benefits. However, the two tools have lots of similarities. Both are low impact ways to improve your fitness, each offers a lot of versatility in how you use it, and both work well with a standing desk. Likewise, each training tool shares the same primary negative criticism—it breaks easily. Simply Fit Boards tend to crack, and BOSU Trainers can deflate or even pop with heavy use, though this seems much less common than with the Board. The Simply Fit Board costs much less than the BOSU Trainer, which may make it more appealing for people who are interested in starting a home exercise routine but aren't sure how committed they will be. Just keep in mind that you may need to rebuy it several times. The Bottom Line For many customers, the Simply Fit Board offers a fun way to switch up the home workout routine and tighten their core muscles. This relatively low-cost training tool is easy to store when not in use, and so long as you have carpet or a workout mat, it can be used anywhere. However, like many niche workout tools, the appeal of this board might wear off after a few weeks of use. Many users complained that the company's workout videos were dated and boring, and few seemed to be using it daily after several months. And, while this device might improve your balance and core strength, you aren't likely to lose much weight unless you commit to using it for an hour or more a day. Another concern is the board's durability. Many users had it crack in half after a few months of normal use and were frustrated that they had to buy another board at full price to replace it. Though the company website states that the board is safe for those under 400 pounds, user experience seems to show otherwise. If you're interested in this fitness fad, there's not much to lose from trying it out. Lots of users share it helped them tone up and lose weight, and it may work for you too. Just keep in mind that with all fitness tools, the only way you'll notice any benefits is if you actually use it. Page 2 First, let me say I bought my first Simply Fit Board on a whim in February 2018 while in a checkout line in Walmart. I started doing 10 minutes, steadily increasing the length of time until I reached 2 hours. When I started in February, I weighed 216 pounds, not fat just stocky, and this morning I weighed in at 182 pounds. I googled "how does a 62-year-old lose his belly fat" and the answer was simple, burn 500 more calories than you consume. I quickly went on a diet counting my calories and used my Garmin watch to monitor my calories burned and noticed the longer I stayed on the Simply Fit Board, the more calories I burned. Currently, I'm doing an hour and a half on the board and burn between 1500 and 2000 calories before 8 AM. I am down from a tight 36-inch waist to a loose 34-inch waist. I recently visited my doctor and she was so impressed with the weight loss and how it affected my cholesterol and could speak highly enough about my results. Let me add, if you use the Simply Fit Board as I do, you will have to replace it about every 4 months, I just bought my third, it's plastic and nothing plastic last forever. One other benefit that I did not count on, I move from sitting to standing on average 60-70 times a day Monday thru Friday at work and my hips were killing me, but now I am pain-free and the only thing I can attribute that to is the Simply Fit Board. Bottom Line: Yes, I would recommend this to a friend Page 3

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