



FOR IMMEDIATE RELEASE

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Equinox Tier X selects INDUR as a Allied Health Partner

Equinox Tier X Coaches incorporate the INDUR system in their assessment process to help their clients achieve better results.

DALLAS, Texas - INDUR, a health and wellness lifestyle company dedicated to empowering individuals to take control of their own physical health and appearance, is teaming up with Equinox Tier X as an Allied Health Partner.

As an Allied Health Partner, INDUR's platform will be leveraged as an optional tool in the already comprehensive Tier X program assessment. Additionally, Tier X customers will be provided with exclusive services from INDUR, including complimentary in-home service.

"The Equinox Tier X program is one of the most advanced wellness programs in the world," said Brandt Beal, Founder and CEO of Indur. "We both believe that by incorporating science, you can create incredible lasting results." INDUR is thrilled to join the Equinox team as an Allied Health Partner and help expand that science."

The Equinox Tier X program has become known as the most advance training program in the world and INDUR is proud to join the Tier X team in Chicago, Dallas and select locations in California. Allied Health Partners, such as INDUR, work with Tier X coaches to help them better understand their clients body and health concerns.

In creating a truly first-class experience, INDUR and the Equinox Tier X coach will work directly with each client to determine which one of three test packages will help them achieve their individual health and fitness goals. INDUR's three test packages include Foundation (108 biomarkers), Premier (118 biomarkers) and Ultimate (215 biomarkers), and clients will also be presented with additional add-on tests for food sensitivities, neurotransmitters and microbiome testing.

Once a package is selected, INDUR will send a phlebotomist to the client's home, office or the Equinox Club to collect the blood sample. Once the results are finalized and analyzed by a proprietary artificial intelligence (AI) system, the client and the Equinox coach will speak with a specially trained medical practitioner that will help craft a natural and holistic action plan.

“Equinox Tier X coaches undergo 180 hours of advanced education in fitness sciences and personal training, making them an ideal partner for INDUR,” Beal said. “This comprehensive and dedicated approach is what we are looking for in partnerships.”

“These men and women are true professionals and have only the best interests at heart for their clients,” Beal noted. “That passion for people speaks to our own company values and mission and we are thrilled to team up with Equinox Tier X.

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ABOUT INDUR

Founded in 2017, Indur was created to help discerning men and women improve health and appearance through direct access to laboratory services; wellness insight; and, healthy, effective supplementation and skin care solutions. Indur is dedicated to cutting through a crowded, ineffective, cookie-cutter industry with a contemporary approach to health and wellness that helps people look and feel their best by supporting a lifestyle of empowerment and control regarding one’s own physical health and appearance - from the inside out. For more information, visit www.getindur.com. *Life is hard no matter what. It’s all about how we INDUR.*

ABOUT EQUINOX

Equinox operates 92 upscale, full-service clubs in New York, Los Angeles, San Francisco, Miami, Chicago, Boston, Dallas, Houston, and Washington, DC, as well as international locations in London, Toronto, and Vancouver. The company offers an integrated selection of Equinox-branded programs, services and products, including strength and cardio training, studio classes, personal training, spa services and products, apparel and food/juice bars. Launching in 2019, Equinox Hotels will cater exclusively to the high-performance traveler to serve as the ultimate hotel destination with a 360-degree lifestyle experience. For more than 25 years, Equinox has consistently offered bespoke experiences and unparalleled services to consumers, developing a lifestyle brand that represents service, value, quality, expertise, innovation, attention to detail, market leadership and results.