



WELL BEING

Discover your true Value: an equilibrium and well-being of body, mind and soul

The philosophy of our brand is enclosed in the phrase **discover your true value**.

We are convinced that through the measurement of the body's responses, the knowledge and respect for biology and through products that are shaped on this know-how, every individual can reach his true value, a hidden potential, a holistic well-being, involving body, mind and soul.

At the end of the day ancient Romans knew this well and thought that a healthy mind needed a healthy body and vice versa (*mens sana in corpore sano*). This is because separations between body and mind do not exist. The mind is embedded in the biological reality of our body and works thanks to this reality and only inside of it.

But the achievement of this state of well-being comes through a travel, a discovery during which it is necessary to be guided by expert hands, accustomed to search and ramble in the mysterious depths of the human body.

ETHICS

Against doping and any form of improvisation

Doping is an easy solution and as such a dangerous one. The one that loves research, loves real challenges, not shortcuts. For this reason we are firmly against all that is chemical, artificial and harmful. But that's not all. We are not simply against doping. We are also against all outdated solutions and inaccurate approaches that frequently are as harmful as drugs.

Doping does not originate from science. Quite the opposite, the use of drugs in sports comes from an absence of scientific answers, a void too frequently hastily filled by pills, syringes, wizards and alchemists. In reality this is not a recent phenomenon. Proven traces of the existence of forms of doping go back at least to the ancient Greece. Today we all know that this does not happen only in the world of sports. Doping is a mass phenomenon involving young and elderly, athletes and sedentary people.

Doping is an expression of uneasiness and of a lack of adequate answers that can manifest themselves as much through the use of ecstasy as of hormones or any other drug when not needed for medical reasons. For this reason we are convinced that the battle against doping cannot be fought looking at the past but at a future in which sports science becomes the best way to improve well-being and performance of all.

SCIENTIFIC RESEARCH

Don't trust miraculous solutions. Ask for more explanations

Today everybody speaks about scientific research. Also in the world of fitness it became trendy to have a scientific aura. We suggest you to stop for an instant and check who really carries out scientific research. It's easy. The ones that do research publish articles on scientific journals, write books, speak at conferences, invent or discover something new, push forward knowledge. The ones who carry out research submit to the scientific community their results for evaluation and only after might see them published. This is a severe and complex process, similar to the one that pharmaceutical companies have to undergo by law when studying a new product.

All this assures that what originates from research in terms of products, methods and innovations has been seriously evaluated before being eventually put on the market. This is a form of protection in first place for you, the consumers. From now on, when you plan to buy a product for your body, no matter if it is for fitness, health or performance, we suggest you to pretend to know which scientific basis there is behind it.

Don't trust miraculous solutions, promises of perfect bodies and over-simplifications. The complexity of your body is the true miracle. In order to protect it you need first to know it and respect it.

RESULTS

Some of the ones that relied on us

Fila Sport, Kistler, Chicago Bulls, Nashville Predators, Atlanta Falcons, Italian Track & Field Federation, Italian Federation of Winter Sports, Women Basketball Italian National Team, Italian Cyclist Federation, Male Handball Italian National Team, Finnish Volleyball Federation, Finnish Federation of Graeco-Roman Wrestling, Catalan Swimming Federation, Sisley Volley Club, Udinese Calcio, SPAL Calcio, Italian Rugby Federation.

PEOPLE

Time is the most precious and most difficult resource to manage

Silvie Kaufmann- marketing manager and mother

"Come on we will be late...".

Silvie wakes up each morning at 6.00. She prepares breakfast for all the family and takes the smallest of the kids to school. If the traffic is not bad she gets to the office before 8.30. Fortunately the small one has full time at school otherwise she would simply not know how to make it. Usually the day is chaotic and hectic. In business activities it's always like this. Moving around, appointments and always with a smile on your lips. The rare times in which she finds the time to leaf through a magazine, Silvie always stares at the thousand pictures of models, the advices on healthy life styles, the diets and the physical exercise programs. It makes her smile because her problem is not the lack of awareness but the difficulty to transform at least one of these advices into reality. Often it seems to her that all the information on health becomes simply frustrating, like a nagging memory of all that you do wrong, all that you should do different. Time ago she subscribed to a gym finding the time to go there after work. But that deafening music, all those youngsters and the cues in the dressing rooms were not exactly what she needed.

Silvie discovered a simple and effective approach, the **Boscosystem method™** that respects her femininity and her needs and uses three times per week the Boscosystem product **NEMES SHAPE™**.

Staying in shape while respecting yourself

Mark Bowerle- art director

He would never have thought that work would have been such an important part of his life. At the time of University, when he was protesting against his professors, Mark's parents were convinced that he would have ended up in India searching for his spirit. But then the years pass and the world changes or perhaps doesn't change enough. At the end of the day the character of Mark always remained the same: a rebel, a dreamer even if today he doesn't have long hair anymore and wears a tie. Aesthetics is important and some times it's hard to believe how much he sees himself different from how he feels. To be above 40 today means to start living but the job, the many travels, the family, the traffic and stress make it so difficult to take care of oneself and to avoid that the body becomes a burden for the soul. So the belly grows, suit after suit is thrown away and back pain starts. On top of this one does not know who to address. The doctor answers with pills, in the gym you feel lost in an ocean of teen bodybuilders, tattooed and with piercing. But Mark has not lost his will to do something for himself so he starts jogging but before even asking himself if the shoes are OK, if the speed is right and the distance is enough, he finds himself with an inflamed knee. Is it possible to find something simple, something essential, that fits ones daily schedule and helps you find again shape?

Mark now follows the **Boscosystem method™** and uses **NEMES SHAPE™** each day in his office.

Top performance, low risk

Barbara Jokinen- professional athlete

She never wanted anything different. She dreamt it thousands of times. Maybe the first Olympic Games, watched in television together with her parents, triggered her passion for sport. Barbara always thought that the 1992 Olympics was the one of change with South Africa after apartheid, Germany after the wall and the first teams of the former USSR participating as nations.

Her parents always reminded her of the image of hope of the Ethiopian black winner of the 10.000 meters and the white South African rival running hand in hand on the track. She changed many categories, faced countless races and

many trainers but now, today, is the moment of truth, the instant in which she discovers her true value. And during those endless moments before the start many images pass in front of her eyes: all the hours of training, the injuries and the sacrifices. For a fraction of a second she thinks how much better tools and methods would have made her waste less time and, more important, avoided her many injuries. Smiling she thinks that everybody speaks about sports but nobody really worries about the athlete. Is it possible to find products thought and developed for athletes?

Barbara has discovered the **Boscosystem method™** and **NEMES PERFORM™**.

Being Independent

Maria Franceschi- housewife

She remembers as if it would be today the walks she used to have when she was a kid. She was always walking, in the heat and in the cold, rain and sun. Going and coming back from school, helping her mother shopping and going to see friends. And then the games, the stairs of the building, working in the house. Basically she was moving the whole day. Then cars arrived everyway, elevators, escalators, television and all suddenly was different. And now she hears continuously how important it is to move in order to age well. But to move where? How? The city is full of traffic and alone it's dangerous. For Maria it is already difficult to find the strength to go to buy food the days in which her daughter does not have time. It is strange because in general Maria feels good. The doctor always repeats that her heart and lungs are like those of a child. Nevertheless Maria feels everyday weaker and so she moves less and less. It is like a spiral, a vicious circle, in which muscles and bone become more and more fragile until you find yourself blocked in an bed. It is this image of herself alone, incapable of moving that worries her every day but how to find a solution? The doctor focuses on the heart and lungs. The television speaks about sport but Maria doesn't even know where to start from. Is it possible to find something easy, simple and effective to be used at home?

Maria has understood the benefits of the **Boscosystem method™** and now uses **NEMES HEALTH™**.