LU
TA
VA
SWEAT DIRTY
LIVE CLEAN
www.lutava.com

THE RISE OF BOUTIQUE FITNESS

In 2017, boutique brands made up 40% of the market, up 121% in four years.
Boutique consumers pay twice as much a month as consumers of big gyms, like Planet Fitness, Crunch or Gold's Gym.
Streaming home fitness is also growing quickly with brands like Peloton.

NEW NORMAL

The COVID-19 pandemic has closed the doors to Boutique Studios around the world.
Boutique consumers are suddenly more aware of the cross contamination of harmful Germs, viruses, and bacteria can affect their health and the health of their family at home.
To return to the studio boutique consumers must go back in a cleaner, safer way.

OVERCOME -STRATEGIZE -BUILD -ADAPT

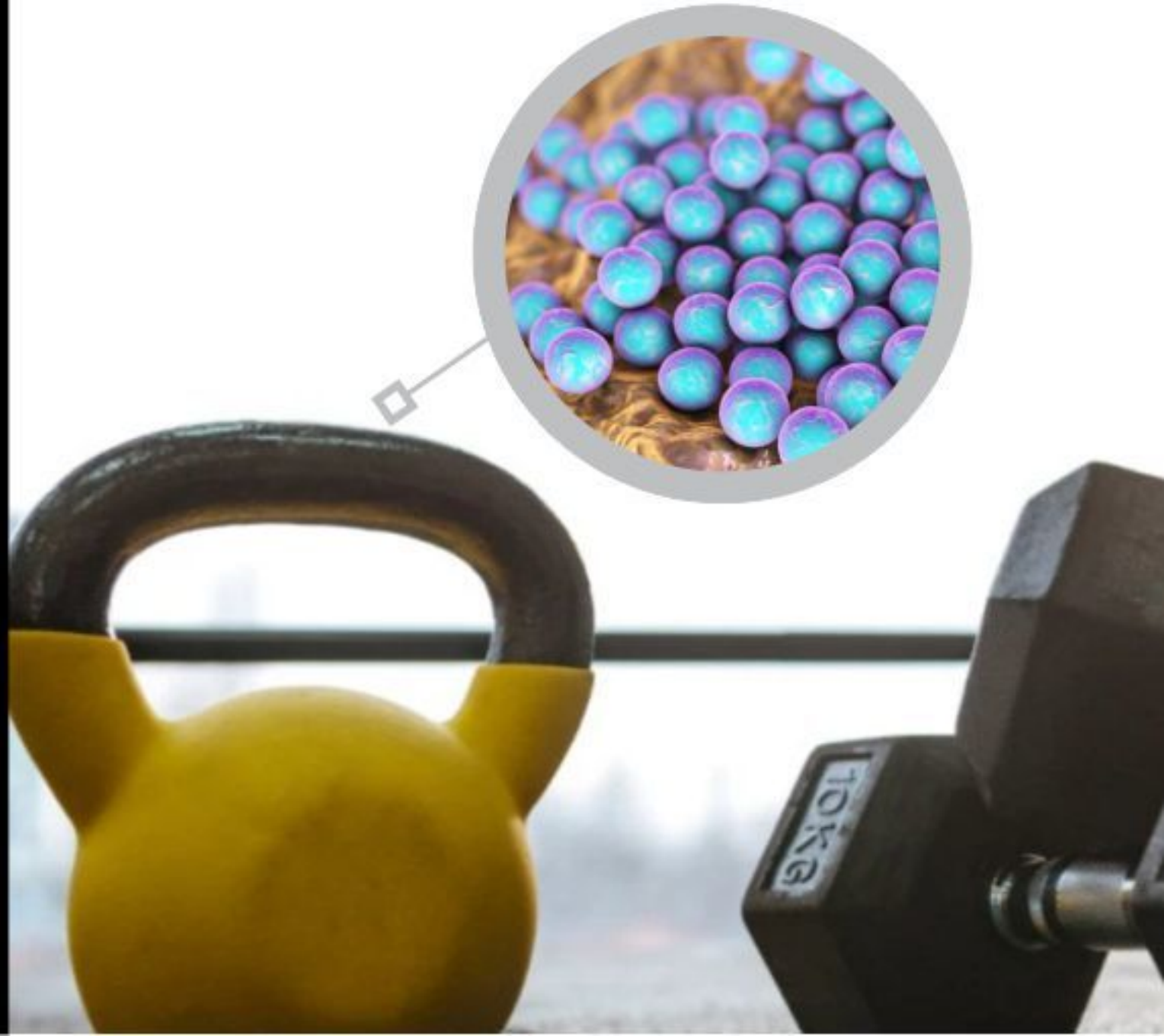
THE PROBLEM

Did you know that

70% OF BACTERIA

found in fitness centers are potentially harmful to humans?

**Staphylococcus aureus is the most dangerous of all of the many common staphylococcal bacteria. These gram-positive, sphere-shaped (coccal) bacteria often cause skin infections but can cause pneumonia, heart valve infections, and bone infections.



THE SOLUTION

Antimicrobial: ADJECTIVE

an·ti·mi·cro·bi·al | an-ti-mī-ˈkrō-bē-əl

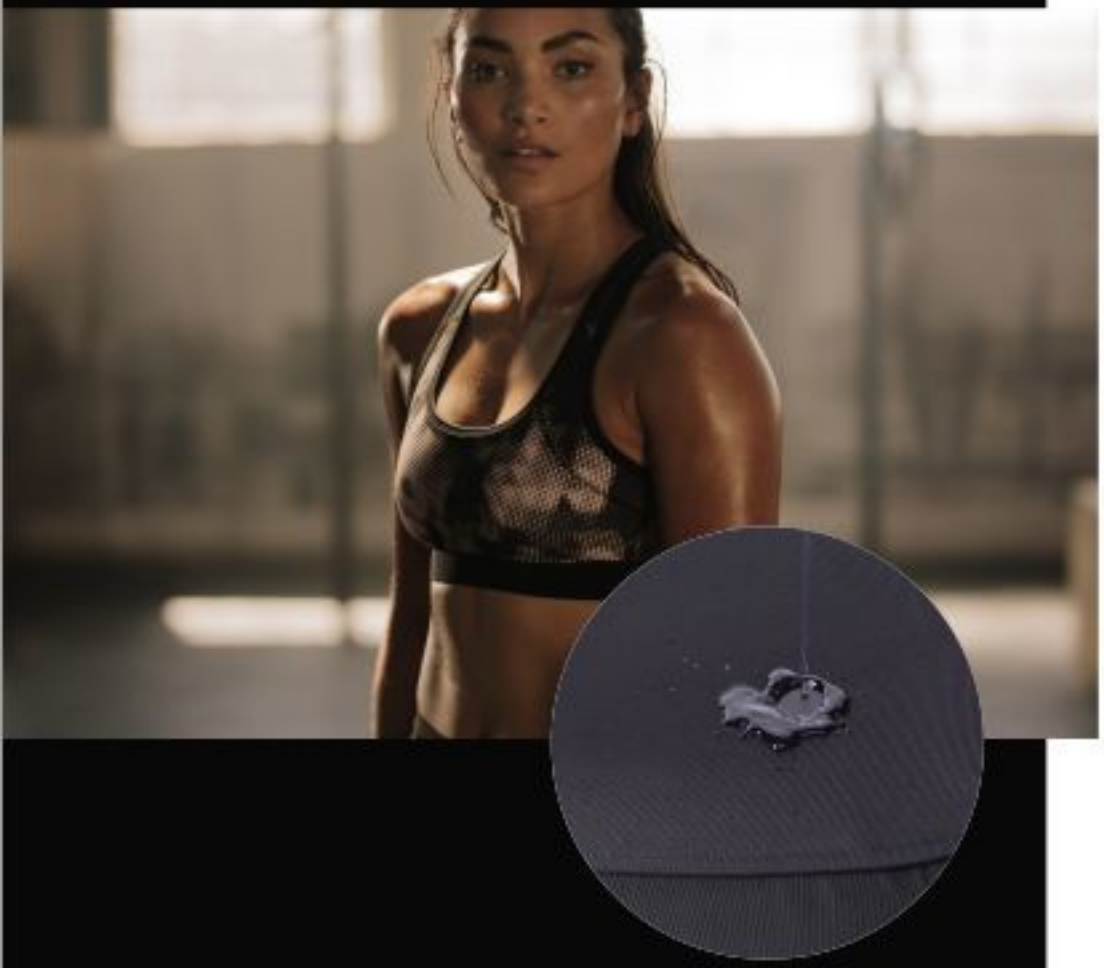
Destroying to or inhibiting the growth of microorganisms, including bacteria, viruses, and fungi.

We are a **forward-thinking** brand motivated by a desire to create functional products for active, **health-minded** people. Lutava's premium products are made to protect you and your fabrics from sweat and germs.

The average gym exercise bike has an average of 1.3 Million colony forming units (CFUs) of bacteria per square inch. That's 39x more bacteria than a cafeteria tray, and 416x more bacteria than a toilet seat.*
The average gym treadmill contains 74x more bacteria than a water faucet.*

*https://www.fitrated.com/resources/examining-gym-cleanliness/

ABOUT LUTAVA est. 2019



Lutava is the high-performance, antimicrobial solution for modern fitness lifestyles. With patent pending FITSHIELD® fabric technology, Lutava's easy-to-use slipcovers are the first and only to protect from sweat, harmful germs and odor, keeping you clean during class, in your car and throughout your day. Lutava products, including the DRIVE car seat cover, GRIP handle cover and SPIN bike seat cover, inhibit 99.99% of bacteria growth that can destroy fabric integrity, cause stains and harm humans. Lutava is sustainably designed to be comfortable, odor resistant, moisture wicking, quick-dry, waterproof and machine washable. From Orange County, California to the world. Sweat dirty, live clean and visit Lutava.com.

PROPRIETARY SOLUTION

THE SCIENCE OF LUTAVA FITSHIELD™ TECHNOLOGY

Our impermeable fabric delivers silver ions that inhibit 99.99% of bacteria growth, viruses mold and mildew.

EXTENSIVE BACTERIA GROWTH IN 48 HOURS

Breeding ground for duplicating microbes of mold, mildew and illness causing bacterium.

MINIMAL GROWTH FROM MICROBE DISRUPTION

Dry and odor free from silver ion microbe disruption.

CLEAN SOLUTIONS

PRACTICE SAFE SWEAT

The first and only clean fitness solution offering a complete barrier of protection from sweat, odor and bacteria.

GRIP HANDLE COVER

SPIN SADDLE COVER

DRIVE CAR SEAT COVER

GRIP HANDLE COVER

Lutava's handle cover GRIP offers a complete shield of protection from community bike handles. Lutava's proprietary FITSHIELD® fabric gives a complete barrier of protection with its waterproof, moisture wicking, quick dry and antimicrobial properties. Wipe away bacteria, dirt and sweat from your face with eco-friendly charcoal-infused detox towel. Charcoal infused fibers help balance out natural oils while pulling toxins and impurities from your face and body.

CLEAN SOLUTIONS

LUTAVA SPIN

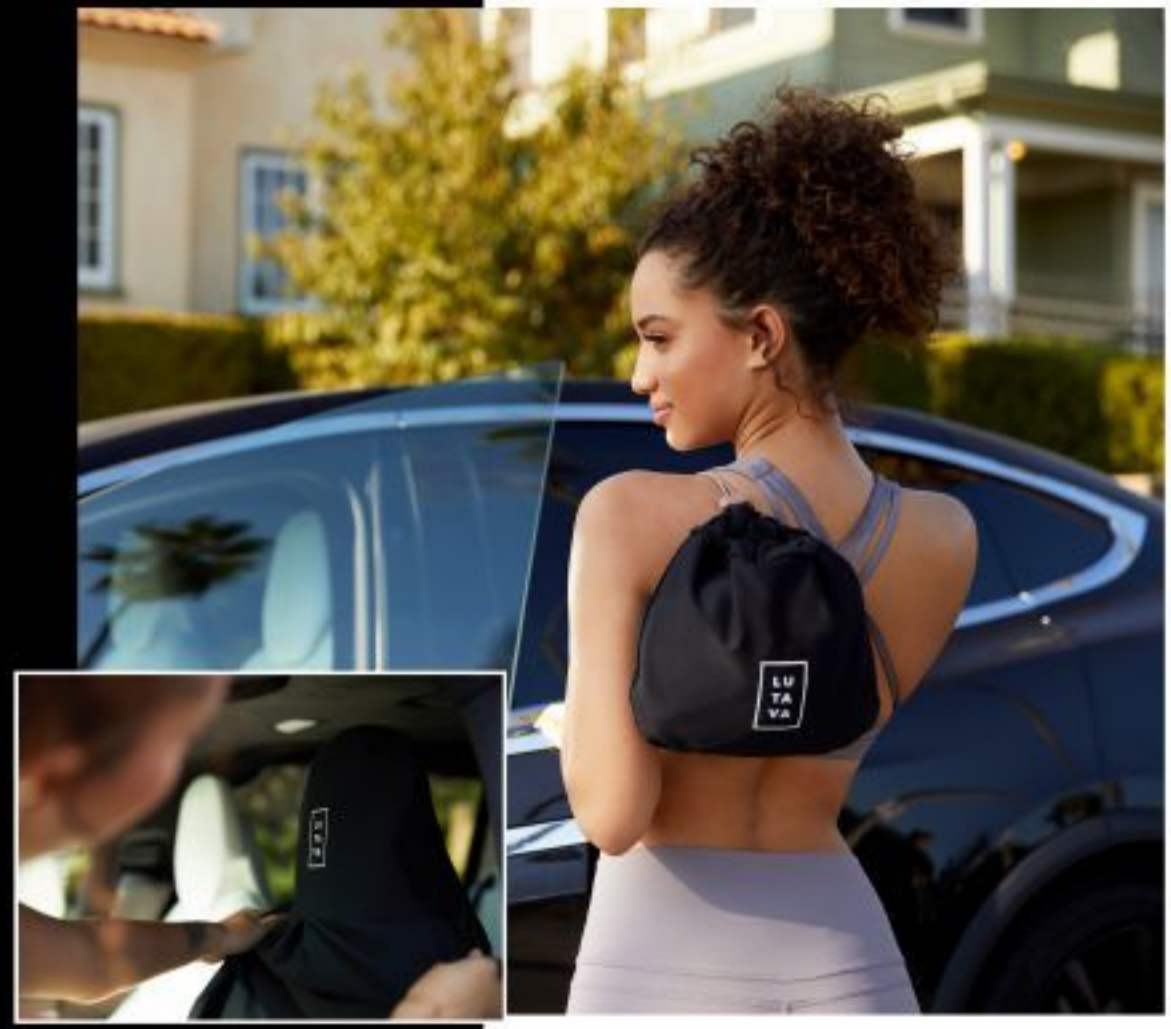
Practice safe sweat with SPIN saddle cover. Lutava SPIN takes the fret from questionable bike seats with a complete, waterproof barrier of protection. Prevent cross-contamination of harmful strains of bacteria right where you need it most. Easily slips on and off and features a comfortable no-rub seam.

CLEAN SOLUTIONS

LUTAVA DRIVE

Lutava DRIVE easily fits all bucket-style seats. Simply slip on over the front, cinching in the back and secure the toggles. Lutava DRIVE is designed to conveniently come on and off so you can switch between cars or machine wash, and includes a built-in portable bag that conveniently stores in your glovebox or center compartment.

Lutava DRIVE allows you to effortlessly go from your workout straight to your car without bringing harmful germs and bacteria with you. By stopping cross contamination, DRIVE keeps you, your car and everywhere you go next safe, healthy and protected – even from damaging stains and odors.



NEXT GENERATION OF **LUTAVA**

Lutava products show a 99% reduction in viruses in 2 hours. ISO18187 :2019 ATCC VR-1679 (HSN2). All viruses so for tested: influenza A, BirdFlu, Norovirus, and Corona Virus (SARS) are reduced in the 99% range.

Partner with lutava

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