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## MISSION STATEMENT

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### *Advancing Health & Performance Through Fitness & Nutrition*

Advanced Athletics caters to highly motivated individuals and groups ready to bring their performance to the next level. Our clients include professional, Olympic, and amateur athletes, fitness enthusiasts, the Hollywood elite, and people looking to succeed in business. Our passion is to help people to realize their true performance and career longevity potential through the most innovative athletic-functional training and therapeutic services.

Located next door to the world famous Gold's Gym in Venice, California, Advanced Athletics is a recognized and respected provider of high quality performance enhancing products and services. Passionately committed to delivering results, Advanced Athletics embodies the vision and philosophy of its founder, Adam Friedman, who believes there is a program that fits everyone, no matter what their goal is. Through over 15 years of dedicated research on performance enhancement technology Advanced Athletics offers the safest, most effective and efficient methods to achieve physical and performance goals.

Advanced Athletics is dedicated to building on its growing reputation as a "go-to" resource for athletes seeking to recover from career-threatening injuries. We do this by going to the root cause of the injury and re-educating the neuromuscular system to function efficiently through a combination of manual therapy, stretching, strengthening, and re-education of movement strategy. Recent success stories include wide receiver Arnold Harrison who was able to return to NFL action after rehabbing his ACL, and Olympic Gold Medal winner Lisa Leslie, who successfully returned to form following a knee injury.

Guided by the goals, and needs of our clientele, Advanced Athletics competes for the future through trust building, based on personal reference, and multi-media communications directed towards educating and empowering the health and fitness community to achieve their goals. The ongoing innovation of products and services is what keeps Advanced Athletics atop of the health and fitness industry.

#### **Services:**

- *Sports Performance Training*
- *Personal Training*
- *Nutrition Consulting*
- *VO2 Testing*
- *Corporate Wellness Solutions*