

S'WET™

PRESS / MEDIA KIT



@SWETNYC



@SWETSQUAD.COM



@SWET_CERT

S'WET™

WHAT IS S'WET™?

S'WET™ is more than just a water-based workout.

It's not a routine you memorize. There's no choreography or dance moves to master.

S'WET™ is a **S**tructured **W**ater **E**xercise **T**raining program that combines the benefits of swimming, water exercise, and resistance training. Developed by industry expert, Jenni Lynn Patterson-LaCour, S'WET™ offers a unique approach to high intensity aquatic fitness that challenges participants to push themselves to their limits, while also focusing on safety and proper form.

As a licensed S'WET™ instructor, you will learn how to teach classes that are both fun and effective, using a variety of techniques and equipment. In addition, you will be trained in the S'WET™ philosophy, which emphasizes the importance of staying active and engaged in order to achieve long-term success.



“**Structured Water Exercise Training** designed to incorporate unique blocks focused on H.I.I.T., strength and advanced cardio training, plus a splash of fun, that will challenge your entire body and make you S’WET™!”

S’WET™ is a registered trademark of Jenni Lynn Fitness, LLC.



CLASS DESCRIPTION

S’WET™

LEARN MORE @ JENNILYNNFITNESS.COM



angel bengard
AEA, Aquastrength, Aqua Zumba, Liquid Gym Jump,
Aqua boxing



Ronnie Miller
D.A.T.- Fitness®, LLC
Located in Tampa, FL.
Founder & Creator of D.A.T.-Fitness® & D.A.T.-H20™
I'm a Certified AAAI/ISMA Group Fitness & Aquatic
Instructor / Certified IFTA Personal ...



Fides Enriquez
Aqua Fitness Instructor in Napa, CA. I teach Aqua
Fit and Aqua Combat at In-Shape Gym, as well as
private individual and group classes. I specialize in
S'WET an...



Dare Kelley
S'WET Instructor
I am so excited to be a member of the S'WET
SQUAD. The second I saw that Jennilynn was
launching her own cert, I KNEW I wanted to be part
of her mission. I, too...



Tawny Cauthon
Land and Aquatic Fitness Instructor, Pilates
Trainer
The Claremont Club



Cindy Vance Brossman
AEA Certified Aquatics Fitness Professional
AEA and AFAA Certified I teach S'WET, Aqua Zumba,
Aqua Tabata, Deep Water, Aqua Kickboxing,
POilates and traditional Water Fitness classes.



Lyn Rosenfeld Lebowitz
I have been a water exercise coach/instructor
/teacher since 2011. I have worked with many
people of all ages -- teens to nonagenarian (90s). I
thoroughly enjoy ...



Zita Berger
Based In Los Angeles, CA
AEA Certified Aquatic Fitness Professional
Teaching Aqua Tabata at UCLA



September
AEA Certified Aquatic Fitness Professional!
Professional Dancer & lover of all things related to
human movement and wellness. I look forward to
sharing my hig...



Donna Boucher
Donna Boucher
Owner Epic Revolution LLC
NAFC Certified Personal Trainer
AEA Certified Aqua Fitness Professional
S'WET Certified



Kim



Irina Schulz
The Mirabel Golf Club



marypnix
This nana has a noodle (lots of them, actually) AND
is passionate about more than that in the water!
I've been teaching about 5 years now, always
preferring Hill...



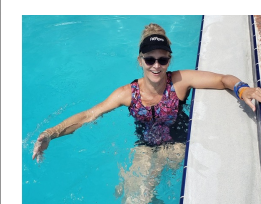
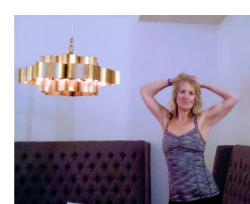
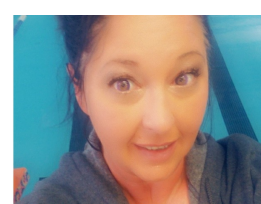
Lucy Hathaway
YMCA of Central Virginia



Shalaine Mac
I've been an aquatic fitness instructor since 2014,
group fitness instructor since 2010, I'm a Master
Instructor with the Athletics and Fitness
Association of A...



Bz Churchman



NOW WITH 100+ LICENSED INSTRUCTORS IN OVER 20 STATES!

AND MORE TO COME!

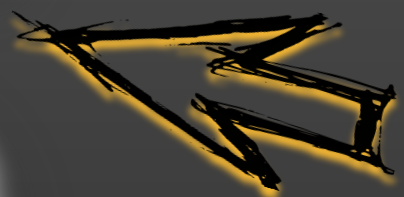
S'WET™

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LOOK FOR THE
S'WET™ SQUAD

AT THESE
PARTICIPATING
FACILITIES!



WITH 100+ LICENSED INSTRUCTORS IN 20 STATES!

TRY A S'WET™ CLASS TODAY!

S'WET™

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"My blood pressure is now 121/79, my cholesterol went from 300 to 145 and my hormones are at optimal levels," Dan proudly reports. His body fat percentage when he started was 32%, and now he's down to an incredible 18%!



S'WET™ SUCCESS STORY: DAN S.

S'WET™

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Thank you so much for an amazing training weekend! I just want you to know that this training really changed my game in aqua fitness instruction! I am much more confident and I have been getting so many compliments on my classes. The techniques and moves I learned have been added in my classes and I am getting reactions like "Wow, that was an amazing workout" or my favorite, "I couldn't move the next day!"

Thank you! These are great. I am loving teaching S'WET. One of my students told another instructor that my S'WET class was the best class she's ever taken and she's been taking classes for years. That was encouraging.

I subbed the S'WET Master Class today. They loved it! We had 9 last week and word of mouth has spread and we had 24 today! My boot camp is also already waitlisted for tomorrow too. One woman told me it's the hardest she's ever worked in the water and she loved every minute.

My class participants are LOVING S'WET! I had one new woman approach me after class last Thursday morning and she told me that this is exactly what she has been looking for! Last Thursday night the executive director at the gym took my class and he gave me a big thumbs up when he left the pool. We are having such a blast! Everyone is getting a great workout!

I really enjoyed the S'WET training. My body was VIBRATING for 8 hours after I finished the class! I feel like this training takes class planning to the next level.

The class today was awesome! I got amazing feedback and even attracted some younger MALE members of the club into the pool for the first time!!!

WHAT INSTRUCTORS TELL US...

S'WET™

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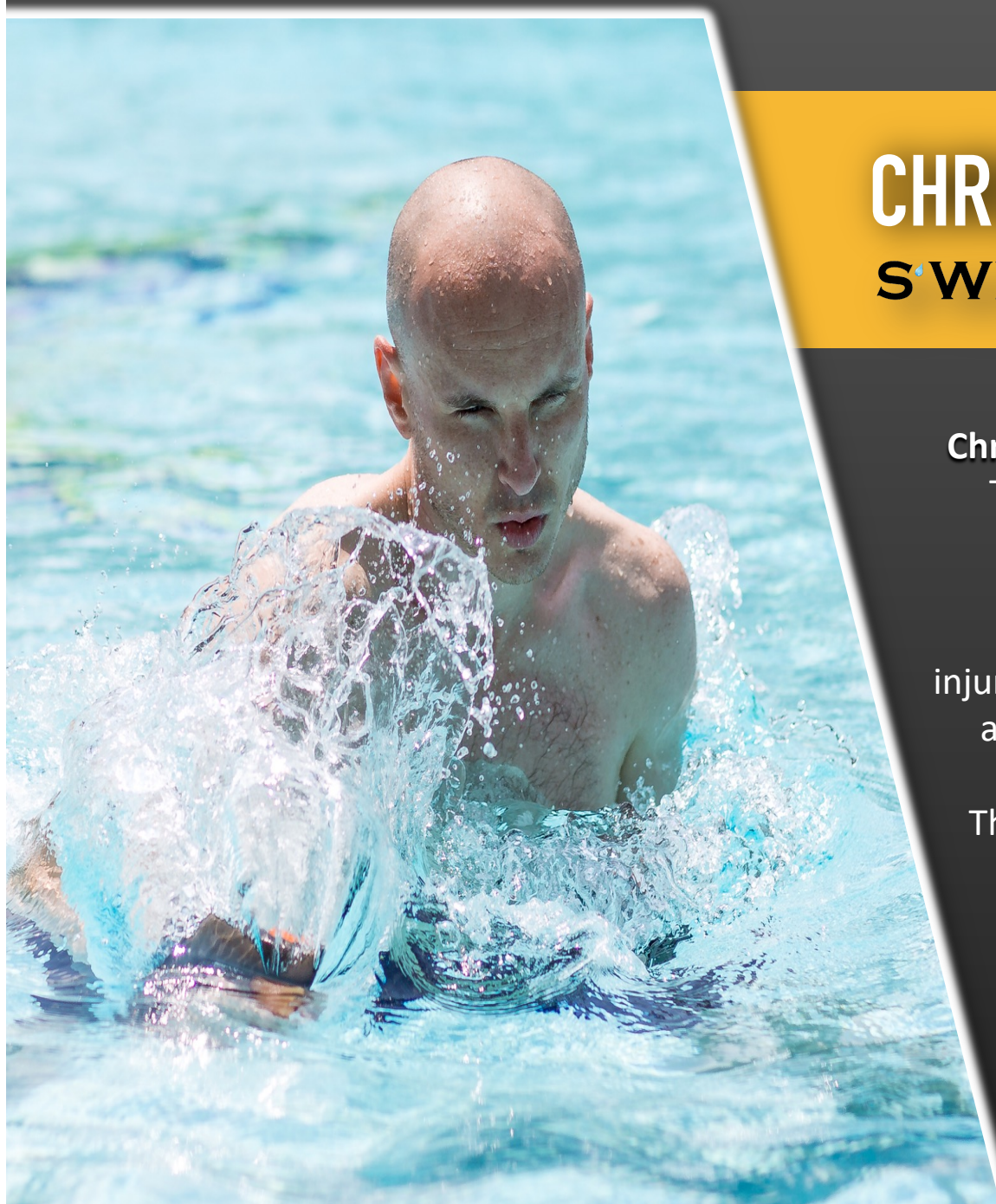
JENNI LYNN PATTERSON-LACOUR

FOUNDER & CREATOR OF **S'WET**

Jenni Lynn Patterson-LaCour is a NSCA-CPT, AEA Aquatic Training Specialist & CEC Provider, AFAA Group Fitness Instructor & CEC Provider and NASM CEC Provider.

With a Bachelor's Degree in Health Psychology, Jenni Lynn combined her knowledge of neuromuscular and physical conditioning with her love for swimming and aquatic fitness to create a structured formatted class called **S'WET™** – an intense, athletic aquatic boot camp modifiable for all levels of experience and ability.





CHRISTOPHER LACOUR

S'WET™ MASTER TRAINER

Christopher Lacour is a NASM Certified Personal Trainer, AEA Certified Trainer, ACE Group Fitness Instructor, Aquastrength Master Trainer, and a **S'WET™ MASTER TRAINER** teaching aquatic fitness in NYC.

Chris was first introduced to water workouts after a snowboarding injury and subsequent spinal surgery. He saw first hand the benefits of aquatic fitness – improving his strength, cardio and overall recovery.

The changes in Chris's body and health were so profound he decided to become certified as an aquatic trainer, specifically so he could motivate others to find a better – *wetter* – way to workout.

Chris incorporates swimming, boxing and mixed martial arts into his **S'WET™** classes to give his students an incredibly intense workout with little to no impact on the joints.

KATY COFFEY

S'WET™ MASTER TRAINER

Katy Coffey is an AFAA Certified Group Exercise Instructor, an AEA Aquatic Training Specialist, Master Trainer with Aqua Body Strong and holds a collective of 15 additional fitness certifications for both land and aquatic fitness training. She's also a **S'WET™ MASTER TRAINER** teaching aquatic fitness in Boston, Massachusetts.

Katy has been working in aquatics since 2002. She currently holds Instructor Training certifications for the American Red Cross, ASHI and YUSA.

In 2019 Katy won the SCW Fitness Idol in Boston for her own brand Aquafiit.



S'WET™

MEET OUR S'WET™ MASTER TRAINERS!

HOST A S'WET™ TRAINING



JENNI LYNN &

HER **S'WET™ SQUAD**

WILL COME TO YOU!



CONTACT US:

www.SWETSQUAD.com

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