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Tone And Sculpt Trouble Zones With Gaia's Yoga For Belly, Butt, And Thighs With Chrissy Carter

NEW YORK, Sept. 2, 2014 /PRNewswire/ -- Gaia, Inc., the leading distributor of lifestyle media, today announced the release of ***Yoga for Belly, Butt, and Thighs*** with Chrissy Carter available digitally and on DVD. ***Yoga for Belly, Butt, and Thighs*** was developed to target specific areas of the body through the practice of yoga – the abs, glutes, and thighs – three muscle groups commonly referred to as trouble zones.

For this program, Gaia worked with Carter to develop a series of practices that combine complex poses and deep breathing exercises with a dynamic workout to firm and tighten muscles, eliminate unwanted fat, build body awareness, and awaken core muscles.

"I wanted to create an accessible, yet effective practice that gives women the tools to uncover their personal best," says Carter. "We all struggle with trouble spots — areas of the body that need to be woken up — regardless of body type. This program offers a targeted yoga regimen that uses mindful movement to achieve results in the belly, butt, and thighs."

Yoga for Belly, Butt, and Thighs features three 20-minute practices, each designed to firm, tighten, and tone a certain area of the body, which can be done separately or together, as well as a 15-minute bonus practice for the core:

- **Belly** (20 minutes) - A tummy toning workout that starts with groundwork, moving the body through a series of exercises that require the abdominal muscles to hold poses for considerable amounts of time.

- **Butt** (20 minutes) – A butt sculpting sequence of exercises that starts on all fours, isolating movement at the hip joint to work glutes and hamstring muscles.
- **Thighs** (20 minutes) - Features thigh tightening exercises that create resistance with slow standing poses that tone and shape the leg muscles.
- **Complete Core** (15 minutes) - An assortment of poses that combine aspects of the previous workouts with dynamic new poses to target the abdominals and lower back.

"Research tells us that most people enter in the practice of yoga for fitness benefits," says Susan Haney, SVP of Marketing at Gaiam. "With this in mind, we strive to develop programming that serves the needs of our core customer. We were thrilled to work with Chrissy again on her second program, especially as it offers a new, targeted approach to the practice of yoga.

Yoga for Belly, Butt, and Thighs with Chrissy Carter is available on September 2, 2014 digitally on iTunes. The DVD can be found on Gaiam.com, Amazon.com, Target, and wherever DVDs are sold nationwide. It is approximately 90 minutes with a suggested retail price of \$14.98.

About GAIAM

Gaiam, Inc. (Nasdaq: GAIA) is a leading producer and marketer of lifestyle media and fitness accessories. With a wide distribution network that consists of over 40,000 retail doors, close to 15,000 store within stores, 5,000 category management locations, along with e-commerce and digital subscriptions platforms, Gaiam is dedicated to providing solutions for healthy and eco-conscious living. The company dominates the health and wellness category. For more information about Gaiam, please visit www.gaiam.com or call 1.800.869.3603.

About Chrissy Carter

Chrissy Carter has been teaching yoga for 10 years. She is currently a senior teacher, teacher trainer and anatomy teacher at YogaWorks in New York. Chrissy is passionate about teaching intelligent yoga with clarity and compassion and believes in creating a space where students can practice self-awareness without judgment. She is known for her ability to demystify postures and yoga philosophy, encouraging her students to live their yoga both on and off the mat. Chrissy has appeared in Yoga Journal, The New York Times, and Whole Living Magazine, and is a featured talent on GaiamTV. Her first Gaiam DVD, Chrissy Carter Beginning Yoga was released in December 2012.

Video - http://origin-qps.onstreammedia.com/origin/multivu_archive/PRNA/ENR/FX-Gaiam-082814.mp4

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