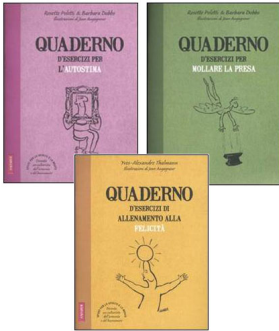


Back to exercise school



“Exercise Books” is a collection of books designed to train people towards a healthier lifestyle and state of mind in the style of a child’s homework book.

Why it matters

The World Health Organization predicts there will be 2.3 billion overweight adults in the world by 2015. Has this range of Exercise Books found a way of making exercise less daunting for people? Will we start to see other exercise and fitness brands adopt a child-like trustworthy tone of voice to ease people into leading healthier lifestyles?

- [Authenticity](#)
- [Well Being](#)
- [Italy](#)
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