

UNLOCK ATHLETIC EXCELLENCE

ELEVATE PERFORMANCE AND RECOVERY
BREATHWORK • COLD EXPOSURE



WHAT WE DO

IMPROVE PERFORMANCE

Maximize grit and laser-sharp focus with scientifically-backed breathing techniques that push limits. Unleash unbeatable endurance and mindset with strategic protocols. Implement efficient strategies that elevate respiratory control, breathing biomechanics and amplify results so you get more wins.

ACCELERATE RECOVERY

Turn fatigue into fortitude, and exhaustion into adaptation through practical application and training your physiology. Recovery breathwork isn't just a technique—it's a gateway to your full potential so you can train and compete at higher levels each day.

REDUCE PERFORMANCE ANXIETY

Reach peak performance by intertwining breathing cues with the power of visualization. Harness the breath to anchor focus, dispel anxiety, and channel confidence. Embrace the power of breath as the secret weapon for individual potential.

INTENTIONAL COLD PLUNGING

Bring it all together - Performance, Recovery and Team. Embrace the chill of ice baths to transcend performance anxiety, accelerating recovery, and creating unbreakable bonds. As teammates face the cold together, a shared sense of purpose emerges. Together they push boundaries and support each other through the chill.



ICE BATHS BUILD RESILIENCE, RECOVER THE BODY IN SEASON, AND DRIVE PEAK PERFORMANCE. THROUGH THE FUSION OF ICE BATHS AND BREATH, YOU UNLOCK A POWERFUL TOOL FOR TRANSFORMATION—A TOOL THAT NOT ONLY ENHANCES YOUR SKILL SET BUT ALSO NEUROCHEMICALLY SHIFTS MOOD, BONDS A GROUP TOGETHER, AND CAN FORGE A UNITED, UNSTOPPABLE TEAM.

HOW YOU BENEFIT

EXPERT COACHING SUPPORT

Prioritize athlete development and enhance overall wellbeing while expanding leadership education for your coaching staff.

SPORTS SPECIFIC PROGRAMS

Custom-guided breathwork programming for your sport that helps mentally prepare for both practice and competition.

MEASURABLE IMPACT

Increase aerobic capacity, accelerate recovery, and improve performance with measurable outcomes. Seamlessly integrate into your training and competition routines.

**OUR CUTTING-EDGE,
ATHLETE-SPECIFIC PROGRAMMING,
CRAFTED BY INDUSTRY EXPERTS, IS
TAILORED TO
ELEVATE YOUR PERFORMANCE**

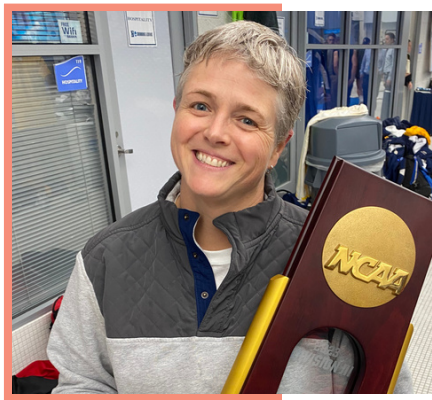


YOUR BREATH & COLD COACHES

KIM LLOYD

With a decade at Denison University, Kim Lloyd brings a wealth of experience to our program. As Associate Head Coach, she played a vital role in securing four NCAA national team titles and 10 NCAC Conference championships. Kim is also a World Champion master swimmer, a 5th degree Black Belt in Taekwondo, and was an All-American swimmer at Northwestern University.

Alongside her extensive coaching experience, Kim holds a Doctorate in Naprapathy, specializing in connective tissue disorders and biomechanics to achieve optimal health. Furthermore, she serves as a Sherpa Breath and Cold Master Trainer, empowering individuals to unlock their inner strength and achieve greatness, fostering inspiration, motivation, and empowerment.



KRISTIN WEITZEL

As the Founder of SHERPA Breath and Cold, a guide for professional and collegiate athletes, and individuals navigating all of life's complexities, Kristin leverages her extensive certifications and visionary insights for practical implementation. She's distinguished as a coach, master breathwork facilitator, trainer, nutrition specialist, women's health innovator, and biohacker, with a global stage presence.

Kristin's expertise, showcased on her podcast, inspires holistic wellness. She's a trailblazer in health optimization, blending breathwork and cold to empower individuals to optimize their performance.



RESULTS

BRIAN NICHOLSON

Creative Director & Choreographer - Arianna Grande



I want to express gratitude for the incredible success and profound impact of the SHERPA Breath & Cold Performance Training on our dancers. Bringing this transformative experience to our professional dance community was a dream come true, and I am thrilled with the results. We hired Kristin for a second training weekend due to the overwhelmingly positive response. The energy during the sessions was palpable, brimming with anticipation and excitement.

We initially started with a remote 1-hour online training to gauge interest, which led to a buzz among participants, so we brought her in for a full WONDER training weekend filled with the confidence that comes with skill building, thanks to Kristin's handout and audio track.

From setting intentions to exploring the science of performance breathing, every session was a revelation, equipping dancers with the tools they need to thrive in their careers and beyond.

Kristin was incredible, attentive, and well-planned. Leading a guided breathwork journey curated safely enough to create some emotional release to the breath protocols applied to my current choreography, the 65 dancers were blown away by how much Kristin cared about their success—her expertise and passion for helping dancers unlock their full potential shone through, leaving everyone inspired.

However, the most remarkable aspect was the sense of community and connection that flourished among participants. As dancers shared experiences and challenges, lifelong bonds formed. The WONDER Weekend was not just a workshop—it was a life-changing experience, leaving a lasting impact on all involved.

CASE STUDY STATS

- > 5 minutes of context-driven daily breath protocols led to a 69% improvement in performances compared to previous year.
- > 20% increase in CO2 tolerance resulted in 95% improved performances compared to previous year.
- > The University won a Women's National Championship for the first time in 22 years.



BLAKE M. - University Athlete



My breathwork journey began just over a year ago when I learned breathing practices from Coach Kim to perform better, recover, and manage my anxiety and back pain. Breathing is an essential element to who I am, and how I have progressed as an individual. Ultimately, these breathing practices have allowed me to reset, focus, and remain present so that I can make the best decision in the moment, regardless of where I am. To manage doubts, fears, accelerating thoughts, feelings, competition and intensity - I breathe.

This program also introduced me to ice baths and I now take them regularly as part of my recovery and stress management practice.

The tools in this program I learned to apply to myself have improved my mind, body, and soul. I firmly believe this program will benefit any individual, regardless of circumstance.



GREGG P. - Head Coach



Kristin spent two days observing and working with our athletes and coaches. She made "breathing to perform" both engaging and actionable for our teams. Her passion and knowledge helped the women embrace how to train, eat and live better according to their cycles. Her energy engaged the men to "gamify" improving their CO2 tolerance.

Kristin worked alongside the coaching staff to set up protocols, routines and recorded audio tracks that will help our athletes breathe into better performance as well as improve the quality of their lives outside of athletics - specifically through relaxation techniques and improved sleep. We highly recommend bringing Kristin, Kim, and the SHERPA Coaches in to help your team with competitive mindset improvement, stronger finishes, and better recovery.

READY TO TAKE YOUR PERFORMANCE TO THE NEXT LEVEL?

It's time to tap into the innovations that are revolutionizing the world of pro sports. Raise the bar across all you do with proven advancements - the keys to achieving athletic excellence and remarkable success.

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