

Scottsdale Fitness Company Expands to CA

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Scottsdale-based Amenzone Fitness, founded by Amen Iseghohi, has confirmed the sale of 10 franchise locations in California, including West Hollywood, Westwood, Santa Monica, Marina Del Rey, Manhattan Beach, Hermosa Beach, Long Beach, Huntington Beach, Newport Beach and Laguna Beach.

The multiple new facilities are slated for opening between 2013 and 2014. Currently, there are Amenzone Fitness outposts in North Scottsdale, Fountain Hills and Old Town Scottsdale. The concept was founded on the simple philosophy that "True healthcare is self-care." Unlike traditional gyms, you won't find weights, machines or mirrors at Amenzone but instead, recycled tires, sandbags, boxing bags, pull up bars and sledge hammers. This approach to fitness promotes a natural form of body movements. www.amenzone.com.