



# PRESS KIT

KUTTING WEIGHT



# WHAT IS THE SAUNA TREND?

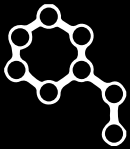
In the sizzle of recent years, saunas have become the hottest trend for more reasons than one. It's not just about chilling out or loosening up those muscles anymore - sauna and heat therapy are here to unveil a treasure trove of unexpected perks!

Enter hyperthermic conditioning, the secret sauce behind sauna's rise to fame. Picture this: you're soaking up the heat, elevating your core temperature, and letting those sweat beads flow like liquid gold. And guess what? Athletes and wellness gurus are all over it like bees to honey, and for good reason! This ain't just a steamy session; it's a powerhouse of benefits waiting to be unleashed.



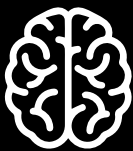
## Enhanced endurance

- Increased nutrient delivery to muscles decreases the depletion of glycogen stores
- Increase in both heart rate and core temperature during workouts



## Increased muscle hypertrophy through the prevention of protein degradation

- Induction of heat shock proteins and hormetic response increases longevity in cells
- Massive releases of growth hormone
- Improved insulin sensitivity



## Robust effects on the brain through hyperthermic conditioning

- Increased storage and release of norepinephrine to improve attention and focus
- Increased prolactin to speed up brain functioning through enhanced myelination repairs to damaged neurons
- Increased brain-derived neurotrophic factors (BDNF), causing the growth of new brain cells, improvements in information retention, and the amelioration of depression and anxiety
- Increased levels of dynorphin to make the body more sensitive to ensuing endorphins

Recognizing the advantages of heat therapy, Dustin Zahursky created an innovative sauna suit that allows users to enhance their workouts by combining them with the rich rewards gained through sauna sessions.

# ABOUT US

At Kutting Weight, we specialize in sauna suits and fitness gear. Our suits, crafted from neoprene and similar materials, elevate body temperature, providing the same benefits as sitting in a sauna like increasing blood flow to the heart, improving cognitive function and increasing muscle mass. Our apparel raises the intensity of your workouts, resulting in higher caloric expenditure for longer periods after physical activity.

As proven in several clinical studies by ACE Fitness, our products allow you to get more out of your workouts. Researchers found the sauna suit can be used as a form of heat acclimation to enhance aerobic capacity and endurance performance. Additionally, they found that sweating earlier and more heavily helped athletes maintain thermoregulation more effectively.

With our line of products, you no longer have to wear uncomfortable plastic sauna suits for cutting weight. Our sauna suit fabrics are durable, flexible, and allow more of your skin to breathe. Our clothing keeps your core heated up so that you can effectively lose water weight and burn more calories, whether for weight loss in a competitive sport, or just working to stay trim. Kutting Weight offers the most advanced product for water weight loss in the fitness industry.



LOSE UP TO  
**40%**  
MORE WEIGHT



INCREASES  
METABOLISM UP TO  
**20%**



BURN UP TO  
**13%**  
MORE CALORIES

## WHY NEOPRENE

Neoprene is a synthetic material that is highly sought after for its thermal properties, as it helps to trap the body heat of the wearer, which in turn increases core body temperature. The heat generating property makes neoprene the ideal material to use for creating sauna suit apparel. Kutting Weight clothing is created with a unique, newly improved SweatTech Neoprene that boasts a higher level of flexibility and softer texture than regular neoprene, and is finished with a thin layer of nylon. This allows our apparel to move with the body through any type of workout and will not rip or tear like the conventional plastic sauna suits do.

# OUR STORY

## DUSTIN ZAHURSKY

Dustin always had the drive and motivation to achieve the best version of himself. From losing his dad at a young age to overcoming the struggles of being raised by a single mom, his resilience ensured a brighter future.

As an ardent athlete, Dustin thrived as a collegiate wrestler until a near-career-ending neck injury forced him to the sidelines. Undeterred, Dustin's relentless determination propelled him not only to recover but also to ascend from being unranked to securing the prestigious title of 2002 Wrestling National Champion at Lindenwood University, the top wrestling program in the NAIA at the time. Dustin knew that was only the beginning. His triumph kickstarted a passion-driven career as a fitness instructor, personal trainer and wrestling coach.

After his college wrestling career ended, Dustin knew he wanted to get into the business world but still be affiliated with the wrestling world. Wrestling had provided him with a direction in life and an opportunity to do something productive. Since cutting weight for wrestling, boxing, and MMA competitions often requires the temporary controlling of water weight, he created a line of superior training gear to aid in any weight loss regimen. And the benefits of the heat training remain in place even after fluids are replenished.

Kutting Weight sauna suit clothing has been scientifically proven to contribute to a significantly increased metabolism (20.8%) and to facilitate greater weight loss (40.4%) when compared to exercise performed under similar conditions with no sauna suit clothing.



# FAQ

## **What is a sauna suit and how does it work?**

A sauna suit is clothing worn during exercise to promote sweating and expedited weight loss by trapping heat close to the body, increasing core temperature, and mimicking the effects of a sauna.

## **Are sauna suits safe to use?**

Yes. Sauna suits can be used safely in moderation, while maintaining proper hydration.

## **How do I clean and maintain my sauna suit?**

To clean and maintain your suit, you can either run it through the standard washer/dryer machines, or you can hand wash it with soap and water, wring it out, and hang dry for use the next day.

## **Can sauna suits help with weight loss?**

Sauna suits can aid in temporary weight loss by promoting sweating, and the higher calorie burns per session result in you losing actual body fat faster compared to working out alone.

## **What is Kutting Weight's SweatTech Neoprene Technology?**

Neoprene is a synthetic material that is best known for its application in making wet suits used by surfers and divers to stay warm. It is highly sought after for its thermal properties, as it helps to trap the body heat of the wearer, which in turn increases core body temperature.

## **Are sauna suits comfortable to wear?**

Our Kutting Weight clothing is created with a unique, newly improved SweatTech Neoprene boasting a higher level of flexibility and softer texture than regular neoprene and is finished with a smooth layer of nylon.

## **Are sauna suits suitable for all body types?**

Yes. Sauna suits can be used by individuals of all body types. Our sizing ranges from XS to 6XL.

# SUCCESS STORIES



“I started using Kutting Weight Sauna Vest early 2018 at XXL now I’m down to a medium. At the time I weighed 380lbs, I had weight loss surgery due to a Military condition in March 2018. Using Kutting Weight contributed to a total weight loss of 192lbs. I competed in Bataan Death March 2019 using Kutting Weight products and Completed the Honorary Division in 4hrs 40mins. I plan on beating this time in 2020. Thanks Kutting Weight for your products!!!”

- DAVID NEVAREZ



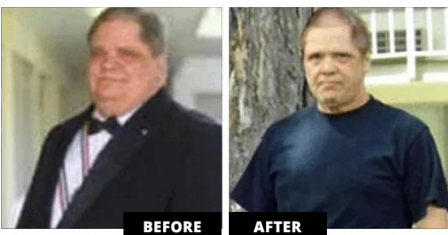
“I wasn’t a believer. This suit is cool and hot at the same time. I’ve lost more weight and felt better than I ever have before. I’m so used to the old school cheap sauna suits and this is a whole different type of technology. Dry, cool-type feeling—I can cut weight all day!”

- HURRICANE GERALD HARRIS



“My life has forever changed with the help of Kutting Weight. I went from a sad 285 lbs to 218 lbs in 6 months using their sauna suits, smarter eating, and simply walking. I originally purchased the One Piece Suit and now own the Men’s Short Sleeve Top and Shorts. They are durable, high-quality products and create results. I am 64 years old and spend more time with family and doing things I only dreamed of 6 months ago. Thank you for giving me my life back.”

-ED GRANDPRE



William’s weight loss story is incredibly inspiring and motivating. Needing to lose weight so that he may be approved for life-saving surgeries, William underwent gastric bypass surgery. After surgery, William knew it was going to take some drastic lifestyle changes for him to lose the necessary weight and to keep it off in the long term. It was then that he found Kutting Weight and look at him now - he has lost over 130 lbs and is doing amazingly! Congratulations William.

# RECENT NEWS

## ARE SAUNA SUITS GOOD FOR WEIGHT LOSS?

Like waist trainers, sauna suits may seem too good to be true—but the latest research might surprise you...

[Learn More](#)

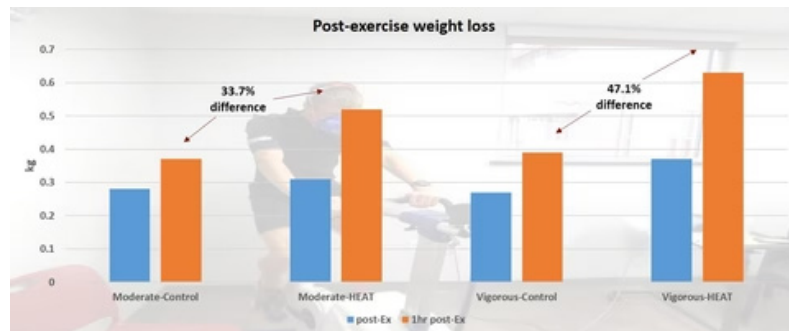
**SHAPE**



## ACUTE BENEFITS OF EXERCISE WITH THE KUTTING WEIGHT® SAUNA SUIT: TECHNICAL REPORT

Dr. Lance Dalleck and his team at Western State Colorado University performed a study to examine the potential health and fitness benefits of exercise with the Kutting Weight® sauna suit. It was hypothesized that exercise with a Kutting Weight® sauna suit would elicit significant increases in metabolism and thus result in a significant weight loss post-exercise.

[Learn More](#)



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