

feature

# Hot Yoga Ahwatukee



Proving Hot Yoga *Is* For Everyone

by Andrea J. Sok



**When** Sandra Lassiter left her executive management position to open a Hot Yoga studio in Ahwatukee, she was as much fulfilling a dream as pursuing a passion. “It was time for me to reinvent myself personally and professionally,” says Lassiter. “Owning a Hot Yoga studio was in the back of my mind for a number of years and it wasn’t just a dream, I could see myself doing it.”

Hot Yoga Ahwatukee opened to an enthusiastic community in late March 2010. The studio, located in the Trader Joe’s plaza, boasts 3,000 square feet of space that includes a spacious yoga room – over 1,300 square feet – open lobby, restrooms with changing areas and full-size showers, all in a welcoming, tranquil, eco-friendly atmosphere.

The Ahwatukee location was ideal, not only because Lassiter has been a resident since 1993, but because she saw value in Hot Yoga for the

Ahwatukee community. “I wanted to bring yoga to an area where the demographics would support it.” Population, income, education, profession, home ownership, and an active community that places a high value on physical fitness – the perfect demographics for Hot Yoga!

Ahwatukee echoed those sentiments with over 1000 people participating in the New Student Special – two weeks of unlimited Hot Yoga for





\$25 – since opening. Today, Hot Yoga Ahwatukee has eight instructors and offers classes early morning, morning, mid-day, early afternoon and evening. They are open 7 days a week and offer more than 20 classes weekly.

Hot Yoga is a style of Hatha Yoga. Hatha Yoga is the physical form of yoga designed to bring balance and well-being into your life. It is the perfect lifetime fitness program and totally different from any other kind of exercise.

Hot Yoga classes are ninety minutes and the room temperature is set at 101 degrees with 40-50% humidity. The heat, combined with the humidity, creates an atmosphere for warming the muscles to improve flexibility. The heat



feature





Today, Hot Yoga Ahwatukee has seven instructors and offers classes early morning, morning, mid-day, early afternoon and evening. They are open 7 days a week and offer more than 20 classes weekly.



promotes sweating which detoxifies the body by flushing toxins through the skin. Other benefits include building strength, increasing flexibility, creation of longer, leaner muscles, and reduction of stress and anxiety.

Who can benefit from Hot Yoga? “Hot Yoga is for all ages, genders, body types and ability levels,” says Helena Whitney, Hot Yoga Instructor and Co-Director of Hot Yoga Ahwatukee. “Initially many will see the physical benefits of Hot Yoga, but the mental benefits are just as powerful.” This is evident from the tag line, “Off the Mat, Into Your Life™.” Lassiter and Whitney want to be certain that people recognize how Hot Yoga will play into their lives even after they’ve left the studio.

Lassiter and Whitney believe that what makes their studio among the best in the Valley is their belief and commitment to inclusion. “Our practice is built on the foundation of inclusion. Hot Yoga can benefit everyone.” “There are variations and modifications to every posture so that every student is challenged at their own level”

says Lassiter. “We focus on the breath and honor the integrity of the posture...making the mind-body connection.”

All of Hot Yoga Ahwatukee instructors are certified and registered by the Yoga Alliance, a nationally recognized organization supporting the studying and teaching of yoga in the United States. In addition, they participate in local, regional and national continuing education trainings, workshops and seminars throughout the year.

Lassiter and Whitney stress that Hot Yoga is for everyone. “We often hear ‘yoga is not for me, I’m not flexible.’ Yoga is for everyone. The more inflexible you are, the more you need yoga. You become flexible by doing yoga. The more frequently you come, the more you will benefit.”

“We are completely beginner friendly,” says Lassiter. “You just need to come with a yoga mat, towel, water and an open mind and you’ll have an experience like no other.”



**Know before you go:**

Arrive 15 minutes early to meet the instructor and explain any ailments or challenges you are facing that day. Hydrate, coconut water is especially beneficial before and/or after a class. Bring a towel, yoga mat and water. In an effort to remain eco-conscious Hot Yoga doesn't sell water, but you can fill your bottle in their wall mounted water fountain. Wear lightweight, breathable clothing (moisture wicking styles are best).

**While in class:**

If you find the heat and humidity overwhelming simply sit and watch or try the pose, but hold only as long as you feel comfortable. Don't be afraid to ask for assistance or try a modification if you are having difficulty maintaining the pose.

**Specials:**

Two weeks unlimited yoga for \$25 (open to new students and Arizona residents only)

If you purchase a class package within the two-week trial period you will receive 20% off

Best value: unlimited yoga for \$99 a month

Hot Yoga Ahwatukee  
 4025 E. Chandler Blvd. Suite 22  
 Phoenix, AZ 85048  
 (Chandler and 40th Street, Trader Joe's Plaza)  
[www.HotYogaAhwatukee.com](http://www.HotYogaAhwatukee.com)



# Dedicated to Supporting Ahwatukee Area Business

**We offer:**

- Monthly Publication
- FREE to Consumer
- Over 4,000 additional copies delivered to businesses throughout the Ahwatukee area, including:

- A.J.'s Fine Foods
- Trader Joe's
- Restaurants
- Hair Salons
- And Many More!
- Ahwatukee Foothilla Chamber of Commerce
- Ahwatukee Foothills Family YMCA
- Shopping Centers
- Doctors' and Dentists' Offices



## A Magazine

Call today to find out how we can help your business!

**(602) 481-9826**

[Jim@AhwatukeeMag.com](mailto:Jim@AhwatukeeMag.com) • [www.AhwatukeeMag.com](http://www.AhwatukeeMag.com)