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8 ONE 8 Fitness: Not Your Average Gym Membership

Jon and Matt Hunt had vision of something *different*. The pair of brothers wanted to give Quad Citians a new definition of health and wellness. To them, this meant providing the ultimate in privacy, personalization, and convenience, as well as an experience and environment designed to offer less chaos, less commuting, and less stress.

For the last three years, they have operated 8 ONE 8 Fitness with a unique model that focuses on not just fitness, but overall life and style—all with a sharp attention to detail and an eye on luxury.

“We are more than just personal trainers and provide much more than just a workout. Every member has different needs, goals, and is motivated differently. We custom tailor every experience and provide a level of service, knowledge, and coaching in a private, convenient format that we feel this community desires,” Mr. Hunt explains, further noting that the majority of their clients also seek atmosphere, luxury, and detail-oriented service as part of their quest for wellness.

8 ONE 8 caters to clients by going beyond group fitness classes or crowded weight rooms. Personal trainers and coaches work with clients one-on-one and most training sessions happen either in the client’s home or onsite. (For example, 8 ONE 8 will bring equipment to the client’s place of employment or to a park on a nice day.) 8 ONE 8 also has a private studio in the Village of East Davenport.

In addition to personal training, nutrition consulting, and injury rehabilitation, 8 ONE 8 offers private yoga, massage, and personal styling services. A personal stylist works with clients on their overall wardrobe, as well as offers personal shopping and private styling.

“Many of our clients see significant changes in their body and find that their clothes no longer fit properly. Our stylist educates clients on how clothes should be tailored, how to buy clothes, and how to dress for major life events,” explains Mr. Hunt. “We don’t stop at the training. We’re in the business helping people feel good and look good.

“Basically,” Mr. Hunt says simply, “we’re an entourage of health and wellness and we’re ready to show up wherever you need us.”

Why Mr. Hunt loves his job: “We get to change lives and form some amazing bonds and friendships,” Mr. Hunt says. “When you see someone lose their first pound or their first 50 pounds...when you see them fit into clothing or a size of clothing they haven’t fit into for years...or ever...when you hear that their doctor has reduced medication levels or taken them off certain medications all together...or simply when you see a member smile.” All of this, a thoughtful Mr. Hunt says, is what motivates him to wake up every morning at 4 a.m. to work with the people he has grown to care about. “I want to impact a person’s day in a positive way. That’s really what I am looking to do,” he adds.

Why you should check out 8 ONE 8: We all approach health and wellness in different ways and with different motivations, but I appreciate 8 ONE 8's commitment to empowering clients and considering the long view. "We want teach and coach," says Mr. Hunt, whose energy is infectious. "We are looking for ways for our client to be able to incorporate health into their daily lives. We want the people we work with to have the tools to do it on their own should they get to the point you want to."

The details: Learn more about personalized health and fitness instruction online at 8 ONE 8's website (www.8one8fitness.com) or follow along on Facebook (facebook.com/8one8fitness). Additionally, 8 ONE 8 will host an introductory boot camp and meet-and-greet on Saturday, March 5th at 11 a.m. (Studio 205, Bucktown Center for the Arts, Davenport) for those interested in learning more about their services. (RSVP to Mr. Hunt at 563.505.1079.)