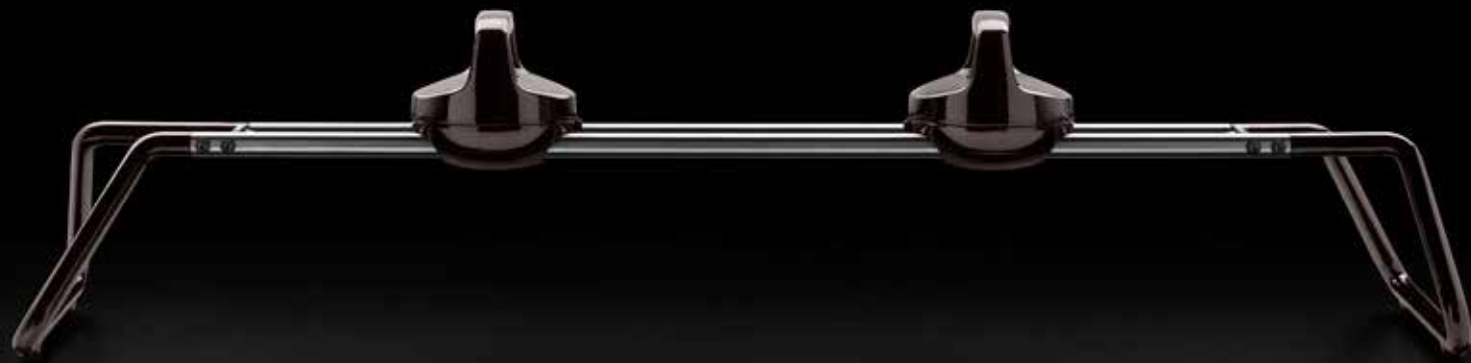


MY JEWELS COLLECTION

SUPREME INDOOR FITNESS ACCESSORIES





WHEN BEAUTY MEETS FITNESS.





WHEN BEAUTY MEETS FITNESS	012
PARALLETES	020
PISTOLS	024
BATTLE ROPE LOOP	032
AB BAR	036
DOUBLE AB BAR	042
GROUND HOOKS	050
LUXURY HANDLES	058
STABILITY BOARD	062
SLIDING PUSH-UPS	070
FIXED PUSH-UPS	076
ROTARY PUSH-UPS	082
PULL-UP BAR	090
PERSONAL GYM WALL	096
MYLIBRERIA	104
FINISHES & MATERIALS	114
MYEQUILIBRIA APP	130
FOUNDERS & DESIGNERS	132
AWARDS	134
OFFICES & DISTRIBUTORS	136

/ WHEN BEAUTY MEETS FITNESS.

BEAUTY IS A POWERFUL FORCE IN OUR LIVES.

IT HAS THE CAPACITY TO INFLUENCE US ENHANCING OUR STATE OF MIND, OUR INNER MOOD, OUR SPIRIT.

WHATEVER THE CHALLENGE, THE FATIGUE, THE OBSTACLES ARE,

THE UNIQUE MOTIVATING POWER OF BEAUTY,

UNLOCKS, SUSTAINS AND ENHANCES OUR ABILITY TO ACHIEVE THE RESULTS THAT REALLY MATTER TO US.

BEAUTY HAS THE POWER

TO MAKE FATIGUE MORE ACCEPTABLE,

TO MAKE SACRIFICE MORE FEASIBLE,

TO MAKE EFFORTS MORE MOTIVATED,

TO MAKE CHALLENGES MORE SUPERABLE.

TO MAKE GOALS MORE ACHIEVABLE.



/ WHEN BEAUTY MEETS FITNESS.

THIS IS WHY WE BELIEVE **BEAUTY IS A POWERFUL TRAINER.**
AND THIS IS WHY WE CREATED A COLLECTION OF FINE AND BEAUTIFULLY DESIGNED
FITNESSEQUIPMENT. **UNLOCKING THE POWER OF BEAUTY** FOR THE BENEFIT OF YOUR
FITNESS ACTIVITY, MAKING IT MORE REWARDING, PERFORMANT AND FULFILLING.

**WE HAVE ENGINEERED BEAUTY INTO A LUXURY DESIGNED FITNESS EQUIPMENT,
THAT WILL MAKE A DIFFERENCE FOR YOUR BODY, MIND AND SPIRIT.**

**LET THE TRAINING POWER OF BEAUTY BRING YOUR FITNESS ACTIVITY
TO THE “NEXT LEVEL” WELLNESS EXPERIENCE.**

MANIFESTO



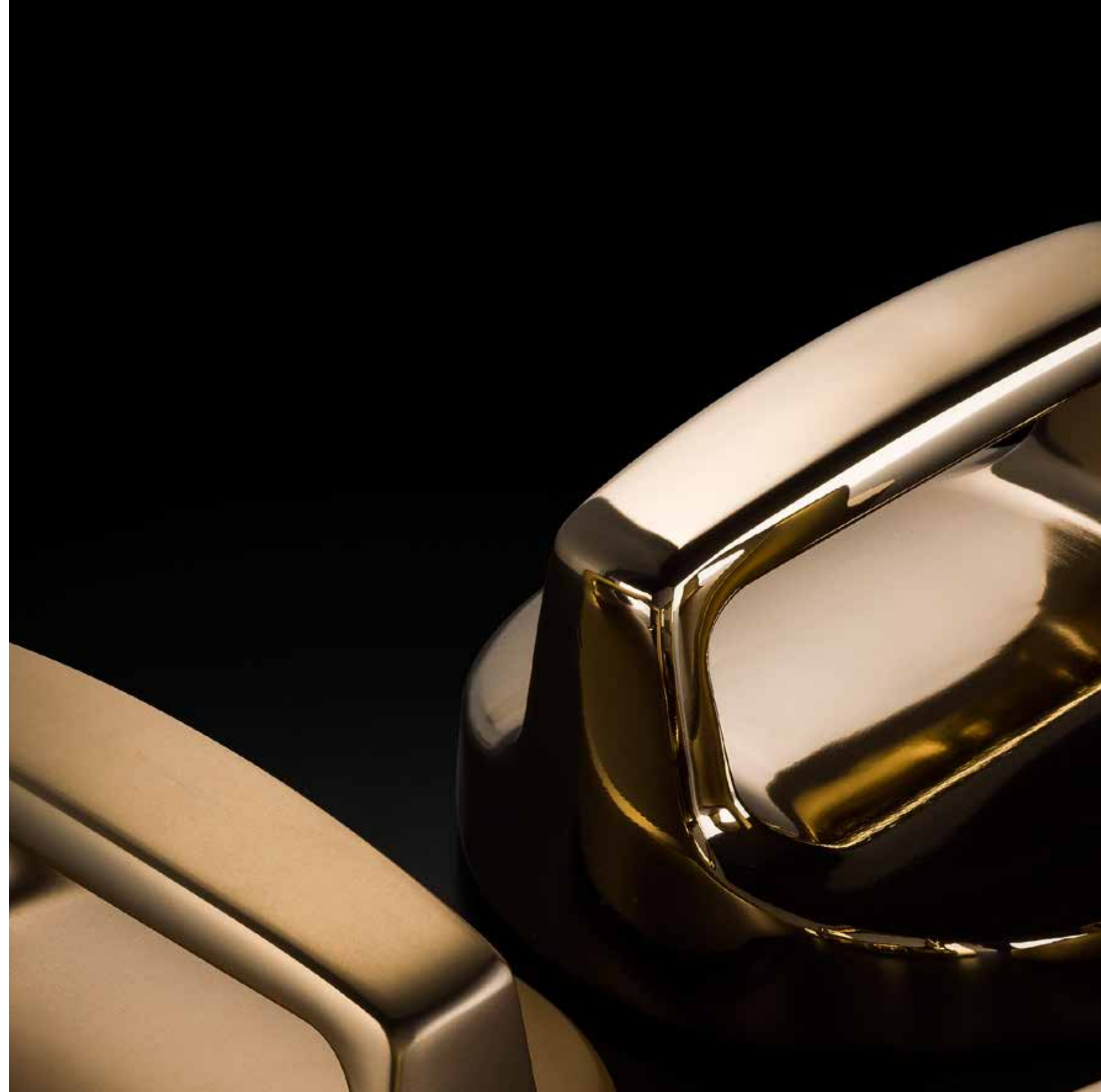
/ WHEN BEAUTY MEETS FITNESS.

FOR **WELLNESS SEEKERS AND LUXURY LOVERS**
WHO ASPIRE TO A HIGH-END WELLBEING,

MY EQUILIBRIA ACCESSORIES COLLECTION
OFFERS **THE ULTIMATE FITNESS EXPERIENCE**,

THROUGH BEAUTIFULLY DESIGNED EQUIPMENTS & ACCESSORIES,
WHICH MAKE FITNESS ACTIVITY AN EXPERIENCE OF AMPLIFIED WELLNESS.

ALIGNMENT



DISCOVER

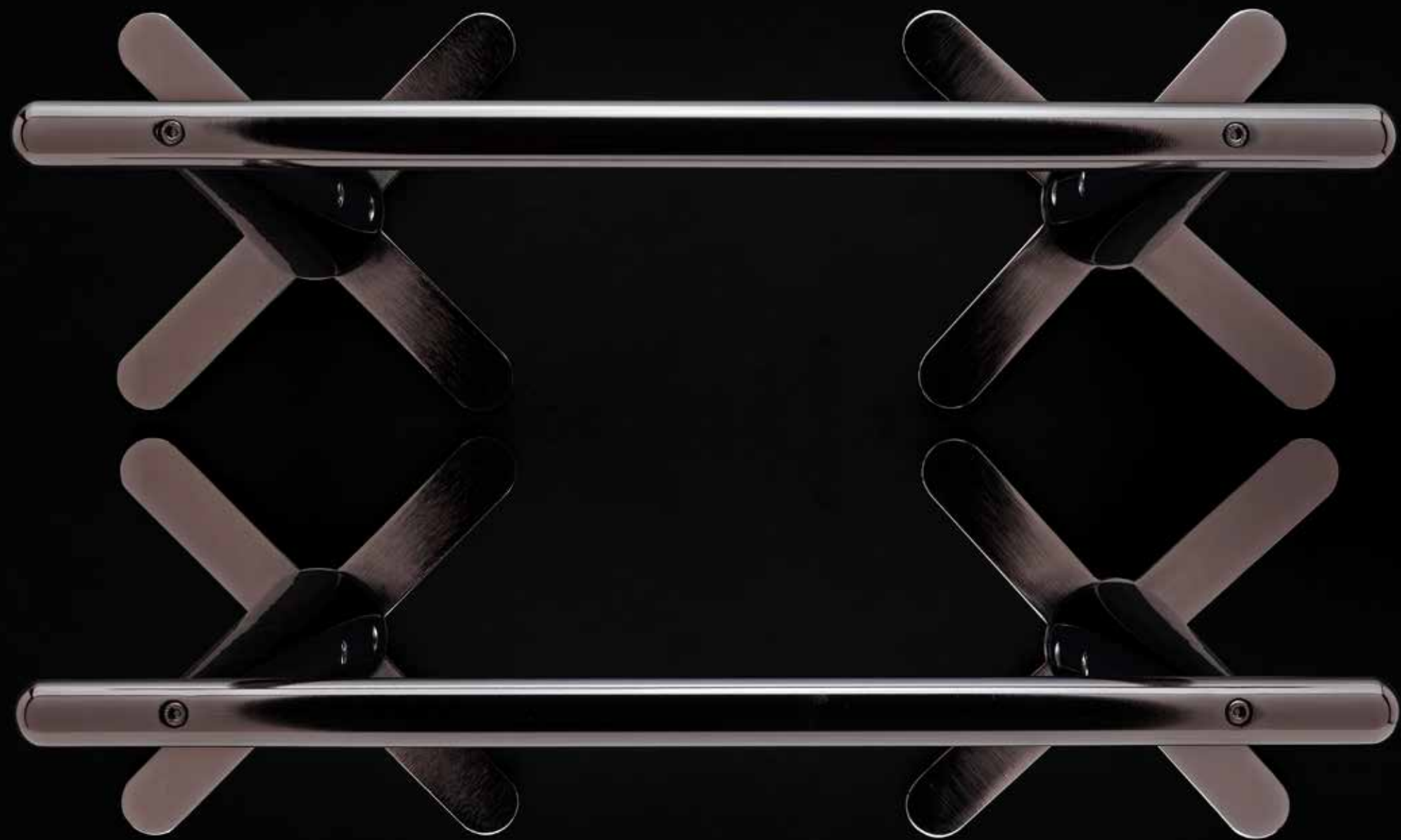
THE TRAINING POWER OF BEAUTY.





/ PARALLETES

These solid, versatile, premier accessories have quickly gained popularity for functional training, calisthenics and gymnastics because of their effectiveness and universality.





/ PISTOLS

The perfect way to train for balance, allowing development of flexibility, coordination and endurance while challenging commonly overlooked and often weakened stabilizers and assisting muscles.



/ PISTOLS

/ PISTOLS

THE COLLECTION





BEAUTY IS POWER.
IT MOTIVATES.



/ BATTLE ROPE LOOP

A favorite training tool for elite athletes, Special Forces and professional sports teams. Battle Rope is one of the most effective tools to burn fat.

BEAUTY IS POWER.
IT REWARDS.

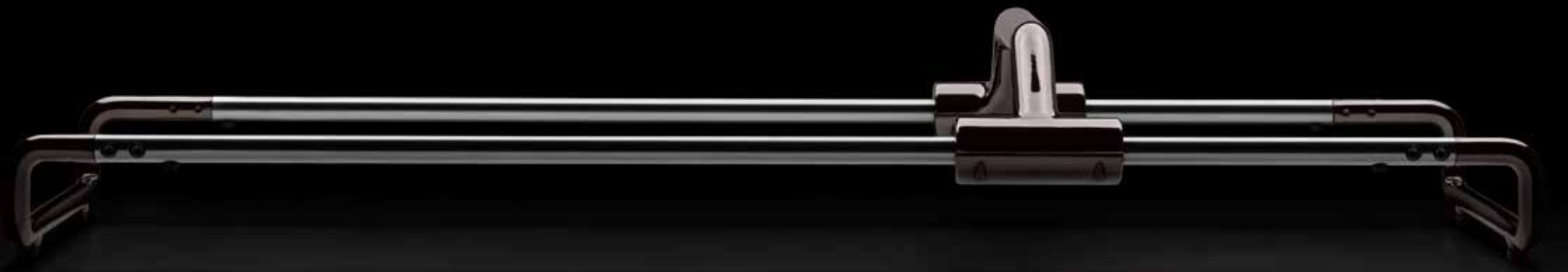


/ AB BAR

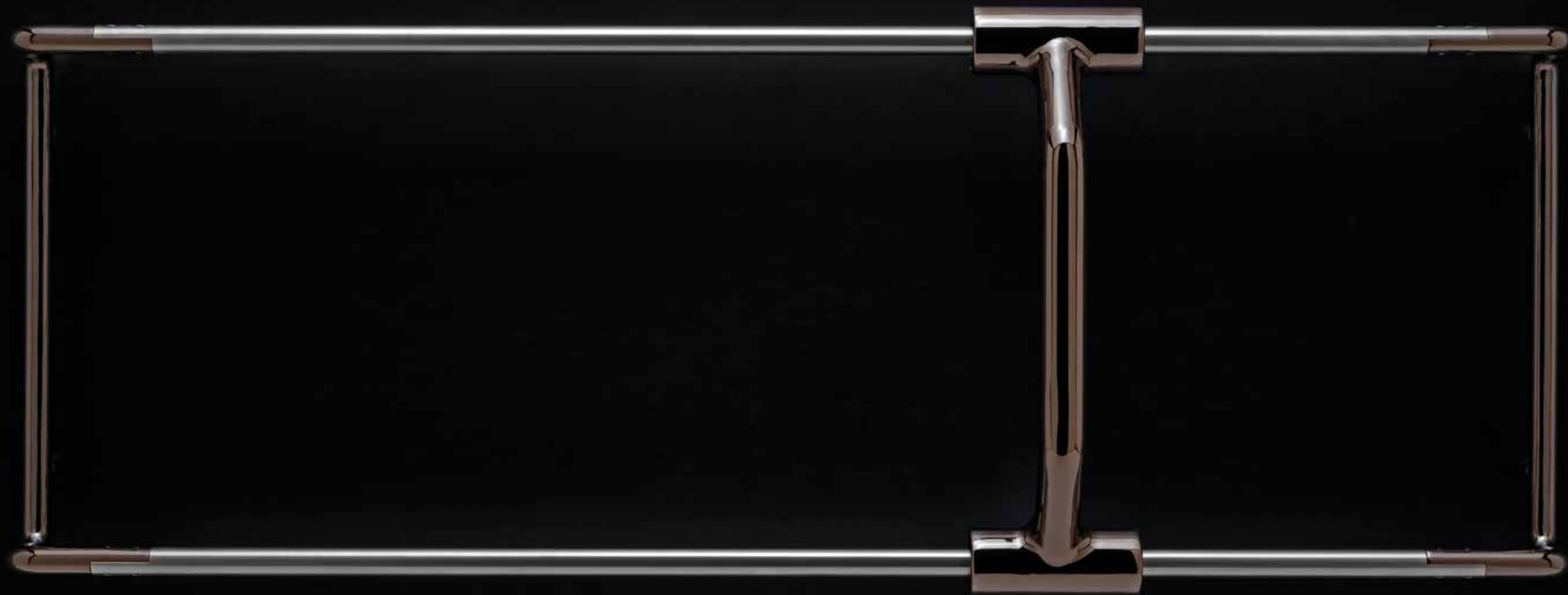
This is a professional and innovative version of an old-school ab wheel. The handlebar, incorporated into a specially designed parallel steel track, allows for a smooth, guided movement.



/ AB BAR



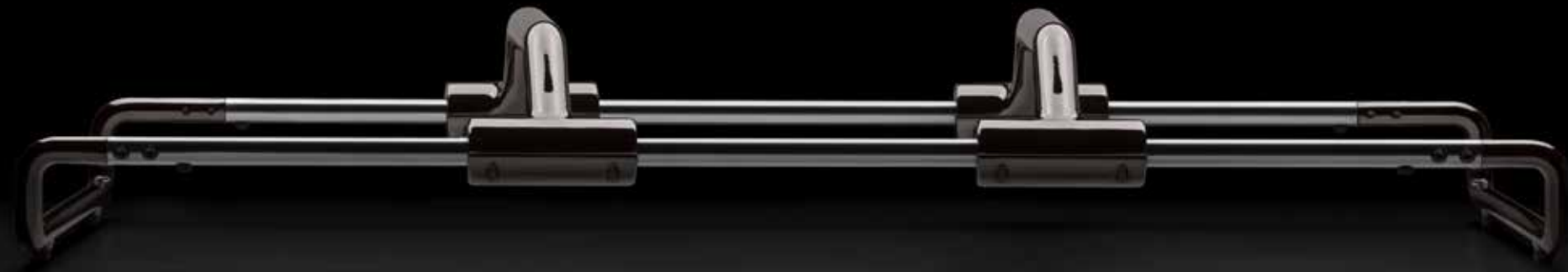
THE COLLECTION



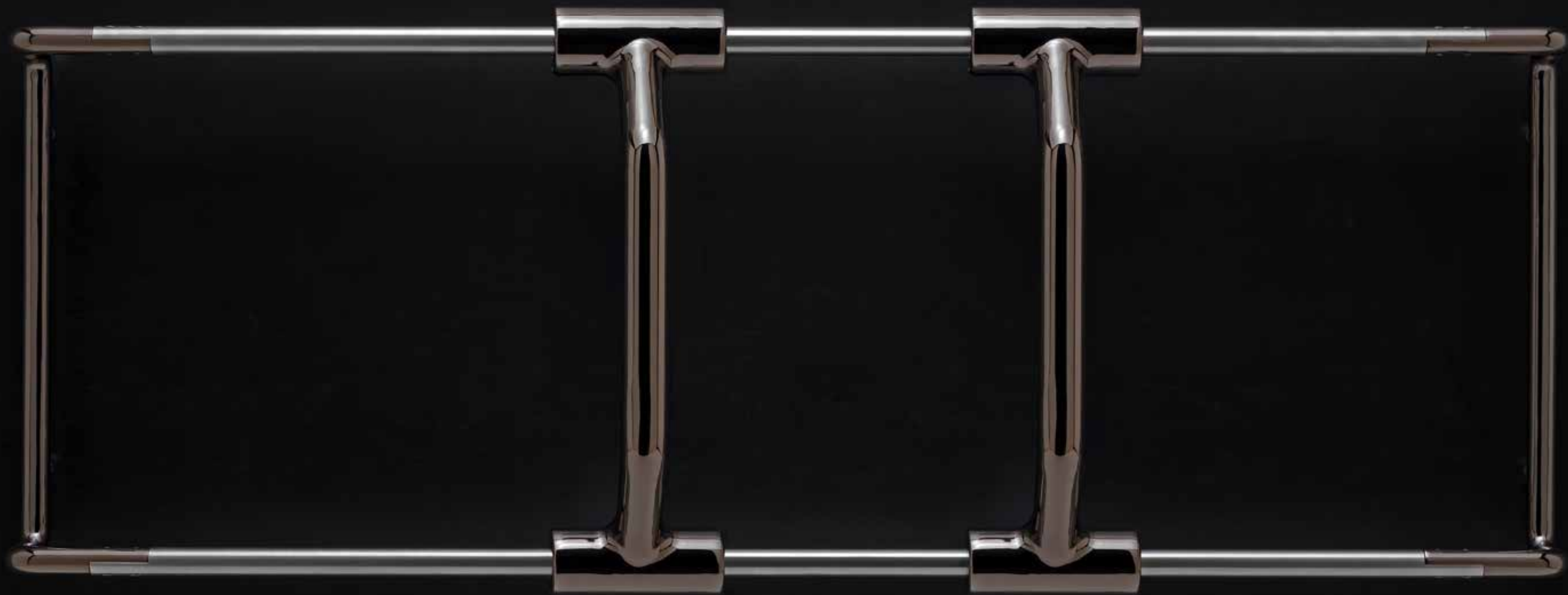
/ DOUBLE AB BAR

The creative and unique equipment merges sliding push-up handles with a classic ab bar. Increase resistance to traditional ab exercises or use the double bars for a challenging series of push-ups. The beautiful design stokes curiosity-inspiring any number of inventive exercises.





/ DOUBLE AB BAR





/ GROUND HOOKS

Thanks to a wide range of tubes featuring various resistance levels and the Easy-Connect Hook System, it is possible to do hundreds of strength training, resistance and coordination exercises.



/ GROUND HOOKS



THE COLLECTION





BEAUTY IS POWER.
IT UNLOCKS SELF-ESTEEM.



/ LUXURY HANDLES

Show your true colors with these personal luxury handles, durable and smooth with leather wraps clip-on with ease to resistance bands. The kit comes with two handles and five bands of varying resistance: 10 lbs, 20 lbs, 30 lbs, 40 lbs, and 50 lbs. Increase strength, endurance, flexibility, balance, and mobility with resistance training.

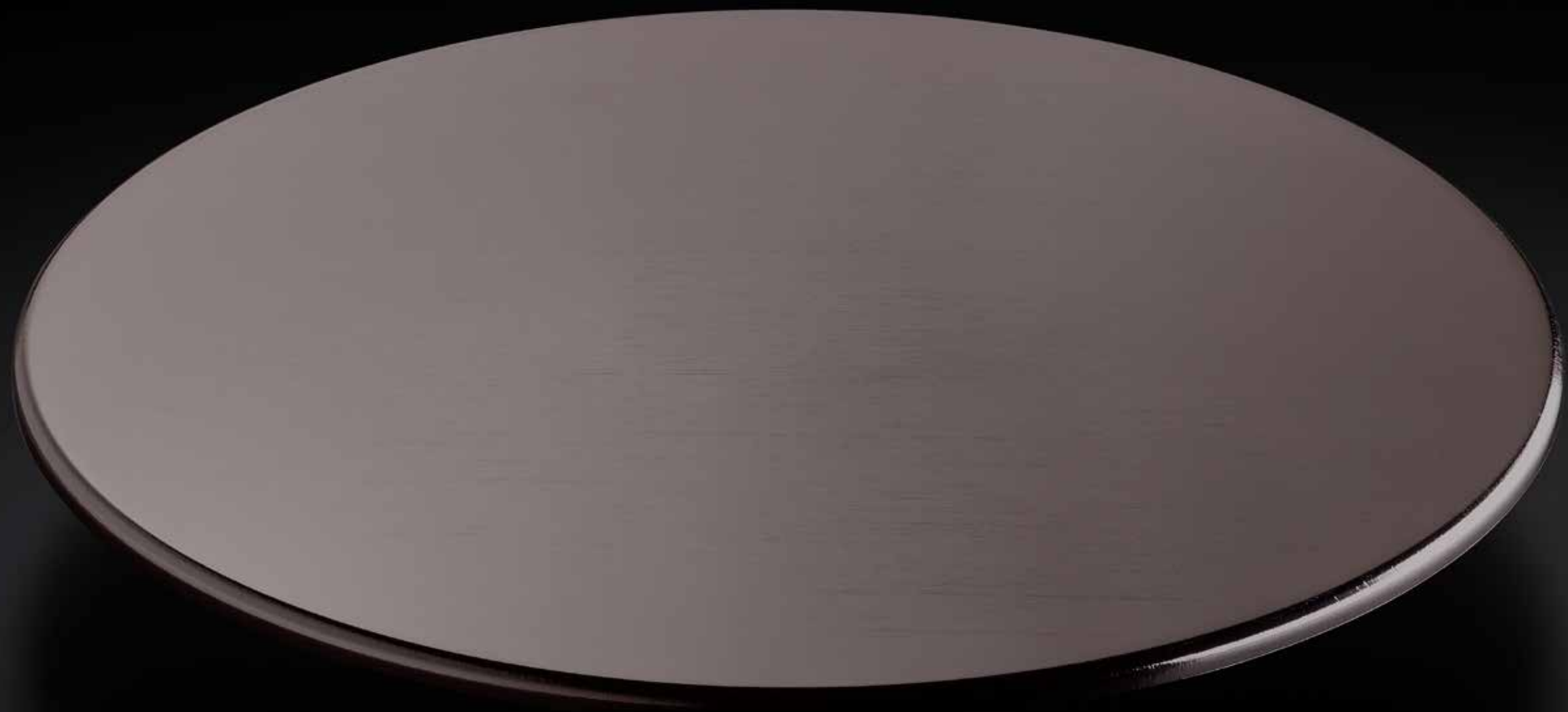


BEAUTY IS POWER.
IT LOWERS FEAR.

/ STABILITY BOARD

This solid, versatile, premier accessory has quickly gained popularity for balance and functional training, calisthenics and acro-yoga for its effectiveness and universality.





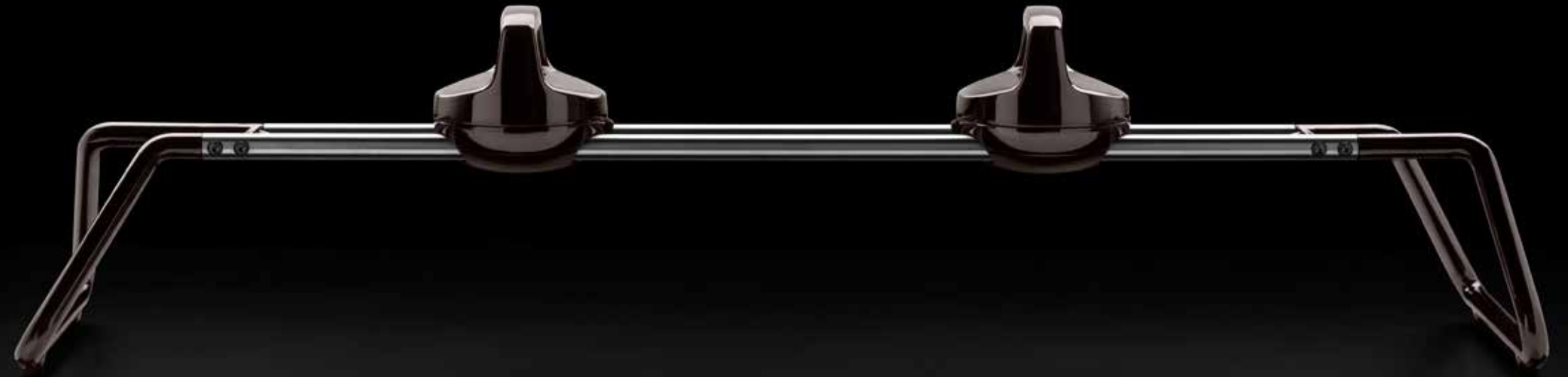
BEAUTY IS POWER.
IT MAKES WHAT'S HEAVY, LIGHTER.

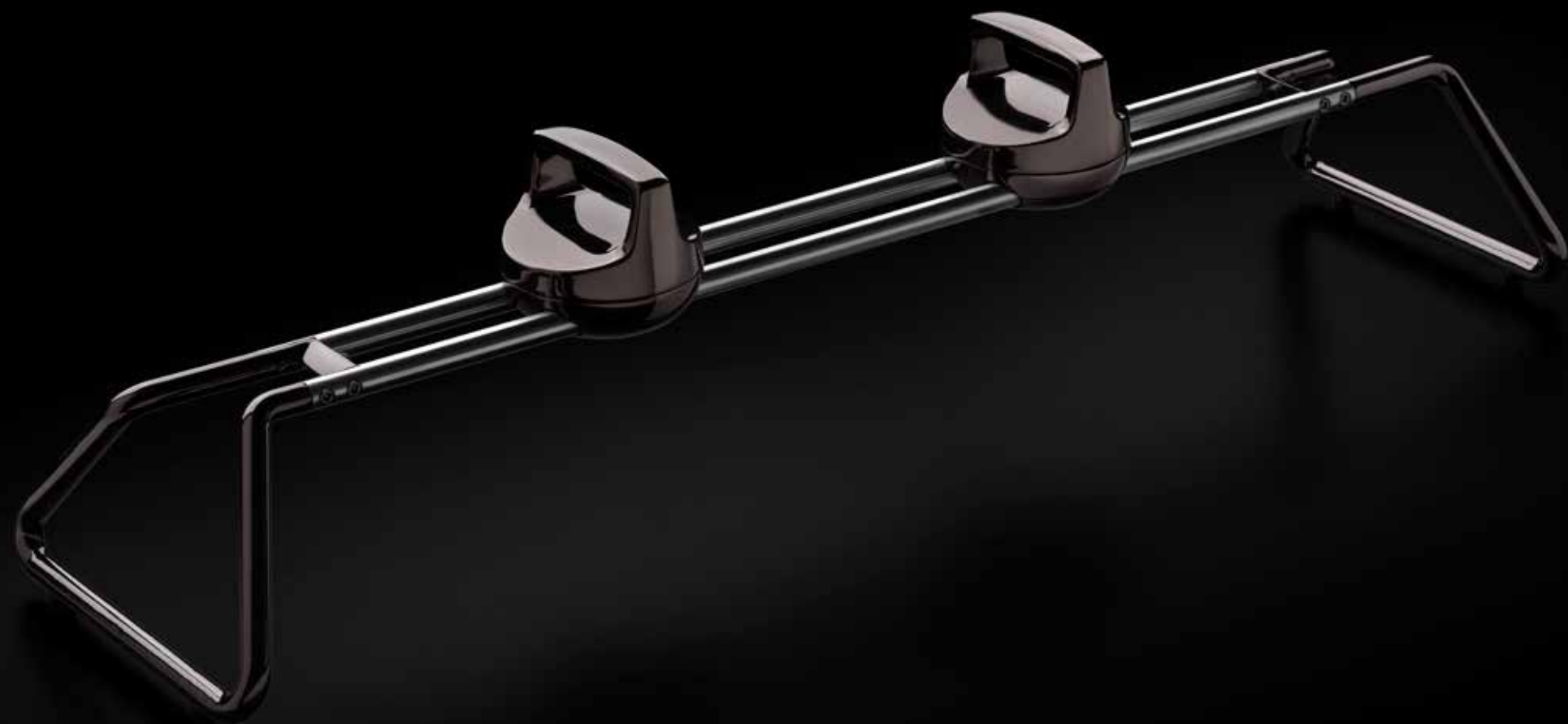




/ SLIDING PUSH-UPS

Sliding Push-Ups bring the workout to another level with smooth gliding and rotating handles. Increase strength, stability and endurance with increasingly difficult and complex push-up variations, activating the entire core and enabling the muscles to be trained in different ways.





/ SLIDING PUSH-UPS





/ FIXED PUSH-UPS

One of the greatest, simplest, most complete and popular exercise movements for developing some serious upper body strength. Fixed Push-Ups also activate the entire core.

/ FIXED PUSH-UPS

THE COLLECTION





BEAUTY IS POWER.

**IT IS A SOURCE OF EMPOWERMENT
AND RESOURCE FOR A BETTER
PERFORMANCE AND HIGHER
ACHIEVEMENTS.**

/ ROTARY PUSH-UPS

Rotary Push-Ups allow an enhanced workout routine and gets the most out of the push-up exercise, challenging muscles even further. At the same time smoothly rotating handles help to reduce strain on wrists.



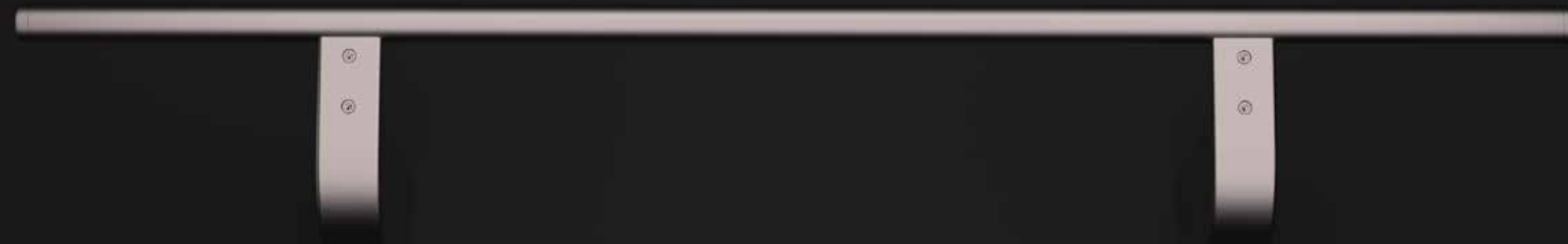
/ ROTARY PUSH-UPS



BEAUTY IS A TRAINER.



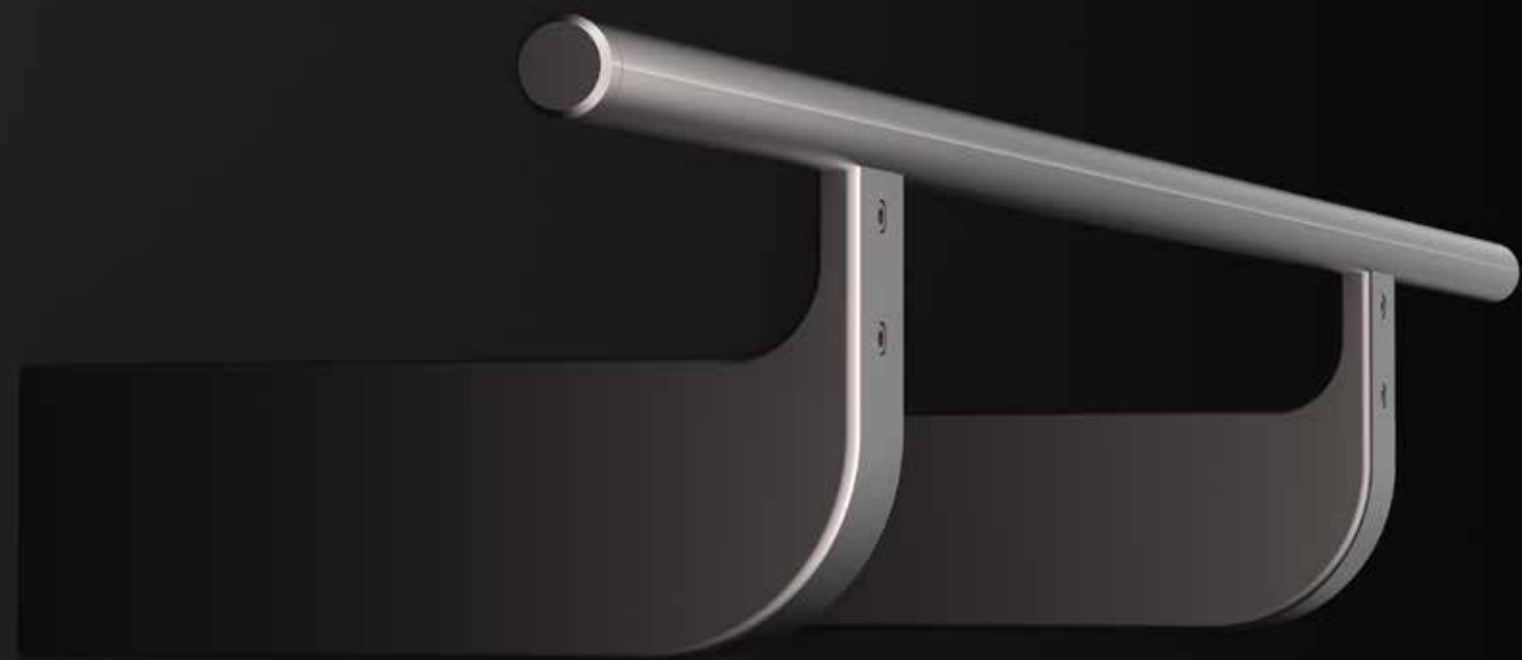




/ PULL-UP BAR

Designed to increase mass and strength in the upper body. Pull-up Bar provides complete and multifunctional exercises for beginners and professional users.

/ PULL-UP BAR



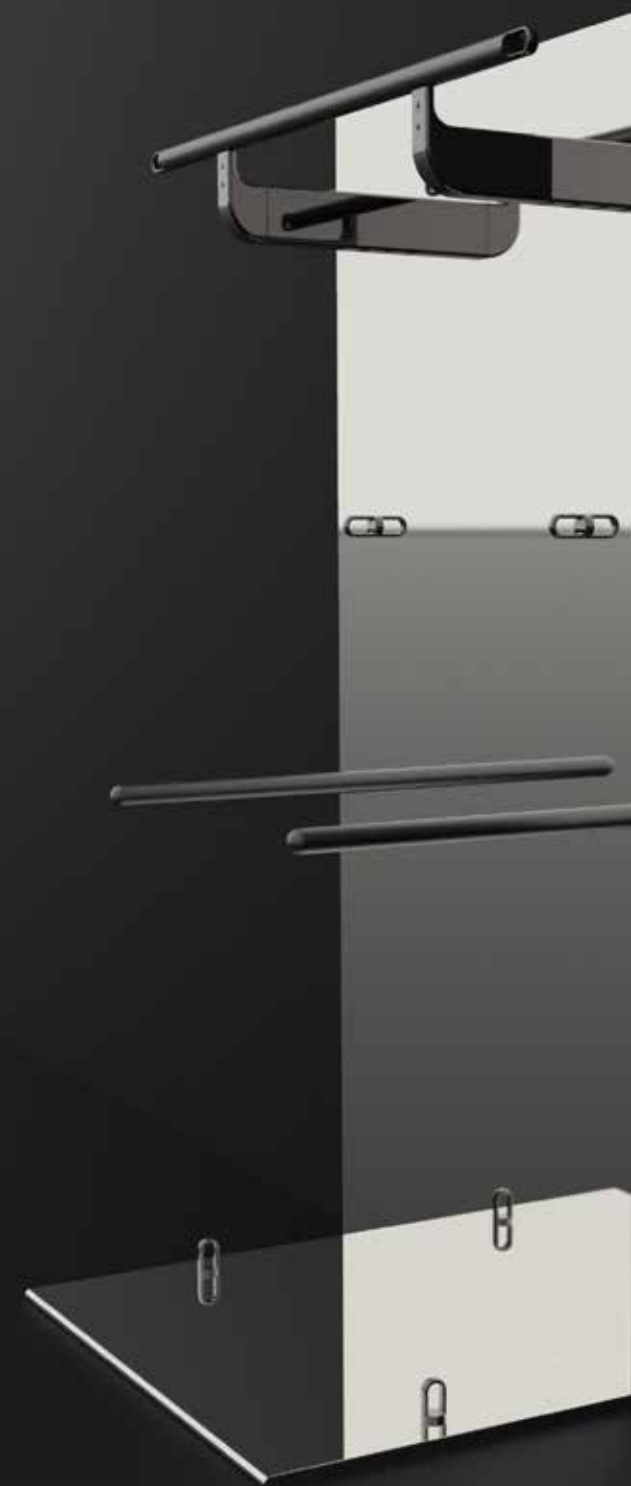
THE COLLECTION



/ PERSONAL GYM WALL

A complete personal gym in a sleek compact design. The reflective finish on the wall creates a mirror effect allowing one to improve their form for optimal results. Consisting of the Pull-Up Bar, Dip Bars, two Overhead Hooks for TRX, two Elevated Hooks and two Ground Hooks for resistance bands. Includes resistance bands kit with luxury clip-on handles and five bands of varying resistance: 10 lbs, 20 lbs, 30 lbs, 40 lbs and 50 lbs.

The beautiful design and durable tools enable hundreds of exercises for an always inspired workout.





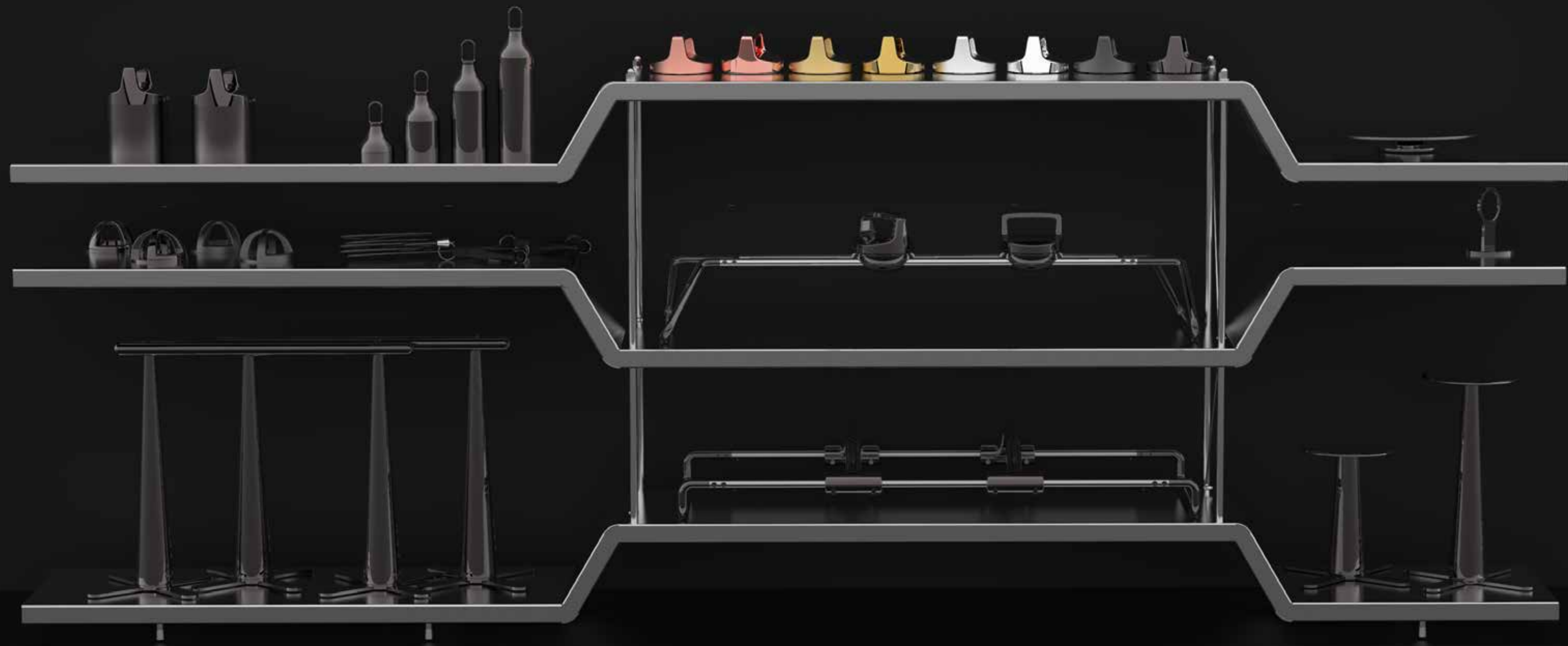




/ MYLIBRERIA

This shelf was born of a complex system merging high-quality materials and technologies, designed and tested by experienced engineers. MyLibreria was built to elegantly display the unique design of and safely store the MyJewels Collection, complimenting any interior space. The vast selection of finishes and colors provides numerous personal and custom solutions.







/ MYLIBRERIA



TRAINED BY BEAUTY.



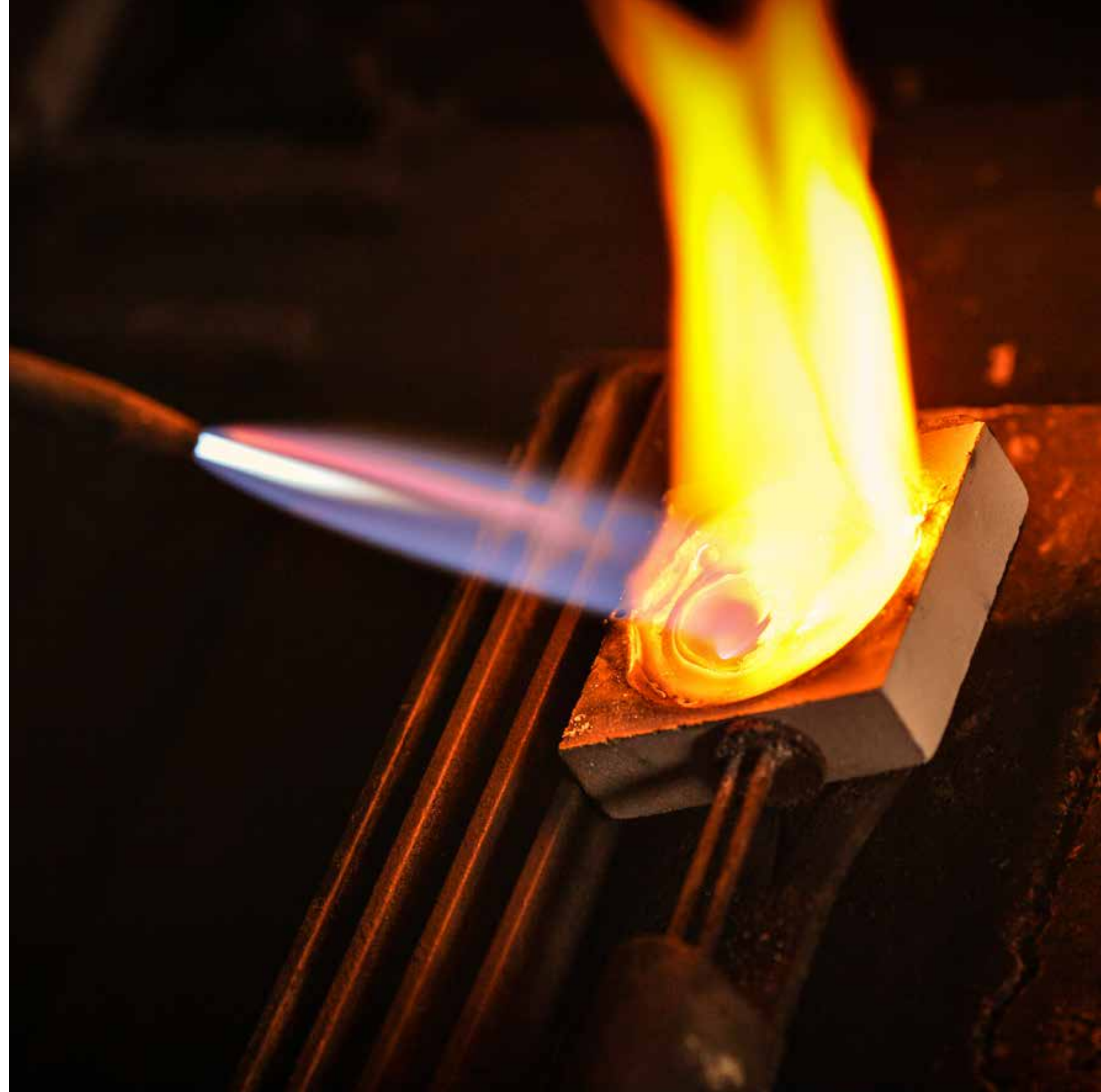
/ FINISHES & MATERIALS

Quality is at the center of everything we do, and it is reflected in the impeccable craftsmanship, exceptional performance, and timeless exclusivity of **Made in Italy** products.

The creation of each MyEquilibria product and accessory required hundreds of hours of meticulous research of unique, exclusive and innovative materials, and of intense collaboration with the best professionals in interior design.

Each product is a work of art in its own with the consistent result: an absolutely unique multisensory experience.

A precise vision inundating the world of fitness with the most exclusive materials and finishes.



/ FINISHES

TOTAL BLACK

Polished nickel

MATT TOTAL BLACK

Enamelled nickel



/ FINISHES

PURE SILVER

Polished 999/1000 pure silver

MATT PURE SILVER

Enamelled 999/1000 pure silver





/ FINISHES

BLOSSOM GOLD

Polished alkaline copper

MATT BLOSSOM GOLD

Enamelled alkaline copper



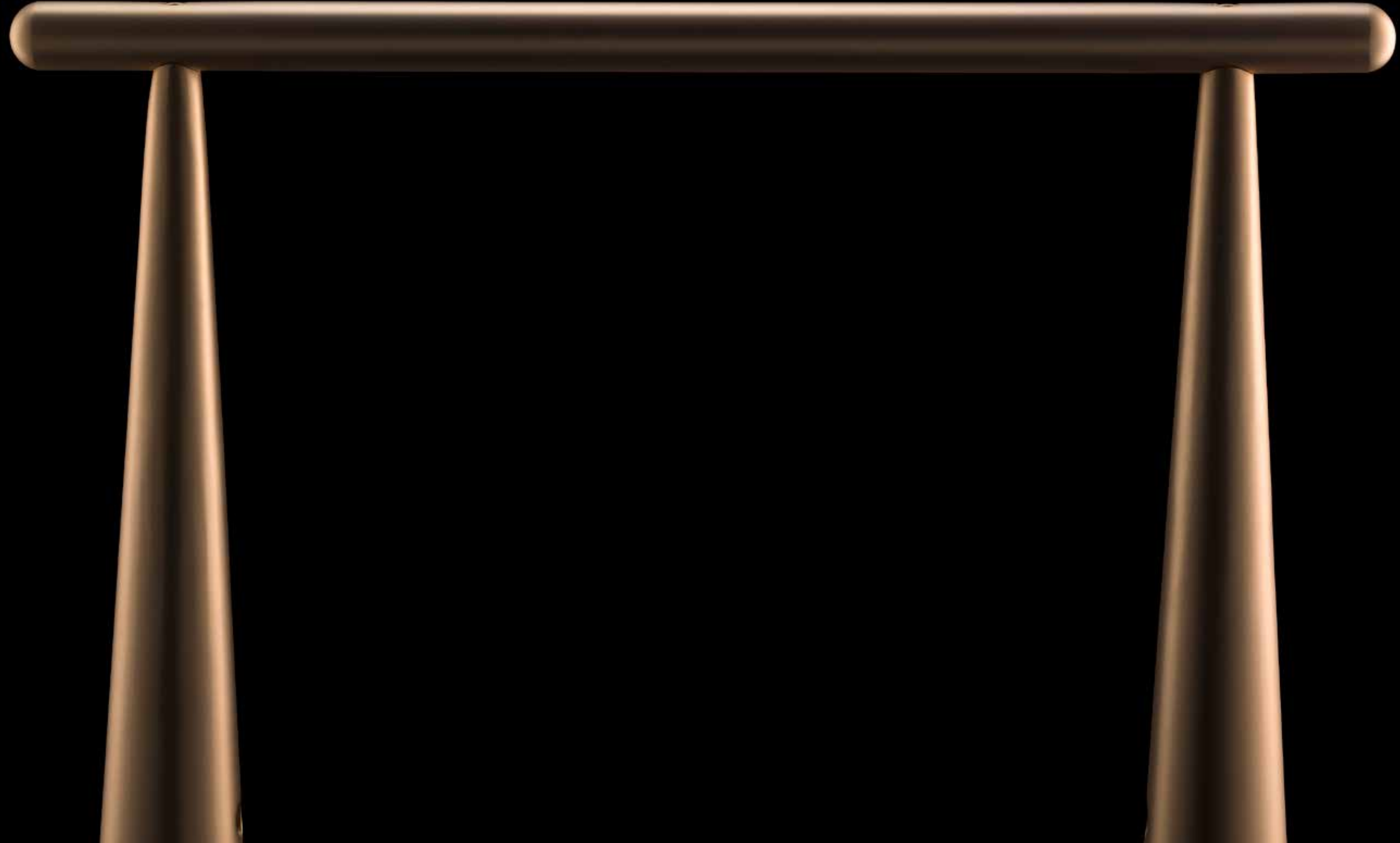
/ FINISHES

24 GOLD

Polished 24k gold

MATT 24 GOLD

Enamelled 24k gold





/ MATERIALS

ALUMINIUM

Aluminium is used to obtain light and aesthetically pleasing products with high resistance to atmospheric agents.

/ MATERIALS

STAINLESS STEEL

Stainless steel is the ultimate metallic material in terms of durability and resistance to atmospheric agents.

We also protect the stainless steel even further with additional electropolishing and/or sandblasting treatments.



/ MYEQUILIBRIA APP

There are over 500 videos in the MyEquilibria workout protocol conceived by personal trainers. This video library will continue to expand and empower thanks to the numerous collaborations established with elite trainers and athletes worldwide.

It's easy to create a customized workout program by choosing a difficulty level, your favorite equipment, and the wellness goals you'd like to focus on.





FITNESS THROUGH BEAUTY DESIGNERS.

WE KNOW HOW TO ENGINEER BEAUTY, SO THAT IT EMPOWERS YOUR FITNESS EXPERIENCE, ENHANCING YOUR WELLNESS ACHIEVEMENTS.

Alfredo Tasca & Gian Luca Innocenzi
FOUNDERS & DESIGNERS

/ AWARDS & NOMINATIONS



ADI DESIGN INDEX 2016
with MYEQUILIBRIA & MYBEAST



ADI DESIGN INDEX 2017
with MYISLE



A'DESIGN AWARD 2017
with MYEQUILIBRIA



**ADI COMPASSO D'ORO 2017
INTERNATIONAL AWARD**
with MYISLE



RED DOT DESIGN AWARD 2018
with MYEQUILIBRIA



ADI COMPASSO D'ORO 2018
with MYEQUILIBRIA





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“BEAUTY IS SUBVERSIVE. WHY? BECAUSE IT IS
POWERFUL. IT’S POWERFUL BECAUSE IT MAKES US
DREAM. IT MAKES US THINK. IT MAKES US IMAGINE A
WORLD THAT’S BIGGER THAN THE ONE WE KNOW AND
ONE THAT’S WORTH TAKING A RISK FOR. EVEN IN A
BRUTAL WORLD, BEAUTY EXISTS AND ITS POWER
LEADS US TO HOPE, FAITH, AND LOVE.
BEAUTY INSPIRES. IT’S AS SIMPLE AS THAT.”

MICHAEL FRYER

MYEQUILIBRIA IS PART OF:



THE PLACEMAKERS
MAKING SPACES LIVING PLACES



CONCEPT

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Metalco Active Srl
Corporate Identity Dept.

PHOTO

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