



B THE NEWSLETTER

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EVERYBODY

By Lia Bartha

So much happened this past month that led me to focus this issue on inclusivity. Part of the inspiration came after I read a New York Times article about an "exclusive" and expensive pilates class beloved by "influencers" and models. The trainer of the highlighted method was quoted saying that her classes were only for people with money, status and the right connections. To be honest, besides a quick eye-roll and a laugh with my husband, I didn't think much about it until my inbox began flooding with messages.

The more people reached out to me, the more inspired I got. Every single community member mentioned how they were so grateful that B The Method was built on inclusivity. And when we say inclusivity, we really mean it. People of all ages, genders, race, ability and financial status are welcome and celebrated here. End of story.

This really showed during our in-person classes in New York this past weekend. So many people shared that the welcoming energy from every person in class was so heartfelt that it made them feel safe and supported. There was no judgement of body, ability or appearance.

I'm proud of this environment we've created together and want us to continue to welcome people with open arms. Appropriately, June is LGBTQ+ Pride month. My brother in law and some of my closest friends are in this community and we support and celebrate them this month and always.

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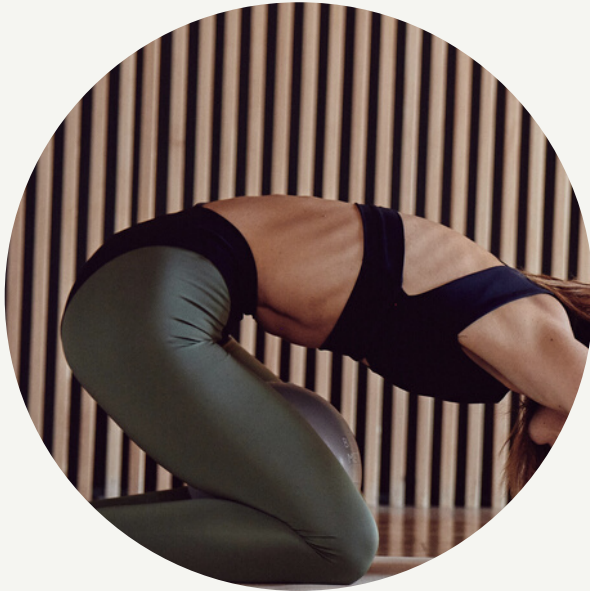
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When it comes to fitness marketing, I see the saying "for everybody, and every body" so much now that it's become semantically satiated in my mind. What does it mean? That every body has the ability to do it? That everybody has access to it?

To me, it has to mean both. That everyone has the ability at any stage of life to join and that it is affordable for everyone at any financial level.

I said this at the beginning of our app launch and want to repeat it again here. If anyone needs financial assistance, we will help you out with no questions asked. Access to movement, which we know is mentally and physically beneficial, should be available to all.

And, if you ever feel like something is missing on the app, whether specific to only you or not, I will make sure it is included. Email is always open : hello@bthemethod.com

THE MONTHLY ROUND UP

affordable favorites of the month under \$100



THONG BODYSUIT



WATER RESISTANT FANNY PACK



STACKED SNEAKERS



TERRY CLOTH BUCKET HAT



LIP SCREEN WITH SPF



CHLOROPHYLL DROPS



TINTED FACE SUNCREEN



DEW YOUR MAKEUP SETTING MIST

THE CONTRIBUTION

btm is giving back

There's no question that healthy, real food should be accessible to everyone. Unfortunately, the reality is that whole, unprocessed food is expensive and more readily available in wealthy neighborhoods.

This leaves many underserved and minority communities with no convenient access to affordable healthy food. There are still thousands of "food deserts" in the United States.

As we head into the summer months, many families and children will face hunger without the security of school-provided breakfasts and lunches. This makes it near impossible for economically insecure families to provide healthy, nutritious food.

So this month, in honor of our compassionate and supportive community, 10% of the proceeds from the BTM app will be donated to the [Food Bank for New York City](#) to help provide meals for some of these people in need right now.

The pandemic hit hard for so many and only now are we seeing the effects and layers of trauma being unpacked and uncovered. Let's take some time to listen and support any individuals who might need it.



LGBTQ+ individuals living in the U.S. are nearly twice as likely to experience food insecurity during the pandemic than non-LGBTQ+ individuals. Consider supporting this community by donating time and/or money to your local or national organizations.

In Other News

- Stay tuned for more in-person events coming soon! Next up is in Los Angeles on July 17th, 12pm at Bandier!
- Make sure to join our private [Facebook](#) group to get first access to our events and more importantly, deepen your connections with the community.



- Travel season is upon us which means it's time to focus in on gut health to keep you regular in all situations. You know I'm a huge fan of [Seed DS-01™ Daily Synbiotic](#) for all my prebiotic + probiotic needs and your first month's supply even comes with this cute travel container. Use code LIA15 for 15% off your first order. #seedpartner

THANKS FOR READING & SEE YOU ON THE MAT

This newsletter is for our community, by our community. Please fill out this [form](#) with any questions, comments, and feedback.

