



tiger & turtle



MIND AND BODY
WELLNESS

Where Performance
Meets Regeneration

The Recovery Room

Where Performance Meets Regeneration.

Why this matters for HYROX

- HYROX weekends are extremely high-stimulation: noise, intensity, adrenaline.
- Athletes need structured downshift moments to:
 - regulate their nervous system
 - reconnect with their community
 - transition into a moment of celebration

Recovery Market Facts

- Global recovery market → \$27B by 2035, >11% annual growth
- Athlete breathwork adoption ↑ 300% since 2020
- Science shows: 7–10 minutes of guided regulation improves HRV faster than passive rest
- Recovery spaces strongly increase overall event satisfaction



The Recovery Room

Where Performance Meets Regeneration.

HYROX & Partner Opportunity

A safe space inside a high-intensity environment that:

- supports athlete wellbeing
- creates premium sponsor visibility
- deepens community connection
- strengthens HYROX's Performance + Regeneration positioning
- is based on innovative recovery methods that work within minutes



Benefits of the Recovery Room Method.



DOESNT REQUIRE
TRAINING TO
WORK



MEASURABLE
EFFECTS WITHIN
MINUTES

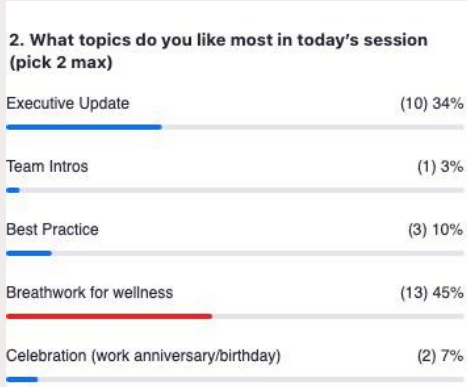


STRONG
EMOTIONAL BUY IN
AND EASY SETUP

As seen and served.

“A truly euphoric experience! Through the power of breath I felt a similar level of energy and intuitive insight gained after an hour run. Totally sold on the effectiveness this workshop can bring.”

-Estee Chaikin, Global Marketing
Heliox, Amsterdam



- Leadership event poll, Top 10 tech companies global

“I love how the breathwork journeys of Tiger & Turtle give me so much calm and clarity. It became my ‘weekly fix’ during my hectic weeks as startup operator and investor.”

-Anke Huiskes, Angel Investor, San Francisco



Meet Johanna.

Johanna Lehmann | English - German - Dutch

Johanna is the founder of Tiger & Turtle and a certified HIIT yoga and run trainer with deep experience in nervous system regulation for high-intensity environments. She has trained with leading breathwork teachers including Wim Hof and Kasper van der Meulen, and has taught internationally across Europe, Asia, and North America.

A passionate HYROX enthusiast, she blends modern neuroscience with breath, music, and recovery techniques to help athletes reset and recharge quickly. Her work has been featured in sport and wellbeing hotels such as Robinson Club, Club Med, and Das Kranzbach, as well as corporate environments including SAP, Siemens, Workday, Volkswagen, and Lululemon.



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for more information, please contact Johanna Lehmann



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