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J.R. Watkins Naturals and Life Time Fitness Collaborate to Reinforce Healthy, Environmentally Conscious Lifestyle

J.R. Watkins naturals products provided at Life Time's Healthy Way of Life destinations and Member Advantage program, featured at Life Time events

MINNEAPOLIS--(BUSINESS WIRE)-- [J.R. Watkins Naturals](#) and [Life Time Fitness](#) (NYSE: LTM) today announced that the companies are working together to help individuals take a positive step in maintaining a holistic approach to their health.

Through a collaborative effort, J.R. Watkins' products, including hand soap, body wash, shampoo, conditioner and lotion are being provided at select Life Time locations nationally. J.R. Watkins will also be present at Life Time [athletic events](#), allowing consumers to sample a range of their natural products.

"Life Time Fitness and J.R. Watkins Naturals share a common mission to promote a well-rounded, healthy way of life, making our partnership a natural fit," said J.R. Rigley, vice president of Sales and Marketing for J.R. Watkins Naturals. "Our goal is to reach people who are seeking to live healthier, more environmentally conscious lives and introduce them to our products that are free of sodium lauryl sulfate, parabens, phthalates, petro chemicals and dyes, yet contain natural ingredients like essential oils, shea and cocoa butters and vitamin E."

Life Time members also can receive special pricing on J.R. Watkins Naturals' full line of products, ranging from personal care to home care to natural remedies and gourmet spices and extracts, through the [Life Time Member Advantage](#) program, an exclusive price club just for members.

"As the healthy way of life company, we are pleased to recommend J.R. Watkins' products to our members and athletic events participants," said Jeff Zwiefel, executive vice president of Operations for Life Time Fitness. "It always is our goal to help members make healthy choices for themselves and their families. Therefore, we seek to partner with best-in-class brands that can help our members live better, more sustainable lives, while in our centers, attending our events or by saving money through the complimentary Member Advantage price club."

About J.R. Watkins Naturals

For more than 140 years, J.R. Watkins Naturals has been America's pioneer in natural living, utilizing only the finest natural ingredients. J.R. Watkins Naturals provides quality brands to meet consumers' needs for environmentally friendly and sustainable products -- to help people feel better, live healthy lives and have a clear conscience about their product choices. J.R. Watkins Naturals products are available at retailers nationwide, your local Watkins associate and online at www.jrwatkins.com. To learn more, join us on Facebook.

About Life Time Fitness, Inc.

As the Healthy Way of Life Company, Life Time Fitness (NYSE: LTM) delivers the certified professionals, comprehensive businesses and incredible destinations that help people positively change their lives every day. The Company's healthy way of life approach enables its customers to achieve their health and fitness goals by engaging in their areas of interest - or discovering new passions - both inside and outside of Life Time's distinctive and large sports, professional fitness, family recreation and spa destinations. As of March 4, 2011, the Company operated 90 centers under the LIFE TIME FITNESS^(R) and LIFE TIME ATHLETICSM brands primarily in suburban locations in 20 states and 24 major markets. Additional information about Life Time centers, programs and services is available at lifetimefitness.com.

Source: Life Time Fitness