



Fact Sheet

- Aludel is the parent company of Reviva health clubs for women.
- Aludel is the largest operator of women only health clubs in the UK.
- 17 clubs located in Birkenhead, Birmingham, Bristol, Chester, Derby, Edinburgh, Glasgow, Huddersfield, Hull, Leeds, Leicester, Liverpool, Nottingham, Preston, Sheffield, Walsall, Wolverhampton.
- Reviva currently has approx 20,000 members.
- Private health club market in the UK is estimated at over £100m, and increased by 62% between 1998 and 2002.
- Reviva currently employs over 150 staff.
- Independent research indicate that being women only is the main reason why members join Reviva.
- Women choose a health club for women because the services are tailored to them and they don't have to deal with roving eyes or sweaty iron pumping men.
- Reviva is a place where women can find a space in the day just for them.

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