

fit20 USA Launches Nationwide Brain Training Program, Expanding Its Holistic Approach to Wellness

fit20 is proud to announce the launch of Brain Training, a cutting-edge, neuroscience-backed cognitive fitness program now available!

FREDERICKSBURG, VA, UNITED STATES, August 7, 2025 /EINPresswire.com/ -- [fit20 USA](#), the innovative leader in slow-motion strength training, is proud to announce the nationwide launch of [fit20 Brain Training](#), a cutting-edge, neuroscience-backed cognitive fitness program now available to individuals and organizations across the United States.

fit20 Brain Training delivers measurable cognitive improvements through self-guided, gamified sessions completed in just 20 minutes. Accessible from any virtual reality, tablet or mobile device, it enhances core functions including focus, memory, reaction time, decision-making, and information processing speed.

"fit20 has always been about more than just physical strength—we believe in empowering the whole person. With the launch of fit20 Brain Training, we're offering a complete wellness solution that strengthens both body and mind," said Dr. Ben Litalien, CFE, CEO of fit20 USA. "This launch reflects our commitment to functional wellness for real life—what we call practical performance."

A Whole-Body Wellness Solution

fit20 Brain Training is the natural evolution of fit20's successful studio model, which has delivered transformative physical results for thousands of members through a once-weekly, 20-minute slow-motion strength training method. With over 180 studios worldwide and a growing national presence, fit20 is known for its efficient, science-based approach to health.

This new program expands that mission to include cognitive health, creating a holistic wellness



fit20
Fit in 20 minutes per week

fit20 Brain Training
Train Smarter. Think Sharper. Live Stronger.

A revolutionary 20-minute brain workout grounded in neuroscience and cognitive psychology. Tailored through advanced algorithms, it sharpens your mental abilities, including focus, memory, reaction time, and information-processing speed.

TRAIN WHEN YOU WANT, HOW YOU WANT
fit20 Brain Training is 100% self-guided and mobile—so you can train your brain on your schedule, from anywhere. Just smarter, faster thinking in 20 minutes.

VR, MOBILE DEVICE OR TABLET

fit20 Members: \$40/Monthly/Person
Non Members: \$45/Monthly/Person
+10 Sign Up Fee

Groups of 3+: \$35/Monthly/Person

*Additional Discounts Automatic for 6 or 12 Months in Full

LEARN MORE **SIGN UP**

Enter Organizational Code: **FIT20USA** for Non Members
*See Studio Code for Members

HOW IT WORKS

- Neuroplasticity-Driven: Uses brain's natural ability to adapt and form new neural connections
- Adaptive Platform: Delivered using VR and tablet interfaces; customizable to your unique cognitive profile
- Made for Everyone: Suitable across all ages and skill levels, and effective in sports, education, work, and everyday performance

PROGRAM FLOW

Assessment Warm Up Training

COGNITIVE SKILLS TRAINED

- Memory & Recognition
- Decision Making
- Rhythm & Timing
- Response Inhibition
- Visual Processing
- Eye Control & Strengthening
- Focus & Attention
- Auditory Processing
- Hand-Eye Coordination
- Multi-Object Tracking
- Reaction Time

FUNCTIONAL BENEFITS

- Improves memory recall
- Sharpens focus and attention
- Boosts decision-making speed
- Enhances reaction time
- Strengthens mental stamina and reduces brain fog
- Increases information processing speed
- Improves hand-eye coordination
- Trains emotional regulation
- Supports long-term brain health
- Builds confidence and mental agility

Learn More About fit20 Brain Training

platform that trains the brain with the same intentionality as the body.

Whether someone is a high-performing executive, athlete, student, or aging adult aiming to maintain mental sharpness, fit20 Brain Training offers:

Scientifically validated exercises that adapt to the user's skill level

Convenient mobile access—train from anywhere, on your own schedule

Engaging, game-based challenges that stimulate neuroplasticity

Powerful results in just 20 minutes per session

Opportunities for Individuals and Organizations



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Dr. Ben Litalien, CFE

Anyone can join the fit20 Brain Training program through their local fit20 studio or on the national website

(www.fit20usabraintraining.com). fit20 Studio Members can receive a discount. fit20's brain training program is ideal for:

Professionals seeking improved mental clarity and performance

Athletes aiming to sharpen reaction time and decision-making

Students wanting to boost focus and academic performance

Older adults focused on long-term cognitive resilience

Organizations—including corporations, schools, senior living centers, and sports teams—can integrate fit20 Brain Training into their wellness offerings.

Packages are available for:

- Corporate wellness programs focused on productivity and stress management
- Educational institutions looking to enhance student performance
- Healthcare providers and rehab centers as part of cognitive rehabilitation
- Athletic programs targeting mental agility, focus, and timing

Franchising: Bringing Brain and Body Training to More Communities

fit20 Brain Training also enhances the value proposition for current and prospective fit20 franchise owners. As fit20 USA continues its national expansion, studios can now offer clients an end-to-end wellness solution: strength training for the body and brain training for the mind.

The fit20 franchise model is uniquely positioned for scale, with low overhead, flexible space

requirements, and a proven system that delivers results. With the addition of Brain Training, franchisees can further diversify their revenue and impact by meeting the full spectrum of member wellness needs.

About fit20 USA

fit20 USA is part of a global franchise network operating in over 10 countries. The brand is built on the science of slow-motion, high-intensity strength training, delivering maximum results in minimal time. fit20's once-weekly, 20-minute sessions have earned the brand a reputation for innovation, safety, and measurable outcomes.

With the launch of Brain Training, fit20 continues to evolve as the go-to solution for functional wellness—training people to live stronger, sharper, and more resilient lives.

Take the First Step Today

Visit www.fit20usabraintraining.com to learn more and [sign up](#) at <https://app.wetrainyourbrain.com/signup> and enter the Organizational Code: FIT20USA. For partnership and franchise inquiries, email support@fit20usa.com.

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