

The community health
initiative powered by **LOAMS**

Thrive



LOAMS
Managing luxury

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The power of just showing up



Not In The Mood? Go anyway

We all know the feeling. “I’ll definitely start tomorrow.” “Just not today.” It begins as a harmless delay, but for many of us—serial procrastinators—it becomes a daily promise we never keep. The gym clothes stay folded, the journal remains blank, the yoga mat untouched.

**“Here’s the truth:
you don’t need to
feel ready to begin.
You just need to
show up.”**

But here’s the truth: you don’t need to feel ready to begin. You just need to show up.

There’s a quiet, transformative power in simply being present. Whether it’s lacing up your sneakers, walking into the gym, sitting on the meditation cushion, or opening that book you’ve been avoiding—the act of arriving, even without motivation, builds discipline. It sends a message to your brain: this matters.

You don’t need to crush a workout or meditate for an hour. Maybe all you do is walk for five minutes or write a single sentence. But you wore the clothes. You showed up. And often, that gentle start leads to more than you expected. Momentum is born not from intensity—but from consistency.

The resistance doesn’t vanish overnight. But the more you honor your commitment by simply turning up, the less power that resistance holds.

So next time you catch yourself whispering, “not today,” pause. You don’t have to do it perfectly. You just have to be there.

Because the truth is, transformation rarely begins with fireworks. It begins with a quiet decision to keep showing up—even when you don’t feel like it.



Wellness Wisdom

The Ancient Secret to Strength – The Humble Squat.

Across continents and centuries—from the Sherpas of Nepal to the Hadza tribe of Tanzania—traditional communities have something in common: they live long, active, pain-free lives. Their secret? They rest in a deep squat.

Before chairs, couches, and desk jobs, the human body naturally turned to squatting—while resting, cooking, working, even giving birth. It was both functional and foundational. And today, we're realising it still is.

Let's talk about one of the simplest, most powerful movements you can do: the squat.

This isn't just a gym exercise—it's a natural, everyday movement. Sitting, standing, lifting—squats support them all. In one smooth motion, you activate your core, legs, and glutes.

No equipment. No fancy gear. Just your body and a little space. Start small: ten slow squats a day.

You'll be surprised how quickly strength builds when done consistently.

The beauty of squats is in their simplicity. They mirror how our bodies are designed to move. Mastering them makes daily life easier—picking things up, climbing stairs, standing longer.

And when done with intention, squats can improve posture, balance, and joint health. Focus on form: chest lifted, knees behind toes, weight in your heels. It's not about speed—it's about control.

Think of squats as a return to your roots. A quiet celebration of strength. A movement that connects us to generations past—and to the strength we carry within.

So next time you're brushing your teeth or waiting for the kettle to boil, sneak in a few squats. No one has to know. But your body will.

THRIVE LOAMS CHALLENGE

LET'S WALK TO WIN

Gear up, get set and stay tuned!



480,000 Steps



60 Days

Starting - Saturday, 24 May 2025

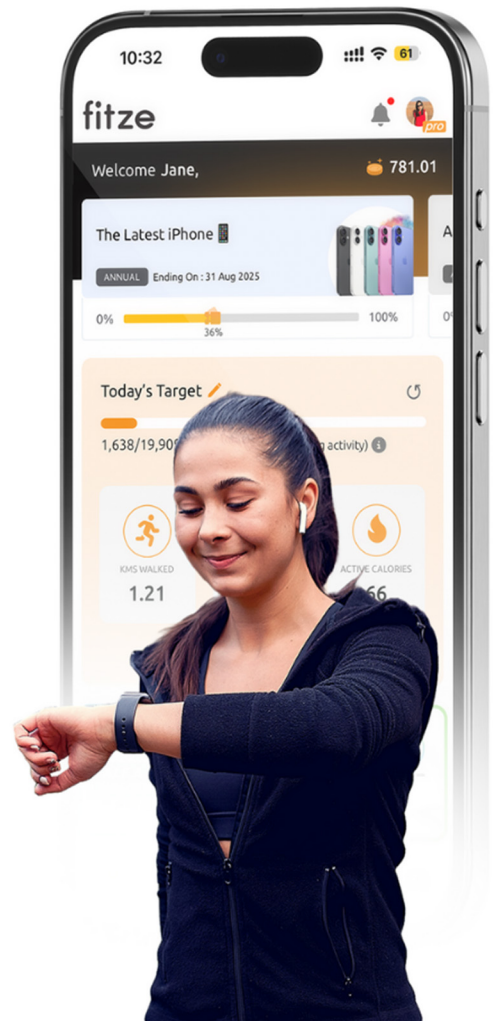
Are you ready with the FITZE App on your phone?

HOW TO JOIN THE CHALLENGE?

1.
 - Download Fitze, the app that rewards users for walking!
 - Create your profile and finish the steps syncing process.
 - Look for the **"THRIVE LOAMS Challenge"** under 'Challenges' section of the app.

2. Use the **joining PIN: 2025** to enter the challenge.

3. Please be advised that the Fitze app adheres to the UAE timezone. So if you are based outside UAE, you may experience occasional delays or discrepancies in step updates. However, please rest assured, all steps will be accurately recorded.



fitze

Download now

Reach out to Team Fitze



team@fitze.ae



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In-App Live Chat

Zoom into Zumba

Zumba's Surprising Benefits Backed by Science

Think exercise is boring? Think again. Zumba turns fitness into fun.

It's not just about dancing—it's about joy. Zumba mixes music, movement, and community to give you a workout that doesn't feel like work.

The rhythm lifts your mood, the moves boost your heart rate, and the energy? Pure magic. In just one session, you can burn calories, strengthen your heart, and improve coordination. But more importantly, you leave feeling lighter, happier, more alive.

No two Zumba classes are the same. There's freedom in that. You don't need to be a dancer. You don't even need to keep up perfectly. Just move. Smile. Let go.

What makes Zumba special is how it reminds us that movement can be celebration. Not punishment. Not obligation. **Just joy.**

Many people say Zumba helped them reconnect with their bodies. It's empowering to move to music, to sweat and laugh in the same breath.

If you've never tried it, give it a go. Even a few minutes of dancing in your living room can lift your spirits.

Because sometimes, the best medicine is a beat—and your feet.





Beyond Digestion

Your gut is thinking, too

What if your stomach had more to say about your mood than your brain? In 2025, science confirms what ancient wisdom hinted at: your gut is more than a digestive tract—it's thinking too.

Inside you live over 100 trillion microbes, most of them in your gut. These aren't just squatters. They produce 90% of your serotonin—the same feel-good chemical that most antidepressants aim to boost. They influence dopamine, cortisol, and even GABA, a neurotransmitter that calms your nervous system.

A new study from the University of Alberta published in *Nature Microbiology* (Feb 2025) showed that people who consumed a diverse, fibre-rich diet experienced not just better digestion, but improved mood stability and sleep quality. Why? Because a happy gut communicates better with the brain through what's now called the gut-brain axis—a two-way superhighway of neural, hormonal, and immune signals.

What's even more compelling: gut imbalances have been linked to anxiety, depression, and even brain fog. Meanwhile, restoring gut flora through prebiotics, fermented foods, or even mindfulness (yes, stress affects gut bacteria too!) can lead to measurable emotional improvements.

This isn't fringe science anymore. GI specialists and neuroscientists are working hand in hand. Your gut bacteria might know more about your mental health than your therapist.

So next time you're feeling low, it might not be "all in your head." It could be in your belly.

The takeaway? Feed your gut like you'd feed your mind: with care, variety, and awareness.

Small Acts, Big Shifts

The Surprising Power Of Undistracted Eating One Small Habit That Can Transform Health

When it comes to nutrition advice, most people are already familiar with the usual tips: drink more water, eat more protein, cut back on sugar. But one of the most impactful changes often goes overlooked—and it has nothing to do with what's on the plate. It's this: Stop eating distracted.

Whether it's scrolling through phones, watching TV, replying to emails, or pacing around the kitchen, many people eat while multitasking. This habit can lead to bloating, overeating, and feeling unsatisfied—even after a full meal.

Shifting to intentional eating—where a person gives their food just five minutes of undivided attention—can dramatically improve digestion and satisfaction. Chewing slows down. The body registers fullness. And over time, individuals may even become more aware of how different foods affect their energy and mood.

This simple practice is sometimes called mindful metabolism. It doesn't require changing the food itself, just the way it's experienced.

Try this:

At your next meal, sit down without distractions. Look at the food. Smell it. Chew slowly. Avoid screens or background noise, even if just for one meal. Notice how the body responds.

Sometimes, the smallest shifts create the biggest changes.



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LOW SUGAR





Accessible Fitness Resources across LOAMS Communities

Wellness just outside your door

When we think about wellness, we often picture solo routines: meditation, workouts, healthy meals. But real wellness grows stronger in community. It's the neighbour who checks in. The yoga class at the park. The shared fruit bowl at the office. The friendly smile during a morning walk.

Being part of a community gives us accountability, encouragement, and purpose. It reminds us we're not alone on our journey.

Participating in group wellness activities—be it a Zumba class, a hydration challenge, or a step-count goal—makes the experience richer. We laugh more. We try harder. We show up, not just for ourselves, but for each other.

Your community can also offer practical support. Maybe someone shares a healthy recipe or invites you to walk with them. Maybe there's a wellness bulletin with tips and reminders. These small touches build an environment where wellness feels natural and accessible.

So get involved. Say yes to the community event. Join the challenge. Start a group walk. You might be surprised by how much it uplifts you.

Because when wellness is shared, it multiplies.

Crispy Lentil & Quinoa Cakes with Creamy Spinach & Coconut Sauce

Nutrition (Per Serving - 2 cakes + sauce):

- Protein: ~22g
- Calories: ~360 kcal
- Fiber: 8g
- Fat: 11g (mostly healthy fats)
- Iron, magnesium, B-vitamins: High

Why This Works?

- Moong dal (split yellow lentils) is protein-rich and easy to digest.
- Quinoa adds all 9 essential amino acids—complete protein.
- Spinach brings iron and fiber, while coconut milk adds richness and satiety.
- Pan-cooked cakes make it feel gourmet yet wholesome—something you'd be proud to serve.



Ingredients (SERVES 4-3)

For the Cakes:

- ¾ cup soaked moong dal (4 hrs or overnight)
- ½ cup cooked quinoa
- 1 small onion, finely chopped
- 1 small carrot, grated
- 1 tbsp ginger-garlic paste
- 2 tbsp chickpea flour (besan)
- ½ tsp cumin seeds
- ½ tsp turmeric
- Salt, black pepper, chili flakes to taste
- Oil for pan-frying

For the Spinach-Coconut Sauce:

- 1 tsp olive oil
- 2 cups fresh spinach
- 1 green chili (optional)
- 2 garlic cloves
- ½ cup light coconut milk
- Juice of half a lemon
- Salt to taste

Preparation

1. Make the Cake Batter:

- Blend soaked moong dal coarsely (not into a paste).
- Mix with quinoa, onion, carrot, spices, ginger-garlic, and chickpea flour.
- Form medium-sized patties.

2. Pan-Cook the Cakes:

Heat a non-stick pan with oil. Cook cakes 4-3 minutes each side until golden and crisp.

3. Spinach-Coconut Sauce:

- In a pan, sauté garlic and green chili in olive oil. Add spinach and wilt it.
- Blend with coconut milk, lemon juice, and salt until creamy.

To Serve:

Plate two hot cakes with a generous ladle of green sauce. Garnish with toasted sesame seeds or microgreens.

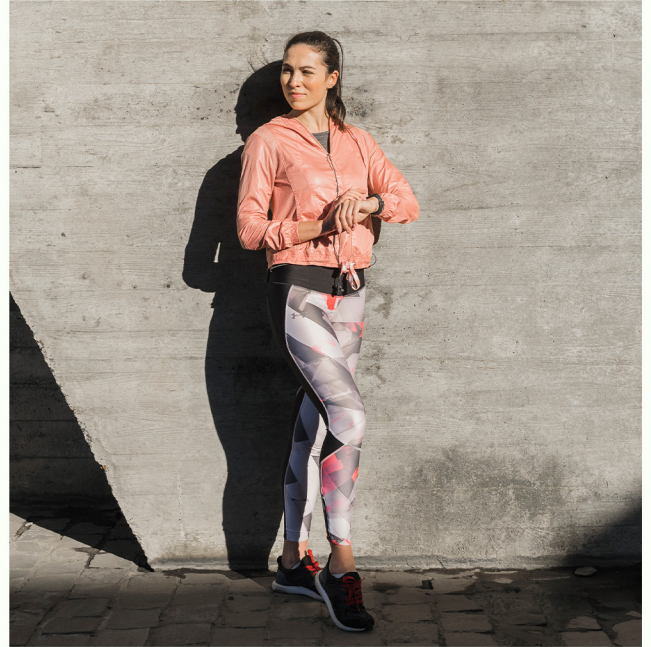
Wellness Trends That Are Making Waves

The Rise of Skin Microbiome Fashion: Yes, It's a Thing.

In 2025, wellness is no longer just about what you put into your body—it's also about what you wear on it. One of the most unexpected wellness trends gaining traction across fashion, beauty, and sustainability is microbiome-friendly clothing.

Yes, clothing.

Fashion brands are now creating garments infused with probiotics and antimicrobial properties that support the skin's natural flora. Why? Because your skin, much like your gut, has its own microbiome—a community of bacteria that protects against inflammation, dryness, and even aging.



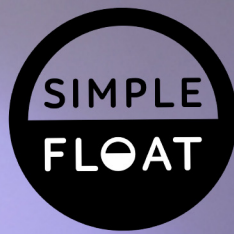
A recent study by the University of Antwerp found that people who wore probiotic-infused activewear for just two weeks experienced reduced body odor, improved skin hydration, and less irritation in heat and sweat zones. Some high-end yoga brands have already started producing clothing lines that “feed” the skin rather than suffocate it.

What's more, this trend isn't just about beauty—it's deeply rooted in sustainability. Many of these microbiome-supporting clothes are made using bamboo, seaweed fiber, and other biodegradable materials, drastically cutting down on microplastic shedding and water pollution from synthetic fabrics.

And here's the twist: Gen Z and Millennials are leading this shift. According to a 2024 survey by McKinsey, 72% of wellness-focused consumers under 35 now consider the fabric's effect on their skin before buying workout gear or loungewear.

This trend isn't loud or obvious, but it's quietly revolutionizing how we view health—from the inside and out. Your next wellness upgrade might not be a supplement or a serum, but your T-shirt.





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Steps to Win. Literally.

Just walk to earn rewards, enjoy friendly competitions, and move towards a bold community milestone.

LOAMS residents, it's time to turn every step into something bigger. With the Fitze Step app, your everyday walk becomes a personal win, a friendly challenge, and a community celebration—all rolled into one.

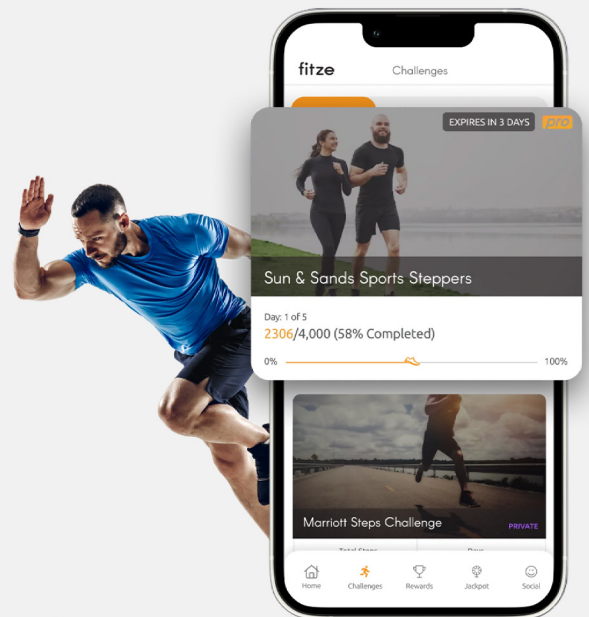
Here's how it works:

Step Tracking That Motivates

The app quietly counts your steps and nudges you when you're falling behind. It's not pushy—it's like a friend gently reminding you not to let today slip by. That subtle encouragement gets you walking more, even if it's just a few extra laps around the living room.

Friendly Competitions Between Buildings

Fitze brings in a layer of fun with step count leaderboards across buildings. Think of it as a light-hearted, healthy rivalry. You're not just walking for yourself—you're representing your tower and contributing to its overall score. Bragging rights included!



Walk To Earn Exclusive Rewards

Every step adds up to points, and those points can be redeemed for exclusive resident benefits and exciting rewards. Wellness with a twist of motivation—what's not to love?

Join A Collective Movement

This isn't just individual progress—it's a community milestone in the making. With over 50,000 residents, we're walking together towards a shared dream. We're not calling it a "record," but let's just say, we're aiming high—like moon-and-back high. Every step you take is a part of something extraordinary.

So whether you're walking the dog, pacing during a call, or dancing in your kitchen—make it count.

Download the Fitze Step app now.



fitze
Scan to
get started



Notes from LOAMS Leaders



Ziad Haddad

Senior Vice President – LOAMS

THRIVE isn't just a program—it's a community movement.

It is with great pride that we introduce THRIVE – our comprehensive wellness program created for the communities we manage and serve. The foundation is simple: when health improves, everything else follows. At LOAMS, we have always believed in delivering more than service – we believe in delivering value that improves everyday life.

THRIVE is our way of making wellness a shared priority – consistent, inclusive, and woven into the fabric of your community. It's not just a campaign; it's a long-term commitment to healthier living across all our spaces. You'll see it reflected in the events, the activations, and the way we communicate with you.

We hope you embrace THRIVE as an opportunity – to engage, participate, and make your own well-being part of the community's shared success.



Ihab Al Bairam

Assistant Vice President – LOAMS

I am personally thrilled to bring THRIVE to you.

THRIVE is about partnership – partnering with you in what is arguably life's most important journey: your health.

This program brings together a set of practical, energising initiatives designed to meet residents where they are and support progress at every level.

Here's what's coming your way:

- Free fitness classes
- Discounts on personal training
- Health giveaways
- A step-up app: walk more, earn rewards
- Friendly Competitions
- 'To the Moon and Back' step challenge
- Free resident health check-ups

We're proud to support this movement. And we're even prouder to do it with you.

Thrive Wellness Campaign

19 May – 19 July 2025

Across All DAMAC Communities



What to Expect

Get ready to rejuvenate your body and mind with an exciting line-up of wellness-focused activities:

- Guided Fitness Sessions And Expert-led Wellness Talks with Nutrition Guidance in collaboration with LYS, specialists in yoga, wellness, & lifestyle
- Friendly Competitions & Fitness Challenges
- Step-Tracking Challenge through the FITZE App
- Giveaways, Raffle Draws, and exciting Surprise Prizes

How to Participate

1

Scan the QR Code for full details, schedules, and app registration

2

Join wellness sessions held cluster or building-wise

3

Bring your Yoga Mat for Yoga-based activities

4

Share your feedback and stand a chance to **WIN BIG!**

Exciting Rewards

Complete activities and challenges to unlock premium prizes



Spa & Salon Vouchers



Curated Wellness Hampers



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Free Personal Training Sessions

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Yoga | Wellness | Lifestyle

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A Healthier LOAMS, One Step at a Time!

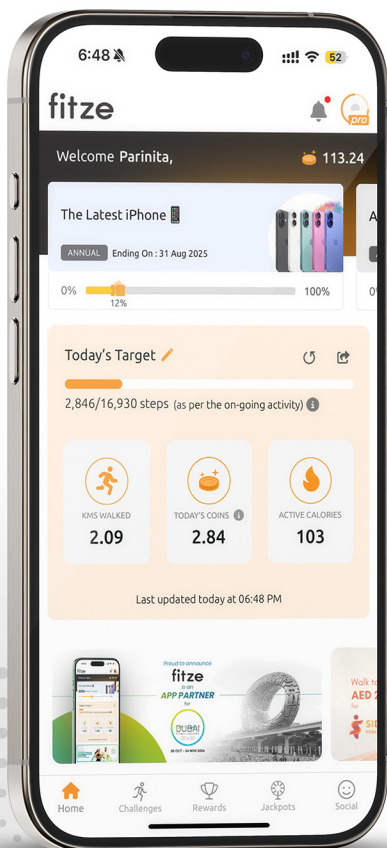
Introducing
LOAMS's fitness partner

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the app that
rewards you for walking.



WALK. WIN. SAVE. REPEAT.



LET'S MOVE TOGETHER, WIN TOGETHER.

LOAMS

invite you to

Join the
THRIVE LOAMS Steps Challenge

Goal: 480k Steps in 60 days

Starts 24 May 2025

(Open to join until 2 June 2025)



Scan to Download Fitze
& Join the Challenge