

# Transitioning from Bellyfit to your own personal fitness brand.

Brief overview of the key points regarding the transition for instructors.

---

## **Q : Why are instructors no longer able to use the Bellyfit® name for their classes?**

A : The Bellyfit® brand is being retired. After devoting 20 years to building this brand, Ms. Alice feels that she has the right to allow it to rest and no longer be used.

She also feels strongly that all instructors will do much better teaching under a new name, which will be perfectly fitting their own style and inspiration.

Bellyfit® was a foundation: a safe, joyful space where women explored strength, sensuality, and sacred feminine embodiment. Now, it's time to go further, allowing instructors to expand and blossom.

This is not an ending, but an evolution and a new beginning.

---

## **THE NAME**

- After the end of 2025: you can't call your classes Bellyfit®, Bellyfit Flow™, or Bellyfit Sage™.
  - «G-School™» and «RTülFitness™» are now the new personal brands of Ms. Alice, so please avoid using these names either.
  - You will create your own name, a name that perfectly reflects your style, personality, vibe, and inspiration, a name that resonates deeply with who you are!
  - If you wish, and if you feel it's helpful, you may use the wording «formerly known as Bellyfit», or «formerly Bellyfit», in your class descriptions, advertisements, promotional materials, and so on.
- 

## **THE LOGO**

- If you wish, and if you feel it's helpful to keep some kind of visual continuity, you may continue to use the Bellyfit symbol with the petals, triangle and moon.
- OR you can come up with your own logo, to make your new brand even more personal and unique.

---

## THE ROUTINES / CHOREOGRAPHIES

- You can teach holistic fitness classes using everything you learned in the Bellyfit instructor course.
- You can teach classes using the exact Bellyfit® formula and routines.
- OR you can modify the format, experiment and play as you see fit.  
Freedom! We trust that you'll do it justice and be a pro.
- Instructors teaching classes using the format formerly known as Bellyfit® (or some form of it), are invited to have an active G-School membership. The G-School membership replaces CREW. You can find the G-School platform here: <https://gschool.msaliceb.com/>
- The G-School platform will be a constantly growing source for inspiration (routines, moves, and fresh ideas) to teach amazing and polished feminine holistic fitness classes under your own brand name.

---

## THE MUSIC

- You can continue using the Bellyfit® music mixes for instructors, if you teach a form of the Bellyfit® format.
- Bellyfit® music mixes for instructors are **not** transferred to the new G-School platform. Please make sure to download and save all your music mixes from your CREW account, before the end of 2025.
- New music mixes for instructors will be available to purchase (separately from G-School), at an affordable rate.

---

## INSURANCE FOR INSTRUCTORS

- Your certification as a Bellyfit® instructor falls under the Group Fitness category. This means you can continue to get insurance as a Group Fitness instructor.
-

## **CREW**

- The new G-School platform is like CREW 2.0 on steroids
  - When you subscribe to the new G-School platform, your CREW payments will be stopped, so you won't be paying for two subscriptions at the same time.
  - Former CREW members who have an active subscription on G-School will have access to their CREW account until the end of 2025. This will allow you to download all the resources you wish to keep.
- 

## **3 OPTIONS FOR INSTRUCTORS**

1. If you don't intend to continue teaching classes inspired by the Bellyfit® format, and don't intend to join the new G-School platform, you can download from your CREW account the resources you want to keep, and then contact us by email to terminate your CREW membership, by December 31, 2025.
  2. If you wish to continue teaching Bellyfit® until the end of 2025, but don't intend to create your new name and new brand after 2025, you have to keep your CREW account active until you stop teaching Bellyfit®. All remaining CREW accounts will be closed at the end of 2025.
  3. If you want to continue teaching the format formerly known as Bellyfit®, we invite you to prepare for the transition. Create your new brand name, join the new G-School platform, and prepare for a new phase of beautiful movement for your body, heart, and soul.
- 

## **DEEP GRATITUDE TO YOU**

We want to express our deepest gratitude to all of you, our amazing Bellyfit® instructors, who have dedicated yourselves to sharing the love and magic of feminine holistic movement. Your passion, enthusiasm, and unwavering commitment have touched countless lives and created spaces filled with joy, healing, and inspiration.

With every class you teach, you pass on not only movement, but also love, energy, and a sense of community. We are truly honored to walk this path with you, and we celebrate the heart and soul you pour into everything you do.

As these changes and transitions unfold, we hope you feel encouraged and inspired. New doors are opening for your creativity, your growth, and the magic of movement you bring to others.

Keep shining, keep creating, and continue sharing your incredible gifts with the world!  
You are amazing.