

# Brown Bear

## Your Huggable Personal Trainer

**DJUNGELSKOG Brown bear is strong, fast and in topnotch shape. Join our bear-able training program today, and try out some fun and rewarding activities for the whole family.**

### **Fun facts**

- Did you know that brown bears can run as fast as up to 50 kilometres per hours? That's faster than the fastest of human athletes ever done.
- Brown bears have a varied diet but eat mainly vegetarian food, such as roots, herbs and berries. Their diet helps them to stay sharp in both body and brain.



## In-store – activity

Re-charge like a bear! Fuel your battery and wind-down together with our best and most huggable personal trainer ever – Brown bear! Do some well-deserved wind-down-exercises and enjoy a moment of calm mindfulness in-store.

### Easy yoga pose

Find a comfortable seating position with your legs crossed. Relax your hands on your knees (palms down). Breathe and relax and wind down like a bear. This yoga position has been practised by humans (and perhaps also bears?) for thousands of years. It's comfortable, calming and good for your back and knees.

### Magic neck rolls

Sit straight up and relax your shoulders. Lower your head towards your chest and breathe slowly. Move your head in a circle to the right a couple of times, then change direction and repeat for a couple of times more. This is a great exercise to release pressure after a long day picking berries in the forest... or during a day at the IKEA store.

### Rewarding shoulder rolls

Take a deep breath. Stand up with your arms hanging relaxed at your sides. Slowly, roll your shoulders forward in a circular motion and repeat three times. Change direction and roll your shoulders backwards. Take a deep breath! Shoulder rolls help to prevent pain and relieve tension.



## **Brown Bear Workout Bingo: Fun exercises for the whole family**

Make your workout more pleasant with gym mats and pillows as support while practising somersaults, star jumps and other activities. Keep count of your turns with smart abacus and never underestimate the value of a funky playlist, perhaps streaming from a Bluetooth speaker, to get into the right mood. Move your exercises outdoor and use crayons to draw an obstacle maze on the ground!

**BINGO!**



### 1. Jump like a bear star!

Start with your feet together, arms on your sides and jump up – spreading your legs and raising your arms. Return and repeat – can you make 20 of them? This exercise is great for shoulders, legs and other parts of your body.



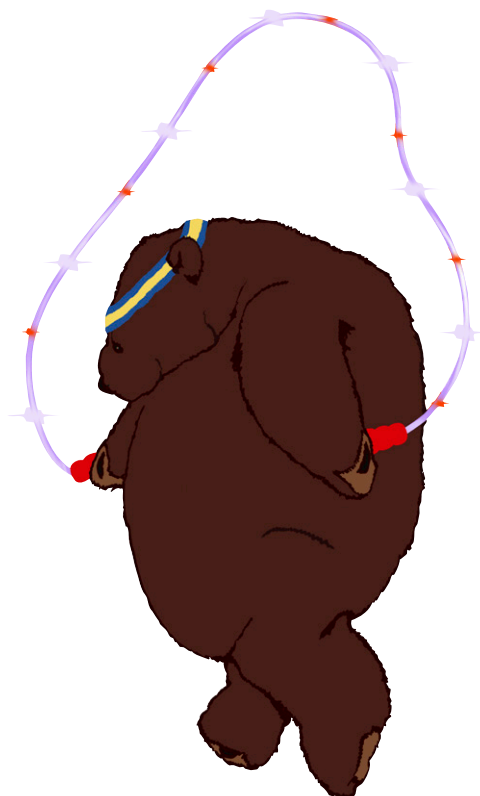
### 2. Lunges

Make sure you stand with your feet apart, step forward with your right leg and slowly lower your body until your left knee almost touches the floor. Stand up and repeat, using your left leg instead. Repeat until you've accomplished ten lunges!



### 3. Lift weight

This exercise is great if you want to have strong arms. Use a large pillow, like the one from JÄTTELIK collection, and raise it from the ground to above yourself. Repeat 10 times!



#### 4. Jumping bear-ropes!

Get your heart pumping and strengthen muscles and balance. Play your favourite song on the speaker, pump up the volume and keep jumping until the song is over!



#### 5. Push-ups!

A true training classic for your shoulders and chest. Place your hands wide on the floor, and push your body down until you almost reach the floor and then back up. Repeat 5–10 times!



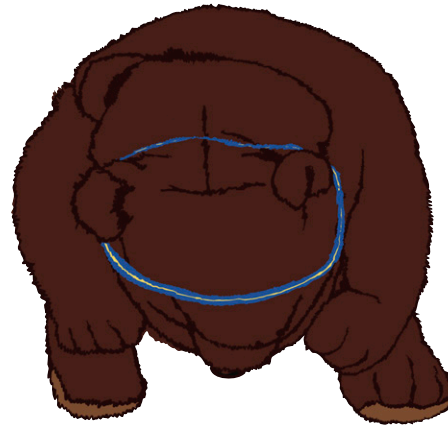
#### 6. Run in place!

Stand up straight, your feet apart and start running where you stand! Try moving your legs up as high as you can. Go all in for 30 or 60 seconds!



## 7. Crunches with SPARKA soft soccerball

Lie down, place a softball between your feet and raise your legs up. Lift your body towards your legs, then return slowly down. Repeat! A challenging exercise that strengthens your core and abs.



## 8. Touch your paws

Stand with your feet together, reach down and try to touch your toes with your hands. It's totally fine if you can't reach them, the effort will still be a nice and important stretch to improve flexibility!



## 9. Superbear

Just like Superm... we mean Superbear. Lie-down, put your arms above your head and raise your arms and hold them still for 5 seconds. Slowly move your arms down and relax. Repeat 5 times.

# Workout Bingo

Challenge your family in Brown bear Workout Bingo!  
Will you be the first to manage three exercises in a row?

