

# Business Connection



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## Business Spotlight



Diablo Magazine named Joya best yoga studio in the East Bay five years in a row, and the East Bay's best cycle studio for 2020 and 2021.

## Fitness for the mind, body and spirit

Joya is a fitness and wellness company with studios in Pleasanton, Dublin and Livermore. Dublin residents Deanna and Razi Hasni established Joya in 2016, and own and operate the three studios.

Joya was created as a place for healing. "Prior to opening Joya, Razi and I had experienced a series of personal hardships," Deanna said. "My yoga practice during that time gave me tremendous resilience to endure the pain and gain strength from the struggle. Our goal with Joya is to give others the



same opportunity for healing and transformation that I experienced."

The desire to heal is a foundation of the culture that Deanna and Razi have instilled in Joya. "We want everyone who practices

at Joya to feel better when they leave the studio than they felt when they entered," said Razi. "We have created a community in which we want everyone to feel welcome, to accept others and to accept themselves, without judgement."

Joya offers a tremendous variety of fitness and wellness opportunities, including:

In-studio heated and unheated yoga, high-intensity interval training, strength training, cycle, meditation and much more. The three studios combine to host about 150 classes

per week. Classes are available for all experience and fitness levels.

Live-streamed and on-demand online workouts via Joyasoultv.com, ranging in duration from 10 to 75 minutes. Joya Soul TV's on-demand catalogue features over 500 workouts.

In-depth workshops

Teacher training on a variety of modalities

Retreats to destinations around the world

Joya's Pleasanton studio features two group fitness rooms, men's and women's lockers, and bathrooms with showers. Joya Pleasanton also houses Wellness by Joya, a Joya subsidiary that offers Cryoksis services, facials and other wellness treatments.

Joya's reputation has soared as the business has expanded, offered new types of classes and added members. Diablo Magazine named Joya best yoga studio in the East Bay five years in a row (2017-2021), and the East Bay's best cycle studio for 2020 and 2021.

Joya is building a franchise model that it will roll out first to the U.S. then internationally. "We believe we have created a unique, boutique-style studio concept that we can scale without sacrificing the boutique vibe," said Razi. "We have big plans for Joya."

For more information visit [joyayoga.com](http://joyayoga.com) and [wellnessbyjoya.com](http://wellnessbyjoya.com).