



# **INNERFIRE**

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**EXTRAORDINARY IN EVERYONE**

## **WIM HOF METHOD INSTRUCTORS MANIFESTO**

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# **PART I: INTRODUCTION**

## **A. Preface**

*“My dad was a pioneer at the time. Cold exposure was “not done”. While he was being laughed at, he stuck out his neck and just did it anyway. With his incredible records and groundbreaking science, my dad showed the world what we are capable of. We could see how much people in my dad’s workshops simply loved doing cold plunges too. They felt so happy and energised. It was amazing!*

*I fully stood behind my dad’s mission and his goals. So, I was determined to support him and I started a brand: The Wim Hof Method. By framing all my dad’s work and by making the science accessible and understandable to everyone, we stuck our necks out too.*

*Our initial goal of the Wim Hof Method was not to create a business. Our main focus was to create a foundation of breathing exercises, cold exposure and mindset. Simply to get my dad’s vision and techniques out there to help people. We intentionally didn’t call it “The Iceman method”. The Wim Hof Method is not about “The Iceman” or Wim’s records. The Wim Hof Method is about Wim’s message and about Wim Hof, who is a regular, normal person, just like everybody else.”*

*Wim Hof:*

*“Everybody can do what I do. And by that I don’t mean that everybody needs to break my records. No, I mean, ... it’s about reawakening the soul, a forgotten self love, an authentic self confidence, deeply hidden in all of us. It’s already right here and now. It just needs a couple of steps to dis-cover. Wim Hof Breathing and Conscious Cold Exposure are the steps we can take to do this. So we can learn to get rid of trauma. So everybody can deal with emotions and stress in times of adversity. So everybody knows how to take back control over our conditioned minds and bodies. So We can all thrive and live our lives at full potential, happy, healthy, strong and free. Deeply in Love with Life and Ourselves. As Nature has meant it to be.”*

*Enahm Hof:*

*“With my dad as a pioneer and the Wim Hof Method as the original source, the “breathing & cold exposure movement” exploded over the years and has spread all over the world like wildfire. Millions of people are practicing it now. I believe it’s fair to say - and we are very proud of that - that we succeeded in our initial intention. I am proud that we are the pioneers of such a great movement that helps so many people.”*

*“Yet, now people don’t have to stick out their necks anymore, they just copy us. Former instructors left the company and copied our knowledge and Intellectual Property, changed it a bit and now even do their own training and certifications. All good, it only shows how well we did.*

*But with this evolution, we have two concerns that we consciously want to address. On one hand, we care about people’s safety and we don’t want them to be unsafe by following other methods that don’t integrate the strict safety protocols that some of the Wim Hof Method breathing techniques simply need.*

*On the other hand, we are very proud of the Wim Hof Method and we don’t want Wim Hof’s message and mission to get lost in translation of the “cold exposure and breathwork” movement that, basically, we started. We want the Wim Hof Method to stay connected to the original source: my dad’s vision, message, and his techniques. Structured in a clear and safe way.*

*It is time to protect more carefully what we all together have worked so hard for: The Wim Hof Method, the Wim Hof Method Trademark, The Wim Hof Method intellectual property (IP), the Wim Hof Method safety protocols and our Wim Hof Method branding assets.*

*Despite the opposition and setbacks of the last few years, my dad and I and everybody at Innerfire, are more determined and motivated than ever, to keep spreading Wim's beautiful message, the Wim Hof Method breathing and cold exposure techniques, the Wim Hof Method science and ... the Love. And in order to do this, we also need you, as a (future) certified Wim Hof Method Instructor.*

*Wim Hof & Enahm Hof, 2025*

## B. Content

We love the Wim Hof Method. We love the people who practice it. And we love the people that already are and consider becoming a Certified Wim Hof Method Instructor. Thank you very much for your interest in the **Wim Hof Method** and your application to *become* a Certified Wim Hof Method instructor.

In this Manifesto we will explain:

- How, as a Wim Hof Method instructor, you are allowed to use the Wim Hof Method Trademark in order to promote yourself as a Wim Hof Method Instructor. (**branding guidelines**);
- How you, as a Wim Hof Method Instructor are allowed to use the Wim Hof Method Trademark to market your Wim Hof Method activities. (**branding guidelines**);
- What **Branding Policy** means and how you, as a Certified Wim Hof Method Instructor, can use the Wim Hof Method Trademark with respect for the lawful protection of every brand. (*Reputation damage, copyrights, safety protocols, ...*)
- How you can become and remain a Wim Hof Method Fundamentals Instructor;
- How you can grow towards becoming a Wim Hof Method Advanced Instructor;
- Which Wim Hof Method activities you can organise as a Wim Hof Method Fundamentals Instructor or as a Wim Hof Method Advanced Instructor;

Our main focus is to find a healthy balance between how to support you, as a Wim Hof Method Instructor, by **lawful use** of the Wim Hof Method Trademark so you can thrive as a Wim Hof Method Instructor and the **lawful protection** of the Wim Hof Method Trademark, Intellectual Property (IP) and the Wim Hof Method brand assets.

This Manifesto and the Branding Guidelines are reevaluated each year. This evaluation takes place to support you, as a (future) Wim Hof Method instructor, as much as possible with the marketing of your beloved Wim Hof Method Activities, while at the same time respecting and protecting the Wim Hof Method Trademark, Intellectual Property (IP) and Branding assets (Logo's, ...)

## C. Definitions

<b>Manifesto</b>	This document and all its terms and conditions, as well as any (future) contracts ensuing therefrom, including any separate or individual contracts for services and/or other contracts resulting from this Manifesto, effective between Innerfire and Wim Hof Method Instructors;
<b>Innerfire</b>	Innerfire B.V., a limited liability company registered in the Dutch Chamber of Commerce under file number: 62594044;
<b>WHM</b>	Wim Hof Method;
<b>WHMA</b>	Wim Hof Method Academy;
<b>WHM Instructor</b>	You as a (future) Wim Hof Method instructor with a certificate (Wim Hof Method Fundamentals Instructor, Wim Hof Method Advanced Instructor, Wim Hof Method Lead Instructor) and a valid Certification;
<b>WHMIC</b>	Wim Hof Method Instructor Community
<b>Certificate</b>	The non-exclusive, non-transferable Certificate that is granted to you for a fixed term of one year when you complete your Wim Hof MethodA certification; this Certificate cannot (under any circumstances) be sub-granted to a third party in any way or form and has to be renewed yearly, failing which the Certificate will automatically expire (end by operation of law); the Certificate grants you the right to use the Wim Hof Method Trademarks for marketing purposes in accordance with the user terms and restrictions stated in this Manifesto and the brand guidelines as set forth in the Wim Hof Method Branding Guidelines;
<b>Wim Hof Method Trademarks</b>	All Intellectual Property (IP) rights related to the terms and (brand and trade) names: " <i>Wim Hof</i> ", " <i>Wim Hof Method</i> " and " <i>Iceman</i> ", as well as all related trademarks, logos, symbols, designs, images, copyrights, ideas, works, products and services associated with the Wim Hof Method, including (but not limited to) the globally registered exclusive trademark rights (registered at the World Intellectual Property Organization), of which Innerfire is the exclusive proprietor/owner;
<b>Wim Hof Method Branding Guidelines</b>	The document containing applicable brand guidelines and further explanation regarding the use of Wim Hof Method Trademarks, published in the Instructor Library on the Wim Hof Method Platform;
<b>Wim Hof Method Platform</b>	Our platform on <a href="http://www.wimhofmethod.com">www.wimhofmethod.com</a> , where Wim Hof Method Instructors can login to their personal instructors account (apply for an account by mailing to <a href="mailto:academy@wimhofmethod.com">academy@wimhofmethod.com</a> );
<b>Instructors Library</b>	Our digital library on <a href="http://www.wimhofmethod.com">www.wimhofmethod.com</a> , accessible to all Wim Hof Method Instructors, containing up to date information material, the Wim Hof Method Branding Guidelines, Wim Hof Method Handbook and other instructor manuals, official branding material (logo's and banners), and more.

## C. Our goal and philosophy

### Our Goal

We strongly believe that the more people practice the Wim Hof Method, the stronger, happier, and healthier our society will be. We therefore aim to spread Wim Hof's message and the Wim Hof Method Brand around the globe, safely, passionately and correctly.

In 2013, we launched the Wim Hof Method Academy in the Netherlands. Soon we got requests from all over the world on how to become a Wim Hof Method instructor. As a result, the Wim Hof Method Academy went international in 2016, so that since then, Wim Hof Method Instructors around the globe can teach the Wim Hof Method.

We believe that, after completing the *“Wim Hof Method Fundamentals Instructor Training”* (formerly known as *“Master Module”*) at the Wim Hof Method Academy, every Certified Wim Hof Method Instructor is a skillful, knowledgeable, and passionate ambassador of the Wim Hof Method brand. We also believe that you, as a Certified Wim Hof Method Instructor, play a very important role in Wim's mission to spread the Wim Hof Method worldwide.

Wim Hof: *“I believe the Wim Hof Method can change the world.  
And we do this all together. Side by side.”*

### Our Philosophy

Our main focus is to create a healthy balance between supporting you, as a (future) Wim Hof Method Instructor to market your Wim Hof Method activities in the best possible way (Branding Guidelines) and to protect the Wim Hof Method Trademark against (un)intentional and unauthorized misuse (Brand Policy)

- We consider each Certified Wim Hof Method Instructor as an important ambassador of the Wim Hof Method brand and reflects its global reputation;
- Certified Wim Hof Method Instructors transmit the Wim Hof Method philosophy and Wim Hof Method techniques to others with the same mission, passion and goal: guiding others in the Wim Hof Method techniques so that they have tools to become a stronger, happier & healthier version of themselves. We also provide a Wim Hof Method Platform on [www.wimhofmethod.com](http://www.wimhofmethod.com) to facilitate this;
- Certified Wim Hof Method Instructors are self-employed entrepreneurs with all the obligations and responsibilities that come with it. They provide Wim Hof Method activities independently from Innerfire and have to act accordingly;
- Innerfire provides additional promotional and support services, such as developing materials for use during Wim Hof Method activities and use of the Wim Hof Method platform, by which your activities can be booked by your participants;

#### 1. Branding guidelines: what and why?

##### What are branding guidelines?

- Branding guidelines are developed to help how to use the Wim Hof Method trademark correctly, without interfering with or breaching the “Brand Policy” unintentionally.

### Why do companies use Branding Guidelines?

- As a (future) Certified Wim Hof Method Instructor, you are allowed to use the Wim Hof Method Trademark. The use of the Wim Hof Method trademark will support you in the marketing and the offering of your Wim Hof Method activities as a (future) Wim Hof Method instructor.

## 2. “Brand Policy” : What and why?

We are proud of what we have created since 2011. We have put a tremendous amount of work into the creation of the Wim Hof Method Brand, the creation of the Wim Hof Method Academy (*programs, syllabuses, support materials, promotional material, Training programs, etc, ...*), the Wim Hof Method online courses (*to reach people worldwide*), the Wim Hof Method website, the Wim Hof Method branding assets (*logo’s, color assets, etc, ...*)

Every company uses a legally designed Brand Policy. Competitive “breathwork” and “cold exposure” brands are growing quickly since the exponential growth of the Wim Hof Method. As a Wim Hof Method Instructor, you are allowed to use the Wim Hof Method Trademark. Yet, it goes without saying that we want to respect and safeguard the Wim Hof Method Trademark, Intellectual Property (IP) and brand assets.

### What is Brand Policy?

- Brand Policy is the safeguarding from unauthorized use or infringement of a company's unique intellectual property rights (IP) through legal means, against bad actors seeking to illicitly profit from its IP, including its trademarks, copyrights, unique domain names, design marks, slogans, brand assets and patents, regardless of where they are located.

### Why do companies use Brand Policy?

- Brand Policy is set in place to protect the brand equity, reputation and trust and to prevent a loss of revenue as a result. Brand Policy ensures that the **value** and **established name** of the Wim Hof Method remains strong. It prevents confusion and ensures that instructors **benefit from a recognizable, respected brand.**

This Manifesto explains the opportunities and responsibilities as well as the commonly shared rights and duties of each Wim Hof Method Instructor and Innerfire. We believe it is important to have clearly defined parameters of how Wim Hof Method Instructors can use the Wim Hof Method Trademark, without damaging the brand or without (un)intentional misusing the brand.

Ultimately, this serves you, as a Wim Hof Method Instructor, the Wim Hof Method and it protects and honors the Wim Hof Method Trademark and all the efforts made by Innerfire.

As you are allowed, as a Wim Hof Method instructor, to use the Wim Hof Method trademark, please keep in mind that the brand is protected for good reasons. **We therefore ask you to read this Manifesto and the “Brand Policy and Branding Guidelines” carefully before you start promoting your Wim Hof Method activities.**

If special circumstances conflict with your adherence to one or more of the applicable terms and guidelines, please contact Innerfire to discuss this and to seek a written exemption for your specific situation ([academy@wimhofmethod.com](mailto:academy@wimhofmethod.com))

### 3. “Never sell or damage a rented car”

This simple metaphor shows how both you - as a Wim Hof Method instructor - and Innerfire can benefit from the reputation of the Wim Hof Method brand.

- Innerfire is the lawful owner of the Wim Hof Method Trademark, Intellectual Property (IP) and the Wim Hof Method branding assets—i.e. the car;
- Wim Hof Method Certification allows the Wim Hof Method instructor to use the Wim Hof Method trademark according to the branding guidelines—i.e. renting the car;
- It goes without saying that you **don’t sell a rented car** (*for example, make commercial products like a video course, build an Academy based on content that includes (parts of the) Intellectual Property (IP) of Innerfire, produce merchandise with the Wim Hof Method logo for commercial use, use the established name of the Wim Hof Method trademark to promote your own brand, etc...*)
- It also goes without saying that you **don’t damage the rented car**. (*for example, it is important to always clearly communicate the Wim Hof Method safety guidelines; ii.) never deliberately damage the reputation of the Wim Hof Method, etc...*)

If you have any questions, please contact [academy@wimhofmethod.com](mailto:academy@wimhofmethod.com)

Based on mutual understanding, respect and support, we look forward to creating a fruitful collaboration together and spreading the Wim Hof Method all over the globe to bring strength, health & happiness for everybody.

\* \* \*

# **PART III: Being a Certified Wim Hof Method Instructor**

## **1. Wim Hof Method Academy Certification**

Three weeks after successful completion of the Wim Hof Method Fundamentals Instructor Training at the Wim Hof Method Academy, you will receive an email with your official Wim Hof Method Academy Certification. That's a big moment. You finally achieved what you've been working so hard for: you are now a Wim Hof Method Certified Instructor. Congratulations! From that moment on, you can start offering your Wim Hof Method activities. *(Read more about the Wim Hof Method Academy program: <https://www.wimhofmethod.com/academyprogram>)*

Your Wim Hof Method Academy Certificate looks like this:



### **1.1. Wim Hof Method Fundamentals Instructor**

You are a Wim Hof Method Fundamentals Instructor when you have successfully completed i) the Wim Hof Method Fundamentals Video Course, ii) the online Wim Hof Method Instructor Video Course, iii) the Wim Hof Method Instructor Training at the Wim Hof Method Academy (*Old Master Module*) and iv) after you received your official Wim Hof Method Academy certification.

As a Wim Hof Method Fundamentals Instructor you

- can offer Wim Hof Method Fundamentals activities activities per protocols; (see 8.1)
- you receive access to our Wim Hof Method Platform and the Instructor Library, where you can find up-to-date information material, the Wim Hof Method Branding Guidelines, (Instructor) manuals, a promotion package, official branding material (*logos and banners*), a Wim Hof Method Fundamentals workshop Powerpoint Presentation and much more, ... .
- also have access to our social media pages (e.g. the various 'Wim Hof Method'-Facebook groups like 'Wim Hof Method – UK') and can add their events hosted on [www.wimhofmethod.com](http://www.wimhofmethod.com) and you may use the certified Instructor logo on your website:



## WIM HOF METHOD CERTIFIED INSTRUCTOR

### 1.2. Wim Hof Method Advanced Instructor

You qualify to become a Wim Hof Method Advanced Instructor when

- You have successfully completed the Wim Hof Method Fundamentals Instructor Training and you renewed your certification at least once;
- You have organised five Wim Hof Method Fundamentals workshops through the Wim Hof Method Platform; and you have collected ten five star reviews on your official Wim Hof Method Instructor profile on the Wim Hof Method platform. [www.wimhofmethod.com](http://www.wimhofmethod.com) ; thereby guaranteeing a certain degree of competence and practical experience with teaching moderately sized groups;
- Have a valid first Aid certificate;

After completion of the “*Wim Hof Method Advanced Instructor training*” (formerly level 2 training) at the Wim Hof Method Academy (a 3-day in person training), you are certified by Innerfire as a “*Wim Hof Method Advanced Instructor*”.

Wim Hof Method Advanced Instructors can offer 1) all the Wim Hof Method activities of a Wim Hof Method Fundamentals Instructor per protocols (see 8.1) and 2) offer “Advanced Wim Hof Method activities per protocols. (see 8.2)

### 1.3. Wim Hof Method Lead Instructor

Wim Hof Method Advanced Instructors who showed great success and dedication in their teaching are eligible to be designated “*Wim Hof Method Lead Instructors*”

#### Qualifications for a Wim Hof Method Lead Instructor:

- 5-star ratings on the platform;
- Minimum of 100 ratings;
- Teachings and understanding of the Wim Hof Method are impeccable;
- A passionate ambassador of the Wim Hof Method and Innerfire;
- Complete understanding of the Manifesto, its updates and act accordingly;
- All Wim Hof Method activities are offered through the platform (with the possibility to also offer activities through your own website, while linked to the Wim Hof Method platform);
- Assist Wim Hof as part of events organized by Innerfire, at least once per year (or when that is not feasible, contributes in another manner);
- Completed the Wim Hof Method Advanced Instructor Training;
- Offer Wim Hof Method activities according the Branding Guidelines, and do not combine, or promote them with, similar techniques;
- A Wim Hof Method Lead Instructor is 100% focused on the Wim Hof Method and is not attached to competitive brands).

## What do you get from us?

- When Innerfire receives B2B requests, a Wim Hof Method Lead Instructor is given preference
- As a Wim Hof Method Lead Instructor, you will work closely with the Hoffice;
- A Wim Hof Method Lead Instructor, you potentially get the opportunity to run a Wim Hof Method Center;

Please note that “*Wim Hof Method Lead Instructor*” is designated by Innerfire each year. We look at the qualifications, progress, ratings on the website and involvement with the Wim Hof Method and the Hoffice each year.

If the qualifications are not met because the Wim Hof Method lead Instructor changes course drastically, it is possible that the Wim Hof Method Lead Instructor becomes a Wim Hof Method Advanced Instructor again. There are no specific training programs to become a “Wim Hof Method Lead Instructor” till date.

### 1.4. Universal Teaching of the Wim Hof Method by all Certified Wim Hof Method Instructors

As we aim for a universal transmission of the Wim Hof Method philosophy and Wim Hof Method techniques, we ask that Wim Hof Method Instructors offer Wim Hof Method activities as taught according to the teaching protocols and the workshop manuals of the Wim Hof Method Academy.

- We aim that, wherever in the world, participants follow a for example Wim Hof Method Fundamentals workshop, the same philosophy and Wim Hof Method techniques are taught to create coherence and consistency all over the world. In order to do so, we will help you to stay up to date about the newest science and newest protocols during the Live Wim Hof Method Instructors zoom sessions four times a year.
- All Wim Hof Method activities are organised physically. Organisation of Wim Hof Method activities online is not possible unless otherwise communicated.
- **All Wim Hof Method activities have fixed, generic titles and descriptions. Always use the exact generic title to guarantee the consistency of the Wim Hof Method activities and the Wim Hof Method Brand worldwide. (See Branding guidelines p...)**

## 2. User terms of the Wim Hof Method Trademark

### 2.1. Certification

You become a Certified Wim Hof Method Instructor after successful completion of the Wim Hof Method Fundamentals online course, the Instructor video course and the “Wim Hof Method Instructor Training” at the Wim Hof Method Academy. This certificate will be sent to you by Innerfire by email approximately three weeks after the “*Wim Hof Method Instructor Training*” and is **valid for 12 months**.

### 2.2. Recertification

To maintain overall quality, and to ensure that all Certified Wim Hof Method Instructors worldwide are updated with the latest insights and scientific- and practical knowledge, **Wim Hof Method Instructors can recertify yearly**. This way they also stay in touch with the source and can continue to use the Wim Hof Method Trademarks. The annual “*Renewal Fee*” for recertification is EUR 499\*.

\*If you generate more than €5500 through sales on the platform during the whole of Year X, **then the recertification fee will be completely waived** for the following (calendar) year’s recertification.

The steps to successfully renew your Wim Hof Method Certification are:

- Pay the Renewal Fee (via [www.wimhofmethod.com](http://www.wimhofmethod.com));
- Pass the (online) test;
- Attend the yearly recertification online webinar in January (\*).

(\*) The webinar serves as a moment to update all the Wim Hof Method Instructors about new developments. It also serves as an opportunity to present and discuss the latest scientific developments and discoveries relevant to the Wim Hof Method in greater detail, and provides room for Q & A.

In the Renewal Fee is included:

- Continuous use of the Wim Hof Method Trademarks for marketing purposes;
- Invitation to the “Annual Wim Hof Method Instructors Reunion” event (which is optional);
- Free access to the Wim Hof Method App;
- Access to the online Instructor Library with continuously updated information and material;
- Use of the Wim Hof Method Platform on [www.wimhofmethod.com](http://www.wimhofmethod.com) to offer activities and to build your identity through your official, personal Wim Hof Method Profile;
- Use of the Facebook groups to promote Wim Hof Method activities offered through the Wim Hof Method Platform;
- Quarterly newsletters with updates;
- Quarterly Worldwide Wim Hof Method Instructor Zoom sessions with the latest updates;
- Access to the global “*Official Wim Hof Method Instructors Whatsapp group*”;
- Access to the Wim Hof Method “discord” platform;
- Access to the ‘*Instructors around the world*’-Facebook group, to extend your Wim Hof Method network/tribe;

With a valid certification, you, as a Wim Hof Method Instructor, are authorized to use the Wim Hof Method Trademarks (i.e. the brand names “*Wim Hof*”, “*Wim Hof Method*” and “*Iceman*”) to support the marketing and promotion of your Wim Hof Method activities according to the guidelines below:

### **2.3. Only Innerfire can grant certifications.**

It goes without saying that only Innerfire can grant Wim Hof Method Certifications. Wim Hof Method Instructors cannot grant (sub-)certifications in any way, shape, or form.

### **2.4. User terms of the Wim Hof Method Trademark**

People worldwide, including Wim Hof Method Instructors, rely on our Wim Hof Method Trademarks to learn the Wim Hof Method the correct and safe way. Being at the forefront of these natural techniques, we take great pride in our brand and products, and work continuously to improve them.

***“The Wim Hof Method is much more than just “breathing and cold exposure.”***

*“With the Wim Hof Method, Wim Hof and Enahm Hof were pioneers and have set up a global movement of “breathing exercises and cold exposure”, based on Wim Hof’s vision, mindset and techniques.*

*Over the years and with the global expansion of the “Breathwork and Cold therapy movement”, Wim’s original message got lost in translation and the original Wim Hof Method is now often reduced to physical exercises or even to a bucket-list event. Yet, it is exactly Wim’s vision, the **Wim Hof Method***

**Mindset pillar**, “The science of the Soul” as Wim calls it, that is the foundation of the Wim Hof Method.

The **original Wim Hof Method** is therefore unique, in that practising the Wim Hof Method not only leads to incredible physical, scientifically endorsed benefits, yet also leads to potentially **deep, personal transformational experiences.**”

To safeguard the brand and image of the Wim Hof Method, it’s important to be clear about how you, as a Wim Hof Method Instructor, can make use of its various Wim Hof Method Trademarks. All Wim Hof Method Trademarks should be treated with a high level of care. Our registered Wim Hof Method Trademarks enjoy the presumption of validity around the world. Proper use of the Wim Hof Method brand distinguishes our products and services from those of other companies, prevents the likelihood that consumers will be confused, and helps prevent damage to the brand. This aims to strengthen the Wim Hof Method brand and **the correct image of the Wim Hof Method** worldwide.

#### 2.4.1 What does “Intellectual property rights (IP)” mean in general?

Intellectual Property (“IP”) refers to creations of the mind, such as inventions, designs, symbols, names, and images used in commerce. The IP of Innerfire includes all the ideas, works, products & services associated with the Wim Hof Method. IP is lawfully protected through patents, copyrights and trademarks.

For a lot of people it is not really clear what IP practically means. To help you out, we have created [This introductory animation](#) that helps you understand what IP really is and how it applies to Innerfire, the Wim Hof Method and to you as a (future) Certified Wim Hof Method instructor.

#### 2.4.2 Applicable user terms

As a Wim Hof Method Instructor, you are allowed to use the Wim Hof Method Trademarks to promote your Wim Hof Method activities according to the following guidelines and terms.

- Always use the Wim Hof Method Trademarks in a way that shows that the IP is Innerfire’s instead of your own. Always refer to the Wim Hof Method to prevent any ambiguity;
- You are allowed to use the Wim Hof Method Trademarks for the promotion of a Wim Hof Method Fundamentals workshop, Wim Hof Method Community session, Wim Hof Method Advanced workshop, Wim Hof Method Weekend, Wim Hof Method Basic Breathing Class or a Wim Hof Method Travel Experience, following the “branding guidelines”(link to BG) If you use the Wim Hof Method Trademarks to, for example, briefly explain the Wim Hof Method on your website or for a media release, always have the courtesy to refer to the original source ([www.wimhofmethod.com](http://www.wimhofmethod.com));
- It goes without saying that you can not use Wim Hof Method Trademarks or IP to create your own services or products, such as a video course;
- It goes without saying that you can not use Wim Hof Method Trademarks to sell, offer for sale, advertise or promote any goods or services except from Wim Hof Method activities;
- You can co-brand your Wim Hof Method activities with your own brand, or with that of any other third party, given that your Wim Hof Method activities **are only offered through the Wim Hof Method Platform**;
- You can not use the Wim Hof Method brand in combination with another brand with the purpose of commercial use (*for example Ice bath companies*)

- You can use your title of “Certified *Wim Hof Method Instructor*” in relation to your Wim Hof Method activities; not to promote activities of your own brand or any other brand activities/products.
- It goes without saying that development and production of content centered around Wim Hof Method techniques for commercial use is not allowed.;
- Only Innerfire can grant certifications of the Wim Hof Method. (Future) Certified Wim Hof Method Instructors can only be trained and educated at the Wim Hof Method Academy.
- Always comply with all the (inter)national laws and (state, local and foreign) regulations that apply to you.

### 2.4.3 Wim Hof Method Branding Guidelines

This document “Branding Guidelines” contains more in-depth information. This document can also be found in the Instructor Library and is designed to give a comprehensive overview of the correct use of Wim Hof Method Trademarks.

If you have any questions or doubts about the use of the Wim Hof Method Trademarks, feel free to contact [academy@wimhofmethod.com](mailto:academy@wimhofmethod.com) to clarify and resolve your situation

## 2.5. Termination of the Certification.

### 2.5.1 Teaching the Wim Hof Method and staying up to date to guarantee a certain quality for the participant

Every Wim Hof Method Instructor represents the Wim Hof Method brand and philosophy, and a certain quality standard and consistency in teaching the Wim Hof Method must be guaranteed. We expect that

- Wim Hof Method instructors stay up to date through the quarterly Wim Hof Method instructors' zoom sessions to guarantee that they always have the (updated) adequate knowledge and/or skills.
- We motivate each Wim Hof Method instructor to teach the Wim Hof Method authentically in her/his own teaching style that fits his/her personality and personal background.
- At the same time, we ask that the Wim Hof Method philosophy, Wim Hof Method techniques, the Wim Hof Method protocols and the Wim Hof Method Activity manuals are taught universally, as taught in the Wim Hof Method Academy.

If, in rare cases, it appears that a Certified Wim Hof Method Instructor no longer possesses adequate knowledge and/or skills, Innerfire will support him/her to get up to date with the understanding of the newest updates, knowledge and skills.

If, in very rare cases, it eventually appears that adequate knowledge skills cannot be guaranteed, Innerfire has the right to terminate or revoke their Certification with immediate effect at its sole discretion.

### 2.5.2 Following user terms and branding guidelines

Both the aforementioned user terms and the Wim Hof Method Branding Guidelines have been developed to create clear guidelines for you as a Wim Hof Method Instructor on how to use the Wim Hof Method Trademarks for promotion of yourself as a Wim Hof Method instructor and to market your Wim Hof Method activities.

If misuse of Wim Hof Method Trademarks is identified, Innerfire will work with you to ensure that you understand and explain why your (un)intentional action can potentially harm the brand. Together, we will discuss how you can resolve the issue within a reasonable timeframe.

Below is our protocol for first and repeated misuse of the Wim Hof Method Trademark.:

1. If we identify unintentional misuse of the Wim Hof Method trademark, you will receive an informative email from Innerfire; in this email we explain what the issue is and how it can potentially harm the brand; we will also propose the actions you can take to resolve the issue within a reasonable timeframe.
2. If the issue is not resolved within the reasonable time frame, or if we keep identifying the same issues, you will receive an official warning;
3. If the issues remain, the decision to withdraw the Wim Hof Method certificate permanently can be made at the sole and absolute discretion of Innerfire. As a consequence, the Wim Hof Method instructor is no longer authorized to organize Wim Hof Method workshops and he/she will have to remove all trademarks and IP from his/her Wim Hof Method activities and website, social media etc, ...

Once your Certification is terminated or revoked, your personal Wim Hof Method Instructor profile on [www.wimhofmethod.com](http://www.wimhofmethod.com) will be removed, and you will no longer be allowed to use the Wim Hof Method Platform, the material provided by Innerfire, or the Facebook groups to promote your activities.

\*In very rare cases of severe and intentional abuse of the Wim Hof Method trademark, the decision to withdraw the Wim Hof Method certificate permanently can be made at the sole and absolute discretion of Innerfire.

### 3. Professional relationship

As a certified Wim Hof Method Instructor, you are a self-employed individual, i.e. a freelancer (**independent contractor**). As a consequence, Innerfire and you, as a Certified Wim Hof Method instructor, don't have a formal employer-employee relationship.

Offering Wim Hof Method activities, does not establish an employer-employee relationship, partnership, franchise, agency, joint venture or other such relationship.

### 4. Safety rules, limitation of the liability of Innerfire, insurance

*When the Wim Hof Method is practiced correctly, it can contribute to a healthy, strong, and happy life. The Wim Hof Method is a powerful yet delicate practice. The potential benefits are great, and correspondingly, the safety measurements need to be considered.*

*Hence, it is your explicit duty as a Certified Wim Hof Method instructor to make those whom you teach aware of the implications of Wim Hof Method practice such that they can conduct their practice safely and responsibly and are themselves armed with the knowledge of safe practice for whomever they will in turn inspire.*

*Therefore, it is important to clearly explain the safety rules of the Wim Hof Method and make people aware of the possible contraindications. Our most important goal is the safety of our community and every participant in an activity organized by Innerfire or a Certified Wim Hof Method Instructor.*

Certified Wim Hof Method Instructors always have to follow the below-mentioned rules to mitigate any

possible risk for participants when teaching the Wim Hof Method:

#### 4.1. Safety and Liability-rules & first-aid credentials

- Always mention the importance of the **safety aspect** when promoting your Wim Hof Method activity and before every workshop;
- Each participant **must** have signed a '**consent form**' or '**liability waiver**' before starting any Wim Hof Method activity. A sample 'liability waiver' will be sent out after certification (all waivers and more detailed safety information can also be found in the Instructor Library);
- Each participant **must** have signed a '**Health Declaration form**' before participating in a Wim Hof Method activity.
- In case of serious medical conditions, you, as a Wim Hof Method certified instructor, has to advise your participants strongly to seek advice from a medical professional before partaking in any Wim Hof Method-related activities;
- Never communicate that the Wim Hof Method is an alternative treatment method. The Wim Hof Method is not a panacea or miracle cure;
- **Guidance during the activity: always emphasize WHY it is important to practice the Wim Hof Method Breathing Techniques unforced and always and only in a safe environment.**
- If participants have fainted, they went too far and must take a step back. Cold exposure should be built up gradually. Always communicate to your participants that cold exposure should be done with a buddy.
- Teach participants to listen to their bodies and make sure that they know that the goal of the Wim Hof Method Breathing exercise is **NOT** to hold the breath as long as possible or to stay in the cold for as long as possible.
- Teach participants to listen to their bodies and make sure that they know that the goal of the cold exposure is **NOT** staying in the cold for a long time.
- Always explain to people why the Wim Hof Method breathing exercise, in rare cases, can possibly lead to fainting. Always explain what Shallow Water blackout is and why it can be the result of performing the Wim Hof Method breathing in water.
- **We put a premium on safety, and obtaining first-aid credentials is mandatory for prospective Wim Hof Method Instructors.**

#### 4.2. Limitation of the liability of Innerfire & indemnification

- All Wim Hof Method activities performed by you (as a self-employed Wim Hof Method Instructor) take place without the presence, control and thus without any responsibility of Innerfire whatsoever;
- Consequently you (as Wim Hof Method Instructor) hereby agree and acknowledge that all liability of Innerfire towards you as Wim Hof Method Instructor for any (direct, indirect or consequential) damage is explicitly excluded (to the extent permitted by law);
- For all Wim Hof Method activities, Wim Hof Method Instructors hereby indemnify Innerfire against all claims of participants and/or other third parties regarding any harm/loss incurred, or to be incurred arising out of Wim Hof Method activities or courses taught and/or guided by Wim Hof Method Instructors.

#### 4.3. Insurance requirements and recommendations

- Wim Hof Method Instructors are advised to obtain professional liability insurance. For specific regions, such as the US, Canada, and Australia, this insurance is **mandatory**;
- As a Wim Hof Method Instructor, you will perform Wim Hof Method activities for participants as a self-employed individual (i.e. freelancer, independent contractor), as such, you herewith

acknowledge and agree that you are **not insured** under any Innerfire policies and waive all rights related to coverage of any kind.

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## **PART III: Offering & promoting your Wim Hof Method activities**

### **5. Activities you can offer as a Certified Wim Hof Method Instructor**

The Wim Hof Method activities you can offer are based on your Instructor Certification:

- Certified Wim Hof Method Fundamentals Instructor (8.1)
- Certified Wim Hof Method Advanced & Lead Instructor (8.2)

#### **5.1. Wim Hof Method Fundamentals Instructor activities**

##### **Wim Hof Method Fundamentals workshop**

- Workshop to learn about the background, philosophy and techniques of the Wim Hof Method
- Duration: 4-5 hours, including lunch
- Advised Price: EUR 99
- Max amount of participants: 25

##### **Wim Hof Method 5/10-week Group Course**

- Group Course for people who want to develop a consistent practice
- Duration: 1-2 hours (including ice bath) per week, for 5 or 10 weeks
- Advised Price: 5 weeks: EUR 179 / 10 weeks: EUR 269
- Max amount of participants: 25

##### **Wim Hof Method Breathing Class**

- Guided breathing class to experience the Basic Wim Hof Method Breathing Exercise
- Duration: 1 – 1.5 hours
- Advised price: EUR 15
- Max amount of participants: 25

##### **One-on-one session for personal support**

- Duration: 2-3 hours
- Advised price: EUR 150

##### **Wim Hof Method Community Sessions**

- For participants who followed a Wim Hof Method Fundamentals Workshop and want to continue their Wim Hof Method practise with like-minded people
- Duration: 2/3 hours
- Advised price: EUR 45 per participant
- Max amount of participants: 25

#### **5.2. Wim Hof Method Advanced & Lead Instructor activities**

All activities of a Wim Hof method Fundamentals Instructor and Wim Hof Method Advanced activities:

##### **Wim Hof Method Advanced Workshop**

- Workshop to learn about advanced techniques of the Wim Hof Method
- Duration: 4-5 hours, including lunch

- Advised price: EUR 99
- Max amount of participants: 30

#### **Wim Hof Method Weekend**

- Extensive training of the Wim Hof Method; according to the knowledge, skills and Wim Hof Method techniques as taught in the “Wim Hof Method Fundamentals Instructor Training and the “Wim Hof Method Advanced Instructor Training” at the Wim Hof Method Academy.
- Duration: 2 days
- Advised price: EUR 450 per participant, including food and accommodation
- Max amount of participants: 25

#### **Wim Hof Method Travel Experience**

- Instructors must have previously participated as Assistant-Instructor in one of the winter travels in order to qualify
- The entire Wim Hof Method program will be discussed extensively
- Duration: 4-7 days
- Advised price: EUR 150 per day (EUR 600 – 1050 total)
- Max amount of participants: 20

#### **Specialized Workshops tailored to specific groups, and people with health conditions**

- Based on the Wim Hof Method Instructors’ expertise and specialization
- Duration: 1-2 days
- Price: In consultation

### **5.3. Wim Hof Method Mass Events**

When co-instructing a workshop with other Wim Hof Method instructors, Wim Hof Method Instructors can collectively host a maximum of 50 participants (minimum four Certified Wim Hof Method instructors).

This number has been carefully determined to guarantee that instructors can provide the necessary attention to each participant, thereby maintaining the quality of the Wim Hof Method activities and upholding the safety standards. If the number of participants exceeds this established threshold, ensuring safety and delivering individualized guidance to each participant can become challenging.

If you plan to host more than 50 participants for a Wim Hof Method activity, please reach out to [academy@wimhofmethod.com](mailto:academy@wimhofmethod.com) to discuss these specific Wim Hof Method activities and to determine if this activity can meet the safety standards.

## **6. Fixed Names for your Wim Hof Method Activities**

### **6.1. Fixed generic titles for your Wim Hof Method Activities**

In the interest of professionalism and clarity, we strive for consistency regarding both the terminology and the type and quality of a Wim Hof Method activity. That way, we guarantee one global philosophy. Hence the standard Wim Hof Method activities must bear fixed, generic titles and descriptions.

- Wim Hof Method Fundamentals workshop
- Wim Hof Method Breathing Class

- Wim Hof Method Community Session
- Wim Hof Method Advanced workshop
- Wim Hof Method Weekend
- Wim Hof Method Travel

## 6.2. Activities with ‘Breathing Techniques’ and ‘Cold exposure’ combined

- Certified Wim Hof Method Instructors are ambassadors of the Wim Hof Method. Therefore, all Wim Hof Method activities include “*Wim Hof Method*” in the title;
- As a certified Wim Hof Method Instructor, we expect you to teach the Wim Hof Method as you were taught at the Wim Hof Method Academy, and not a derivative or modified version of the Wim Hof Method techniques, as we aim for consistent teaching of the Wim Hof Method techniques globally;
- We understand that besides the Wim Hof Method, you may want to promote other methods. It goes without saying that you can only use your “Certified Wim Hof Method instructor” title in relation to your Wim Hof Method Activities;
- You can only use your Certified Wim Hof Method Instructor title to promote Wim Hof Method activities. You cannot use the reputation of the Wim Hof Method to promote other activities.
- Whenever you promote or present yourself as a Wim Hof Method Instructor, always do this in relation to a Wim Hof Method activity;
- We developed protocols and materials for all the Wim Hof Method activities. As we aim for global consistency about how the Wim Hof Method is being taught, we ask you to follow the protocols and manuals in the Instructor Library;
- Cover the topics in the Wim Hof Method Handbooks (also accessible via the Instructor Library) to maintain consistency in the naming of activities and the teachings of the official Wim Hof method protocols. See the guidelines in the Wim Hof Method Branding Guidelines (also to be founding the Instructor Library) for more detailed information;

## 7. Offering your Wim Hof Method Activities via the Wim Hof Method Platform

As a Wim Hof Method Instructor you have the possibility to offer your services through the Wim Hof Method Platform and/or through your own channels. See below:

### 7.1. Wim Hof Method Platform

In this section, we will discuss the main components and advantages of the Wim Hof Method Platform – [www.wimhofmethod.com](http://www.wimhofmethod.com).

### 7.2. Personal Profile

As a Wim Hof Method Instructor active on the Wim Hof Method Platform, you will have your own profile page with a personal URL, and can offer and sell Wim Hof Method activities through the activities page. You can complement your profile with various media to present yourself to the community and select the specializations for which you are qualified. Specializations include nutritionist, fitness coach, yoga teacher, athlete, doctor, etc.

This gives you the opportunity to build a strong identity as a Certified Wim Hof Method Instructor on the Official Wim Hof Method platform.

Other advantages of a personal Wim Hof Method Instructor profile on the Wim Hof Method Platform:

- You can make your Official Wim Hof Method Instructor profile highly personal by adding a number of pictures of yourself and your Wim Hof Method Activities.
- High visibility through the ever-expanding global Wim Hof Method network;
- User-friendly interface and automatic notifications for Wim Hof Method Instructors and customers; You, as well as your participants will receive an automated confirmation email (which you can adjust at will) after participants bought a ticket for your Wim Hof Method activity.
- You can attach the Health declaration, the Liability form and an infomap to the automated confirmation email of your participant.
- You can download an automated list with the participants that enrolled for any specific Wim Hof Method activity. This makes it easy to communicate with your participants (e.g. if you want to send an email with practical instructions before the start of your Wim Hof Method Activity.)
- Your participants will receive an automated review link one day after your Wim Hof Method activities by which they can rate and write a review about their experience. This will help you to sell more Wim Hof Method activities in the future, since most participants do read reviews before they decide to participate. (Review & rating system for your activities); This option gives you the opportunity to build credibility and a strong identity as a Certified Wim Hof Method instructor on the official Wim Hof Method platform;
- Proprietary materials for promotion of activities;
- Quality control of offered activities;
- This profile gives you direct access to our Wim Hof Method community to promote your activities on the Wim Hof Method Platform;
- The possibility to qualify for and take the next step towards becoming an “Wim Hof Method Advanced instructor”. (Qualifications: 5 official Wim Hof Method Fundamentals workshops through the Wim Hof Method platform and ten 5 star reviews)

### **7.3. Sale of services: an applicable service fee of 10%**

**It's our focus point to have a Wim Hof Method Platform at a very high standard, and the go-to place for current and up-to-date info around Wim Hof breathing exercises, conscious cold exposure and mindset/commitment, ensuring high quality, consistency, and generating visibility.**

To cover the operating costs of the Wim Hof Method Platform and to ensure its growth, Innerfire asks 10% on top of the price of the Wim Hof Method activities sold via the Platform as a service fee.

If you generate more than €5500 through sales on the platform during the whole of Year X, then the recertification fee will be completely waived for the following calendar year's recertification.

### **7.4. Automatic handling of payments and invoicing: STRIPE**

As a Wim Hof Method instructor, you're part of a platform powered by Stripe, designed to facilitate all your financial transactions smoothly and efficiently.

- Stripe handles all the incoming transactions for you, so that you can generate revenue from your Wim Hof Method activities. The pay-out is meant for transferring your earnings from your Stripe account to your bank account. With a Stripe account, you can organize this pay-out yourself.
- With a Stripe account, you can also organise *reservations*, *cancellations* and *refunds*.
- With Stripe, you also have the option to create 'Coupon Codes' for your Wim Hof Method activities on the platform. These coupon codes can be used to offer discounts to specific

audiences, create special discounts (e.g. early-bird discounts), and transfer bookings to new dates.

- As a rule, do not create and offer discounts to customers greater than 50%. This upper limit ensures a **level of fairness**, and an **equal playing field for all Wim Hof Method instructors**.
- Please, observe that we also have strict guidelines per region on the minimum prices of different types of activities.
- Wim Hof Method Instructors are responsible for handling taxes particular to their country.

Detailed information about the platform Stripe can be found in the “Instructor Library”. (LINK) You, as a Certified Wim Hof Method Instructor, have access to this library once you receive your official Certification by Innerfire.

### **7.5. Engaging with the community on the Wim Hof Method Platform**

As a Wim Hof Method Instructor, you are an important and integral part of the Wim Hof Method community, and a key driver of its success. As a Wim Hof Method Instructor, you will have direct contact with the community, and your personal profile and experience as a Wim Hof Method Instructor (Certified Wim Hof Method Instructor/ Advanced Wim Hof Method Instructor/ reviews) will be visible to its members. You can use your expertise by answering questions from members on the Platform.

### **7.6. Cancellation of Wim Hof Method activities and refund policy**

- Always specify the minimum and maximum number of participants for each activity offered in advance;
- Both Innerfire and Wim Hof Method Instructors have the right to cancel a course or other activity up to seven days before the start of the course or activity if the minimum number of participants has not been met. The minimum number of participants is to be communicated beforehand.
- Cancellation by Innerfire due to a low number of participants entitles participants to a full refund. There are no rights reserved for damages;
- In the case of a cancellation, the initial participant may transfer his or her reservation to another suitable candidate. The replacement must fulfill all the original criteria for participation (including all prerequisites), which is determined at the full discretion of the organizer of the activity and the Wim Hof Method Instructor;
- In the case of cancellation by participants, they must pay 50% of the total amount due, provided the cancellation is communicated in writing at least 7 days before the start of the activity. Cancellation requests submitted less than 7 days before the start of the activity do not qualify for reimbursement;
- Cancellations and/or transfer of reservations must be confirmed in writing by the participant as well as the Wim Hof Method Instructor;  
In the case of cancellation due to illness or death of a close family member, participants are not required to meet the 7-day notice stipulation, provided an official document certifying said illness or death is provided. Failing this, participants do not qualify for a refund.

## **8. Offering your Wim Hof Method activities on your website**

See this section for the terms and conditions if you want to offer Wim Hof Method activities or services on your own personal website.

### **8.1. Personal Websites**

Every Wim Hof Method Instructor with a valid Certification can offer their activities on a personal website. You can do this only **as a part** of your own website. You cannot create a website around the

Wim Hof Method, as [www.wimhofmethod.com](http://www.wimhofmethod.com) already exists, and all information about the Wim Hof Method can be found on the Platform. We expect that the Wim Hof Method is only a part of your website, and it must follow our pricing policy (see section 11.6 below).

If you create a website with the goal of offering Wim Hof Method activities, the following rules apply:

- The website is about you – as a coach (and not a brand);
- Only you as an instructor/coach can offer Wim Hof Method activities;
- Limit The Wim Hof Method section on your website to 25% of your website. The Wim Hof Method section cannot comprise all the content;
- Always have the courtesy to refer [www.wimhofmethod.com](http://www.wimhofmethod.com), as this is the original source. This way, visitors can always refer to the latest protocols and (safety) guidelines concerning Wim Hof Method practice.
- You, as a Wim Hof Method Instructor, are the sole party that can offer Wim Hof Method services through your website. Wim Hof Method activities can be offered in tandem with a third party or others if the activity is offered and linked to the Wim Hof Method platform or 2) require a written consent from Innerfire;
- Always indicate that the Wim Hof Method activity is provided by you, as a Wim Hof Method Instructor personally and not by Wim Hof;
- Never use the brand names 'Wim Hof' and 'Wim Hof Method' **in any naming of user accounts** or in any title of groups or website URLs, since they are trademarked by Innerfire. You can find official branding material provided for Instructors in the Instructor Library.
- Don't use logos, banners, et cetera that were not designed and supplied by Innerfire;
- Always use another color scheme than the explicit Innerfire color scheme for your website to avoid ambiguity.
- To avoid plagiarism, always have the courtesy to mention the source of any text that you use other than yours.

## 8.2. Website/Platform around a brand

Please contact Innerfire if your website is focused on a brand rather than you as a coach, , as a B2B Certification may apply.

- Connecting a brand with the Wim Hof Method brand is prohibited without explicit prior written permission from Innerfire.
- Please contact us first, as such a construction may still be possible, 1) provided that [www.wimhofmethod.com](http://www.wimhofmethod.com) is referenced; 2) the Wim Hof Method is only a part of your website; and 3) you have written permission from Innerfire.

## 8.3. Incorporating Wim Hof Method activities in extracurricular events

As a certified Wim Hof Method Instructor, you can include a Wim Hof Method Fundamentals Workshop or a Wim Hof Method Breathing Class as part of a weekly program centered around an associated discipline like yoga, jiu jitsu, et cetera. For such multidisciplinary events, the following terms apply:

- You can teach the Wim Hof Method Fundamentals Workshop or a Wim Hof Method Breathing Class, including all guidelines and protocols;
- You can mention you are teaching a Wim Hof Method Fundamentals workshop or a Wim Hof Method Breathing Class as part of the program;
- You can use your 'Wim Hof Method certified Instructor'- logo;
- It must be clear that this is not a Wim Hof Method Experience week;

#### **8.4. Offering Wim Hof Method activities through third parties**

You can be booked for Wim Hof Method activities by third parties at an advised price of EUR 85 per participant. Third parties can promote Wim Hof Method activities if:

- a Certified Wim Hof Method Instructor teaches the Wim Hof Method activity;
- if the promotion of the Wim Hof Method activity is directed to and only offered on the Wim Hof Method Platform or if there is a written consent of Innerfire.
- Third parties cannot promote Wim Hof Method activities independently and/or externally if the Wim Hof Method activity is not exclusively offered through the Wim Hof Method platform or without the consent of Innerfire, as trademarks, author, and portrait rights apply.

#### **8.5. Wim Hof Method activities offered at Festivals, retreats, events**

You can offer Wim Hof Method Fundamentals Workshop or a Wim Hof Method Breathing class as part of a festival; other Wim Hof Method activities are off-limits in this context. The following applies:

- A Wim Hof Method Fundamentals workshop and a Wim Hof Method Breathing Class can be offered for a maximum of 25 participants per Wim Hof Method Instructor;
- Since safety is a high priority, all participants must fill out and sign a health certificate before participation;
- The organizer of the festival, retreat or event cannot use the Wim Hof Method Trademark to promote the event without prior written consent of Innerfire.
- The organizer can only briefly mention 'Wim Hof Method Fundamentals workshop by Wim Hof Method Certified Instructor X' in their program and advertising materials.

#### **8.6. Pricing Policy**

- Advised prices are based on average income per capita and differ per region. An index list with advised prices for all countries is sent out after you receive your certification.
- Instructors are not allowed to offer lower prices on third-party distribution channels. The Wim Hof Method platform must always list the lowest possible price for any activity.

## **9. Marketing, promotion and (social) media: terms & policy**

### **9.1. Promotion via Innerfire**

- Innerfire is very keen to promote the Wim Hof Method, and to direct as many people as possible to the Wim Hof Method Platform. We are proud of our Academy and will continue to promote activities by our Wim Hof Method Instructors via our promotions, email marketing, and our social media channels.
- Sale of products: customers who buy a workshop through the Wim Hof Method Platform receive an email with a link to buy the Wim Hof Method Fundamentals video course at a 25% discount.
- Innerfire actively refers requests received via customer support, live events, and other occasions for Wim Hof Method activities through to certified Instructors who utilize the Platform.

### **9.2. Available promotional material**

Innerfire provides up-to-date promotional and educational material, including brochures, posters and presentations modeled on the Wim Hof Method brand. Innerfire is committed to continuing to offer these and new materials to all certified Wim Hof Method instructors.

### **9.3. Logo and material:**

Please only use the material found in the Wim Hof Method Instructor Library. Do not make any changes to the logos and other promotional material. Use everything as it is delivered.

#### 9.4. Pictures Promoting Wim Hof Method

- You can only use pictures featuring Wim Hof on your website or on social media for a Wim Hof Method activity that is offered through the Wim Hof Method Platform. You can also offer that Wim Hof Method activity through your own channels, linked to the Wim Hof Method platform.
- Using pictures featuring Wim Hof to promote Wim Hof Method workshops **that are not linked to the Wim Hof Method Platform is not possible.**
- **You can not use pictures featuring Wim Hof on your website to promote your other activities.**

#### 9.5. Alternative Promotion

When using paid advertisements (e.g. Facebook/instagram ads, AdWords), offer and redirect your Wim Hof Method activities to the Wim Hof Method Platform on [www.wimhofmethod.com](http://www.wimhofmethod.com).

#### 9.6. Media

- As a Wim Hof Method instructor, it is possible that the media or other interested parties will approach you for an interview or audio/visual production that otherwise aims to explain details on the Wim Hof Method or your role as an Instructor. Always have the courtesy and **make sure that they refer to the Wim Hof Method Platform on [www.wimhofmethod.com](http://www.wimhofmethod.com) as the original source.** That way, we guarantee that consumers of the production know where to go for official and updated information and get the correct safety information on practicing the Wim Hof Method.
- If media ask for material, they can always contact the Innerfire office directly, as trademarks, author, and portrait rights apply. If you receive a media request, please update Innerfire about this.
- Always reach out to Innerfire before publishing content intended for public use, which explains the Wim Hof Method, and link to [www.wimhofmethod.com](http://www.wimhofmethod.com), to the existing free Mini class or the Wim Hof Method mobile app, which adequately forewarn possible dangers.

#### 9.7. Social media guidelines

We consider social media to be an opportunity to carry the Wim Hof Method message forward, to share and discuss knowledge and information, and to get in touch with (potential) customers.

#### 9.8. Youtube and Podcasts

As a Wim Hof Method Instructor, you can create content on YouTube, vlogs, and/or podcasts to promote yourself as a Wim Hof Method Instructor and to market your Wim Hof Method activities. The message is focused on the particulars of the Wim Hof Method activity and/or your experience as being a Wim Hof Method Instructor/practitioner, and is not meant to feature an in-depth explanation of the Wim Hof Method theory and the Wim Hof Method techniques. Please be aware that you are responsible for the content that you create.

##### 1. Incorrect use

- The content that interferes or is in direct objection with the content of the Wim Hof Method online courses
- Wim Hof Method theory and in depth explanation of the Wim Hof Method (Intellectual Property, IP)

- **Live** content/videos of Wim Hof Method breathing sessions

## 2. Correct use

- a **recorded** Wim Hof Method Basic Breathing session of maximum 4 rounds
- Inspirational stories, experiences, and personal insights
- Personal experiences as a Wim Hof Method practitioner
- Personal experiences from your Wim Hof Method Activities and stories as a Wim Hof Method Instructor

## Requirements

- **Always** wear your Wim Hof Method Instructor T-shirt while making a Wim Hof Method related video. (unless impossible; i.e. recording in nature, etc...)
- **Always** add the following **safety warnings** and **referral links** to the description next to the description about the content of your video/podcast.

-> **Copy Paste the following description with the referral links and place it underneath your video:**

A word of Caution: Always practice Wim Hof Method breathing exercises sitting or lying down in a safe environment. Wim Hof Method breathing can affect motor control and, in rare cases, lead to loss of consciousness. Never practice while driving, in or near water, or in any place where loss of consciousness could lead to (serious) bodily harm. [Read more about Shallow Water Blackout](#). The cold is a powerful force and can be a shock to your body. Always practice with a buddy. Gradually build up cold exposure. If it is not practiced responsibly, there are risks such as hypothermia. Do not practice the Wim Hof Method during pregnancy or when having epilepsy. Persons with cardiovascular health issues, or any other serious health conditions, must always consult a medical doctor before starting with the Wim Hof Method. Listen to your body and never force the practice.

Watch the [Wim Hof Method safety video](#) before practising the Wim Hof Method  
 Contra-indications and Wim Hof Method safety : [Wim Hof Method Safety page](#)  
 Learn the Wim Hof Method online with Wim Hof: [Wim Hof Method Online courses](#)  
 Link to my Wim Hof Method Instructor Profile/activities:

## 9.9. Promotion via the Official Wim Hof Method Facebook group

- Host and redirect your Wim Hof Method activities on the Wim Hof Method platform, if you want to promote them on the official or one of the country-specific Facebook groups. You can promote your activity as an event or as a post.
- If you want to promote your event in the 'Main Facebook Group' (<https://www.facebook.com/groups/wimhofmethod>) you have to create an event along the guidelines outlined in the Wim Hof Method Platform manual (to be found in the Instructor Library);
- You can only promote your Wim Hof Method activities in the official Wim Hof Method Facebook groups as described above.
- When you are active in any country- or city-specific Facebook group, you can ask Innerfire to become a moderator or admin of that group. If such a group does not exist, you can approach Innerfire to create such a group.

## 10. General communication guidelines

We have developed several guidelines, and we require all Wim Hof Method Instructors to conform and commit to these. These guidelines are intended to protect both the organization as a whole and the individual Instructors.

### 10.1. Communication guidelines

- Always incorporate and communicate the general safety warnings when you teach the Wim Hof Method;
- You are expected to be well versed in the Wim Hof Method theory and practice; when in doubt, check;
- Research must always take place under supervision of Innerfire;
- Instructors are responsible for the content they produce;
- Do not distribute internal information or unreleased scientific research;
- Accounts for new projects related to the Wim Hof Method cannot be created without the prior written consent of Innerfire. Creating custom Facebook groups centered around the Wim Hof Method (eg. Wim Hof Method – Amsterdam) is not permitted. If you would like such a group to be created, you can send a request to [academy@wimhofmethod.com](mailto:academy@wimhofmethod.com). Innerfire can then appoint an Instructor who operates in the corresponding region as a moderator so that they can supervise the community, and point members to local workshops that are offered on [www.wimhofmethod.com](http://www.wimhofmethod.com).

### 10.2. Communication guidelines regarding customer relations

- Show empathy, and refer to other professionals where necessary;
- Respect people's privacy.

### 10.3. Do's and don'ts

- Publish messages on your own behalf, in the first person. Mention that you are a Wim Hof Method Instructor and not an official spokesperson of Innerfire or Wim Hof;
- Use common sense; be honest and correct;
- Respect copyright; do not use others' material (even that of other Wim Hof Method Instructors) without their explicit permission.
- If you use material (*content, posts or pictures, ...*) even that of other Wim Hof Method Instructors, always have the courtesy to credit them and name the original source.
- It is your responsibility to specify any sources that you used. You are responsible for your pictures, including the ones uploaded to your profile or the Wim Hof Method activity on your official Wim Hof Method Profile on [www.wimhofmethod.com](http://www.wimhofmethod.com);
- Before responding to legal issues or crisis situations, immediately alert Innerfire and wait for an official statement;
- Have the courtesy to not speak negatively about Wim Hof, Innerfire or its partners, fellow Wim Hof Method Instructors, and/or competitors. If you have concerns, please voice them directly to the Innerfire organization.

\* \* \*

## **PART IV : General provisions**

We understand that mistakes can be made unintentionally. Therefore, if Innerfire identifies unintentional misuse of our Intellectual Property (IP) or the Wim Hof Method trademark, we will work with you to ensure that you understand why these actions can cause damage to the Wim Hof Method brand: together we will discuss what actions you can take to correct your course, within a reasonable timeframe.

If, in rare cases, we identify a clear intentional misuse of the Wim Hof Method Trademark, then Innerfire, like any company, is obliged to withdraw the certification. In very rare, severe cases, Innerfire can take legal action in order to protect the brand.

As we understand that the legal part of being a Wim Hof Method instructor is not the most interesting one, we believe that it is a necessity to discuss this shortly, for us as a company and for you as a Wim Hof Method Instructor. In this chapter, we try to give you some insight in the legal part of what it means to be a Wim Hof Method Instructor;

- Why to keep competitive-sensitive information confidential;
- Why you cannot start a competitive brand;
- What is considered a competitive brand;
- Which legal actions companies, and in this case Innerfire, have to take in rare cases of severe violation of the “brand protection” and/or “branding guidelines”.

## **11. Confidentiality and competitive brands**

### **11.1. Confidentiality**

By becoming a Certified Wim Hof Method Instructor, you will receive and become aware of competition-sensitive information or other information about Innerfire, Wim Hof and/or the Wim Hof Method, that has a confidential nature, including product information, know-how, design rights, trade secrets, market opportunities, business affairs, information of commercial value, confidential emails meant for you, as a Certified Wim Hof Method instructor, and all other information of which any Wim Hof Method Instructor should reasonably understand that it is of a confidential nature (“**Confidential Information**”).

- You, as a Wim Hof Method Instructor, agree and undertake to keep strictly confidential any and all Confidential Information, both during the term of your Certification and thereafter, since spreading confidential information can damage the brand in several ways.
- You shall not disclose Confidential Information to any third party (unless such information is public knowledge), nor use it for their commercial purposes or interest.

### **11.2. Non-competition undertakings**

It goes without saying that you cannot start a competitive brand while being a Wim Hof Method instructor. That would be like selling a rented car. So, unless with the explicit prior written approval of Innerfire, you – as a (future) Wim Hof Method Instructor – warrant and represent that, for as long as you are a Wim Hof Method Instructor with a (valid) Certification and for a period of **[twelve (12) months]** thereafter, you shall not, directly or indirectly, in any way or form whatsoever, start or conduct a business that in any way competes (or reasonably can compete) with the business of Innerfire.

### **11.3. What is considered a competitive brand?**

We consider it as a competitive brand when it is highly likely that the Wim Hof Method IP is used and changed for commercial purposes that would interfere with clients for Innerfire. If, for instance, prior to becoming a Wim Hof Method Instructor,

- you did not sell (online) courses of breathwork, cold exposure or breathwork and cold exposure,
- you did not have an in-person training program (Academy, Training) with certification for “*breathwork coaches*”, “*cold exposure coaches*”, and “*breathwork and cold exposure coaches*”,

then it is very likely that (part of) the Wim Hof Method Intellectual property (IP) was used and therefore considered (starting) a competitive brand.

Since our Brand Policy is set in place to protect the brand equity, reputation and trust and to prevent a loss of revenue, in this case, Innerfire can decide to stop the cooperation with you as an independent Wim Hof Method instructor and withdraw the Wim Hof Method Certification. It goes without saying that normal Brand Policy cannot allow use of the Wim Hof Method trademark to promote a competitive brand with similar techniques, goals and purposes like that of Innerfire and the Wim Hof method.

## **12. Miscellaneous**

- The definitions as referred to in Part I (section C) are – as far as required by law – incorporated herein by this reference and constitute an integral and inseparable part of this Manifesto;
- In case this Manifesto is terminated (or ended) concerning any party, all (post-termination) obligations and undertakings hereunder which in nature should survive such termination, shall continue effective and in full force in accordance with their respective term, including (but not limited to): Section 11 (confidentiality and non-compete), and Section 13 (applicable law and competent court).

## **13. Disputes: applicable law and competent court**

### **13.1. Applicable law**

This Manifesto and all its terms and conditions, as well as any (future) contracts ensuing there from (including any separate or individual contracts for services and/or other contracts resulting from this Manifesto), just as any disputes and/or non-contractual obligations relating thereto, are governed exclusively by the laws of the Netherlands.

### **13.2. Competent court (choice of forum)**

Any disputes ensuing from – or relating to – this Manifesto or its terms and conditions, as well as any (future) contracts ensuing therefrom (including any separate or individual contracts for services and/or other contracts resulting from this Manifesto), will be submitted in the first instance exclusively – and thus to the exclusion of any other court – to the competent section of the Court in Amsterdam (the Netherlands), unless mandatory law confers jurisdiction upon another instance. Wim Hof Method Instructors irrevocably waive any objections or defenses based on lack of personal jurisdiction, improper venue, or forum non-convenience.

### 13.3. Alternative Arbitration clause

Contrary to the provision of the previous sub-clause, only if and so far:

- (1) the Wim Hof Method Instructor is established and/or having its principal place of business in a non-EU Member State; and
- (2) Innerfire shall act as plaintiff/claimant (in Dutch: "*eisende partij*");

Innerfire will be exclusively entitled (in the form of a discretionary authority) to choose that any dispute as referred to in the previous sub-Clause shall be settled in accordance with the most recent and then-applicable version of the 'Arbitration Rules' of the Netherlands Arbitration *Institute* (NAI) in Rotterdam (the Netherlands), <https://www.nai-nl.org/en/>. Unless the Parties shall agree otherwise at that time:

- the arbitral tribunal shall be composed of one arbitrator;
- the arbitrator of the arbitral tribunal shall be appointed according to the 'list procedure' as laid down in the aforementioned Arbitration Rules;
- the proceedings shall be conducted in the Dutch language;
- the place of arbitration shall be Amsterdam (the Netherlands);
- the arbitral tribunal shall decide as 'amiable compositeur' (in Dutch: "*goede mannen naar billijkheid*") and at all times with due observance of the applicable rules of Dutch law.
- consolidation of the arbitral proceedings with other arbitral proceedings, as provided for in Article 1046 of the Dutch Code of Civil Procedure and Article 39 of the Arbitration Rules of NAI, is excluded;
- the arbitration decision **shall not** be subject to appeal.

## 14. Thank you

We appreciate your commitment to the Wim Hof Method and our shared mission of making the world healthier, happier, and stronger.

By following this Manifesto and the Branding Guidelines, you can promote your identity as a Wim Hof Method Instructor and market your Wim Hof Method activities, while also contributing to the safeguarding and honoring of the integrity of the Wim Hof Method brand. Let's build a thriving, safe and respected Wim Hof Method Instructor Community together. Let's continue this journey together!

If you have any questions, please contact us at [academy@wimhofmethod.com](mailto:academy@wimhofmethod.com)

All the Power, All the Love!

The Wim Hof Method Academy Team

\* \* \*

Becoming a Certified Wim Hof Method Instructor is not only a training, it's also a life changing journey in itself. If you really want to help people to become happy, healthy and strong again, then learning *how* to teach the original Wim Hof Method, as Wim Hof has always meant it to be, and signing up for the Wim Hof Method Academy is the original and most fulfilling path to take.