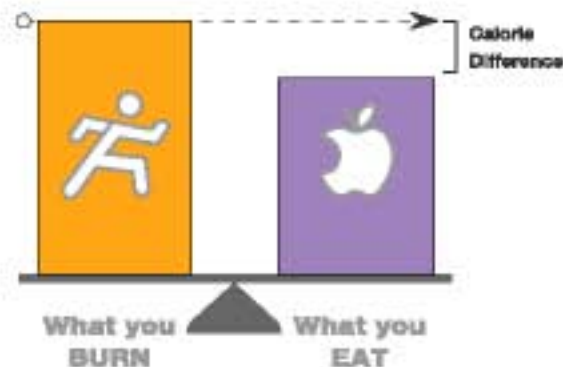


INTRODUCTION

Energy Balance

One thing holds true in weight management and that is Energy Balance. Simply put, if you burn more energy than your body absorbs, you will lose weight. When food is absorbed into your body it must either be burned as energy or stored as fat. Knowing your metabolic rate helps you to know how to balance what you eat with what you burn.



Energy in the Body

Calories is how we measure the energy in the food we eat and the energy our body uses. Your metabolic rate is how many Calories your body burns in a day. It is how fast your body burns energy. The trick is to balance the Calories you eat with the energy needs of your Metabolism.

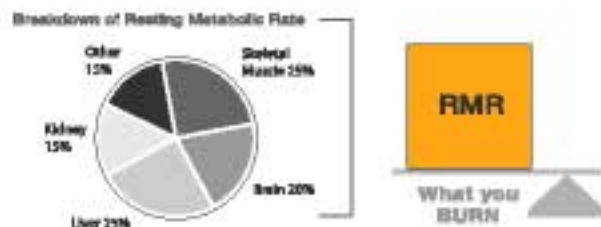
Measuring your metabolic rate is how we determine what is the right number of Calories for your body - for your metabolism.



What you Burn

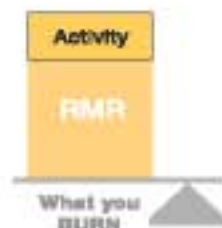
Resting Metabolic Rate (RMR):

We can measure your unique Resting Metabolic Rate. This is the number of Calories your body would burn if you did nothing more than sit in a chair all day. This is similar to what is known as your Basal Metabolic Rate (BMR). Your Resting Metabolic Rate is related to your lean body mass or the fat-free part of your body. Your lean body mass is made up of muscle and internal organs.



Activity & Lifestyle:

When you move your body burns energy. The more you move the more energy you burn. Your activity during the day is the biggest part of your body's energy output that you have control over. Your RMR measurement predicts the additional calories you burn during the day. Even the simplest activities can double the rate at which your body burns energy. Whether doing household chores, playing with your kids, or taking the stairs instead of the elevator, simple activities are the key to tipping the scales of energy balance in your favor.



Exercise:

Many people are surprised by how few calories are burned when they exercise. Calories burned during 30 minutes of moderate exercise can be calculated using your RMR measurement. However, exercise is important to increase your lean body mass (i.e. - the Calorie burning part of your body). Proper exercise will provide your body with signals to help you lose weight and will even help control your appetite.



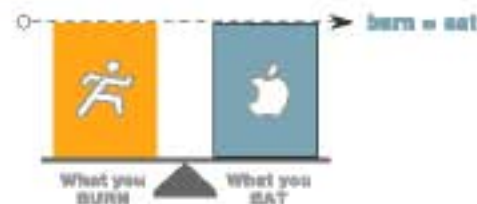
What you Eat

The number of calories you eat in a day determine whether you will maintain, gain, or lose weight. To help you understand how your own metabolism affects this, we have developed Target Caloric Zones.

These Zones are calculated using your individual Metabolic Rate Test. They pinpoint the precise number of calories your body needs each day to lose or maintain weight effectively.

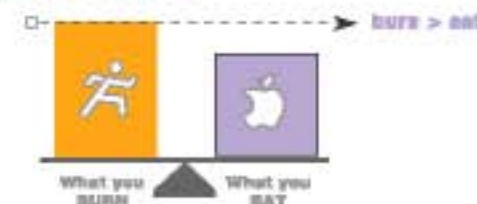


Maintenance Zone:

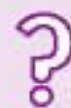


Eating within your Maintenance Zone teaches you what it feels like to "eat to your metabolism." This should become a very comfortable, satisfying way of life because you have learned to feed your body precisely what it needs.

Weight Loss Zone:



The Weight Loss Zone indicates the maximum number of calories you can eat and still lose weight. In this Zone, your body will be healthy, happy, and satisfied. Imagine the success you will have when dieting feels this good!



What's New?

Real numbers that will lead to real results.

Cutting calories to lose weight is nothing new. The problem is that knowing how much to eat has always been nothing more than a guess, say 1200 cal/day. The idea is that the only thing that matters is a reduction in calories.

But the right number of calories is actually a highly sensitive number. 1200 cal may be too drastic a reduction, slowing your metabolism and making weight loss more difficult. Or 1200 cal may be too much by just 10%, which would actually lead to a gradual weight gain of about 1 pound a month. The power of Target Caloric Zones lie in the actual measurement of your caloric needs.

This is a "diet" you can stick with for life.

Identifying your Metabolic Weight Loss Zone is finding your own personal sweet spot: that place where you are eating enough to keep your body calm and satisfied, yet keeping your metabolism burning as many calories as possible. Sticking to your diet is easy when it feels this good!

Plus, your sweet spot is probably very close to your Maintenance Zone. When your goal weight is realized, the transition to maintenance is subtle and natural, keeping the weight off forever!

Ask our staff about Metabolic Testing today. Comfortable, effective, and life-long weight loss is just a breath test away!