

Point OF View

ACTIVITY VS ACTIVATION

"Activity is not the answer. Over the past 30 years conventional fitness wisdom has failed 80% of adults."

- Brian Cygan, Co-founder and CEO, The Exercise Coach.



EXERCISE

OLD SCHOOL

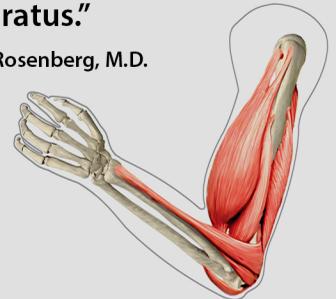
Just get moving.
Accumulate activity, steps and minutes.

NEW SCIENCE

Prioritize health-oriented resistance training designed to optimize strength and vitality.

Muscle to a far greater extent than people realize is responsible for the vitality of their whole physiological apparatus."

- Irwin Rosenberg, M.D.



STRENGTH CHANGES EVERYTHING®



METABOLISM

- 1 Hormonal Fitness
- 2 Insulin Sensitivity
- 3 Resting Metabolic Rate

FAT LOSS



BLOOD-SUGAR HEALTH

- 1 Glucose Metabolism
- 2 Reduced Inflammation
- 3 Cardiovascular Health

PREVENT DISEASE



WELL-BEING

- 1 Energy
- 2 Confidence
- 3 Lifestyle

LIVING & AGING WELL



SUCCESSFUL AGING

- 1 Brain Health
- 2 Bone Density
- 3 Balance

REVERSE/SLOW EFFECTS OF AGING



POWER

- 1 Core Strength
- 2 Flexibility
- 3 Endurance

FUNCTIONAL PERFORMANCE

HOW WE DO IT

1 PROPRIETARY TECHNOLOGY

- > PRECISE PERSONALIZATION
- > REAL-TIME FEEDBACK
- > PROGRESS TRACKING
- > ANY FITNESS LEVEL
- > SAFETY AND COMFORT

2 PROVEN METHODOLOGY



3 SCIENCE-BASED PRINCIPLES

- 60-90 seconds of meaningful muscular loading per muscle group
- 20-Minute whole-body sessions
- 2x per week

SAFE

- Coach-led
- Ability-based
- Joint-friendly

EFFECTIVE

- Data-driven method
- Motivational technology
- Proven track record

EFFICIENT

- 20-minutes
- 2x / week
- Total-body

ENJOYABLE

- Small / quiet
- Super-clean
- Engaging