



Polar BodyAge

A New Goal For Your Clinic or Fitness Club Members.

BodyAge marks a revolution in training, giving a fitness assessment based on the body's vital statistics. Everyone using the BodyAge gets a completely unique and thorough assessment of their physical body age. Once someone has had their body age measured, they will receive an assessment sheet and a personal training program to lower their body age. Motivating your club members with BodyAge will not only benefit them, but your business too with increased loyalty and growth in personal training consultations as people commit to reaching their goals.

Polar BodyAge

- determines physical body age, creating a starting point for a training program
- creates a personal training program to lower the body age
- adds training computer sales
- strengthens relationship with club members by tracking their individual progress for tangible results

Fitness assessments

- Bicep strength
- Bioimpedance (optional)
- Blood pressure
- Body fat
- Crunch
- Height / weight
- Polar Fitness Test
- Polar OwnZone (requires compatible equipment)
- Sit & reach
- WHO VO2max
- Wall sit

Health risk appraisals

- Depression
- Heart disease
- Nutrition
- Stress

Marketing features

- Customizable cover page for personal profile
- Customizable letters
- Send email to specific customer groups

Reports

- Data summary report
- Graphical summary report
- Group report
- Keeps-U-Fit progress report
- Personal profile report
- STAR progress report

Training programs

- Create heart rate training programs
- Download heart rate data from specific Polar training computers

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System management

- Auto pilot feature for running the test protocols
- Automatic back up on system close
- Calibrations
- Customizable settings
- Customizable test protocols
- Database management tool
- Export assessment results in XML format
- Import client data in XML format

User management

- Alarm and notes fields for users
- Create and save queries
- Password protection possibility
- Security level settings
- User database with grouping functionality

Step 1: Fitness assessment

After entering some basic information about the club member, the following tests take place, resulting club member's physical body age.

However, the system gives you flexibility to define your own testing protocol for fitness assessment with different measuring instruments.

Body composition determines lean body weight and fat percentage by stepping on the highly accurate scale.

Polar Fitness Test predicts maximal oxygen uptake (VO2 max) which is commonly used to determine cardiovascular fitness.

Blood pressure has more emphasis than the other tests in the fitness assessment, because high blood pressure is a major health risk.

Strength test consists of e.g. bicep curl, crunches and wall sit to give a complete understanding of muscular strength.

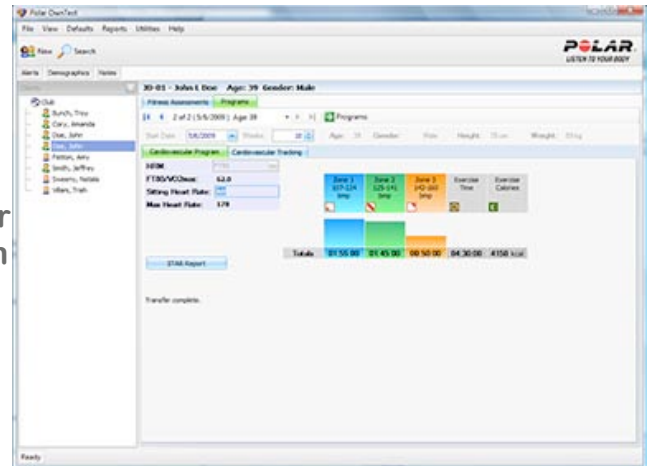
Flexibility registers how far forward a person can reach to establish their body flexibility.



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Step 2: Training program

The BodyAge creates an overview of your fitness and gives a complete report with every necessary physiological element. Instructor and club member will go through this report together and create a personal heart rate-based training program to lower the body age. Additional Strength training extension or Polar Cardio Coaching will help in crafting the training program, depending on the club member's personal objectives. Also the user settings can be easily managed in the BodyAge system and then be uploaded to the training computer, so that the club member will have everything set ready for the new training program.



Step 3: Follow-up

After a few weeks of training, the club member comes back to download their training files from a Polar training computer into the BodyAge. In this reassessment, the club member gets a progress report and additional instructions for continuing the training for another body age test. This will keep club members motivated and keep them coming back to your club.

