

Increased Profitability



Your clients look to you for success

Their goals are as diverse as their needs. You know each of them needs a unique solution to reach their goals, but how do you profitably and conveniently provide it?

Subjects of same height & weight



*Estimated Resting Metabolism	1714	1740	1743	1744	1743
Actual Resting Metabolism	1263	1523	1778	1979	2152

What's Your Metabolic Fingerprint?

Introduce your clients to their Metabolic Fingerprint™

A Metabolic Fingerprint, or resting metabolism, is the unique number of calories an individual burns each day without exercise or activity, and accounts for up to 75% of their total calorie needs. An accurate Metabolic Fingerprint measurement provides the definitive answer when creating a personal program for each of your clients. This means that whether you're working with a client to lose weight, build strength, or complete their first fitness event, the plan you prepare will be based on their needs and deliver the results they are looking for. The BodyGem® device is the handheld, portable and profitable tool that gives you an accurate Metabolic Fingerprint measurement result in 10 minutes or less.

Create the personal plan that works for them

Once you have measured their resting metabolism, create a personal plan just for them – simply and easily – with BodyGem® Analyzer software. Regardless of the specific diet or exercise plan they follow, their Metabolic Fingerprint and unique lifestyle and occupation factors, result in a personalized plan that they can take with them and follow. BodyGem Analyzer is easy to use, and not only provides your clients with an actionable plan, but also enables you to quickly create a unique plan for each individual.



Enable clients to put their plan into action

It's a fact – individuals who track their daily food and exercise, achieve and maintain their results. Make it even easier for them by offering or recommending BalanceLog® weight and nutrition management software. Installed on a home PC, they can easily log and track food and exercise – even from their PDA. Motivational, affordable, and simple to use, BalanceLog enables your clients to follow through and develop the long-term behaviors that lead to attainment of their goals.



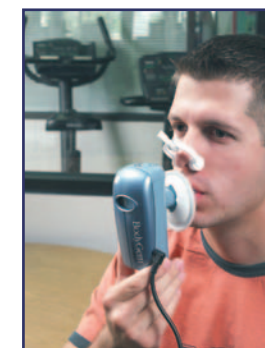
BodyGem®
Metabolism Measurement Device



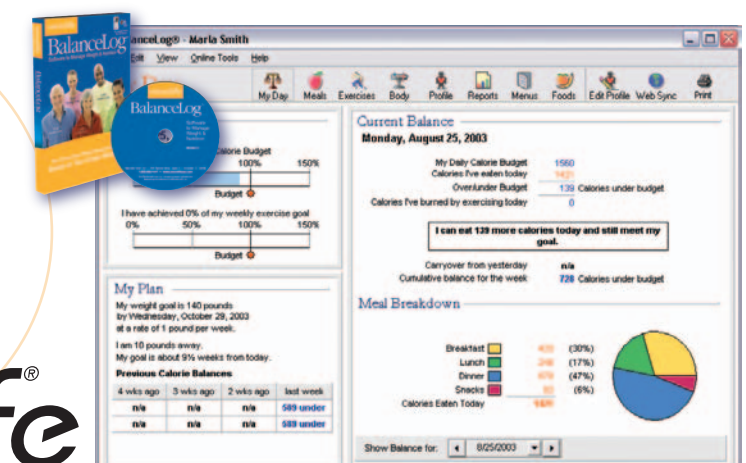
Keep them motivated with remote coaching services

The icing on the cake is a nutritional software program you can utilize to individually monitor each of your clients using BalanceLog software. Your clients or members simply e-mail or print their nutrition and exercise logs for your review. Feedback, coaching, and encouragement are at your fingertips with BalanceLog – keeping you in touch with clients at all times.

Whether you have existing programs, or are looking to develop new offerings, a personal approach only enhances the services you provide. Successful clients lead to new clients, which leads to long-term client retention. A personal approach, beginning with a Metabolic Fingerprint™, can help you build lasting and profitable relationships with your clients, community, and peers. Call today to find out just how easy and affordable it is to incorporate these life-changing tools into your facility, and programs. 1-800-568-4147



microlife®



Offer your clients the best possible results by incorporating Microlife tools and solutions into your programs.

There isn't a simpler, more accurate or profitable way to tailor each client's program for ultimate success.

Microlife ensures your success by providing the best aftermarket support in the industry. Microlife's BodyGem® products come with a complete implementation binder, marketing and promotional materials, training, regional field support and full access to our expert staff of clinicians including registered dietitians and exercise physiologists.

Find out how other facilities are using Microlife tools to enhance their results and their revenue at www.microlifeusa.com, or call us today. **1.800.568.4147**



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Testimonials

Fitness Professionals
on the BodyGem device
and Microlife tools:

“The ability to quickly and accurately measure metabolism with BodyGem, gets peoples attention. No more guessing about how much you should be eating - it's right there in front of you.”

David Dansereau, Owner of One Body Health

“I'm able to provide my clients with a scientific, proven solution. Over 90% of my clients are achieving their goals.”

Brian Barkley, Owner of Functional conditioning

Personalized Program Client Success



**What's Your
Metabolic Fingerprint?**

BodyGem®
by microlife