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The Science: How it Works

With an accurate measure of both oxygen and carbon dioxide, you get a clear picture of your body's complete fuel composition. That is, you know exactly when you're burning the energy-dense fat fuel as opposed to when you're burning the less-efficient carbohydrate fuel.

A New Leaf metabolic assessment precisely measures – other metabolic systems merely estimate.

A New Leaf metabolic assessment measures several things:

- The amount of calories your body needs to function, including everything from regulating your body's hormones to thinking the thoughts that run through your mind
- The amount of calories you need to consume each day to achieve your fitness goal, whether that's weight loss or greater athletic performance
- The point, known as your aerobic base heart rate, is the highest intensity at which your body still uses fat as it's dominant fuel
- The highest sustainable intensity of exercise, known as your threshold, that your body can sustain and still burn fat efficiently
- The rate at which your body absorbs oxygen, which your body requires to burn fat



Assess Your Assets

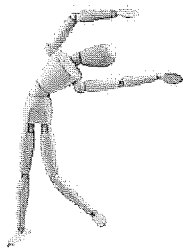
New Leaf offers two assessments. The first measures your resting metabolic rate (RMR). The second assessment measures your metabolic rate during exercise. This is where you'll learn how many calories your body burns while exercising; whether those calories come mainly from fat, carbs, or a combination of both; and at what intensity level you burn calories most efficiently.

With an assessment, you get a training program that is based specifically on the data that is YOU. **Your** resting metabolic rate. **Your** required calories. **Your** calories burned. **Your** fuel composition. **Your** base heart rate. **Your** threshold heart rate. **Your** fat-burning efficiency.

That's what makes the New Leaf metabolic assessment your sure path to success.

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What is Metabolism?

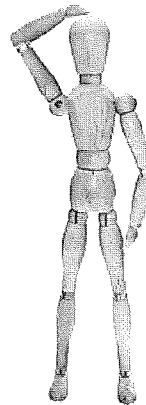
Simply put, metabolism is the body's way of converting food into energy, and then using that energy to sustain and build the body. It works a lot like the engine of a car. To get up and go, your body needs food, much like a car engine needs fuel. Your body's engine is your metabolism. When you rev the engine—say, when exercising—you burn more fuel.

Fueling your system is a calories in/calories out proposition. The "calories in" come from food fuels: fats, carbohydrates, proteins. The body uses each of those fuel sources for different purposes, and excess calories are stored in a way that is unique to each fuel source. (Take fat, for instance: The body has seemingly unlimited capacity to store excess fats, and it does so in a decidedly bulky way.)

The "calories out" are burned off through physical activity such as exercise, the digestion of food, and resting metabolism. The amount of calories burned via physical activity is largely up to you: your activity levels and your workout routine.

The process: After we've eaten, the body uses oxygen to convert food into energy. The nutrients providing that energy are either used to fuel the body, or they're stored as fat. The byproduct, or waste, from converting food into energy is carbon dioxide.

Through proper diet, good lifestyle habits, and healthy exercise, we can teach the body to burn fuel with greater efficiency. At its most efficient, the body uses greater amounts of oxygen to convert more of our food into usable fuel (a bonus: the fat burns first!). Less carbon dioxide is produced as waste, and less of our fuel ends up stored as fat (double bonus!).



Myth vs. Reality

MYTH: Metabolism slows down with age!
REALITY: 2% loss every DECADE

MYTH: Metabolism can't be changed – it's genetic!
REALITY: Exercise, healthy diet and good lifestyle habits can maximize your metabolism

MYTH: I can figure out my metabolic rate by calculating my age, height, and weight!
REALITY: Equations estimating your metabolic rate can have a 1,000 CALORIE margin of error

A New Leaf metabolic assessment can help you chart the fastest course to success. You've heard the advice to "work smarter, not harder" time and again. With a metabolic assessment, you'll finally have a tool that makes that advice meaningful. A training program based on your metabolic assessment and personalized to meet your body's precise needs will help you spend less time in the gym—and more time enjoying a healthier life.

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Big Picture and a Tool Box

So what's the Big Picture for yourself, and for your body? Are you committed to losing weight: a fitness-focused goal to improve your body's vitality? Or perhaps you've poured your time and energy into a sport, and now is the time to pursue the next level of athletic performance.

On the way to achieving your big picture goal you'll need a few tools.



Tool #1: Your Exercise Plan

Here's a fitness message you probably won't hear in the mainstream media: Honor your limits. There's nothing to be gained from working out longer than the next guy, or with more zeal than the perky ponytailed gal two treadmills over. Based on your New Leaf metabolic assessment, your workout plan is personalized to work best for your body. Your assessment results are the foundation in creating an exercise plan that will sustain you on your path to fitness success.



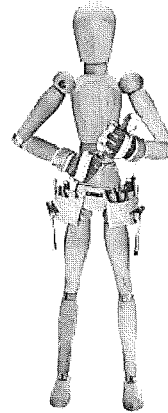
Tool #2: Your Heart Rate Monitor

The tool that's most responsible for monitoring your workouts to ensure you burn fat instead of time is a heart rate monitor. These little gadgets make your workouts effective by reporting your progress during each session. Find a heart rate monitor [compatible](#) with eNewLeaf to see the greatest results.



Tool #3: Your Nutrition Plan

A new approach to moving your body requires a new approach to your diet. Notice that's "diet," not "dieting." Why the distinction? "Dieting" creates the mindset of deprivation (having to skip out on all your favorites) and rigid control (forbidden foods and counting calories). But with some guidance on what makes for a good diet, you'll find that you're eating well and nourishing your body with healthy foods—and that can be a source of real pleasure.



No Assembly Required

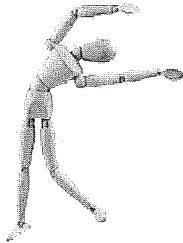
New Leaf's metabolic assessment is a simple, two-step process. First, there's the easiest assessment you'll ever take. It involves wearing a comfortable mask while sitting in a chair and breathing. That's it.

Next, there's a little exercising to be done, but that doesn't take long.

Then, the science goes to work for you with very little effort, you get a lot of detailed, personalized feedback about your caloric needs, your current level of fitness, and a sense of what you need to do next in order to move toward your health, fitness, or performance goal.

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ENDURANCE FITNESS New Leaf ACTIVE METABOLIC TRAINING™

RESULTS

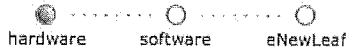
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products: ■ **Active Metabolic Training system** > **TRUcal**
 programs: > **eNewLeaf** > **ENERGYsmart**
 success stories : [submit your story](#)

ACTIVE METABOLIC TRAINING™ SYSTEM powered by EXERsmart™ 7.0 Intelligence



The New Leaf Active Metabolic Training (AMT) system provides true metabolic measurement easily and quickly. In a matter of minutes, you can complete both resting and exercise metabolic assessments—using the same system.

Each AMT System includes:

- 24-month warranty
- Our Metabolic Analyzer, which integrates O₂ and CO₂ measurement so you and your clients get accurate and reliable information
- Digital heart rate chest strap and receiver
- Netbook computer with *Bluetooth*® wireless technology and optional color printer
- Your choice of a mobile cart or a portable rolling tote. The cart lets you position the AMT system next to the cardio equipment your client chooses for their assessment; the rolling tote lets you take the test on the road
- CEC accredited training program, marketing and promotional support, and live toll-free technical support (including nights and weekends)
- Client Profiles that allow you to give your clients assessment reports and personalized workout plans on the spot



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Each Client Profile includes a 12-month eNewLeaf subscription. That means you have unlimited access to retest your client over the course of a year. With that up-to-date assessment information, you can provide your clients with the most effective fitness plans as their fitness abilities change.

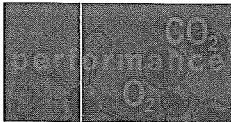
Each client also gets a personal Client Assessment Pack, which includes:

- Personal ComfortFit™ mask for client comfort, hygiene, and safety
- Resting and Exercise sensors and adapter
- Convenient drawstring storage bag

Simply put, the Client Assessment Pack belongs to—and is used by—your client only. The patented CustomFit™ mask contours to the face for comfort and cleanliness. The mask protects against cross-contamination and transmission of airborne or skin-related diseases. And worries about cleaning, storage, or contamination—and possible liability from those problems—are no more, because the pack belongs to your client and stays with your client.

New Leaf's Active Metabolic Training System is the one true way to objectively assess your clients resting and exercise metabolic needs. With personalized, true-to-life information in hand, you can design personalized training plans based on your client's actual metabolism. No more formulas or ballpark figures—just accurate, personalized measurements that you can use to create fitness plans that help clients reach their goals safely and efficiently.

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 For more information on our Active Metabolic Training System please contact your [sales representative](#).



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