



## MYZONE inspires intelligent conversation & fitness education

**MYZONE** doesn't just give us immediate feedback on what's happening to our heart during our workout—it provides a detailed history of our workouts that is accessible to us, our trainers, and our social connections. There's something quite brilliant about having our workouts on display for us, as well as shared with other exercisers and trainers using **MYZONE**. Whether it's on your **MYZONE** tile on display at your club, your recent moves on your **MYZONE** app, or the workout history your trainer is able to access—people are talking about heart rate training with **MYZONE**.

The community around **MYZONE** sparks some fantastic questions and conversations. For instance:

"I'm working really hard during my resistance training workouts, but **MYZONE** shows that my heart rate is only in the BLUE zone. Am I working hard enough?" – This type of question allows us as trainers to explain some of the differences between muscular fitness training and cardio/aerobic training.

By making exercisers aware of their heart's response to exercise, **MYZONE** allows us to ask questions and teach each other. We can then tailor exercise intensity based on our goals. As a result, we become smarter exercisers and achieve our goals!

## MYZONE sparks new social connections

We're digging the Social Connections function on our **MYZONE** app! How cool is it to interact with and see workouts from other exercisers around the world?!

On days when we might feel like skipping a workout, there's a whole community of **MYZONE** users who are making exercise a priority and getting it done! Talk about motivating, right?! Plus, we're getting new workout ideas from **MYZONE** users all the time and are excited to challenge our bodies and minds with new routines!



## MYZONE's wearable technology holds us accountable

MYZONE provides many avenues for accountability and it rewards us when we reach our goals. Ways we can monitor our progress include:

- Setting Personal Goals in our **MYZONE** accounts
- Moving up to the next **MYZONE** status (Iron, Bronze, Silver, Gold, Platinum, Diamond, & Hall of Fame)
- Participating in challenges with our club and/or **MYZONE** social connections
- Snapping photos of our workouts and food to have a visual diary of our efforts over time

Even simply knowing that we're going to see amazing workouts from other **MYZONE** users on our **MYZONE** app offers accountability. To put it simply, the **MYZONE** community helps to keep us energized and on track!

### Heart Rate Training Zone Chart



Intensity	How you'll feel
100% to 90%	You're pushing yourself to your limits and can only sustain this activity for a short duration of time. Because of excessive metabolic byproduct buildup in your muscles, you will fatigue
89% to 80%	Breathless, with difficulty saying more than 2-4 words in a row. Your hard-working muscles will "burn" due to metabolic byproduct buildup. Additional mental focus is required.
79% to 70%	Breathless, but able to speak a sentence of 4+ words. Muscles may "burn" slightly due to small amount of excessive metabolic byproduct buildup. You can sustain this activity for 20-60 minutes.
69% to 60%	You're starting to feel winded, but still able to sing a song or easily recite 3-4 sentences. Muscles are warmed up and light sweating is likely.
59% to 50%	Exercise at this level is enjoyable and light, easily maintained for upwards of 60-120 minutes without fatigue.
49% to 0%	Completely comfortable. This is how you normally feel when you're resting.

Find your Max Heart Rate:  
**211 - 0.64 x age**