

**\*\*\*PRESS RELEASE\*\*\***

**FIXING THE BODY FAT PROBLEM  
BodyEvolver Leads the Way to a New, More Accurate  
Understanding of Health & Fitness**

Think that model in the size 2 jeans is in great shape? Think again: If she isn't weight training regularly, chances are good that she's what's termed "skinny fat" or "normal weight obese" – and as a result, isn't nearly as healthy as she should be in several crucial areas. In fact, even if she exercises regularly on the treadmill, her lean body mass could still not be in healthy proportion to her overall body weight.

In many cases – currently estimated at between 20 and 30 percent of the population – people whose Body Mass Index (B.M.I.) measure as healthy are getting misdiagnosed, because the measuring mechanisms used don't cross their B.M.I. with the percentage of body fat they carry. As a result, they may well be under muscled (i.e. normal weight obese), unhealthy, and not even know it – thus increasing a host of diseases and health-related problems.

That's where BodyEvolver Software comes in. It uses cutting-edge measures to identify whether you are "normal weight obese," by accurately measuring your lean body mass vs. your body fat. The result is an accurately adjusted B.M.I., so that you

know whether you need more weight training to gain more lean body mass – and how much.

“Ever since the aerobic craze in the ‘60s, most people have thought of exercise primarily as cardio,” explains veteran trainer and BodyEvolver developer Mike D’Angelo. “There needs to be a shift in understanding that strength training is the something everyone should be doing as part of there exercise routine.”

“Fat isn’t what is most important, although our society is fixated on it. What’s most important is having enough lean mass -- because by stimulating it, we keep our systems in check and keep them healthy.”

Lean mass includes muscles, tendons, ligaments, bones, and organs. Weight training strengthens all of the above, as well as leading to a higher metabolism, and other benefits.

“We also can’t stimulate hormonal secretions (our fountain of youth) without making our muscles work,” says D’Angelo. “So it’s through the muscle tissue that we can have a positive effect on the majority of our lean body mass and metabolism. That includes hormone-secreting glands. So ultimately, keeping your muscles firm and fit helps stave off heart disease, diabetes, osteoporosis and many more. **[NEED TO FIND A STUDY OR DR. TO QUOTE HERE.]**

BodyEvolver brings all of this to light by correctly identifying individuals’ fat-to-lean ratio, and giving them the tools to take true charge of not only their appearance or jeans size, but their long-term, overall health on an ongoing basis. The end result is better education, information, and prescription – and ultimately a better quality of life.

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