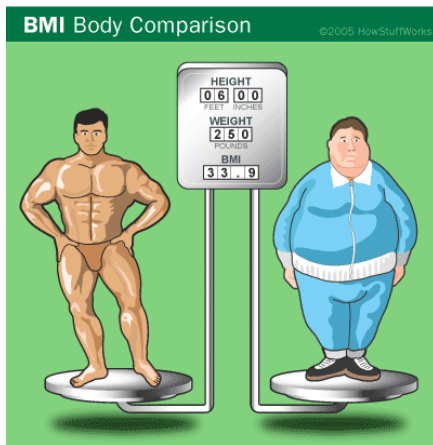


Take BMI to the next level with Body Fat Composition Analysis



Obesity, not bio-terrorism, is the fastest-growing threat to American health, says the assistant surgeon general - at least right now. More than half of Americans, including children, are overweight.

Obesity is a prime risk factor for many of the leading causes of death.

Long work days, frequent business travel, stress, and dining out often lead to dangerous combinations of substandard nutrition and inadequate exercise.

Recently released health statistics paint a bleak picture of the strongest nation on earth. In spite of quantum tech leaps, a robust economy and a booming preoccupation with health, Americans are in the grips of a health epidemic that will surely be recorded in the annals of history alongside the Black Plague and AIDS. It currently afflicts one in two Americans and the numbers rise daily. America is losing the battle of the bulge.

Today, 54 percent of America are considered overweight; 20 percent are clinically obese (BMI over 30). Why is it that you are the same height and weight as your best friend, but she looks bodacious in a bikini while you look downright dumpy? Experts say that it is all in the body fat.

A growing body of test data from organizations such as the National Institute of Health clearly shows a relationship between excess body fat and increased risk of heart attack, hypertension, high cholesterol, diabetes, and even certain types of cancer. Most people, however, believe that weight and fat are the same thing. They are not. BMI is an equation that gives you a numerical rating of your health based on height and weight. As your BMI goes up, so does your risk of developing weight-related diseases, such as heart disease and diabetes.

Although useful, the BMI numbers are general. They don't tell you anything about body composition, how much of weight is fat, and how much is muscles and tissue.



BMI being a rough measure of body fatness. However athletes can measure overweight but not overfat. On the other hand, there are people who are of a normal weight according to BMI scales but who are overfat (according to their bodyfat measurements.) BMI is a broad, general measure of risk. **Body-fat assessment is much more specific to your actual fat content and thus provides a more accurate picture.**

The ability to accurately assess body composition, and body fat in particular, has taken on greater importance with the attention of wellness programs, the monitoring of disease, and the prevalence of obesity.

Heart Screen's Body Composition Analysis

- Easy and quick
- Accurate
- Non-invasive
- No need to undress
- Includes counseling, educational materials.
- Excellent consistency for repeated measurements

Bodyfat percentage measurement can be useful to help individuals stay focused on their diet and exercise level and motivated to stay healthy. It has a definite place in weight management and wellness.