

SERVICES & PRICING

ASSESSMENT MASK

\$50*

RMR

Facility Rate: \$100

FitMAP

Facility Rate: \$100

Best Value!!!

FitMAP+RMR+Mask

Facility Rate: \$225

HEART RATE MONITOR

Pricing based on Model

ADDITIONAL SERVICES:

PERSONAL TRAINING

12 WEEK WEIGHT LOSS PROGRAM

BUDDY TRAINING

UNIQUE PROGRAM DESIGN

SPORT SPECIFIC TRAINING

CORPORATE ASSESSMENTS

CORPORATE WELLNESS SEMINARS

Why FitLab Metabolic Services?

FitLab Metabolic Services provides the tools to increase athletic performance and/or lose weight the right way - no gimmicks or crash diets...just solid, science-based facts that increase your cardiac health, help you achieve your weight loss goals and/or increase overall performance.

Once you've completed your Resting Metabolic Rate (RMR) and Exercise Metabolic Rate (FitMAP) assessments, you will have the personalized information required to reach your goal - whatever that may be!

For more information or to schedule a FitLab Metabolic Assessment:

For Atlanta location call:

(770) 328 - 9138

For Birmingham location call:

(205) 948 - 8751

Visit our Website at

www.fitlabinc.com

FitLab Metabolic Services accepts all major credit cards, checks, and has reasonable monthly payment plans. Payment using Health Savings Accounts, in limited cases, is also an option.

FITLAB

METABOLIC SERVICES

HEART RATE-BASED ASSESSMENTS & TRAINING



**FOR MORE INFORMATION, VISIT
OUR WEBSITE AT:**

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WHAT IS A METABOLIC ASSESSMENT?

FitLab Metabolic Services uses specialized medical equipment to determine how well an individual burns calories both at rest (RMR) and while exercising (FitMAP).

FitLab is able to give you a unique overview of your metabolism using two assessments: (1) the **RMR** measures how many calories YOUR body needs per day to exist optimally and (2) the **FitMAP** can define what heart rate your body burns the most calories directly from fat as an energy source! *Sound impossible?* It's not! Elite endurance athletes (like Lance Armstrong) have been doing it for at least a decade.

DEFINING THE RESTING METABOLIC RATE (RMR)

Your Resting Metabolic Rate (RMR) is the number of calories you need per day to support biological functions such as breathing, heartbeat, and vital organ function. RMR typically accounts for 60 to 70 percent of a person's total daily energy (calorie) expenditure. Knowing your RMR is important if you are trying to maintain your weight, lose weight, or gain weight.

DEFINING THE METABOLIC ASSESSMENT PROFILE (FitMAPSM)

The **FitLab Metabolic Assessment Profile** (FitMAP) gathers information about your body by measuring your heart rate and evaluating the mix of oxygen and carbon dioxide in your breath.

With science-based technology, the FitMAP provides a specific measurement of:

- how efficiently your body burns fat
- what heart rate you cease to burn calories from fat as an energy source and start to use less-efficient carbohydrates.
- efficiency of your breathing during workouts based off your VO₂, an indicator of cardiovascular fitness and aerobic endurance.
- and more...

Using the data we gain from your FitMAP, we train your metabolism to perform at optimal operating capacity - whether you are an individual looking to lose weight or you are an athlete who would like to gain strength, muscular endurance, and speed - this program is for you!

FitLab's FitMAP, ultimately, is the science-based solution to carrying less fat, building more muscle, and obtaining your ultimate sports performance and weight loss-related goals.

WHAT SHOULD I EXPECT FROM MY SESSIONS?

During the RMR, a comfortable breathing mask is placed over your mouth and nose. For a 15-minute period, while we obtain the data, you are asked to sit and relax. Nothing to it!

After your RMR is complete, we will be able to tell you how many calories you should be consuming each day based on your sports performance and weight-related goals. Your FitLab professional will explain how to practically apply the information gained and give you a clear picture of what this data means to you.

During the FitMAP, you will then be asked to walk or run (depending on your fitness level) on a motor-driven treadmill for about 10-15 minutes*. Throughout the assessment, your FitLab representative will carefully monitor the time, heart rate, and your breathing while gathering data. Your workload will be adjusted upward until you reach your Anaerobic Threshold (AT), the point at which your body **quits** burning calories from fat as an energy source.

Upon completion of your FitMAP, the FitLab professional will discuss the results of the test and explain how to implement your personalized training or weight loss routine.

*Cyclists will need to bring their bicycle and trainer to perform the assessment.