

For Immediate Release

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Breezing Gives Professionals the Tools To Help Others Lose Weight

With the Breezing system, accurate metabolism readings are easily available to anyone which will bridge the gap in developing a weight loss plan. There are many exercise and diet programs available, but none of them take into account the metabolic rate when developing a plan. A faster metabolism means that the body is burning calories faster and a slower metabolism means the body burns calories at a slower rate. Knowing this information can help an individual better design a personal weight loss plan instead of following generic programs that may or may not work for individual people.

Breezing is a very simple system where the subject breathes into a hand-held unit and it communicates via bluetooth with an application installed on an iPhone, iPad or a Samsung device. Then, by entering in current weight, activity levels and other information, the Breezing App can provide diet and exercise goals that will allow the subject to have a guide to losing weight, even by a specific target date. The Breezing system can also be used by those attempting to gain weight.

Having a simple way to determine metabolism can be a key for fitness and weight loss professionals to help their clients develop a specific program that is personalized and easy to follow. And the simple, easy-to-use unit and application can assist the user in reaching specific weight goals by a target date, such as a wedding, vacation or special event.

When someone exercises to build muscle, the resting metabolism can rise. When one loses weight from dieting or muscle as they age, the resting metabolism can drop. That is why it is important to track the metabolism during a fitness or weight loss program. If the metabolism changes, adjustments can be made in diet and exercise to better reach the desired goal.

Breezing uses indirect calorimetry, which is the most accurate method of metabolic measurement available, and considered the Gold Standard preferred by the American College of Sports Medicine, Academy of Nutrition and Dietetics, World Health Organization, and other institutions. While traditional indirect calorimeters are bulky, difficult-to-use, and often only found in the doctor's office, Breezing is different. Through sensor technology and creative engineering, Breezing streamlines indirect calorimetry – so it's simple, mobile, and effective.

Those wanting more information or to purchase the Breezing system can go to www.Breezing.com. Breezing is only available online at this time.

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