

For Immediate Release

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Why Understanding Metabolism Is a Key to Weight Loss

So many people think they can control their weight by altering calorie intake and exercise but one of the keys to managing weight is understanding how metabolism works. Metabolism is the process by which the body converts what is eaten into energy. Calories in food and beverages are combined with oxygen to release the energy a body needs to function. 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.

The reason most people only track calories, weight and exercise is that metabolism has not been something people can easily monitor at home. That changed with the invention of Breezing, a simple hand-held device that allows users to monitor their metabolism via Bluetooth to their smart phone.

There are many factors that goes into a person's metabolic rate, including age, body size, gender, so estimating is very difficult. That is why it is important to have the Breezing system so it can be accurately checked. Bodies burn most of its energy intake when at rest. Once someone knows how many calories their body uses through Breezing, they can adjust their diet and exercise plan to reach their goals.

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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