

BodyScript Ascend: “The Magic Machine” Receives Overwhelming Response in Six-Week Body Fat Challenge

BodyScript from MYE Technologies Provides Gold-Standard Accuracy in a Convenient 10-Second Test

Success in the fitness industry is driven by results measured in pounds and inches. Time is always an issue, especially for eager new members. The ultimate value of your business is manifested in membership sales, retention and referrals. Based on decades of experience creating industry-leading innovations, MYE Technologies developed the BodyScript Ascend near-infrared body composition analyzer to provide fitness, wellness and training facilities with a convenient, state-of-the-art solution to accurately measure and track results.

The proof is in performance. Emerging from the pandemic, people are taking their health and fitness more seriously.

Facilities see a rush of new faces ready to lose weight and get their life back on track.

We spoke with Dr. Ben Quist, Doctor of Physical Therapy and founder of Form & Fitness in Grafton, Wisconsin, about his experience with BodyScript Ascend body composition analysis.

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“I’ve always been fascinated with health and wellness, nutrition and longevity,” Quist shared. “In practice it’s an art form because each person’s response is unique. Our personal training track begins with a customized orthopedic screening to assess movement as well as their habitual lifestyle and nutrition patterns. Then we develop a personalized science-driven roadmap for their success.”

“We’ve had a lot of experience using traditional bioelectrical impedance devices. My two requirements: is it accurate and does it demonstrate change? The BodyScript Ascend, with a unique 10-second body composition analysis, is definitely the wave of the future. BodyScript near-infrared body fat analysis is accurate and convenient, requires absolutely no skills and has no pre-test exercise or food restrictions. Ease of use and tracking on the BodyScript mobile app are huge benefits for our members.”

“BodyScript body fat analysis was the foundation of our recent ‘Six-Week Body Fat Challenge’ promotion,” Quist continued. “The response was overwhelming. Members established



Motivated and engaged, members easily track their progress with the BodyScript mobile app.

starting measurements, used our Form & Fitness: 12 Habits of Weight Loss guide, and tracked their weekly fat loss and training progress with great success. They call the BodyScript Ascend 'The Magic Machine' and rightly so. And that's great for new member referrals."

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Lead by CEO Josh Wheeler, Texas Family Fitness operates 13 value-focused facilities in the greater Dallas Fort Worth metro area under the theme "The Neighborhood Gym Committed to Our Communities." Texas Family Fitness offers complete state-of-the-art amenities including fitness guidance, team, group and personal training, science-based nutrition programs, and BodyScript near-infrared body composition analysis.

"The BodyScript Ascend made an immediate impact as soon as the first unit was installed," said Wheeler. "The ability to step on the Ascend and take a complete body analysis test in under 10 seconds has greatly improved the productivity of our training staff and membership sales. Measurements are consistently accurate and the BodyScript mobile scanning and tracking app is a huge bonus."

The BodyScript Ascend light wand self sanitizes with UV technology after each use.

Featuring patented technology, the BodyScript Ascend analyzer uses a self-sanitizing light wand applied to the bicep. Accurate measurements appear in seconds: body fat percentage, weight of body fat, 3-fat analysis (essential body fat, reserve body fat and excess body fat), muscle mass, lean body mass, body mass index (BMI), metabolic rate (BMR), and total water. BodyScript tests

BodyScript near-infrared technology provides accuracy comparable to hydrostatic underwater weighing or DEXA scans

may be conducted anytime without removing clothing or shoes and without any pre-test exercise, food or beverage restrictions. Users scan a QR code with the BodyScript mobile app to record their results. No Bluetooth or network connections are required. Data may be easily transferred to an authorized health provider.

Extensive research over a 15-year study affirmed the accuracy of near-infrared technology to establish 3-fat breakdown values. In partnership with the Metropolitan Life Insurance Company (MetLife) thousands of people using near-infrared technology were evaluated to establish the top cut-off for reserve fat, where excess fat begins and the increased rates of early mortality.

Traditional bioelectrical impedance analysis (BIA) measures body water percentage and calculates percent body fat based off the body water result, which fluctuates significantly throughout the day. BodyScript near-infrared technology measures percent body fat directly. BodyScript analysis has no hydration restrictions or limitations on when assessments may be done. Accurate measurements are available any time of the day.

For more information on the BodyScript Ascend Body Composition Analyzer, visit BodyScript.com or call (800) 427-4470.

For over 25 years MYE Technologies has specialized in the design, manufacturing and distribution of commercial fitness, pro-audio/video, eco-portable energy, automotive and leading consumer products worldwide.

