Activ5 Challenge Testimonial Study & Academic Research Behind Key Claims

January 2017
Activbody Activ5 Challenge Testimonial Study:


**MUSCLE GAIN & FAT LOSS**

- On average, Activ5 Challenge participants increased their strength by 30% over 6 weeks.
  
  That’s the equivalent of 5% increase in strength per week.

- On average, 71% of the weight lost from top performing Activ5 Challenge participants was pure body fat.

- On average, 62% of the weight lost from all Activ5 Challenge participants was pure body fat.
MUSCLE ACTIVITY VS GYM EXERCISES

• On average, Activ5 Challenge participants generated 39% more Quad muscle activity than squats, 37% more than lunges, 59% more than a treadmill workout and 59% more than indoor cycling.

  - SQUATS
    - ACTIV5 +39%
  - LUNGES
    - ACTIV5 +37%
  - TREADMILL
    - ACTIV5 +59%
  - INDOOR CYCLING
    - ACTIV5 +59%

• On average, Activ5 Challenge participants generated 25% more Buttocks muscle activity than squats, 33% more than lunges, 42% more than a treadmill workout and 50% more than indoor cycling.

  - SQUATS
    - ACTIV5 +25%
  - LUNGES
    - ACTIV5 +33%
  - TREADMILL
    - ACTIV5 +42%
  - INDOOR CYCLING
    - ACTIV5 +50%
**ACTIV5 RECOMMENDATION**

- 94% of Activ5 Challenge participants would recommend the program to other busy professionals
- 94% of Activ5 Challenge participants were satisfied with the program.

**SATISFIED & WILL RECOMMEND**

- 94%

**INCHES / WEIGHT LOSS**

- Activ5 Challenge proved to take inches off the waist.
- On average, top performing Activ5 Challenge participants lost about a pound per week during the program.

**5 MINUTES**

**3 TIMES / DAY**

**6 WEEKS**
EXAMPLE VISUALS:

Top 2 shows muscle activity for Activ5.
Bottom 2 shows same muscles being worked out with traditional exercises.

Subject 1: BUTTOCK (EMG 1) and INNER THIGH (EMG 2) activity of Activ5 exercise.

Subject 1: SQUATS BUTTOCK (EMG 1) and INNER THIGH (EMG 2)
Key Academic Research on Isometrics

BUILD STRENGTH:

A NUMBER OF RESEARCHERS HAVE OBSERVED THAT VERY LARGE AND RAPID INCREASES IN STRENGTH OCCUR AS A RESULT OF ISOMETRIC TRAINING.

For example:

1) Lindh (1979) noted an increase of 30% in 5 weeks
2) Young (1985) noted an increase of 40% in 8 weeks
3) Thepaut-Mathieu (1988) reported an increase of 25 - 54% in 5 weeks
4) Weir (1995) found that strength increased by 27% in 6 weeks

Increase Of Muscle Strength From Isometric Quadriceps Exercises At Different Knee Angles.
Lindh M.

Pflugers Arch. ; 405(4):384-8, December 1985
The Effects Of Two Forms Of Isometric Training On The Mechanical Properties Of The Triceps Surae In Man.
Young K, McDonagh MJ, Davies CT.

Journal of Applied Physiology Vol. 64 no. 4, 1500-1505, April 1988
Myoelectrical And Mechanical Changes Linked To Length Specificity During Isometric Training
C. Thepaut-Mathieu, J. Van Hoecke, B. Maton

Effects Of Unilateral Isometric Strength Training On Joint Angle Specificity And Cross-Training.
Weir JP, Housh TJ, Weir LL, Johnson GO.

Effect of isometric quadriceps strengthening exercise at multiple angles in knee joint among normal adults.
JibiPaul, Pradeep Balakrishnan.

The Journal of Physiology. ;391, pp. 1-11, 1987
Human muscle strength training: the effects of three different regimes and the nature of the resultant changes
By D. A. Jones and O. M. Rutherford

Muscle Strength Training and Weight Loss from a Combined Isometric Exercise and Dietary Program
5X MORE EFFECTIVE THAN COMMERCIAL EXERCISE GYM

The Journal of Applied Research Vol. 6, No. 4, 2006
Muscle Use During Isometric Cocontraction of Agonist-Antagonist Muscle Pairs in the Upper and Lower Body Compared to Abdominal Crunches and a Commercial Multi Gym Exerciser

ACCELERATE FAT BURNING & WEIGHT LOSS

The Effects Of Isometric Exercising Method On Under-Skin Fat Rate In Nonathlete Boy Students Of Islamic Azad University
Mohammad Dehghanpour, Amineh Sahranavard and Alireza Lotfi

The Effect Of Three Different Exercising Methods On Under-Skin Fat Rate In Non-Athlete Males
Mohammad Dehghanpor, Mir Hamid Salehian, Ali Ojaghi, Amineh Sahranavard

Muscle Strength Training and Weight Loss from a Combined Isometric Exercise and Dietary Program

SAVE TIME

The Journal of Applied Research Vol. 6, No. 4, 2006
Muscle Use During Isometric Cocontraction of Agonist-Antagonist Muscle Pairs in the Upper and Lower Body Compared to Abdominal Crunches and a Commercial Multi Gym Exerciser
INCREASED ENERGY

**Journal of Applied Physiology** Vol. 89 no. 3, 977-984, September 1st 2000
Resistance Training Increases Total Energy Expenditure And Free-Living Physical Activity In Older Adults
Gary R. Hunter, Carla J. Wetzstein, David A. Fields, Amanda Brown, Marcas M. Bamman

**Europ. J. Appl. Physiol.** 40: 45, 1978
Effect Of Isometric Strength Training On Mechanical, Electrical, And Metabolic Aspects Of Muscle Function
Komi, P.V., Viitasalo, J.T., Rauramaa, R. et al.
DOI:10.1007/BF00420988

LOWERED BLOOD PRESSURE

**Journal of the American Heart Association:** Volume 89, Issue 3, 327–334, March 2014
Exercise Training for Blood Pressure: A Systematic Review and Meta-analysis
Veronique A. Cornelissen, PhD; Neil A. Smart, PhD

Isometric Exercise Training Lowers Resting Blood Pressure And Improves Local Brachial Artery Flow--Mediated Dilation Equally In Men And Women
Mark B. Badrov, Shane R. Freeman, Mary Ann Zokvic, Philip J. Millar, Cheri L. McGowan

Isometric Exercise Training for Blood Pressure Management: A Systematic Review and Meta-Analysis
Debra J. Carlson, BHlthSc; Gudrun Dieberg, PhD; Nicole C. Hess, BPysch(Hons); Philip J. Millar, PhD; and Neil A. Smart, PhD

**The Journal Of Clinical Hypertension:** Vol. 12 No. September 2010
Current Evidence on the Hemodynamic and Blood Pressure Effects of Isometric Exercise in Normotensive and Hypertensive Persons
Steven G. Chrysant, MD, PhD

**Open Access Journal of Sports Medicine:** 4 33–40, 2013
Double-Leg Isometric Exercise Training In Older Men
Anthony W Baross, Jonathan D Wiles, Ian L Swaine

**Journal of the American Geriatrics Society:** December 1971
Brief Maximal Isometric Exercise In Hypertension
Broino Kiveloff M.D., Olive Huber Ph.D
**INCREASE BONE DENSITY**

*Prev Med. 33(5): 503-13, November 2001*
Potential Health-Related Benefits of Resistance Training
Richard A. Winett, Ph.D., and Ralph N. Carpinelli, Ed.D.

The Effect of Isometric Training on Prevention of Bone Density Reduction in Injured Limbs During a Period of Immobilization
Mohammad Reza Yousefi, Nassour Ahmadi, Mohammad Reza Abbaszadeh, Kaveh Kheybari, Ahmad Valizadeh and Mohammad Nasiri

*Osteoporosis International: Volume 17, Issue 8: 1225-1240, August 2006*
High-Intensity Resistance Training And Postmenopausal Bone Loss: A Meta-Analysis
M. Martyn-St James, S. Carroll

**LOWER CHOLESTEROL**

Muscle Strength Training and Weight Loss from a Combined Isometric Exercise and Dietary Program

**BOOST ENDURANCE**

*Europ. J. Appl. Physiol. 40: 45, 1978*
Effect Of Isometric Strength Training On Mechanical, Electrical, And Metabolic Aspects Of Muscle Function
Komi, P.V., Viitasalo, J.T., Rauramaa, R. et al.
DOI:10.1007/BF00420988

**REDUCED PAIN**

*Journal of American Medical Association, Vol 289, No 19, May 2003*
Active Neck Muscle Training in the Treatment of Chronic Neck Pain in Women- A Randomized Controlled Trial
Ylinen et al.
Journal of Physical Activity and Health, 2014
Effects of Stabilization Exercises on Health-Related Quality of Life in Women With Chronic Low Back Pain
Maria Moussouli, Symeon P. Vlachopoulos, Nikolaos D. Kofotolis, Yannis Theodorakis, Paraskevi Malliou, and Eleftherios Kellis

BMC Cancer, 14:67, 2014
Feasibility of Isometric Spinal Muscle Training In Patients With Bone Metastases Under Radiation Therapy - First Results Of A Randomized Pilot Trial
Harald Rief, Georg Omlor, Michael Akbar, Thomas Welzel, Thomas Bruckner, Stefan Rieken, Matthias F Haefner, Ingmar Schlampp, Alexandros Gioules, Daniel Habermehl, Friedbert von Nettelbladt and Jürgen Debus

Pain, 64 415-423, 1996
Modulation Of Pressure Pain Thresholds During And Following Isometric Contraction In Patients With Fibromyalgia And In Healthy Controls
Eva Kosek Jan Ekholm and Per Hansson

Pain 118, 2005
Isometric Exercise Has Opposite Effects On Central Pain Mechanisms In Fibromyalgia Patients Compared To Normal Controls
Roland Staud, Michael E. Robinson, Donald D. Price

Official Journal of the American College of Sports Medicine, 2013
Pain Relief after Isometric Exercise Is Not Task-Dependent in Older Men and Women
Kathy J. Lemley, Breanna Drewek, Sandra K. Hunter, And Marie K. Hoeger Bement

Isokinetics and Exercise Science 19 207–214, 2011
The Effect Of Early Isometric Exercises On Clinical And Neurophysiological Parameters In Patients With Sciatica: An Interventional Randomized Single-Blinded Study
Juliusz Huber, Przemyslawlisinski, Wodzimierz Samborski and Marcin Wytrazek

American Journal of Lifestyle Medicine: Vol 4, No 5, May 2010
Mental Health Benefits of Strength Training in Adults
Patrick J. O’Connor, PhD, Matthew P. Herring, MS, and Amanda Caravalho

BAD HABIT RELIEF (SUCH AS SMOKING)

Society for the Study of Addiction, 2009
Effect Of Isometric Exercise And Body Scanning On Cigarette Cravings And Withdrawal Symptoms
Michael Ussher, Mark Crooley, Sally Playle, Roshane Mohidin and Robert West

Acute Effect of Isometric Exercise on Desire to Smoke and Tobacco Withdrawal Symptoms
Ussher M, West R, Doshi R, Sampuran AK.
MENTAL HEALTH (BETTER SLEEP, REDUCED ANXIETY, DEPRESSION AND FATIGUE)

*American Journal of Lifestyle Medicine: Vol 4, No 5*
Mental Health Benefits of Strength Training in Adults
Patrick J. O’Connor, PhD, Matthew P. Herring, MS, and Amanda Caravalho

IMPROVE RANGE OF MOTION

*International Journal of Physical Medicine & Rehabilitation 1:5, 2013*
Physical Therapy and Rehabilitation after Rotator Cuff Repai: A Review of Current Concepts
Austin Vo, Hanbing Zhou, Guillaume Dumont, Simon Fogerty, Claudio Rosso and Xinning Li

*Journal of Applied Philosophy, 1988*
Myoelectrical and Mechanical Changes Linked to Length Specificity During Isometric Training
Thépaut-Mathieu C, Van Hoecke J, Maton B.

*Journal of Strength & Conditioning Research, February 2002*
Effects of Resistance Training on the Sit-and-Reach Test in Elderly Women.
Barbosa, Aline Rodrigues; Santarém, José Maria; Filho, Wilson Jacob; De Fátima Nunes Marucci, Maria

*Science of Flexibility, p.162- 164, 1996*
Michael J. Alter
ISBN 10: 0736049897

*Journal of Strength and Conditioning Research, 17(2), 374-378, 2003*
Adding Weights to Stretching Exercise Increases Passive Range of Motion for Healthy Elderly
Ann Marie Swank, Daniel C. Funk, Michael P. Durham, And Sherri Roberts

IMPROVE STAMINA

*Journal of the American Geriatrics Society: July 1983*
Isometrics Can Counteract the Effects of Disuse
Broino Kiveloff M.D. Associate Chief Department of Rehabilitation Medicine The New York Infirmary

*Prevention magazine, February 1983*

*Eur J Appl Physiol 112:4151–4161, 2012*
Isometric Strength Training Lowers the O2 Cost of Cycling During Moderate-Intensity Exercise
Zoladz JA, Szkutnik Z, Majerczak J, Grandys M, Duda K, Grassi B.
REHABILITATION

Current Orthopaedic Practice: Vol. 24 - Issue 1: p 79-83, January/February 2013
Shoulder Rehabilitation in Glenohumeral Instability
Lervick, Gregory N.

IMPROVES ARTERIAL STIFFNESS AND BLOOD FLOW

Experimental Gerontology 53, 2014
Arterial Stiffness and Blood Flow Adaptations Following Eight Weeks of Resistance Exercise Training in Young and Older Women

INJURY PREVENTION

The Effects of Isometric and Isotonic Training On Hamstring Stiffness and Anterior Cruciate Ligament Loading Mechanisms
J. Troy Blackburn, Marc F. Norcross

The Effect of Isometric Training on Prevention of Bone Density Reduction in Injured Limbs During a Period of Immobilization
Mohammad Reza Yousefi, Nasoor Ahmad, Mohammad Reza Abbaszadeh, Sina Rokhsati

REDUCES BODY FAT

Effect of Localized Isotonic Exercises On Under Fat Skin
Mohammad Dehghanpoori, Habib Mohammad poor, Ali Ojaghi, Tofig Mahdavi and Amine Sahranavard

Annals of Biological Research, Vol. 2 Issue 1, 2011
The Effects of Isometric Exercising Method On Under-Skin Fat Rate in Non- Athlete Boy Students of Islamic Azad University
Mohammad Dehghanpor, Amineh Sahranavard, Alireza Lotfi
SITTING IS THE NEW SMOKING

Siting is the New Smoking- 7 Ways a Sedentary Lifestyle is Killing You
Dr. James Levine, Director of the Mayo Clinic-Arizona State University Obesity Solutions Initiative
http://www.theactivetimes.com/sitting-new-smoking-7-ways-sedentary-lifestyle-killing-you

YOUTH ATHLETE IMPROVEMENT

Journal of Sports Sciences 31(1), September 2012
Explosive Force Production During Isometric Squats Correlates with Athletic Performance in Rugby Union Players
Tillin NA, Pain MT, Folland J.

Relationships of Isometric Mid-Thigh Pull Variables To Weightlifting Performance

MORE EFFECTIVE THAN AEROBICS

Active Neck Muscle Training in the Treatment of Chronic Neck Pain in Women- A Randomized Controlled Trial