



WEAR YOUR WORKOUT WHEREVER YOU GO

No Time for a 2 Mile Run?

NEAT Way of Working Out Unveiled

Wearable weights BodyTogs™ address Region's sedentary population, turning everyday activities into a fat burning workout

A pioneering new product scientifically engineered to increase the calorific burn during routine activities was unveiled today. BodyTogs™ are created on the basis of NEAT – Non Exercise Activity Thermogenesis, meaning that even brushing your teeth, fidgeting and eating – all normal daily activities, have increased fat burning and muscle toning potential.

BodyTogs™ are cleverly created weighted sleeves, designed to be worn on the calves and arms. The first and only wearable weights can be worn discreetly under everyday clothing, allowing those with sedentary lifestyles, or who feel they are too busy to exercise, to benefit from 14% more calorific burn every ten minutes, according to a study presented at the North American Association for the Study of Obesity.

It has been scientifically proven that wearing these inconspicuous designs for 10 hours a day has a similar effect to about 2 mile run. Calorie burn can be even more heightened depending on your level of daily activity.

“BodyTogs™ are virtually effortless to use – effectively, your body is ‘fooled’ into burning the extra calories,” explained BodyTogs™ creator, Dr. Ayaz Virji, a certified practitioner in Bariatric medicine - the science of weight loss. “As you lose weight, your metabolism slows down, so by replacing the internal weight with external anatomically correct weight, your metabolism will remain elevated and as a result, calorific burn is enhanced.”

Dr. Virji first developed BodyTogs™ to help patients at his renowned 6-step Weight Loss Centre in Clearwater, Florida. He has conducted years of research into the potentially important, yet seldom investigated component of NEAT – the energy expenditure of fidget-like activities.

END

About BodyTogs™: An innovative method of increasing the rate of calories burned through daily living - Non-Exercise Activity Thermogenesis (NEAT), BodyTogs™ add extra weight to the body to effectively ‘fool’ it into burning more calories during everyday activities. They are developed by Dr. Virji, a registered practitioner with The American Obesity Association and the American Society of Bariatric Physicians. Dr. Virji is also the author of ‘The Skinny Book’ outlining his highly successful program - 6-step Methodology - a long term weight loss strategy which includes physician-directed weight management and scientifically based nutraceutical products. He heads these strategies which have achieved excellent proven results in helping patients to shed their excess body weight and maintain their lost weight, at his 6-Step Weight Loss Center in Clearwater, Florida.