

Press Release

**For immediate release**

05<sup>th</sup> December 2007

## What Metabolic Age are you?

More than half of Australia's population consider itself overweight (Oct 2006, The Age). It is up for Australian to take action to be conscious about their health especially their metabolism rate as it is one of the crucial factors promoting weight loss and a healthier you!

Body metabolism is often referred as Basal Metabolic Rate (which is the calories you burn to maintain normal body functions like breathing, keeping your heart pumping and your brain working). Metabolism rate accounts for approximately 70-75 percent of the calories you burn each day.

Understanding the Basal Metabolic rate is essential as it is responsible for burning up to 70% of the calories for weight loss.

Tanita Innerscan ranges™ calculates your BMR and indicate on your metabolic age. If your metabolic age appears to be lower than your current age, your body is functioning at a high metabolism rate indicating an active healthy lifestyle .If your metabolic age were to be higher than your current age, your body operates at a slower metabolism rate.



**Innerscan™ BC 541**



**Ironman® BC 554 Innerscan**



**8 Electrode BC 545 Innerscan™**

The Tanita Innerscan™ Body Composition Monitor measures attributes such as:

- Body fat %
- Muscle mass and bone mass
- Basal metabolic rate and calculate metabolic age
- Total body water %
- Physique Rating

Innerscan RRP start at \$199. For further information on the Tanita™ health and fitness monitor, please contact the Freecall number 1800 099 266 or visit [www.tanitaaustralia.com.au](http://www.tanitaaustralia.com.au)

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**Notes to Editors: Tanita Company Background**

- Tanita Monitors are universally recognised as being the most accurate monitors available on today's market. This reflects over 10 years of medical research into BIA and body composition at the renowned Tanita Health Research Centre in Japan.

**For more information or product images please contact:**

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**References:**

"Obesity tsunami in NSW", The Age, ([http://www.thegae.com.au/news/health/obesity-tsunami in nsw/2006/10/31/1162056968019.html](http://www.thegae.com.au/news/health/obesity-tsunami-in-nsw/2006/10/31/1162056968019.html))