

## Client News Release

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### For immediate use

### **Dehydration Danger**

#### *The Importance of Monitoring Your Body Water %*

#### **Tanita Innerscan Fitness & Health Monitors**

With the summer months looming, keeping yourself adequately hydrated is more important than most people realise. Our research clearly indicates that losing large amounts of body water % will readily prove to be a risk on the body.

#### PHYSICAL SYMPTOMS AND EFFECTS OF DEHYDRATION

##### **Body Symptoms Water Lost**

- 2% Beginning to feel thirsty; loss of endurance capacity and appetite.
- 3% Dry mouth; performance impaired.
- 4% Increased effort for exercise, impatience, apathy, vague discomfort, loss of appetite.
- 5% Difficulty concentrating, increased pulse and breathing, slowing of pace.
- 6-7% Further impairment of temperature regulation, higher pulse and breathing, flushed skin, sleepiness, tingling, stumbling, headache.
- 8-9% Dizziness, laboured breathing, mental confusion, further weakness.
- 10% Muscle spasms, loss of balance, swelling of tongue.
- 11% Heat Exhaustion, delirium, stroke, difficulty swallowing; death can occur.

Figure 1.1 Taken from HealthFitness.com.au

It is absolutely imperative that we all learn about proper hydration and that ensure that we track our body water loss, particularly, for those well into their late middle ages. *“DEHYDRATION- A major cause of decreased performance!”* believes that *“the importance of proper hydration levels for health and fitness performance cannot be overlooked.”* (In addition), *“...improved hydration habits have been shown to be effective in aiding in weight loss, body fat loss, as well as in your ability to withstand high intensity of aerobic exercise and enhanced sporting performance. [HealthFitness.com.au by Mark Kovacs (B.Sc; Certified Sports Nutritionist; CSCS)].*

Maintaining proper hydration needs to be promoted extensively to potential customers as part of any decision making process when purchasing scales for the home. The Tanita range of Innerscan Fitness & Health Monitors calculate your total body water % enabling you to monitor your hydration level - in order to help you and your customers stay in the healthy range & avoid dehydration.

**- MORE -**

### Total Body Water % - Healthy Ranges

Female: 45 to 60%

Male: 50 to 65%

Athletic Body Types: 5% higher than adult

Determine your hydration level today & step on a Tanita  
Innerscan Fitness & Health Monitor.

#### Tanita InnerScan Body Fitness & Health Monitors enable you to monitor:

- Your progress in weight loss, abdominal fat rating and body fat %.
- Monitor improvements in muscle mass, hydration % and metabolic age.
- Know your bone weight and recommended daily calorie intake.

- ENDS -

#### Notes: *Tanita Company Background*

- Tanita invented the world's first stand-on Body Fat Monitor in 1992 and is now a global brand leader manufacturing the world's best selling Body Fat Monitor range with international sales of over 15 million units.
- Tanita Monitors are universally recognised as being the most accurate monitors available in 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 on Tanita or to place an order please contact:

Tanita Australia

General Line: 08 9353 2355 (8.30am – 4.30pm WST Weekdays)

Team Members:

Christine Goodwin - Business Development Manager (08) 9353 2315

Michelle Clark - Brand Manager (08) 9353 2348

Daniel Fordyce - Brand Marketer (08) 9353 2319

Email: [daniel.fordyce@milners.com.au](mailto:daniel.fordyce@milners.com.au)



#### References

- Mark Kovacs , “*DEHYDRATION- A major cause of decreased performance!*”, ([http://healthfitness.com.au/articles/highperformancetraining/dehydration\\_performance.html](http://healthfitness.com.au/articles/highperformancetraining/dehydration_performance.html))