



## Press Release

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-For immediate release-

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**Sacramento, CA.** The statistics are alarming – 16 million people in the United States and others around the world suffer from obesity. Alternatively, obesity is the cause of as much as 90% of the preventable Type II diabetes. Needlessly, the American population is epidemically killing itself when it could be monitoring life with new Heart Zones Training? technology.

“Heart Zones Training is an extremely effective method to reduce the risks associated with obesity and one which can help achieve long-term and lasting weight management results,” says Lorraine Brown, an avid Heart Zones Training user. “Nobody else offers a specialized weight loss system like Heart Zones Training; it is unique, it works and it is an application focused specifically on the risk factors rather than the aesthetics of body shape, weight or body composition.”

Until recently, there have been very few training models that meld heart rate training with weight loss. In her special report, “How to Enlarge Your Fat Burning Range with Heart Zones Training”, Sally Edwards says that “The secret, for most individuals who want to lose body fat more readily, is to expand their fat burning range with Heart Zones Training” Edwards, author of 5 books on training with heart rate monitors, has outlined a concise process that will reverse America’s degenerative diseases in three steps.

The first step, for most individuals is to learn their fat burning range by determining their threshold limits. Heart rate monitors, selling for as little as \$50, have become the most efficient piece of workout equipment on the market for determining this range. By definition, the fat burning range is the area between two different thresholds: the lower intensity **aerobic threshold**, and the higher intensity **anaerobic threshold**. A threshold, in this case, is the individual heart rate number that one must cross to reach a change in metabolic energy. That is, the aerobic threshold is that percent of one’s individual maximum heart rate, usually around 50%-55%, where aerobic benefits occur. The anaerobic threshold is that percent of one’s individual maximum heart rate (MHR) where anaerobic benefits occur, usually between 80-90% MHR. To determine and consequentially expand the fat burning range with a heart rate monitor, one may take the simple test using a heart rate monitor, found in the Heart Zones special report called, “Expanding the Fat Burning Range with a Heart Rate Monitor”

The second step to weight loss using a heart rate monitor is to lower body fat and simultaneously increase muscle mass. This can be achieved by training for a period of time, generally 3 months or more, within the fat burning range. By training within the fat burning range, many things happen metabolically to a person’s body that prepare them to move on to step three, the expansion of the fat burning Zones.

The final step is really the heart of the system. The goal of most people is to burn as much fat as possible, and this can happen for anyone when they seek to expand their fat burning range. “Typically after three or more months of step two training, a person’s body is capable of expanding the fat burning range”, says Edwards. “This can be achieved by training above the fat burning range once or twice each week.”

For more information, please view the Heart Zones special report, “Expanding Your Fat Burning Range using Heart Zones Training”, available from Heart Zones. This report shows how to determine the fat burning range, includes a sample training program to increase it’s size, and outlines how to burn more fat calories during a workout. Sally Edwards, one of America’s leading fitness experts and a 16 time Ironman triathlon record holder says, “If a person wants to get motivated and fit, they need to train in their heart Zones with a heart rate monitor.”

For more information about the special report, “Expanding the Fat Burning Range with a Heart Rate Monitor”, contact Sally Edwards (916)-481-7283. [Sally@heartzone.com](mailto:Sally@heartzone.com) or visit <http://www.heartzones.com/hz/whitepaper.pdf>

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