

A BETTER BODY COMPOSITION = A HEALTHIER LIFE

Why body composition is important

Ditch the scales and start to pay attention to the changes in your body composition. This new, unique approach to having a healthier life will have you focusing on how you feel and fit in your clothes, not reaching a lower number on the scale.

If your goal is weight loss, change your thinking to fat-loss through an improved body composition or BCI.

This means you're looking to lower your percentage of body fat and increase your lean muscle tissue. Most people don't realise that muscle weighs approximately 20% more than fat per cubic inch. While muscle is lean, firm and flat, fat is bulky and takes up more space per kilogram.

While following a healthy fat loss and fitness program, you could actually end up weighing more than when you started, though be in much better shape and looking better. Most scales only tell you how much you weigh, not how much FAT you need to lose.

Science is moving away from Body Mass Index (BMI) to Body Composition Index (BCI) as a better way to monitor and support healthy fat loss programs.

Body Composition focuses on your body's make-up: muscle mass, fat mass, bone mass and water.

