

# Why MyZone & The Importance Of This Tool



## Leveling Up Your Health

At JMB Fitness we want to maximize your experience each and everyday with not just inside our walls but outside with optimizing your mind, body & total quality of life! Teaching lifestyle this extension of a tool is essential in elevating our Gladiators experience. Heart rate training, is an essential tool for all health and wellness enthusiasts, not just your athletes and Myzone has revolutionized fitness. This innovative approach converts complex heart rate metrics into understandable zones, unique to each individual, making it a cornerstone for personal fitness & wellness journeys. Here's why Myzone's heart rate coaching is vital for accountability, community, and sustaining physical transformation.

# Personalized Heart Rate Zones

At the core of Myzone's methodology is the personalization of heart rate zones. Based on the maximum heart rate (MHR), calculated using the HUNT formula ( $211 - [0.64 \times \text{age}]$ ), Myzone crafts zones that are truly your own. This customization ensures that your workouts are tailored precisely to your age, gender, and physical capabilities, eliminating the guesswork of where you need to be to achieve fat loss and/or cardiovascular benefits.

## Tailored and Efficient Workouts

Heart rate training with Myzone is about efficiency and effectiveness. By knowing which zone you should be in for a particular type of workout - be it low-intensity recovery or high-intensity interval training - you optimize each session. This targeted approach means less time wasted and more time spent training effectively.

## Building Endurance & Cardiovascular Health

The heart of Myzone's effectiveness lies in its ability to enhance endurance and cardiovascular strength. Training within specific heart rate zones gradually increases your exercise tolerance, thereby improving your overall fitness and heart health. This science based push in intensity not only builds endurance but also strengthens the muscles in your heart and lungs. Increasing your VO2 max levels for better blood flow and a overall healthier you.

# Challenges

At JMB Fitness we incorporate fun challenges with this unique system to let alone build friendly competition with that internal thriver inside but your community of peers giving you a boost to elevate your health and a chance to win a cool limited T-shirt, Thera-gun and even gift cards. Keeping the shenanigans on full display and even witnessing the cool connections within when a fellow member rewarded their peer a Thera-gun that she won but being so inspired and admiring his drive felt it was only right to give the gift.



# Rewards

Within the system there different statuses earned (bronze, silver to hall of fame) when consecutively months are being hit with 1300 meps per month myzone rewards this consistency of different tiers showing the importance of what we preach in consistency. With this tool I have seen our MEP Maniacs let this drive them off the couch when they still had 57 meps left to complete their 1300. Immersing our Gladiators with multiple tools to keep them motivated, inspired and structured. Maximizing the external positive drivers.

# The Five Color-Coded Zones

## KNOWING YOUR ZONES

1 MEP

50% - 59%

2 MEPs

60% - 69%

3 MEPs

70% - 79%

4 MEPs

80% - 89%

4 MEPs

90% - 100%

MEPs = Myzone Effort Points

Myzone breaks down heart rate training into five color-coded zones, each representing a different intensity level:

1. Grey Zone (50-59% of Max HR): Light activity or recovery, sustainable all day.
2. Blue Zone (60-69% of Max HR): Moderate intensity, ideal for endurance individuals in long sessions.
3. Green Zone (70-79% of Max HR): Moderately high intensity, suitable for sustained fitness improvement.
4. Yellow Zone (80-89% of Max HR): High intensity, where aerobic exercise shifts to anaerobic.
5. Red Zone (90-100% of Max HR): Maximum effort, beneficial for short, intense bursts.

Training across these zones caters to various fitness goals, from endurance building in the lower zones to strength training in the higher ones.

# Recovery and Progress Tracking

Heart rate training isn't just about exertion; it's also a valuable recovery tool. Myzone helps in gauging whether your activity level is appropriate for your current fitness state. Moreover, it offers a measurable way to track progress over time, reinforcing the sense of achievement as you reach your fitness milestones.

# More Than Just Training

Myzone isn't just a training tool; it's a philosophy. It reminds us that the true competition is with ourselves - with yesterday's version. By focusing on personal improvement rather than comparison with others, Myzone fosters a sense of community and accountability. It's a reminder that in the journey of fitness, your only rival is your past self - hence, "My Zone."

# Challenge Creates Change

Good job getting your 10,000 steps with keeping that body in motion to stay lubricated up from your joints, muscles and mind but are you looking for a actual change in your symmetry, health? If you are not above 60% of your target heart rate you are not getting all the benefits from exercise. We want to maximize your time and reinsure from real metrics the effort is there. PS...The really cool part is seeing when initially starting how quickly you get elevated and how long it takes for you to recover properly to how hard it is to get elevated to blue and see how quick you can go from yellow to gray with showing better heart health!

**M.E.P.S = MyZone. Effort. Points**



# Personal Gladiator's Story

My Why - 200 MEPS a day

I just finished five months in a row of 200 MEPS a day average. Lots of my Fit Fam Friends ask me why I'm doing this and seriously I do ask myself that some days.

200 MEPS is hard for me to do in a day but it does keep me focused. With that as my goal, it's not easy to skip a day or procrastinate.

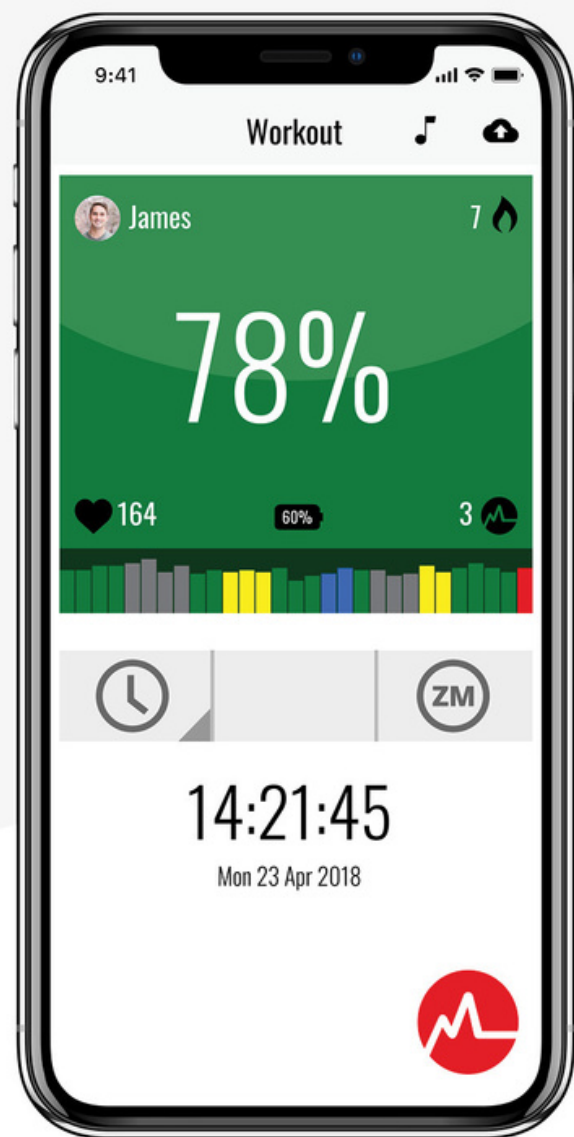
My original promise to myself was to do this beginning January 1 2023. January 1 was a pretty mild day this year so I set out on my walk in the woods with our dogs with 200 MEPS in mind only to come to a really bad ending with a crashing fall that left me barely able to walk. Nothing broken for which I thank strength training...just bad sprains that set me back to about 200 MEPS a week at best. From January through June I was a crabby, impatient gladiator because I couldn't do what I wanted to do. Thankfully I have the guidance of our awesome coaches who walked with me through those frustrating days.

The prediction was six months to recover and six months to the day, July 1, I made the promise to myself again - 200 average a day for the month. I did it In July and I did it again in August, September, October November....

For me the why is gratitude - in each step, each overhead press, each squat - gratitude that at 76 years of age with no medications and a right leg rebuilt 26 years ago with a rod and screws for a tibia, I am able to do this.

Thank you to each of you and to our amazing coaches for being my inspiration.

# The Unbeatable **Connected Experience.**



## WHY MYZONE?



Receive  
email workout  
summaries



Achieve Myzone status  
ranking based on effort,  
not fitness



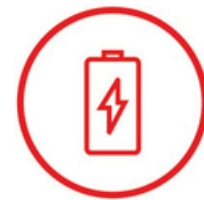
View your calories and  
effort level in real time



Connect to 3rd party  
equipment and smart-  
phone apps for  
maximum versatility



Set goals and compete  
with others by  
measuring effort levels



Store up to 16 hours  
of activity data with  
the MZ-3

## Conclusion

In conclusion, Myzone is more than just a heart rate monitoring system; it's a comprehensive approach to fitness that marries technology with personalization. It embraces the idea that effective training, enduring results, and genuine motivation come from understanding and competing with oneself. By embracing JMB Fitness you embrace a fitness journey that is truly tailored to you, ensuring that every step, every beat, counts towards a healthier, stronger you! Order yours at [JMBFITNESS.COM](http://JMBFITNESS.COM) and Optimize your Life.

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