

## BETTER FOR WOMEN

Unlike traditional gym equipment that needs to be adjusted for each person and is typically sized for men, the Curves hydraulic equipment was designed for women and tested by physiologists and biomechanical engineers. This design enables proper alignment and full range of motion. The equipment is arranged in a circle so exercisers create a community of support; the workout is accompanied by upbeat music, and a qualified exercise trainer is positioned in the center of the circuit to motivate and ensure a safe, effective workout.

While studies have confirmed the advantages of group exercise for improving exercise adherence, Curves also adds a supportive dynamic. There's no competition because no one is performing the same exercise at the same time. Instead, Curves members work out in a highly social environment that they report doesn't feel like work at all.

## SUPERIOR CONVENIENCE

With over 10,000 worldwide locations in over 80 countries benefiting 4 million women, Curves is the world's largest fitness franchise – and is likely to have a facility that's convenient for your patients.

FOR MORE INFORMATION  
[WWW.CURVESME.COM](http://WWW.CURVESME.COM)

*\*To date, the Exercise and Sports Nutrition Laboratory at Texas A&M University, led by Dr. Richard Kreider, Ph.D., FACSME, has conducted numerous studies examining the Curves program. All initial studies were performed on 150-160 overweight, sedentary women divided into the following groups: Control (C), Exercise and No Diet (E+ND), High Calorie High Carbohydrate (HCHO) Diet, and Low Calorie: High Carbohydrate (HC) Diet, High Protein (HP) Diet, or Very High Protein (VHP) Diet. The research is sponsored by an unrestricted grant from Curves. <http://curves.tamu.edu/>.*

# Curves®



## A FITNESS RESOURCE FOR YOUR PATIENTS

BASED ON RESEARCH

# THE CURVES PROGRAM

IS DESIGNED TO

## MEET THE FITNESS

NEEDS OF WOMEN

For patients who are new to exercise, traditional gyms can be intimidating and time consuming. Curves, however, provides a safe, efficient and effective workout for women of all ages and fitness levels in an environment that's comfortable and welcoming.

The Curves workout takes just 30 minutes, three times a week. Research has shown, it works!\*

### AN AMAZING WORKOUT

The Curves program includes all five components of exercise — warm up and cool down, cardio, strength training and stretching — and works every major muscle group while keeping the heart rate in the target training zone. Researchers from the Texas A&M University Exercise and Sports Nutrition Laboratory, led by Dr. Richard Kreider, Ph.D., FACSM, found that during the Curves workout, women averaged about 65 percent of their heart rate maximum — plenty to improve cardiovascular fitness but not so strenuous as to discourage women from coming back. They also increased muscular strength.

Texas A&M researchers also found that the least fit exercisers expended 164 to 238 calories per 30 minutes during the Curves workout, while the most fit can burn as many as 522 calories. This adjustable intensity helps women stick with the workout for substantial, ongoing improvements in weight control, fitness and overall health.

### IMPRESSIVE RESULTS

The Texas A&M studies found that sedentary and overweight women who followed the Curves program for 14 weeks raised their resting metabolic rate by as much as 400 kcals/day. They reduced their weight by an average of 14 pounds and lost an average of two inches from their hips and three inches from their waists while showing a 20- to 30-percent improvement in strength and a 15 percent increase in aerobic capacity. Their blood cholesterol, resting heart rate and resting blood pressure also improved.



PROVEN EFFECTIVE AT

## HELPING WOMEN

LOSE WEIGHT

## GAIN MUSCLE STRENGTH

RAISE METABOLISM

## WITH AEROBIC ACTIVITY

CONTRIBUTING TO

## HEALTHY BONES

MUSCLES AND JOINTS