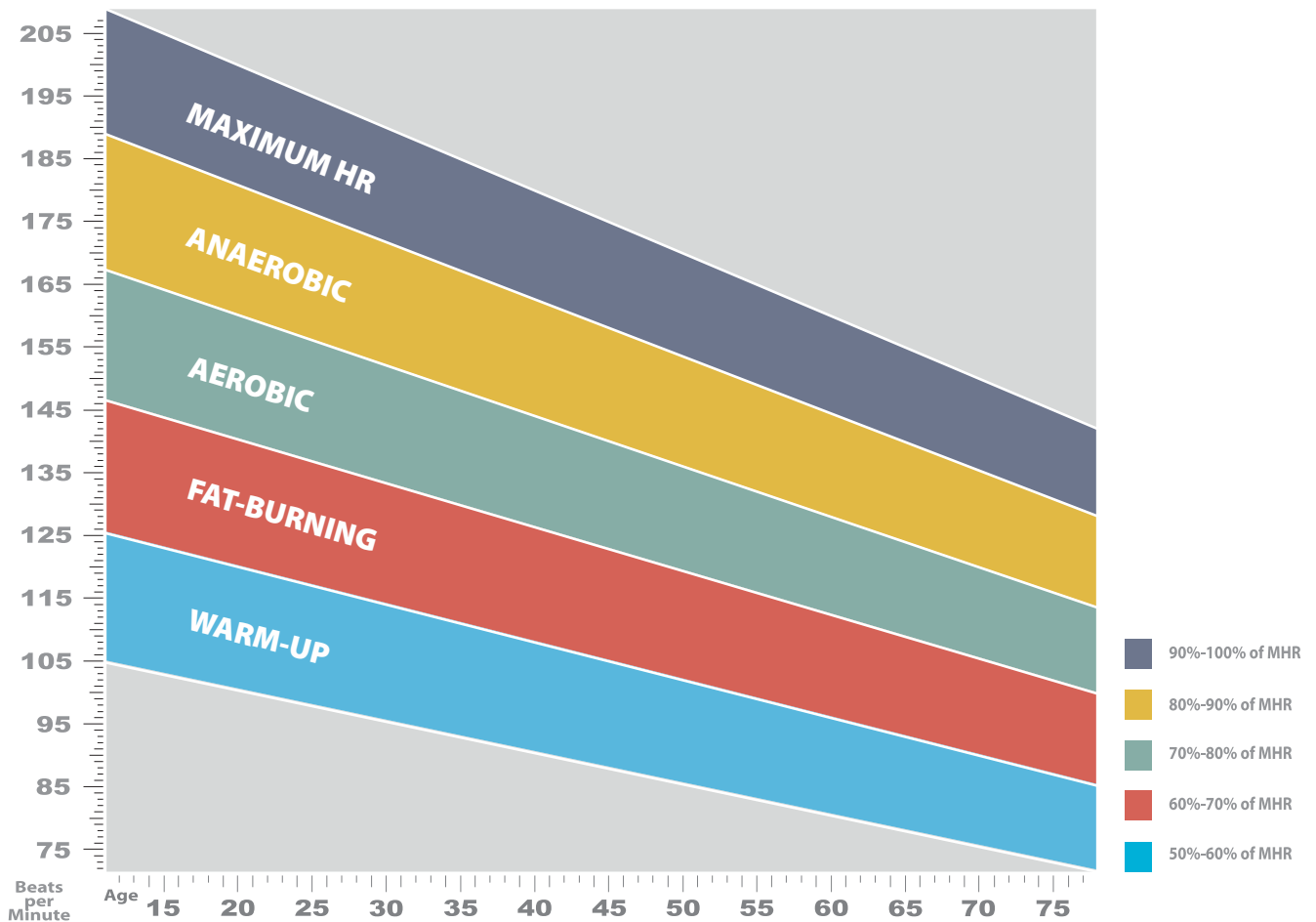


# iMATTER100



With each heart beat blood is pushed through your body.  
The contraction frequency of your heart is know as the heart rate (HR)



## WHAT'S YOUR TARGET HEART RATE ZONE?

One method to monitor exercise intensity is to recognize the different **heart rate zones**.

The **FAT-BURNING ZONE** is often referred to as the **Target Heart Rate Zone**.

To calculate your **THR Zone**, use this formula

- 226 - Age = Max HR (women)
- 220 - Age = Max HR (men)
- Max HR x .85 = Top of Zone
- Max HR x .65 = Bottom of Zone

% of Maximum Heart Rate	20	25	30	35	40	45	50	55	60	65	70
100%	200	195	190	185	180	175	170	165	160	155	150
90%	180	176	171	167	162	158	153	149	144	140	135
80%	160	156	152	148	144	140	136	132	128	124	120
70%	140	137	133	130	126	123	119	116	112	109	105
60%	120	117	114	111	108	105	102	99	96	93	90
50%	100	98	95	93	90	88	85	83	80	78	75
Age	20	25	30	35	40	45	50	55	60	65	70

Your THR Zone: These numbers will establish the upper and lower limits of your THR Zone. By keeping your heart rate between these two number during exercise-- your body will burn fat in the most efficient manner (by % energy expenditure/fat-loss)