

# The Gruve Solution

## A HEALTH & WEIGHT MANAGEMENT PROGRAM THAT REALLY **WORKS**



The Gruve Solution™ incorporates the findings of a \$20 million 10 year research study by the Mayo Clinic on nutrition, activity and behavior related to weight management and obesity prevention. This research determined that sedentary environments are a primary contributor to the rise in obesity that increases health costs and takes a toll on productivity and quality of life.



The Gruve Solution is centered on the revolutionary concept of **N.E.A.T.** (Non Exercise Activity Thermogenesis) which is all the calories one burns while doing normal (non-exercise) activity.

Research found that increasing daily normal **N.E.A.T. activity is more effective in successful and sustainable weight loss than short intense exercise programs.** The Gruve Solution, an activity-based program, promotes N.E.A.T. activity instead of exercise for a proven sustainable path to successful weight management and better health.



## The Gruve

The Gruve is the only activity monitor that can capture N.E.A.T. activity (scientifically validated by the Mayo Clinic N.E.A.T. labs). The Gruve's imbedded software is programmed with the user's specific metabolic rate and records their total body motion throughout the day. The Gruve utilizes highly sensitive technology that records 98% of activity as compared to pedometers that only record walking activity.

- ▶ Provides three forms of feedback - **color bar progression**, **vibration** and **web site visuals**, that encourage a person to maintain the amount of low intensity, non-exercise (N.E.A.T.) activity throughout a day (get to "Green")
- ▶ Synchronizes with Gruve Online to allow the user to view daily calorie burn and track weight loss progress



## Gruve Online Personalized Plan

The Gruve Online website is easy-to-use and intuitive, providing motivation, education and support. Participants can choose to partner with other Gruve users in a social networking environment to challenge each other for mutual support, accountability and motivation.

- ▶ Calculates individual caloric intake and metabolic traits to develop a highly personalized plan (**The N.E.A.T. Plan**) that establishes a roadmap to healthy success
- ▶ Reports activity and caloric expenditure in interactive charts that engage the user in an exciting, informative style

