

Set Point Rx



PLAYBOOK

FOR SUCCESS

About SetPointRX

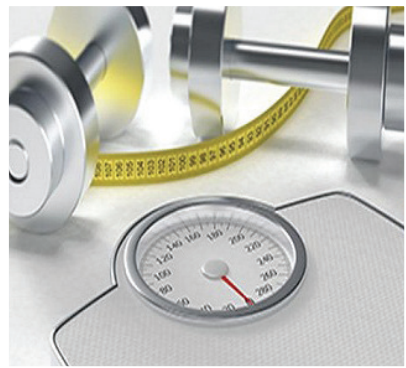
The team at **SetPointRX™** believes that there is a large segment of the population not being served by the current fitness centers and health clubs. Some people may not feel comfortable exercising next to the “fitness bunnies” and “muscle heads” at the traditional gym. Options to hire personal trainers are expensive. **SetPointRX™** distinguishes itself by not being a gym, but a program.

SetPointRX™ started in 2010 as a Medical Fitness Trial, specifically designed to work with diseases caused by inactivity and lifestyle choices (Type II Diabetes, High Cholesterol, High Blood Pressure and Coronary Heart Disease). **SetPointRX™** has evolved from a medical trial to the solution for a Healthy Lifestyle and Permanent Weight loss. It has been proven to lower and even eliminate certain medications related to these conditions. The program is designed to help reduce body fat percentage by increasing metabolism. With the 12 month program, metabolism can burn up to 500 extra calories per day, or 3500 calories per week (one pound of fat per week at resting heart rate).

SetPointRX™ has helped thousands of individuals with a customized fitness program. It offers a guided solution to good health for everyone, regardless of age, shape, size or fitness objective. Each member is provided with the guidance of a **SetPointRX™** well qualified trainer at every visit, ensuring that each step taken brings the client one step closer to his/her goal. The **SetPointRX™** program is designed to help provide the tools needed to succeed with personal health and fitness goals.

What does **SetPointRX™** mean? The weight your body wants to weigh at a cellular level. You weigh 200 pounds, even though you diet to get back to 150 pounds. Your set point is still 200 for 18 months, which is why you gain the weight back.

INITIAL ASSESSMENT AND 30 DAY EVALUATION



Every success story has a beginning and the Initial Assessment is yours! This process is essential to ensure that you will be achieving optimal results as you proceed through our program here at **SetPointRX™**! As great as results are, **SAFETY** is even more important! The Initial Assessment will include a medical history questionnaire, where we encourage you to tell us about things that may hinder your progress. High blood pressure, asthma, physical limitations – all of these are important for you to communicate with your FitCoach about, as they will directly help us to make sure you are getting the most out of the program!

The Initial Assessment also is where we record your starting point in terms of your total weight, body fat percentage, and, should you choose to have them, a baseline set of measurements. Follow up assessments, or Evaluations as we call them, are performed every 30 days to celebrate your success! Remember: we are here to help you, so please do not hesitate to tell us of any changes to your limits/medications as soon as they appear; there is no reason to wait until your next evaluation to update us!

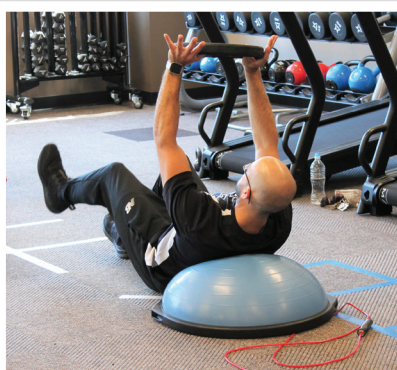
INTRO TO OUR WORKOUT



The Strength Line and the Functional Line

Time to get to the fun stuff now that the Initial Assessment is complete, and it is safe to put you through a resistance training workout! Achieving weight loss can be summed up by thinking about energy in vs energy out. We will be discussing the energy coming into the body in our nutrition section/consults with you, so now we need to think about how much energy we are expending and the ways in which we will do so! Our goal here at **SetPointRX™** is to increase your Resting Metabolic Rate (RMR), the rate at which your body burns energy. To increase your RMR, we need to increase your overall muscle (lean) mass content! No, we are not going to make you Herculean or body builder big, but we are going to increase strength and muscle tone so that you not just lose the weight and inches, but you keep it off for good!

INTRO TO OUR WORKOUT



Our Strength Line workout consists of 12 machines being performed as a superset, two at a time. The goal is to increase your heart rate into its fat burning zone, while still increasing the strength of the muscle itself. You will be doing the resistance training for three different sets, with three different weights, for three different amounts! This will ensure your strength AND stamina improve, without causing you to bulk! Over the course of the 12 machines, you will be getting a full-body workout EVERY day, and doing a total of 480 repetitions, which should be able to be completed in 30 minutes for optimal results! What a workout!

Our FUNCTIONAL LINE is a bit different, but just as amazing! This workout is designed to really make you sweat, keeping your heart rate in the higher range of your fat burning zone the entire time! The Functional Line has more dynamic exercises, meant to be done a bit more vigorously, and is the perfect complement to our more strength- focused Strength Line workout. Based on your goals and your progress, your FitCoach will be guiding you in terms of how often you will do one workout or the other!

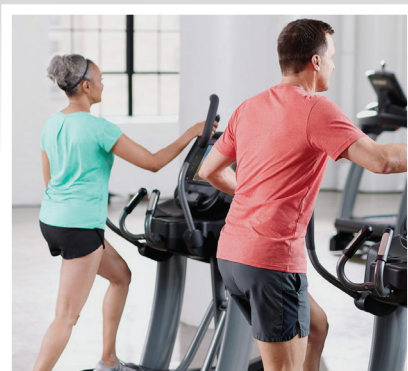
NUTRITION



We covered the energy that you will be expending, so now to talk about the energy coming IN! A quote to live by as you go through your **SetPointRX™** program is, “No one can out-train a bad diet.” Truer words were never spoken! Our Nutrition program has been written and verified by a licensed Registered Dietician, and is proven to work in perfect harmony with the **SetPointRX™** workouts!

Based on YOUR likes and dislikes, we are going to come up with a healthy plan for optimized fat loss! By balancing your macronutrients and focusing on removing inflammatory agents, you will be turning your body into a fat burning machine! After we have sat and built your nutrition plan, we will be following up on your progress with weekly weigh-ins and food journal reviews. Do you need to drink more water? Less snacking at night? Too many complex carbs? Your FitCoach will let you know during your review, and help get you back on the right path! Your nutritional journey, much like your body, will constantly be changing as your body transforms into its healthiest version, so these weekly weigh-ins and food journals are essential to long term success!

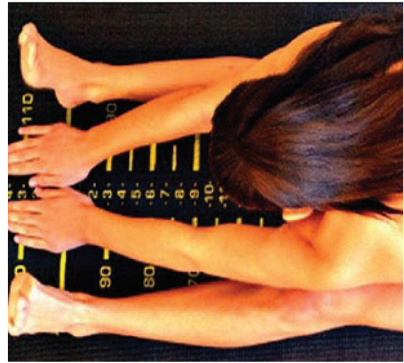
INTERVAL TRAINING



The **SetPointRX™** program is meant to be done three times a week for one hour each time, where 30 minutes will be resistance training and 30 minutes of cardiovascular training. Cardio is great for losing weight and increasing your overall activity level, but the **SetPointRX™** program is going to teach you how to get the most out of your cardio!

Enter Interval Training – a cardio workout that will kick your body into fat burning mode while increasing your lung capacity and improving your cardiorespiratory health! The best part? An Interval Training workout will keep your body burning fat even AFTER you have finished! Your FitCoach will compute your Fat Burning Zone and Max Heart Rate, and teach you how to do Heart Rate Based Interval Training, as well as Time Based Intervals! Variety is king, and time will fly by doing cardio with these varied workouts under your belt!

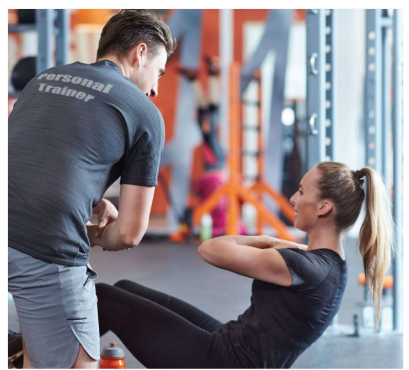
STRETCHING



Did you know that soreness following a workout is totally normal? Really, it is! That soreness, however, should not be a perpetual feeling, and a solid Stretching program can help!

By using a variety of stretches, hitting both the upper and lower muscle groups, that soreness will be limited! Doing stretches after a workout is essential to increasing your body's range of motion and overall flexibility. By increasing these key traits, the body will also have much better blood flow, and you will see a marked increase in your performance with cardio AND resistance training!

FIT TEST AND PERSONAL TRAINING



The **SetPointRX™** system is built to burn fat and build muscle while having fun! The FitTest is another way that your FitCoach will be checking your progress! Four tests will be administered (push ups, wall sits, step ups, and planks), and your results will tell you what range you fall into in terms of overall health. Results can range from Poor to Excellent! These results will actually help us further tailor your program to areas that you really want to focus on! These new focus areas can be worked through the **SetPointRX™** program proper, but our Personal Training will really get things going!

When doing Personal Training, you will be in a small group of no more than 4 people, working more closely with your Personal Trainer for a 30 minute session. These sessions are customized to what you want to work on, and are a perfect complement to the Circuit and Functional Line! Need an aggressive stretching session? PT will help! Big trip on the horizon and really want to go above and beyond beforehand? PT will help! Personal Training and FitTests are a sure-fire way to get those results as fast, and safely, as possible!

Locations

SetPointRX™ of Weymouth

122 Main Street
Weymouth, MA 02188
339-201-7906

SetPointRX™ of Pembroke

125 Church Street
Pembroke, MA 02359
781-924-1872

SetPointRX™ of Plymouth

91 Carver Rd
West Plymouth Square
508-591-7034

SetPointRX™ of Holbrook/Braintree

450 N Franklin St
Holbrook, MA 02343
781-499-5337

SetPointRX

We are proud to say that over 50% of our members have been referred to us by a friend or family member.

This officially makes us a referral based business. What does that mean to us?

You trust us enough with the well-being of your loved ones to refer them into our program.

As a way to say "Thank You" we have created our FitBucks Program!

FitBucks, is a system designed to pay YOU for your hard work, dedication to be fit and your referrals!!!

Here is how you can earn:
LOSE WEIGHT! You earn \$1 FitBuck for every pound lost!

FACEBOOK FOR FITBUCKS!

Post your results on social media and earn \$10 FitBucks PER POST! (Limited only to 1 per month).

REFER A MEMBER!

Earn \$25 FitBucks - NO MAXIMUM!!! :))

FitBucks is redeemable at any SetPointRX™ location and can only be used towards the following: membership dues; SetPointRX™ nutrition; and Pro Shop items.