



COMMITTED TO CARING FOR AN ACTIVELY AGING POPULATION

THE SITUATION

For most older adults, good health ensures independence, security, and productivity as they age. Unfortunately, millions struggle every day with challenges such as chronic diseases, falls, physical inactivity, and behavioral health issues—all of which can severely impact their quality of life.

GROWING AGED POPULATION

The population of adults over the age of 65 is projected to more than DOUBLE to 98 million by 2060, and the average 65-year old can now expect to live another 19 years. That means there are going to be more people that are living longer, all of whom what a physical health maintenance regime to maximize their quality of life.

REGULAR ACTIVITY

Regular exercise helps older adults stay independent and can prevent many health problems that come with age. According to the 2018 Physical Activity Guidelines for Americans, older adults are recommended to engage in 3 types of physical activities each week to improve their health; aerobic, muscle-strengthening and balance-flexibility movement.

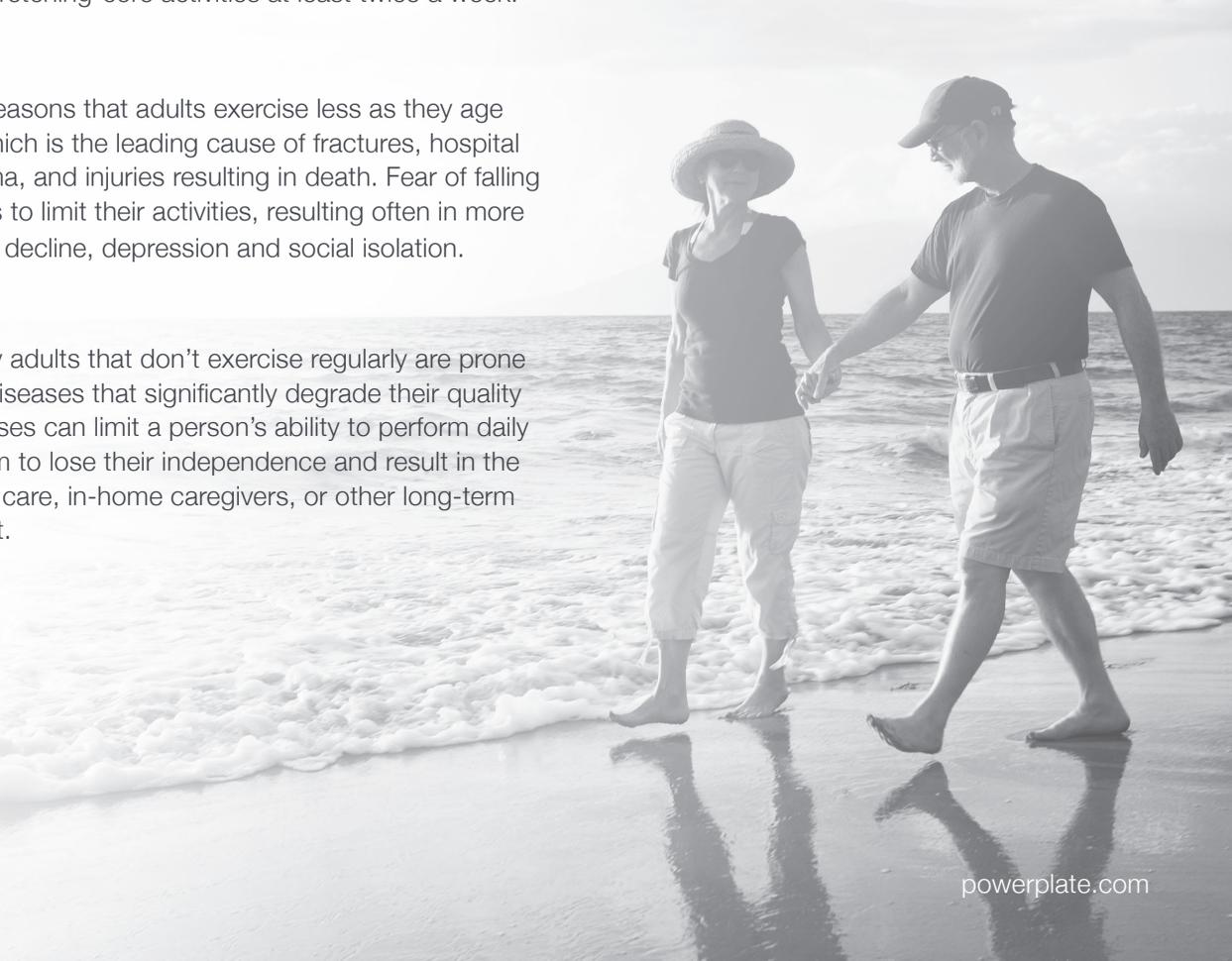
These guidelines recommend that older adults engage in at least 150 minutes of moderate-intensity or 75 minutes of vigorous aerobic activity a week (just 22 minutes a day), incorporating muscle-strengthening and stretching-core activities at least twice a week.

FEAR OF FALLS

One of the primary reasons that adults exercise less as they age is a fear of falling, which is the leading cause of fractures, hospital admissions for trauma, and injuries resulting in death. Fear of falling can lead older adults to limit their activities, resulting often in more falls, further physical decline, depression and social isolation.

CHRONIC DISEASE

Unfortunately, elderly adults that don't exercise regularly are prone to develop chronic diseases that significantly degrade their quality of life. Chronic diseases can limit a person's ability to perform daily activities, cause them to lose their independence and result in the need for institutional care, in-home caregivers, or other long-term services and support.



WHY EFFECTIVE ACTIVE AGING SOLUTIONS ARE NEEDED NOW MORE THAN EVER

PHYSICALLY INACTIVE

- MORE THAN 80% of adult Americans fail to meet the recommended activity guidelines for health
- LESS THAN 35% of adults between 65-74 years of age are physically active
- Persons with a disability are **TWICE AS LIKELY** to be physically inactive on a regular basis
- Physically inactive adults are at **INCREASED** risk for:
 - High blood pressure
 - High blood cholesterol
 - Stroke
 - Type 2 diabetes
 - Heart disease
 - Cancer

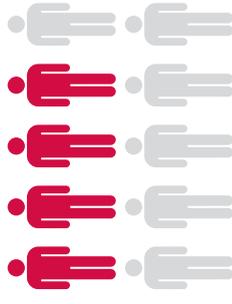
80%

fail to meet guidelines

RIISING OBESITY RATES

OVER 40%

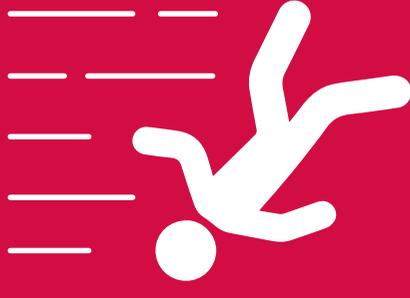
OF MIDDLE AGED TO OLDER ADULTS ARE NOW "OBESE".



Prevalence of obesity-related adult cancers now accounts for 1 in 20 cancer cases.

FREQUENT FALLS

- 1 in every 4 older adults **FALL** each year. Falls are the leading cause of injury among older adults, causing hip fractures, head trauma and death.
- Older adults are hospitalized **5X** more often for fall-related injuries than other causes.



SOCIAL ISOLATION

- Older adults are now **5%** less socially engaged versus 20 years ago. social isolation increases risk of mortality by **62-75%** more than obesity, high cholesterol or high blood pressure. The effect of loneliness and social isolation is equivalent in risk to smoking 15 cigarettes per day.



PREVENTABLE CHRONIC DISEASES

50%

OF AMERICAN ADULTS HAVE ONE OR MORE PREVENTABLE CHRONIC DISEASES.

- Leading cause of death among older adults in the U.S. are heart disease, cancer, chronic lower respiratory diseases, stroke, Alzheimer's disease, and diabetes.
- 4 chronic diseases — heart disease, cancer, stroke, and diabetes — cause almost 2/3 of all deaths each year.
- 7 of the 10 most common chronic diseases are favorably influenced by regular physical activity, **YET OVER 80%** of adults still are not meeting the minimum exercise guidelines for health.

POWER PLATE WHOLE BODY VIBRATION TRAINING

Power Plate® minimizes the need for conscious exertion and stress on the musculoskeletal, respiratory and cardiovascular systems. Where conventional exercise enhances force by increasing mass, Power Plate enhances force by increasing acceleration through vibration. These vibrations cause multiple, muscular reflexive actions to deliver a full body workout. Physical results include increased balance and coordination, strength and flexibility, heightened muscle definition, postural control, tone and reduced cellulite and body fat, improved hormonal balance, lymphatic and blood circulation.

It gets the job done faster. Power Plate training is more efficient than any other traditional exercise, amplifying the benefits of smaller movements, without additional weights, making it ideal for older users who could have limited physical mobility or that might be concerned about the risk of falling.

SPECIFIC HEALTH BENEFITS OF POWER PLATE RELATING TO ACTIVE AGING INCLUDE:

Bone Density Power Plate increases bone mineral density and works effectively as a regular training protocol to reverse bone loss and the effects of osteoporosis.

Fall Prevention Power Plate is an accessible training tool that's scientifically proven to improve gait, muscle strength and power and improve postural control and balance.

Stroke Power Plate significantly increases voluntary muscle strength in stroke patients actively using the equipment for light exercise movements.

Obesity & Diabetes Power Plate stimulates fat loss and reduces acute and chronic blood glucose levels when used as part of a regular training program.

Heart Disease Power Plate significantly improves systemic stiffness, blood pressure, heart rate variability and muscle strength after a few regular exercise sessions.

Parkinson's Disease Power Plate helps control the muscle spasms caused by Parkinson's by increasing communication between the central nervous system and the muscles. Power Plate also improves postural control to ensure mobility and quality of life in Parkinson's patients, with 25% improvement in tremors and 24% reduction in rigidity.

Injury Recovery (specifically Peripheral Nervous System PNS) Power Plate will activate injured muscle strands without painful straining or worsening the injury. It has been proven to speed up nerve regeneration and bring back normal sensation faster to damaged areas.

ALS. (Lou Gehrig's Disease) Power Plate stimulates muscle activation to slow deterioration and muscle atrophy, without causing muscle overactivity injuries in ALS patients.

Cystic Fibrosis Power Plate increases lymphatic drainage which prevents rapid buildup of mucus and helps drain mucus from the lungs.

Restless Leg Syndrome Similar to Parkinson's from a neurological perspective, Power Plate helps increase neuromuscular communication and control unnecessary muscle spasms in RLS sufferers.



OUR COMMITMENT TO ACTIVE AGING AT YOUR FACILITY

CREDIBILITY. VERSATILITY. INCLUSIVITY.

Whole Body Vibration™ as a functional, safe and holistic training phenomenon has revolutionized the medical, beauty, sports, health and fitness industries with its far-reaching applications. More than 200 independent research studies have been conducted on the health benefits of Whole Body Vibration™ with over 40 specifically using the Power Plate®. You can read a selection of these studies on the research page of the Power Plate website.

Power Plate has many scientifically-proven health benefits including improved cardiovascular fitness, heart health, bone health, neuromuscular stimulation, and strength and balance training.

Power Plate is the trusted choice in whole body vibration training by facilities offering fitness, wellness, rehabilitation, injury prevention and sports performance enhancement. Many professional sports teams use it as a standard training protocol and the international list of home-users, celebrities, coaches, trainers, scientists, doctors and physical therapists using Power Plate® equipment is growing daily.

Older adults challenged by one or more chronic conditions will significantly benefit from this evidence-backed application to improve their cardiovascular, neuromuscular and circulatory performance; significantly increasing their quality of life.

Performance Health Systems is committed to support your active aging business strategy and create stronger, healthier members. As a content and education partner, Power Plate provides your facilities with evidence-based, safe and inclusive programming, training and marketing solutions to introduce a new value proposition to your community – targeting the FIT ACTIVE, FIT MOTIVATED and ACTIVE AGING markets.

Power Plate looks forward to supporting a highly-differentiated and inclusive new health solution for your members.

Power Plate branded products have received the Class II A MDD Certification in Europe. It is one of the few medical/fitness devices that have been awarded this certification.

Power Plate is a Class 1 US FDA-Registered Device

Power Plate has become the only device of its kind to achieve Non-Exercise Activity Thermogenesis (NEAT) certification from the Mayo Clinic.



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