

WELLBEATS™ TRANSITIONS

Active Aging Fitness for Your
Body and Your Brain

WHY THIS AUDIENCE?

WELLBEATS Transitions was created for adults ages 45-65 who are active, but may not be able to do what they once could in their 30s. Their joints, mobility and energy levels are showing signs of age, however they still want to stay active, strong and resilient with exercise options appropriate for their age.

*WELLBEATS requires
instructors to be 40
yrs old to teach this
Format*

“ This demographic is looking for solutions to not only stay healthy and mobile, but to stay sharp mentally. ”

- Chief Content Development Officer, Linda Shelton

ABOUT THE PROGRAMMING

Transitions programming is designed using varied activities, cross plane sequences and awareness skills to re-awaken certain neurological activity and memory function through fitness. Despite age, cognitive health is still accessible – it just needs a little exercise. Each Transitions class offers a compilation of cardio, resistance and mind/body activities to give both the brain and the body the conditioning it needs for a youthful quality of life.





Transitions

active aging



Overview

A totally refreshing outlook on fitness, Transitions is about staying active, strong, sexy and vital, working out with intelligence while promoting optimum fitness and health for like. Each Transitions class features the perfect multi-level mix of cardio, resistance training, balance, mobility and awareness skills that can positively impact those in the market.



What are the Benefits?

- Improve your overall fitness level and health with a great, engaging workout.
- Improve muscular strength and endurance.
- Weight loss through elevated calorie usage.
- Reduced risk of bone and joint degeneration.
- Improve agility, flexibility, core stability, posture and balance.



MINOT STATE UNIVERSITY RESEARCH

In 2015, Dr. Terry Eckmann and colleagues at Minot State University, ND conducted a 10-week study to assess how WELLBEATS Transitions programming affects fitness parameters, body image and cognitive health for sedentary women ages 45-65.



After 10 weeks, participants in each group demonstrated positive results in both fitness parameters and body image categories, demonstrating physical changes, increased feelings of attractiveness and satisfaction with their personal appearance.



FITNESS PARAMETERS



BODY IMAGE



COGNITIVE HEALTH

Most significant and surprising to this study, however were the cognitive results. Both groups significantly improved executive functioning skills – engaging the pre-frontal cortex of the brain that's responsible for things such as decision making, focus, learning and applying knowledge.



Cognitive improvements were the most surprising to us. We had just completed a different study of two other world-renowned fitness programs and neither had shown to affect cognitive abilities for this age range. I believe that the compilation of varied activities and exercise sequences in Transitions, the complexity and intentionality of the movement patterns had a lot to do with the cognitive improvements.



– Dr. Terry Eckmann

To sample Transitions programming and learn more about WELLBEATS visit www.wellbeats.com

