



## NEWS RELEASE

# Skulpt Announces First Personalized Smart Fitness Trainer That Provides Professional-level Guidance Based on Your Unique Physiology

*New training system uses compact measurement device with robust app to deliver science-based customized workouts and nutrition advice*

**San Francisco, CA – March 29, 2016** – The science-based connected fitness company, [Skulpt](#), today announced the availability of the Skulpt Personalized Smart Fitness Trainer. The compact, hand-held body scanner device and mobile app work together to provide customized workouts and nutrition guidance based on precise measurements of users' muscle quality and body fat. Leveraging science-driven techniques previously only available through professional fitness testing and coaching, Skulpt's affordable new training system offers consumers the ability to optimize their workouts to get more efficient and reliable results, and get fit faster. Skulpt is based on proprietary science originally developed for treating patients with neuromuscular disorders.

"No matter what the fitness goal is, monitoring is only the first step in getting there," said Jose Bohorquez, PhD, co-founder and CEO of Skulpt. "The Skulpt Personalized Smart Fitness Trainer gives fitness enthusiasts more than just a way to track their workout. It actually gives insight into the effectiveness of their program and provides actionable advice based on the data from muscle quality and body fat assessments, which are more closely correlated to fitness than any other measures."

### **The Personalized Smart Fitness Trainer**

The Skulpt training system features a hand-held body scanner called the Chisel, a compact and easy-to-use device that accurately measures muscle quality and body fat across 24 muscle groups. The Skulpt app translates data from the measurements into actionable advice, leveraging proprietary algorithms that combine input from top fitness experts, with guidelines from the American College of Sports Medicine (ACSM), to provide users with the most relevant workout and nutrition advice that's individually tailored to each person's unique physiology.

The Skulpt Chisel, available now for iOS users, connects to Apple Health, enabling consumers to integrate their Skulpt data with all of their other health information. An Android version of the app will be available soon.

### **The Science**

Skulpt measures muscle quality and body fat using Electrical Impedance Myography (EIM), originally developed by Harvard Medical School neurologist and Skulpt co-founder Dr. Seward Rutkove, to measure and track the muscle health and progress of patients with muscular disorders. The science was originally funded by the National Science Foundation (NSF) and National Institutes of Health (NIH), and is currently in use in clinical trials at leading universities and major medical centers including UCLA and Johns Hopkins.

"After years of development and research, and six years since EIM was first adopted by medical researchers, we realized this technology could be miniaturized into a personal device that could analyze muscle quality and body fat to help anyone trying to maintain, improve and track their fitness," said Rutkove.

## How it Works

In order to reach individual fitness goals, it's crucial to measure the fat loss and strength gains throughout the body. By looking at muscle quality and body fat, Skulpt analyzes how tiny amounts of high-frequency current flow through muscles. Stronger, leaner muscles have different electrical characteristics than weaker muscles with more fat. The training system is the first tool to provide these key insights by assessing the below two characteristics:

- **Fat Percentage:** Skulpt is the only device that captures fat content both beneath the skin and within each muscle, by measuring localized impedance across various frequencies and orientations with respect to muscle fibers.
- **Muscle Quality:** Muscle quality is a rating of muscle strength relative to muscle mass. Skulpt determines muscle quality by measuring composition and structure of a muscle over a specific region.

The Skulpt Personalized Smart Fitness Trainer is now available for \$99 at <http://www.skulpt.me>, as well as online at BestBuy.com, DicksSportingGoods.com and Target.com.

## About Skulpt

Founded in 2009 by Harvard Medical School neurologist Dr. Seward Rutkove and MIT graduate Dr. Jose Bohorquez, Skulpt began as a medical device company focused on commercializing Dr. Rutkove's technique of Electrical Impedance Myography (EIM), a lab-based technology used to measure and track the muscle health and progress of patients with muscular disorders. The science, originally funded by the National Science Foundation (NSF) and National Institutes of Health (NIH), has been studied for over 15 years and is currently in use in clinical trials at leading medical centers, and by leading pharmaceutical companies. In 2012, the company developed its consumer-focused EIM offering, by miniaturizing its lab-based technology into a personal smart fitness trainer. The new Skulpt Personalized Smart Fitness Trainer allows consumers to optimize their workout time and get real results efficiently and reliably, with access to fitness expertise previously available only through professional fitness testing and coaching. For more information, visit: <http://www.skulpt.me>

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