

BECAUSE **70** IS THE **NEW 50**



There's no doubt about it – growing older isn't for sissies. The good news is scientific evidence concludes that physical activity extends years of active and independent living, reduces disability and improves quality of life for older adults.

Whether you've exercised all your life or never stepped into a gym, HUR fitness equipment offers **the strength you need for the results you want:**

The strength of body

The stamina to pursue passions, maintain relationships, handle life's surprises with grace and live on one's own terms.

The strength of mind and character

The muscle to stand, move, dance, eat, work, play and be independent as long as possible.

The strength to be well

And the power to regain and maintain strength following injury or illness.



TESSERA BRANDON

is **POWERED** by **HUR**

and features HUR pneumatic strength-building equipment to build muscle, increase stamina and promote overall wellbeing.



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STRONG IS
AGELESS



POWERED by HUR

HUR's pneumatic (air-resistant) strength training solutions are uniquely designed for **safe, effective, easy** and **enjoyable** use.



Premium HUR equipment features:

A. Pneumatic resistance

Resistance from air pressure – not weight stacks – provides optimal muscle loading (and is quiet too!).

B. SmartTouch technology

Highly customized and automated exercising is safe, comfortable and non-intimidating.

C. Easy access on and off

HUR equipment is ideal for older adults and people with (or without) wheelchairs.

D. Natural transmission

Pneumatic resistance follows the natural movement of the muscle and is easy on joints and muscles.

E. Zero starting loads

Lower weight starts yield faster results and are especially ideal for beginners.

F. Small, incremental resistance

Quarter pound incremental advancements allow for controlled progress and easy-to-see gains.

G. Globally-known industry leader

HUR is a world-wide leader in strength training for older adults with over 25 years of experience and 10,000 installations on five continents.



WHY STRENGTH MATTERS

The National Institute on Aging recommends strength-training exercises two to three days per week with a rest day between sessions. Strength-training for older adults should include exercises for all major muscle groups – shoulders, arms, chest, abdomen, back, hips, and legs – and is ideal for:

Overall Wellness

A regular program of strengthening, combined with aerobic exercises, can help reduce or prevent many functional declines associated with growing older.

Fall Prevention

Muscular strength is directly connected to functional ability and balance control, both of which help with the management of everyday chores and maintaining functional ability.

Lower Back Pain

Strengthening of the abdominal and low back muscle core often helps relieve lower back pain.

Rehabilitation

Strength-training modalities are critical to recovery following various injuries, surgeries or illnesses.

Strength training is just what older bodies need to fight the loss of muscle mass and strength.

~ American College of Sports Medicine

Strength training at least twice a week helps older adults live longer.

~ Penn State College of Medicine

*As with any fitness program, participants should be sure to talk to their doctor before starting a strength-training program.