



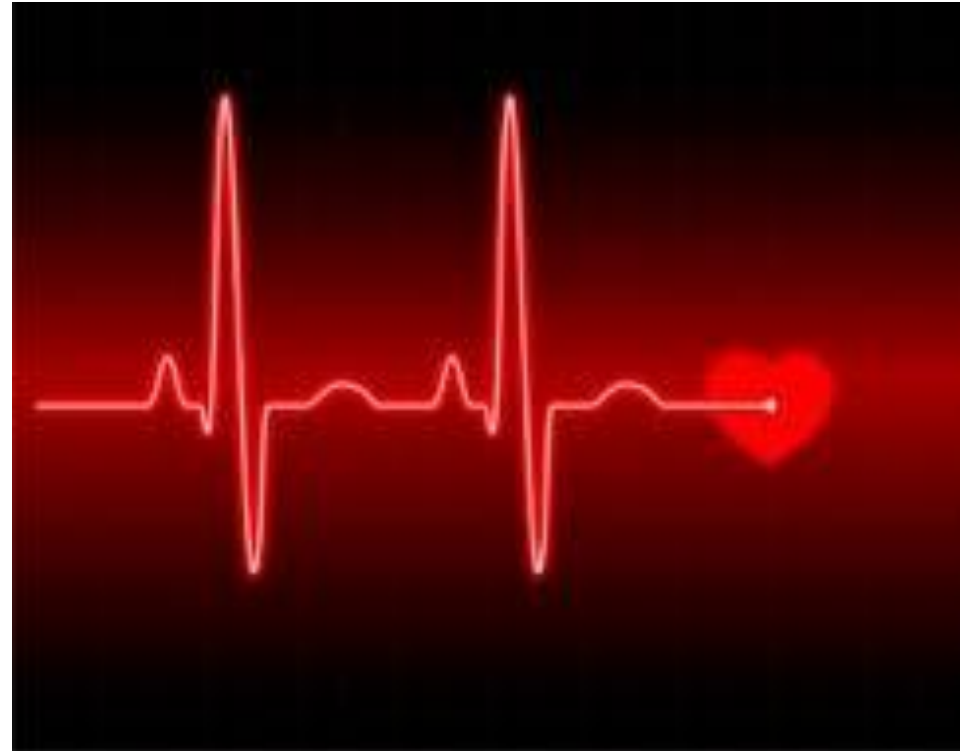
**POLAR**<sup>®</sup>  
LISTEN TO YOUR BODY

# *Give the Gift of a Healthy Heart*

*George Centeio, M.A.  
February 2011*

# Outline

- Change Lives
- PPT.com
- HRM Q&A
- Training Zones
- Product Comparison
- **Case Studies**
- Success Stories





# *Changing Lives*

# Changing Lives



- “Confirmed by doctor's records, I've lost almost 50 lbs in just over two months. That would be .72 lbs a day for 69 days”
- “I push up to the top of a hill, I'll pause -- I'm 'in the zone,' and when HRM dips too low I get moving again. I think this is a very, very natural way folks walk or ride bikes and I'm not training for the Olympics; I'm burning 550 calories a day.”

BARRY KEAVENEY

Polar FT4 Heart Rate Monitor

# Changing Lives



- “I have always struggled with the execution of my many theoretical fitness plans until my boyfriend bought a FT40 Polar heart rate monitor for my 38th birthday.”
- “Suddenly there was evidence on the polarpersonaltrainer.com upload screen that my ambitions and the reality did not exactly match. From that point on my motivation increased several fold and I now work out approximately 5 times a week and for an hour on each occasion.”

JACQUIE JENKINS

Polar FT40 Heart Rate Monitor

***Polar Personal Trainer.com***

# Diary: Month View

**Month Summary**

	Result	Target
Training sessions	30	6 #
Duration	27:43	06:20 hh:mm
Calories	14811	4500 Cal
Distance	0	0 mi

**STAR Program Status**

Zone	Time	Result	Target
3		00:15	00:50
2		00:10	02:20
1		02:10	02:10

(08/21/2010 11:33 AM)

[View program](#)

**Favorite Training Sessions**

- Free Weights
- &...

05/30/2010 - 07/10/2010 Today Select Date View: Week Month List

week	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
21	05/30 Cardio ... 01:22 1057 Cal	05/31 Basketball 00:18 217 Cal	06/01 Basketball 01:33 1003 Cal	06/02 Cardio ... Free	06/03 Jump Ro... 00:45 512 Cal	06/04 Cardio ... 01:23 889 Cal	06/05 Fitness Data Jump Ro...
22	06/06 Cardio ... 01:00 676 Cal	06/07 Cardio ... 01:01 593 Cal	06/08	06/09 Fitness Data	06/10	06/11	06/12
23	06/13	06/14 Cardio ... 01:35 1150 Cal	06/15 Cardio ... 01:37 982 Cal	06/16 Fitness Data Training session	06/17	06/18 Cardio ... 01:42 1055 Cal	06/19 Long1 01:15 850 Cal
24	06/20	06/21 Circuit... 01:39 555 Cal	06/22	06/23 Free Free	06/24 Jump Ro... 00:32 431 Cal	06/25 Free 00:51 735 Cal	06/26 Long1 01:15 850 Cal
25	06/27	06/28 Jump Ro... 00:32 401 Cal	06/29	06/30	07/01 Beach B... 00:47 433 Cal	07/02 Free Surfing	07/03 Jump Ro... Long1
26	07/04	07/05	07/06	07/07	07/08	07/09 Various... Free	07/10 Free Long1

# Training Results: FT7/FT40



## TRAINING RESULT

Data

Training Zones

Date

08/04/2010



Time

07:48 PM

Name

Jump Rope & Push Ups

Sport

Add new sport in My Sports

Note

Jump Rope - 2 minutes x 12 sets

Push ups - 25 x 12 sets

Shadow boxing - 3 minutes x 6 sets

Polar product

Polar FT7

Distance

0 mi

Calories

767 Cal

Duration

01:04:27 hh:mm:ss

Average heart rate

140 bpm

Maximum heart rate

172 bpm

# Training Results: FT7/FT40



## TRAINING RESULT

Data

Training Zones

Date 08/04/2010 07:48 PM

Name Jump Rope & Push Ups

### Summary

Duration 01:04:27

Calories 767 Cal

Distance 0 mi

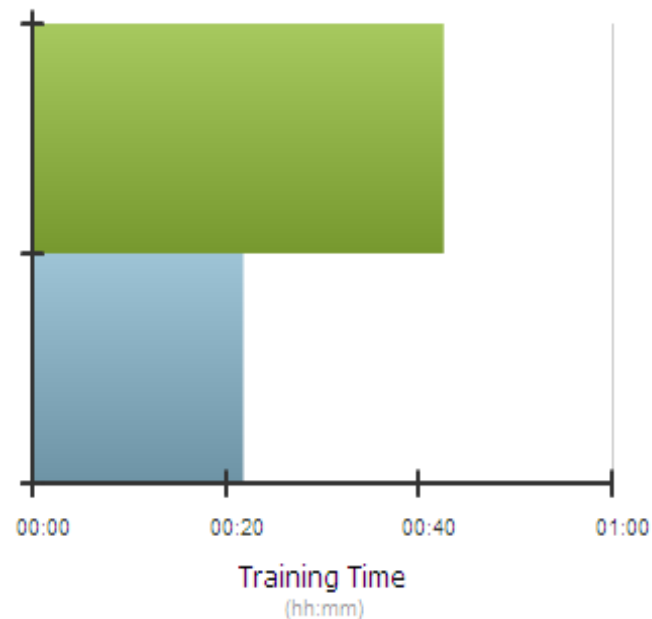
Average HR 140 bpm

Maximum HR 172 bpm

### Note

Jump Rope - 2 minutes x 12 sets Push ups - 25 x 12 sets Shadow boxing - 3 minutes x 6 sets

## Time in Heart Rate Zones



Result  
(hh:mm:ss)

Fitness

00:42:37

Fat burn

00:21:50

# Training Results: FT60/80



## TRAINING RESULT

Data

Training Zones

Date

08/07/2010



Time

05:47 PM

Name

Cardio & Free Weights

Sport

Add new sport in My Sports

Note

Treadmill

Free Weights

Bench - 5 x 50

Military - 4 x 30

Upright Rows - 4 x 25

Bicep Curls - 4 x 25

Polar product

Polar FT60

Distance

2.84 mi

Calories

999 Cal

Duration

01:16:16 hh:mm:ss

Average heart rate

140 bpm

Maximum heart rate

171 bpm

Fat percentage of calories

17 %

Speed avg

2.17 mph

Speed max

8.02 mph

# Training Results: FT60/80



## TRAINING RESULT

Data

Training Zones

Date 08/07/2010 05:47 PM

Name Cardio & Free Weights

### Summary

Duration 01:16:16

Calories 999 Cal

Distance 2.84 mi

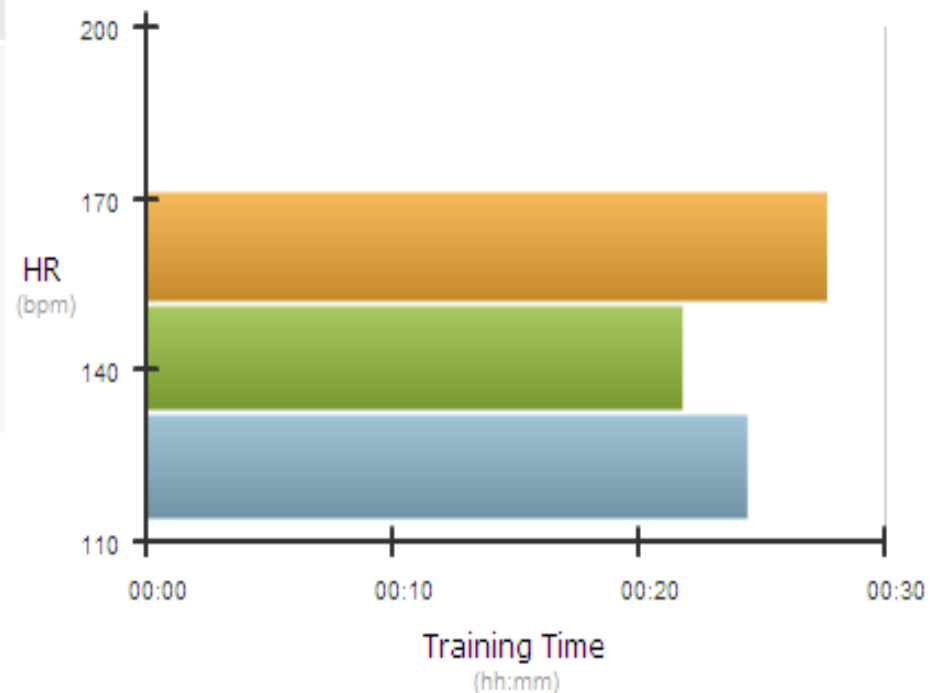
Average HR 140 bpm

Maximum HR 171 bpm

### Note

Treadmill Free Weights Bench - 5 x 50 Military -  
4 x 30 Upright Rows - 4 x 25 Bicep Curls - 4 x  
25

## Time in Heart Rate Zones



## Result

(hh:mm:ss)

3 00:27:41

2 00:21:49

1 00:24:27

# Training Results: FT80



## TRAINING RESULT

Data

Training Zones

Curves

Date 08/25/2010 05:58 PM

Name Treadmill & Free Weights

### Summary

Duration 01:29:56

Calories 1030 Cal

Distance 5.14 mi

Average HR 135 bpm

Maximum HR 176 bpm

### Note

Treadmill - Free Weights DB Bicep Curl - 4 x 8-12  
Curl Bar Curls - 4 x 8-12  
Rope Pushdowns - 3 x 8-12  
1 Hand, DB, OH Ext - 3 x 8-12



SHOW CURVES



HR

# Training Results: FT80



Date  
08/23/2010

Time  
07:00 PM

Name  
Free Weights & Cardio

Sport  
Add new sport in My Sports

Note

	Result Values	Target Values
Distance	2.99 mi	2.5 mi
Calories	906 Cal	800 Cal
Duration	01:23:14 hh:mm:ss	01:30:00 hh:mm:ss



## Completed Workout

	Muscle Group	Exercise	Sets	repetitions	Weight (lb)	Weight (% of 1RM)	1RM (lb)
1	<input type="checkbox"/> Delts	Seated DB Overhead Press	4	8 - 12	60	79	75
2	<input type="checkbox"/> Delts	Barbell Upright Row	4	8 - 12	85	54	155
3	<input type="checkbox"/> Delts	Standing DB Side Raises	4	8 - 12	20	57	35
4	<input type="checkbox"/> Delts	Standing DB Front Raises	4	8 - 12	20	57	35

# Training Results: RS300x



## TRAINING RESULT

Data

Training Zones

Limits

Date	Polar product	Polar RS300X
<input type="text" value="09/20/2010"/>		
Time	Distance	<input type="text" value="3.32"/> mi
<input type="text" value="05:30 PM"/>	Calories	<input type="text" value="391"/> Cal
Name	Duration	<input type="text" value="00:45:46"/> hh:mm:ss
<input type="text" value="Treadmill Interval"/>		
Sport	Average heart rate	<input type="text" value="127"/> bpm
<input type="text" value="Add new sport in My Sports"/> ▼	Maximum heart rate	<input type="text" value="174"/> bpm
Note	Speed avg	<input type="text" value="4.4"/> mph
<input type="text" value="40 min Treadmill Workout"/> ▲	Speed max	<input type="text" value="10"/> mph
10 min - 50 - 65% max	Pace avg	<input type="text" value="13:38"/> min/mi
8 min - 65 - 75% max	Pace max	<input type="text" value="06:00"/> min/mi
2 min - 82 - 93% max		
Repeat		

# Training Results: RS300x



## TRAINING RESULT

Data

Training Zones

Limits

Date 09/20/2010 05:30 PM

Name Interval

### Summary

Duration 00:45:46

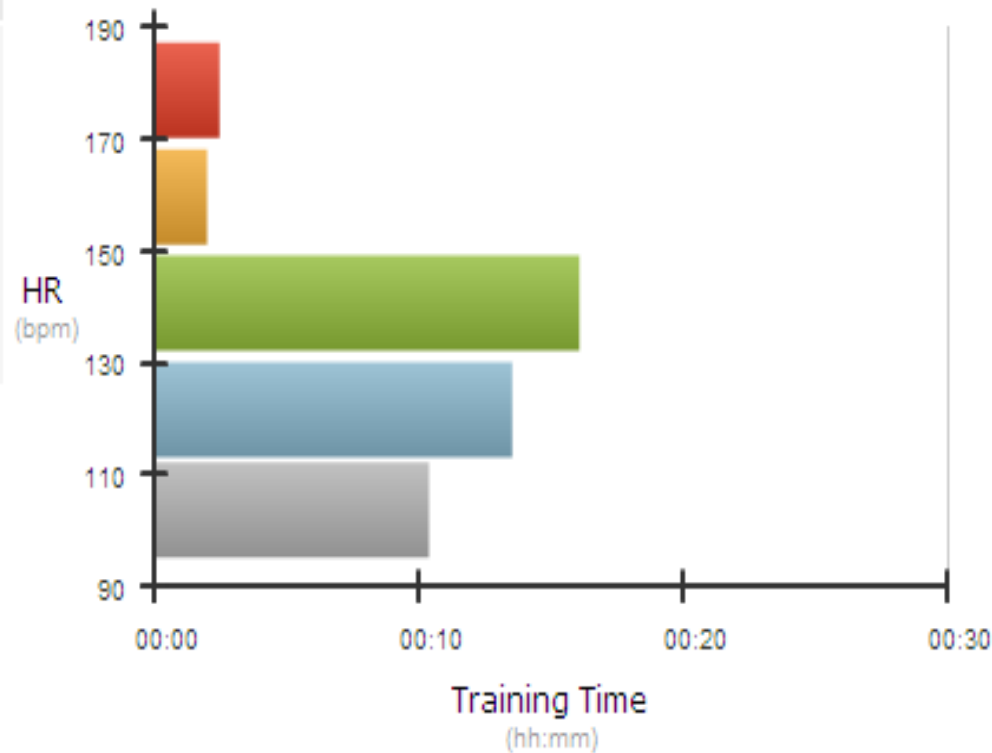
Calories 391 Cal

Distance 3.32 mi

Average HR 127 bpm

Maximum HR 174 bpm

## Time in Sport Zones



## Result

(hh:mm:ss)

5

00:02:28

4

00:02:01

3

00:16:05

2

00:13:33

1

00:10:24

# Training Results: RS300x



## TRAINING RESULT

- Data
- Training Zones
- Limits

Date 09/20/2010 05:30 PM

Name Interval

### Summary

Duration 00:45:46

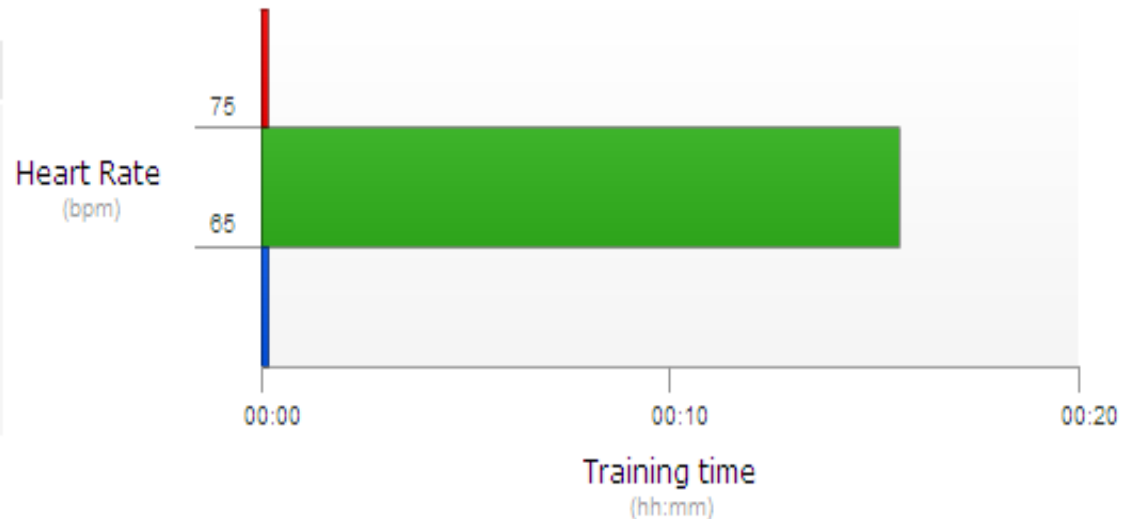
Calories 391 Cal

Distance 3.32 mi

Average HR 127 bpm

Maximum HR 174 bpm

### Training time within set limits



Limit #	Duration (hh:mm:ss)			Limit type	Limit
	Below	In Zone	Above		
1	<span style="color: blue;">■</span> 00:01:15	<span style="color: green;">■</span> 00:22:21	<span style="color: red;">■</span> 00:02:10	Heart rate limit	50 - 65 bpm
2	<span style="color: blue;">■</span> 00:00:12	<span style="color: green;">■</span> 00:15:37	<span style="color: red;">■</span> 00:00:11	Heart rate limit	65 - 75 bpm
3	<span style="color: blue;">■</span> 00:00:38	<span style="color: green;">■</span> 00:03:22	<span style="color: red;">■</span> 00:00:00	Heart rate limit	82 - 93 bpm

# Training Results: RS300x



## TRAINING RESULT

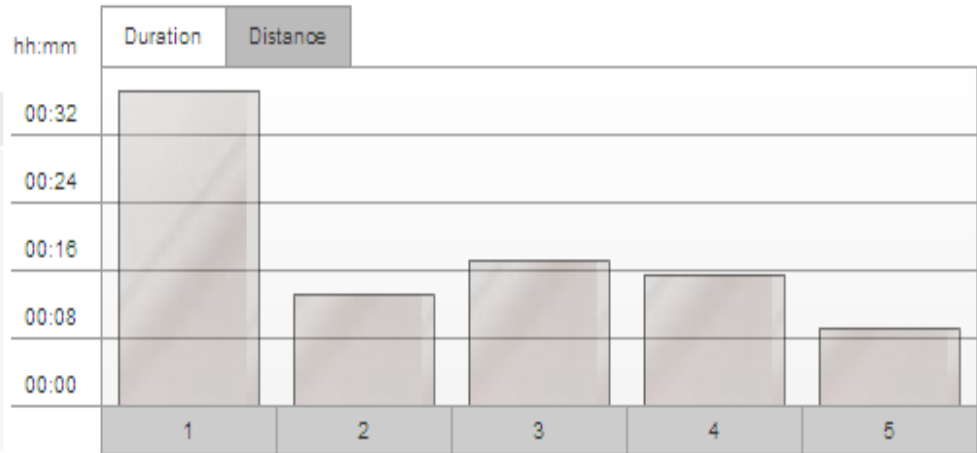
- Data
- Training Zones
- Limits
- Laps**

Date 08/03/2010 06:31 PM  
 Name Cardio & Free Weights

**Summary**

Duration 01:31:47  
 Calories 690 Cal  
 Distance 0 mi

Average HR 121 bpm  
 Maximum HR 163 bpm



**Note**  
 Elliptical - 30 minutes Free Weights - Back Pulldowns - 5 x 12 DB Rows - 4 x 12 DB Shrugs - 4 x 12 Hyper Exts - 4 x 12

No.	LAP		AVERAGE			LAP END			TOTAL	
	Duration (hh:mm:ss)	Distance (mi)	HR (bpm)	Speed (mph)	Cadence (rpm)	HR (bpm)	Speed (mph)	Cadence (rpm)	Duration (hh:mm:ss)	Distance (mi)
1	00:37:07.000		143			123			00:37:07.000	
2	00:13:05.500		112			118			00:50:12.500	0
3	00:17:05.500		118			110			01:07:18.000	0
4	00:15:25.400		117			121			01:22:43.400	0
5	00:09:03.900		108			100			01:31:47.300	0

# My Progress: List

## Period Summary

	Total	Week avg.	
Training sessions	13	3.3	#
Duration	18:34	04:38	hh:mm
Calories	10498	2624.5	Cal
Distance	31.9	8	mi

## MY PROGRESS

View: [Graph](#) [List](#)

Follow up your training progress. Select the time period you want to view and choose either a graph or a list view.

View  From  to

Week	Training sessions	Distance (mi)	Duration (hh:mm)	Calories (Cal)
11/07 - 11/13/2010	2	5.9	03:02	1818
10/31 - 11/06/2010	0	0	00:00	0
10/24 - 10/30/2010	6	13.4	07:42	4303
10/17 - 10/23/2010	5	12.6	07:48	4377

# My Progress: Graph

## Period Summary

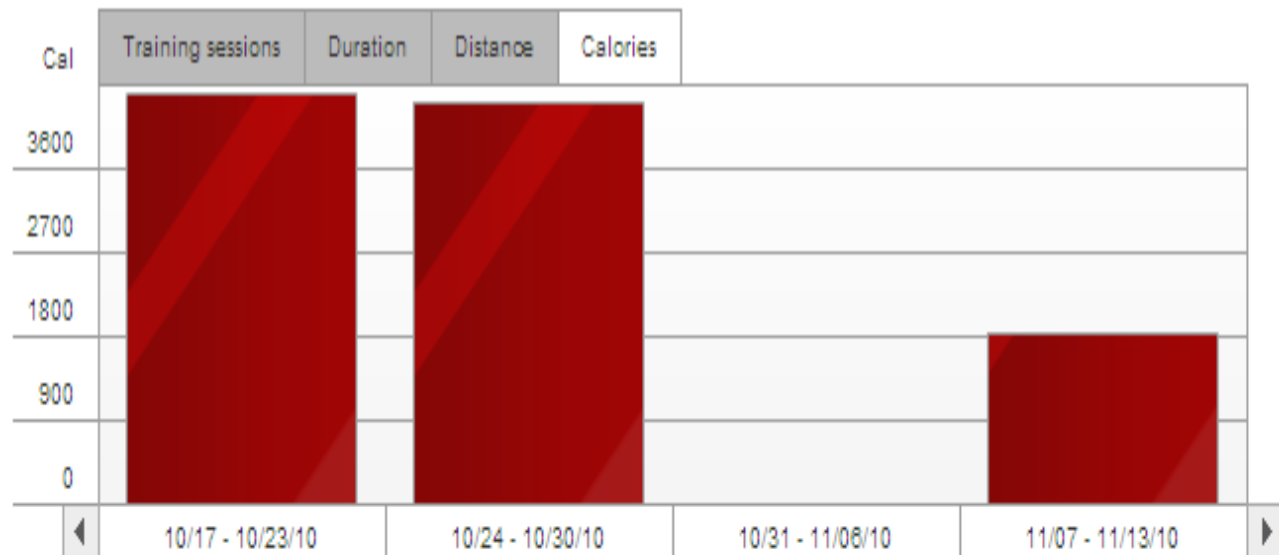
	Total	Week avg.	
Training sessions	13	3.3	#
Duration	18:34	04:38	hh:mm
Calories	10498	2624.5	Cal
Distance	31.9	8	mi

## MY PROGRESS

View: **Graph**

Follow up your training progress. Select the time period you want to view and choose either a graph or a list view.

View  From  to



# Training Progress: STAR






## YOUR CURRENT STAR TRAINING PROGRAM

This is the weekly status of the program that you have activated on your Polar training computer.

**01/31/2011 - 02/06/2011**

	Result	Target	
Duration	01:24 /	02:20	hh:mm
Calories	636 /	1700	Cal

(02/02/2011 11:07 AM)

Zone	Time	Result	Target
3		00:07	00:10
2		00:12	01:30
1		00:45	00:40

### Advice

Reaching your program targets requires effort. You need to train a lot more to get to your goal.

## Previous week

### Feedback

Your training for the week was incomplete, so you did not reach your targets.

[View past weeks](#)

# Challenges



## CHALLENGES > P90X LEAN CHALLENGE

Challenge Name	P90X Lean Challenge
Challenge Goal	Most calories accumulated by the finishing date <a href="#">Detailed rules</a>
Type	Individual
Publicity	Public
Starting	02/01/2011
Finishing	05/01/2011 06:00 PM
Info	Engage and dominate the P90X Lean program. To lose 30 pounds and gain lean muscle mass and cardio stamina.

No.	Nickname	Status
1	<a href="#">Sassy1</a>	
2	<a href="#">Wiltshire_Andy</a>	1312 Cal
3	<a href="#">Peopleman</a>	618 Cal
4	<a href="#">RG34U</a>	516 Cal

# *Heart Rate Q&A*

# Heart Rate Q&A



- **Q:** *Why workout with a HRM?*
- **A:** To reach a fitness goal, you need to exercise at the right intensity. Not too hard or too easy.
- A Polar heart rate monitor is the only accurate way to continuously measure your heart rate while you exercise.
- Using the information provided by your Polar heart rate monitor, you can customize your workouts, monitor your progress and help reach your goals faster.

# Heart Rate Q&A



- **Q:** *What's the benefit of using a Polar WearLink chest transmitter?*
- **A:** All Polar heart rate monitors require a transmitter because it provides a continuous heart rate read.
- This is a much more accurate and effective guide during exercise than alternatives where you have to stop and take your pulse.
- Also, a WearLink transmitter provides more accurate calorie burn information.

# Heart Rate Q&A



- **Q:** *What are the Polar sport zones?*
- **A:** When you vary your exercise intensity, you can achieve specific results.
- The ***Polar sport zone chart explains*** each exercise intensity zone and the corresponding training benefit you can achieve when staying within that zone.

# Heart Rate Q&A

- **Q: How soon can the improvement in fitness be seen?**
- **A:** It takes a minimum of 6 weeks on an average to achieve a noticeable change in cardiovascular fitness.
- Less fit individuals see progress even more rapidly and for more active individuals more time is needed.
- An average change in cardiovascular fitness for adults is 12-15% in 10-12 weeks if moderate intensity exercise is performed 3-4 times a week for at least 30-40 min each time.
- The purpose of the Polar Fitness Test is to monitor progress. It is not so much the exact OwnIndex values, but rather the trend, that is the most important thing to follow.

# *Training Zones*

# Training Zones

INSERT YOUR:

32

TARGET ZONE  
HEART RATE

EXAMPLE  
DURATION

169 - 188 BPM

**BENEFITS:** develops maximum performance and speed  
**FEELS LIKE:** very exhausting for breathing and muscles  
**RECOMMENDED FOR:** fit persons and for athletic training

Maximize  
Performance

VERY HARD  
90-100%

LESS THAN  
5 MIN

HARD  
80-90%

2-10 MIN

150 - 169 BPM

**BENEFITS:** increases maximum performance capacity  
**FEELS LIKE:** muscular fatigue and heavy breathing  
**RECOMMENDED FOR:** everybody for shorter exercises

Improve  
Fitness

MODERATE  
70-80%

10-40 MIN

132 - 150 BPM

**BENEFITS:** improves aerobic fitness  
**FEELS LIKE:** light muscular strain, easy breathing, moderate sweating  
**RECOMMENDED FOR:** everybody for moderately long exercises

Lose  
Weight

LIGHT  
60-70%

40-80 MIN

113 - 132 BPM

**BENEFITS:** improves basic endurance and fat burning  
**FEELS LIKE:** comfortable, easy breathing, low muscle load, light sweating  
**RECOMMENDED FOR:** everybody for longer and frequently repeated shorter exercises

VERY LIGHT  
50-60%

20-40 MIN

94 - 113 BPM

**BENEFITS:** improves overall health and helps recovery  
**FEELS LIKE:** very easy for breathing and muscles  
**RECOMMENDED FOR:** weight management and active recovery

# Training Zones on the web



- [www.polarusa.com](http://www.polarusa.com)
- Training with Polar
- New to Polar?
- Why Train with a HR Monitor?

# *Product Comparison*

# Calorie Counter – FT4



## Features / Benefits

- Basic Features

- Dual Time Zone
- User Changeable Battery
- 30m Water Resistant

- Training Features

- **Calorie Counter**
- OwnCode® Transmission
- WearLink® Transmitter
- 12 Files In Memory
- 1 Training Zone



# Downloadable – FT7

**POLAR®**  
LISTEN TO YOUR BODY

## Features / Benefits

- Basic Features
  - User Changeable Battery
  - 30m Water Resistant
- Training Features
  - Energy Pointer
  - 2 Training Zones
    - Fat Burning Effect
    - Fitness Improving Effect
  - Weekly Training Summary
  - OwnCode® Transmission
  - WearLink® Transmitter
  - 99 Files In Memory
  - Calorie Counter
- Data Communication Tools
  - Polar FlowLink™



# Fitness Test – FT40

**POLAR**<sup>®</sup>  
LISTEN TO YOUR BODY

## Features / Benefits

- Basic Features
  - User Changeable Battery
  - 30m Water Resistant
- Training Features
  - OwnIndex Fitness Test (VO2)
  - % Fat Calories
  - OwnCode<sup>®</sup> Transmission
  - WearLink<sup>®</sup> Transmitter
  - 50 Files In Memory
  - Calorie Counter
  - Energy Pointer
  - 2 Training Zones
    - Fat Burning Effect
    - Fitness Improving Effect
  - Weekly Training Summary
- Data Communication Tools
  - Polar FlowLink<sup>™</sup>



# Custom Programming – FT60

**POLAR®**  
LISTEN TO YOUR BODY

## Features / Benefits

### • Basic Features

- User Changeable Battery
- 30m Water Resistant

### • Training Features

- Star Training Program
- GPS or Foot Pod Option
- 3 Training Zones
- OwnIndex Fitness Test (VO2)
- % Fat Calories
- OwnCode® Transmission
- WearLink® Transmitter
- 99 Files In Memory
- Weekly Training Summary

### • Data Communication Tools

- Polar FlowLink™



# Strength Programming – FT80

**POLAR**<sup>®</sup>  
LISTEN TO YOUR BODY

## Features / Benefits

- Basic Features
  - User Changeable Battery
  - 50m Water Resistant
  - Stopwatch
- Training Features
  - Strength and Recovery
  - Star Training Program
  - GPS or Foot Pod Option
  - 3 Training Zones
  - OwnIndex Fitness Test (VO2)
  - % Fat Calories
  - OwnCode<sup>®</sup> Transmission
  - WearLink<sup>®</sup> Transmitter
  - 99 Files In Memory
  - Weekly Training Summary
- Data Communication Tools
  - Polar FlowLink<sup>™</sup>



# 5 Zone Training – RS300

**POLAR**<sup>®</sup>  
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## Features / Benefits

- **Basic Features**
  - User Changeable Battery
  - 50m Water Resistant
- **Training Features**
  - 5 Training Zones
  - Interval Training Programs
  - Lap Splits
  - GPS or Foot Pod Option
  - OwnIndex Fitness Test (VO2)
  - OwnCode<sup>®</sup> Transmission
  - WearLink<sup>®</sup> Transmitter
  - 16 Files In Memory
  - Weekly Training Summary
- **Data Communication Tools**
  - Polar FlowLink<sup>™</sup>



***Test Drive***

# Test Drive

**POLAR**<sup>®</sup>  
LISTEN TO YOUR BODY

- [www.polarusa.com](http://www.polarusa.com)
- Support
- Video Tutorials
- Product



# *Case Studies*

# Case Study: Tricia

- Age: 47 years old
- Occupation: Stay at home mom
- Goals: Wants to lose weight
- Fitness Level: Beginner

• **FT 7**

**POLAR**<sup>®</sup>  
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## Case Study: Scott

- Age: 33 years old
- Occupation: PE teacher
- Goals: Training for a marathon
- Fitness Level: Advanced



## • RS300



# Case Study: Sharon

- Age: 24 years old
- Occupation: Graduate Student
- Goals: Improve cardio fitness, loose weight, stick to training program
- Fitness Level: Intermediate
- **FT60**



## Case Study: Matt

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- Age: 37 years old
- Occupation: Construction Worker
- Goals: Increase muscular strength & endurance, improve cardio, stick with a program
- Fitness Level: Advanced

• **FT 80**



# *Success Stories*

# Success Stories



1. You Tube: My Fat to Fit Transformation

2. [www.polarusa.com](http://www.polarusa.com)

- Polar Community Tab
  - Polar People Tab

3. Share Info with Members

# *Conclusion*

- Give the Gift of a Healthy Heart
- Change Someone's Life
- Train Smart & Effectively
- Use Available Resources

# *Future Training/Edu Needs*



- Contact George Centeio for any training or education needs:
  - Email: [george.centeio@polar.fi](mailto:george.centeio@polar.fi)
  - Cell: 516-589-0017

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***Thank You!***

