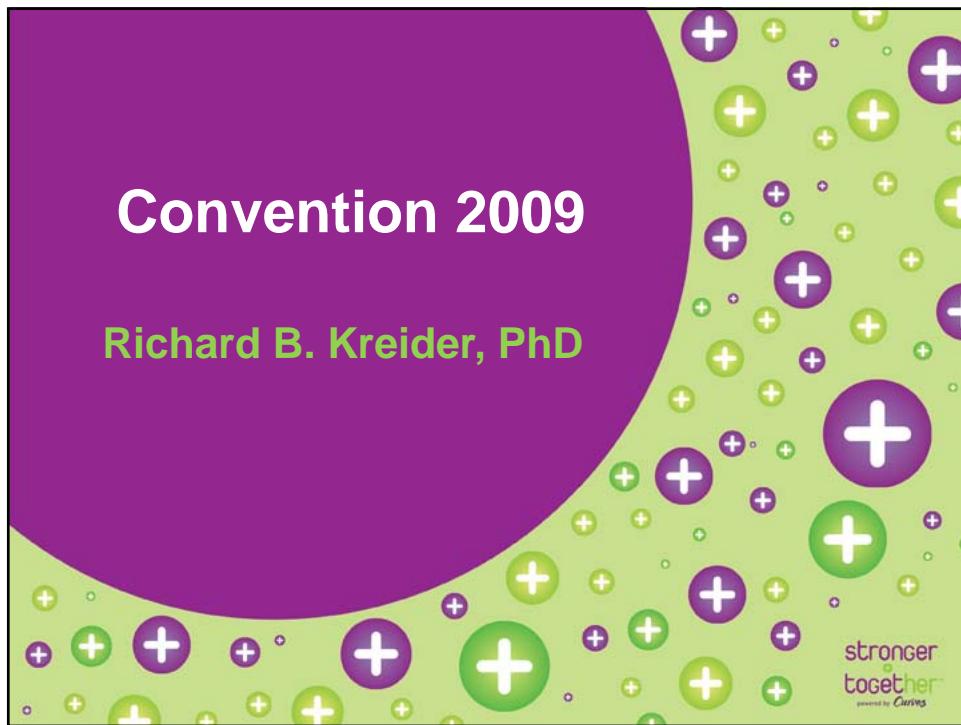


2009 Curves Annual Convention



Update



- Curves / Avon Fitness Challenge
- Weight Loss Challenge
- 30/30 Diet Update
- Impact

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What is the greatest impact of starting the Curves fitness program?

- A. Weight Loss
- B. Fitness Gains
- C. Health Gains
- D. Attitude Change



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Curves
AVON

Fitness Challenge II

- Participants (29,220)
 - 44.8 ± 13 yrs
 - 185.1 ± 44 lbs
 - 64.5 ± 3 in
 - 31.3 ± 7 BMI
 - 38.3 ± 7 % body fat (BIA)
 - 76 ± 11 bpm (8,409)
 - $124 \pm 16/80 \pm 11$ BP (11,024)
 - 194 ± 35 mg/dl CHL (2,138)
 - 101 ± 28 mg/dl Glucose (1,423)



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A table comparing attitudes and barriers about exercise before and after participating in Curves. The left column lists the attitudes or barriers, and the right column shows the percentage for pre and post participation.

Attitudes / Barriers about Exercise	Impact of Curves Pre / Post
Unsure	13.4% / 2.2%
Uncomfortable	20.7% / 4.7%
No Time	47.7% / 26.9%
Too Tired	35.6% / 17.2%
Too Boring	8.9% / 2.7%
No Need to Lose	1.2% / 0.7%
Disability	4.3% / 2.8%

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Fitness Challenge II



*Significant improvements
in body composition,
markers of health, and
health behaviors can be
achieved within 30-days
of starting Curves!*

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What is the greatest impact of starting Curves?

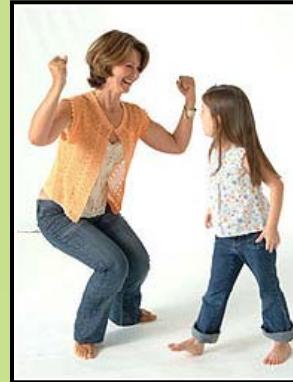
- A. Weight Loss
- B. Fitness Gains
- C. Health Gains
- D. Attitude Change**



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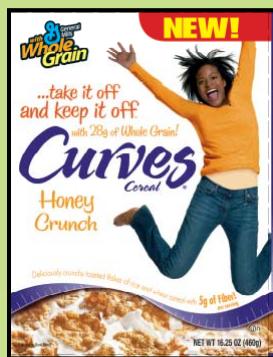
Is the Curves program more effective than other fitness and weight loss programs?

- A. Yes
- B. No
- C. Don't know



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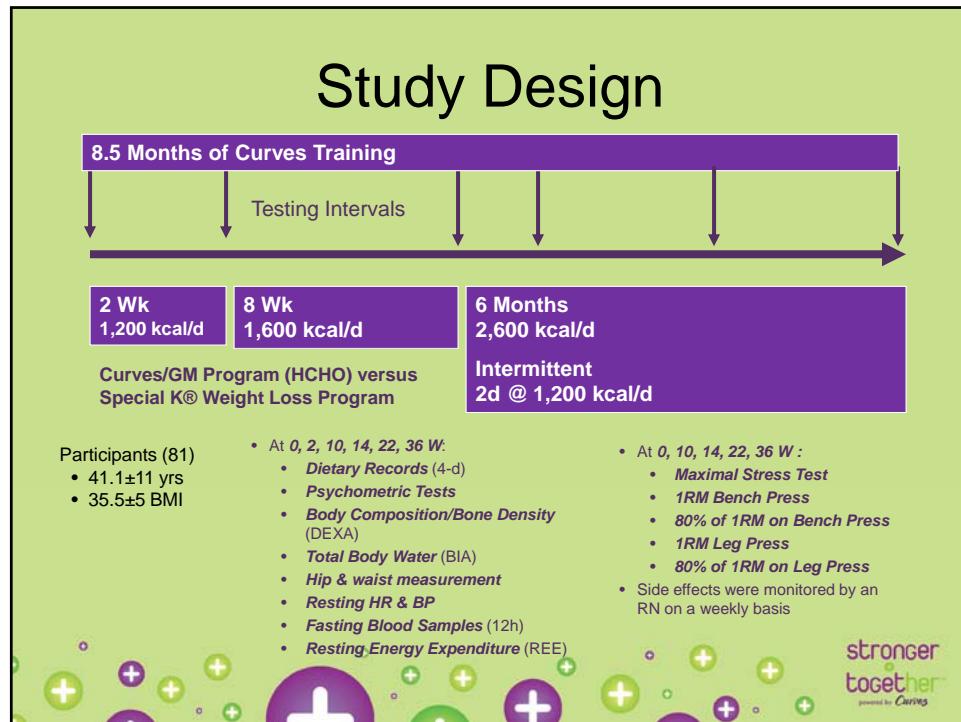
Weight Loss Challenge

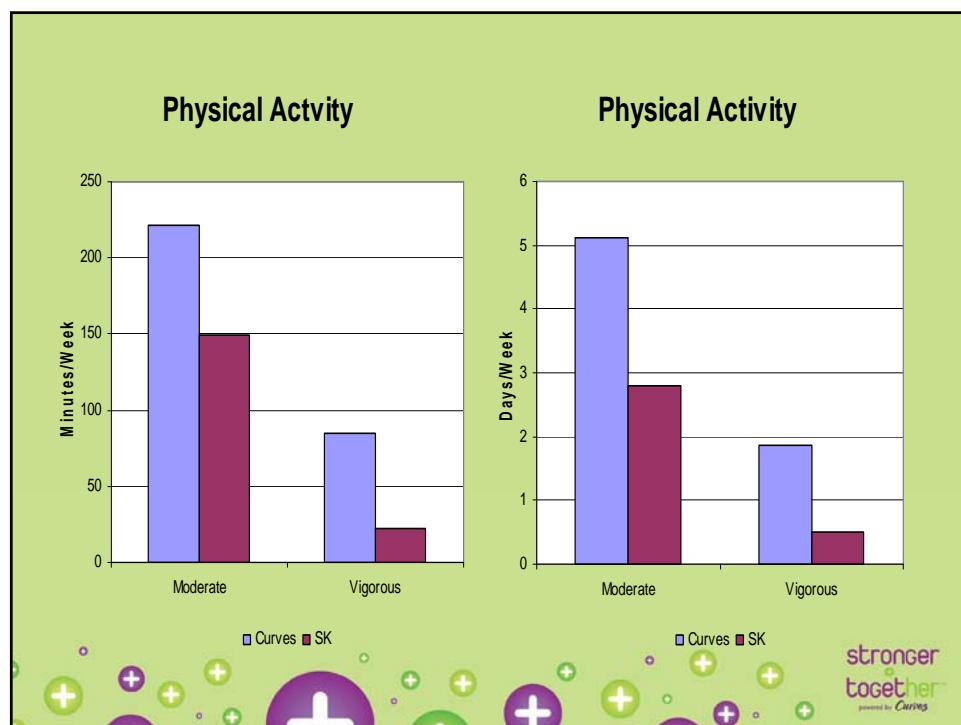
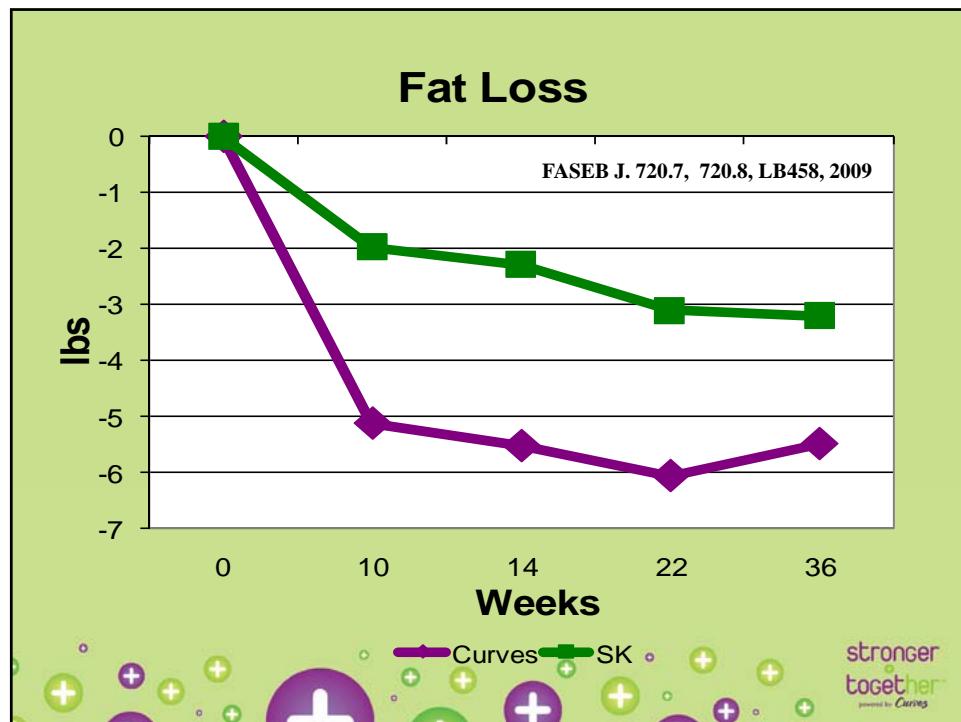


VS

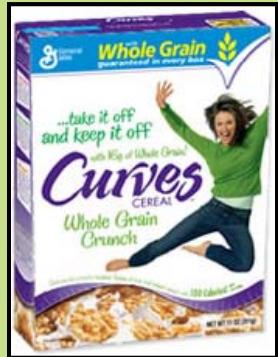


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Weight Loss Challenge



*Curves structured fitness
and weight loss program
was more effective than
the Special K Diet
Program!*

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**Is the Curves program more effective
than other fitness and weight loss
programs?**

- A. Yes
- B. No
- C. Don't know



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Is the Curves 30/30 diet effective?

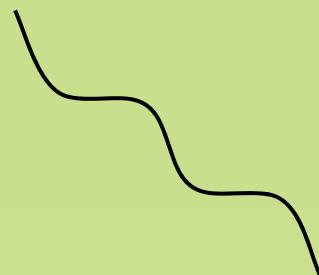
- A. Yes
- B. No
- C. Don't know



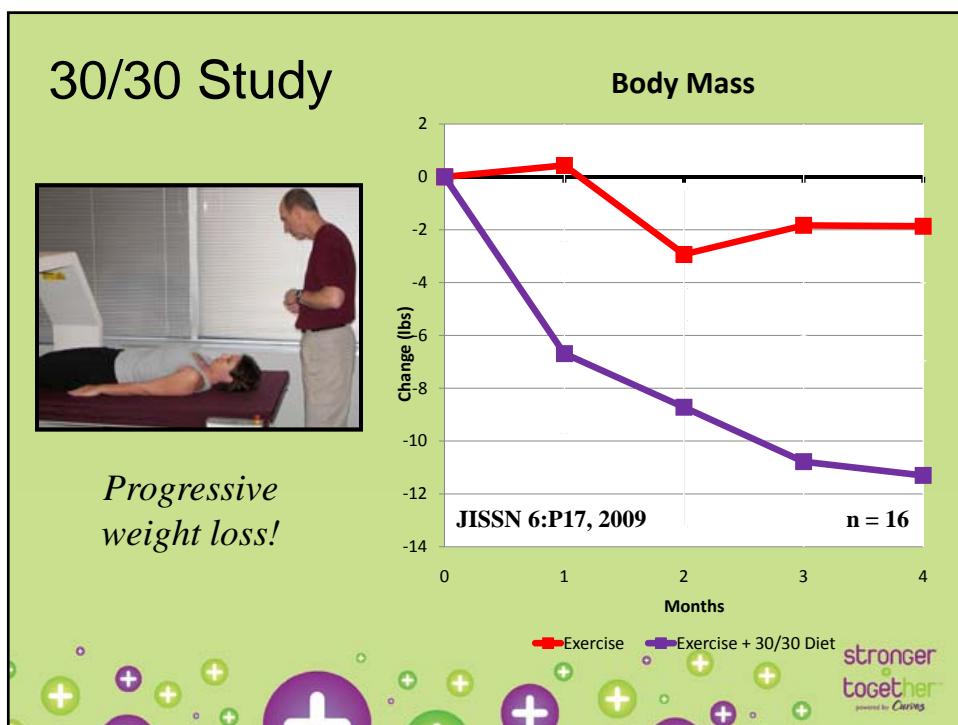
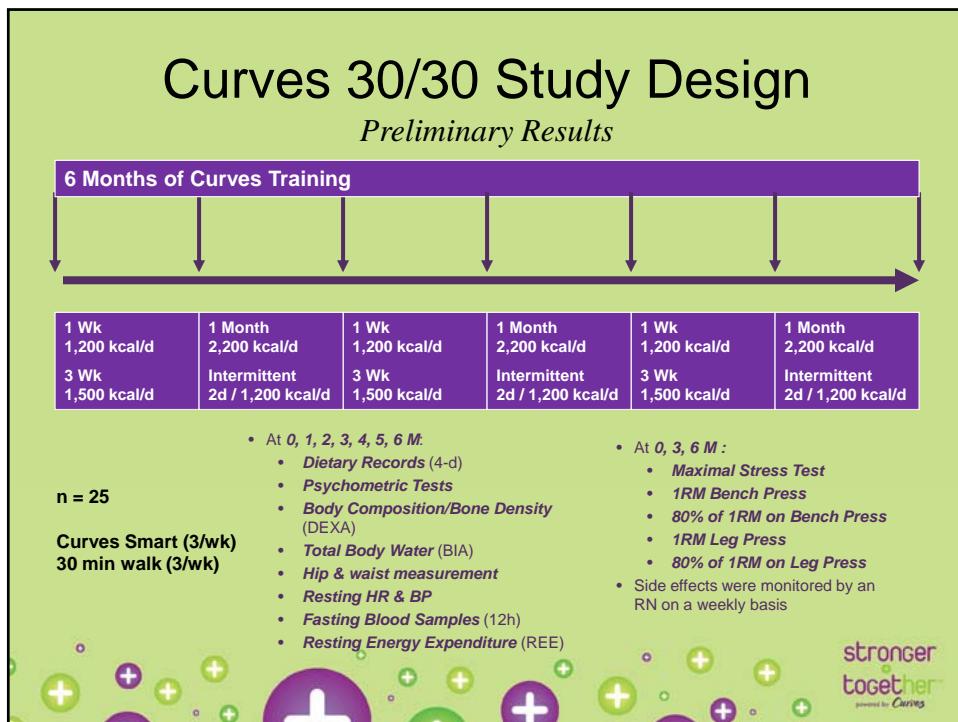
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Curves 30/30 Study

- Purpose
 - To optimize metabolic changes in response to weight loss
 - Attempt to promote a stepwise reduction in weight
 - Attempt to have less of a negative impact on metabolism
 - Attempt to promote adherence



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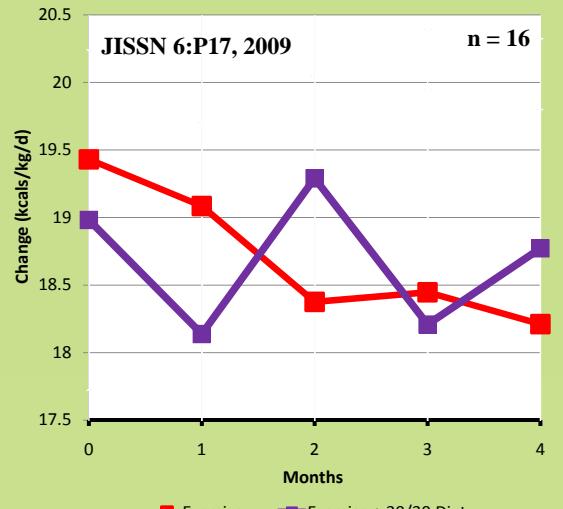


30/30 Study



*Energy expenditure
rebounds!*

Resting Energy Expenditure



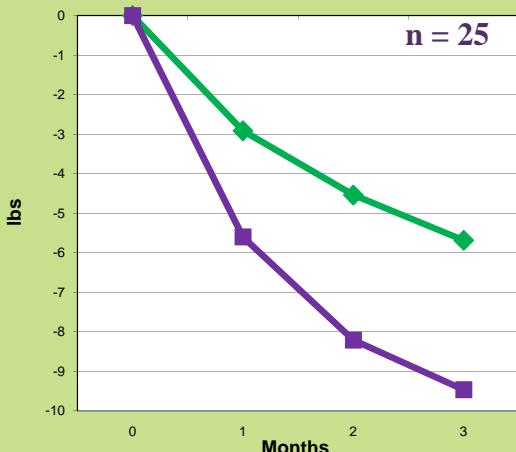
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30/30 Study



*High protein diet
more effective!*

Weight Loss



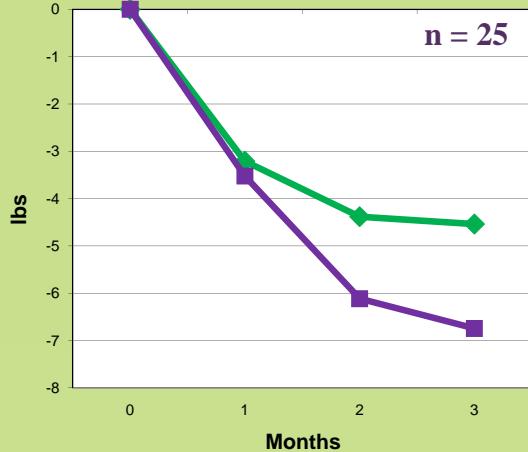
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30/30 Study



*High protein diet
more effective!*

Fat Loss



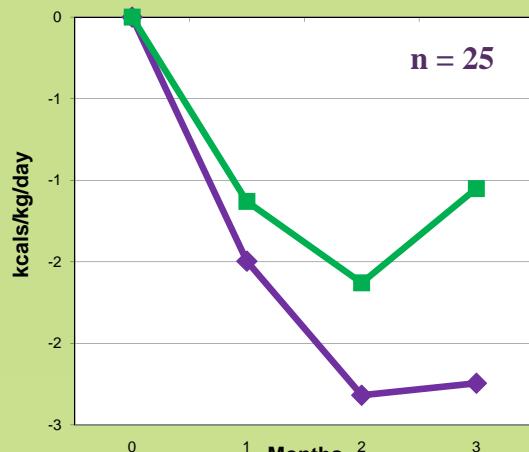
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30/30 Study



*High protein diet
more effective in
maintaining REE!*

Resting Energy Expenditure



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Curves 30/30 Diet

Preliminary data indicates that the Curves 30/30 diet plan is an effective way to promote progressive weight loss while preventing large decreases in metabolism!



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Is the Curves 30/30 diet effective?

- A. Yes
- B. No
- C. Too early to tell



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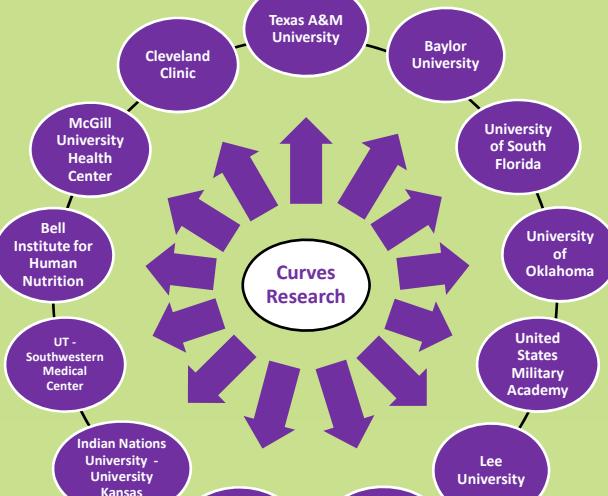
Is Curves research making an impact?

- A. Yes
- B. No
- C. Don't know

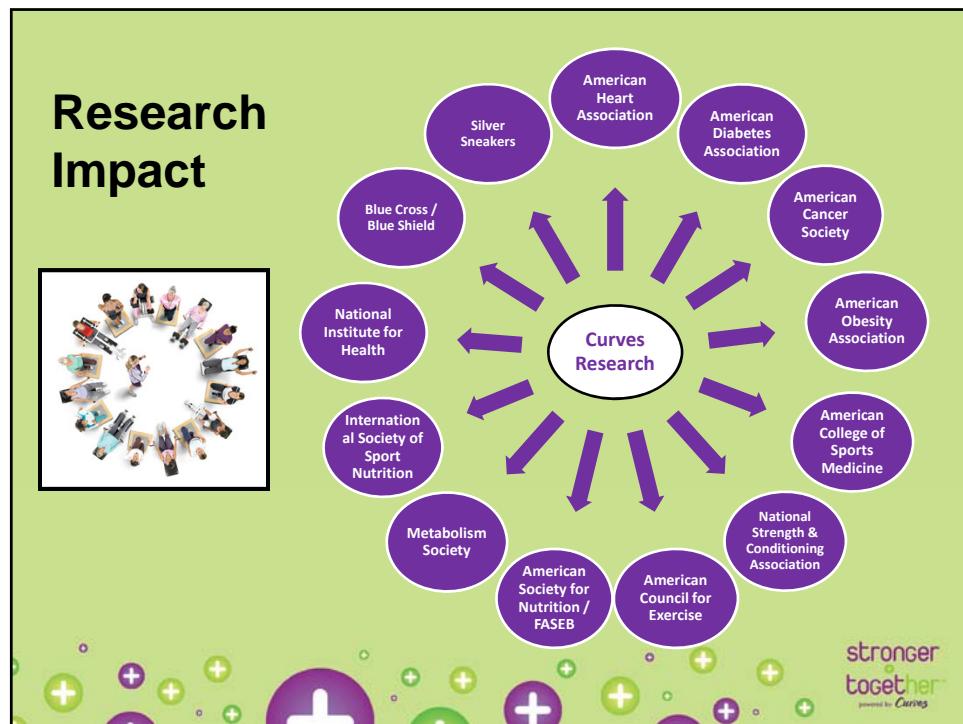


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Research Collaborations



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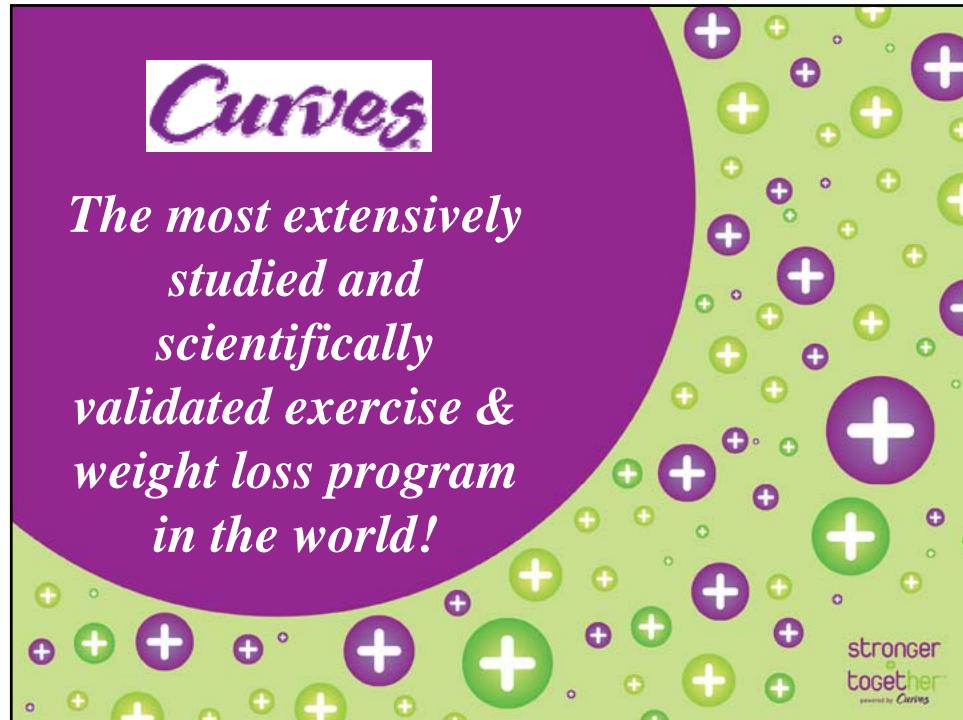


Is Curves research making an impact?

- A. Yes**
- B. No**
- C. Don't know**



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A promotional banner featuring two main sections. On the left, there is a box for "Exercise • Nutrition • Health • Performance" with the TAMU ESNL logo and "Exercise & Sport Nutrition Lab". Below this is a photo of a group of people posing in front of a "Curves" sign. At the bottom, there are two website addresses: "esnl.tamu.edu" and "curves.tamu.edu". On the right, there is a book cover for "Exercise & Sport Nutrition" by Richard B. Kreider, Brian C. Leutholtz, Frank I. Katch, and Victor Katch. The book cover features a woman's torso with a measuring tape around her waist. Below the book is the website "ExerciseAndSportNutrition.com". The bottom of the banner has a green gradient background with purple and green plus signs, and the "stronger together" logo is visible in the bottom right corner.