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FOR IMMEDIATE RELEASE

New Fitness Trend Makes a “Splash” in San Diego

San Diego, Calif.; (January 29, 2009): With the new year well under way, most of us have already forgotten our New Year’s resolutions to get fit, or at least put them on the back burner. Well, now there’s a new tool to help you beat the battle of the bulge, and it doesn’t require you to sweat a single drop.

Hydrostatic, or underwater, body fat testing is the newest, most accurate way to measure body fat that’s sweeping the fitness world. Recently made popular by NBC’s hit show “The Biggest Loser”, participants are fully-immersed in a tank of water while precise measurements are being taken. In just a few seconds, the specialized computer program obtains the most accurate calculation of your body fat percentage.

So, is this information really important when trying to slim down? “Absolutely”, says Iris Wilnai, owner of FitnessWave San Diego, the only hydrostatic body fat testing location in San Diego. “In order to succeed with your weight loss goals on a long-term basis you need to know where you’re starting from. Then you can see your progress, which keeps you motivated. It also allows you to track which types of diet and exercise programs are effective, and which ones aren’t” says Wilnai. She also stresses the importance of not just losing weight, but knowing what kind of weight you’re losing. “You don’t just want to see the numbers on the scale go down, you need to know you’re losing body fat and not the important fat-burning muscle.”

Just ask Jason Ventetuolo, local fitness professional, who recommends his clients get hydrostatic body fat tests. “It gives my clients a great opportunity to see where they’re currently at, then when they get re-tested and see how far they’ve come, it’s a huge motivator”, says Ventetuolo. “It’s always so rewarding for them to see all of their hard work pay off.”

FitnessWave San Diego, located in Kearny Mesa, is the exclusive location for hydrostatic body fat testing, along with other fitness testing services. For more information, you can visit www.GetDunkedSD.com, or call 858-573-9283.

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