

BettrLife Integrates Mobile Nutrition Coaching Platform with MYZONE Physical Activity Belts

Users of BettrLife's advanced mobile and web-based nutrition and wellness system will now have access to exercise data from MYZONE Physical Activity Belts.

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[/EINPresswire.com/](http://EINPresswire.com/) -- Users of BettrLife's advanced mobile and web-based health and wellness system will now have access to exercise data from MYZONE Physical Activity Belts to further improve health and fitness outcomes.

MYZONE joins a growing list of biometric tracking devices that seamlessly sync data to BettrLife's nutrition focused [health coaching platform](#).



BettrLife's comprehensive suite of nutrition and activity tools for planning, logging and tracking data allows for secure monitoring by a health coach, and for two-way interaction that increases engagement and health outcomes for users. The MYZONE system works by having members wear a heart-rate monitoring belt that sends their readings to screens around a fitness club in real-time. Through a series of personalized, color-coded tiles, users always know precisely what heart-rate zone they are in at any given moment during their workout, allowing optimized results. Together, BettrLife and MYZONE provide a comprehensive digital platform for member engagement.

"This partnership expands BettrLife's ecosystem to include one of the most innovative fitness devices on the market today," said BettrLife CEO, Don Schoen. "Health clubs can now offer a unique experience for their members with connected fitness and nutrition logging and coaching."

About BettrLife

BettrLife enables organizations to engage members in controlling their own health and wellness through an integrated suite of food, activity and [nutrition tracking tools](#). Health coaches are able to efficiently manage and monitor populations in a HIPAA secure environment while leading them to long-term healthy lifestyle changes. BettrLife's clinical and consumer applications allow for cloud data to be accessed via iOS, Android or web enabled devices in real time. Visit www.BettrLife.com for more information.

About MYZONE

MYZONE is the ultimate member engagement tool that accurately measures physical activity, wirelessly uploading data to the MYZONE users' online account. Gyms can then interact with members, set goals, competitions and have more relevant and engaging conversations with their members about their workouts to increase retention and PT penetration. For more information about MYZONE visit www.myzone.org.

Press release courtesy of Online PR Media: <http://bit.ly/1tEZcMj>

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