

Why Every Inch Matters?

FAIRFIELD, CT, USA, June 22, 2017 /EINPresswire.com/ -- Just in time for "Beach Season," a wellness initiative that targets the waistline. Termed Every Inch Matters®, the name identifies both the movement and the effort central to reigning in bulging waistlines. Complete program details are available at www.everyinchmatters.com.



Two components comprise the core of The Every In Matters® initiative - the "Free" Waistline Radio® app and The Every Inch Matters Waist Measure.

A new music app that streams popular songs found to enhance fitness and exercise routines has debuted, quickly attracting a devoted following of listeners. Called Waistline Radio®, the free app was developed to battle a national epidemic of excess belly fat, considered by health experts to be the riskiest form of weight gain and a predictor of chronic diseases like Type 2 diabetes, high blood pressure and heart disease.

The music selections featured on Waistline Radio® are based on research affirming that the tempo, beat and intensity of certain songs stimulate the brain and body movement, resulting in multiple benefits like a more positive attitude and greater enjoyment of exercise, the ability to increase reps and muscle strengthening, more stamina to work out longer, improved overall performance, and faster recovery. The app features scores of hit songs for each of five workout stages that set the intensity and pace of the listener's effort: Warm Up, Cardio, Intense, Cool Down, and Stretching. Increasing the volume stimulates the athlete to push even harder, making the workout even more productive and beneficial. View how Waistline Radio works at www.waistlineradio.com.

"Users love Waistline Radio because it takes the guesswork out of finding the right music for their exercise," says Wiley Mullins, founder of the new streaming service. "It's also a fun way to eliminate the danger posed by excess inches around the stomach, which, according to a study by the Today Show and AOL, is also the body part men and women obsess about most appearance-wise."

The Every Inch Matters Waistline Measure is unlike a standard tape measure. The waistline measure features bold color-coded inscriptions that allow for a quick and easy determination of a healthy waistline. A risky waistline or "Danger Zone" is reflected by the color red, and the color green signals a waistline "Safe Zone." Studies confirm that women with waistlines that exceed 35 inches and men with waistlines that measure 40 inches or greater are at elevated risk for Type 2 diabetes, high blood pressure and/or heart disease.

The Every Inch Matters Waistline Measure doesn't stop there. On the reverse side is a wealth of critical wellness information, including the common risk factors for diabetes; guidelines for preventing and controlling the disease; tips for exercising daily, losing weight and eating properly; and ways to prevent heart disease.

The Waistline Radio app is accessible from the Apple and Android stores, and details on obtaining an Every In Matters Waistline Measure can be found at www.everyinchmatters.com.

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