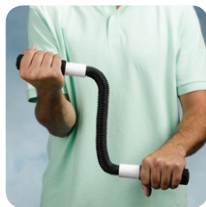
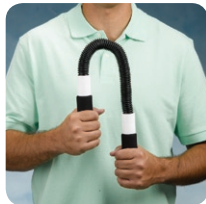




Consistent-Resistance™ Exerciser

*Improve upper
body strength
with fun, easy
repetitions.*



*Versatile dynamic exerciser
delivers Consistent-Resistance™.*

Key advantages to using HeartFlex®:

♥ **Builds Upper Body Strength**

HeartFlex® upper body exercises build hand, wrist, forearm, elbow, arm, shoulder, chest, and back strength. HeartFlex® is extremely versatile, allowing exercisers to change their movements in order to isolate specific muscles.

♥ **Speeds Physical Rehabilitation**

HeartFlex® targets specific muscles, joints, tendons, and ligaments. Its passive resistance is less likely to re-injure sensitive healing structures (as compared to the “overloading” that may be caused by weights, springs, or rubber bands).

♥ **Improves Physical Fitness and Health**

By combining resistance exercise with repetitions, HeartFlex® helps build strong, dense muscle tissue while increasing flexibility and endurance.

♥ **For All Fitness Levels**

HeartFlex® can be used by beginning exercisers, and added repetitions create an upper body workout that is rigorous enough to challenge even highly conditioned athletes. HeartFlex® even transforms walking, one of the best aerobic activities for seniors, into a full body workout.

♥ **Boosts Circulation**

HeartFlex® stimulates the vascular, pulmonary, and lymphatic circulatory systems. Improved circulation helps to naturally remove harmful toxins and lowers blood sugar.

♥ **Multiple Applications**

HeartFlex® strengthens the upper body while relieving tension and stress. Because it may be used while seated or lying down, it is ideal for wheelchair exercises, seniors, and patients who are recovering from surgeries such as breast cancer.

♥ **Enhances Athletic Performance**

Combining HeartFlex® with walking or stationary bike exercise engages the full body. Anyone active in sports such as golf, tennis, motorcycling, gymnastics, as well as individuals who are rehabilitating will benefit from using HeartFlex®.

♥ **Convenient for Travel and Easy to Store**

The easy-to-use, lightweight, compact design of HeartFlex® makes it perfect for home fitness, office exercise, and travel.

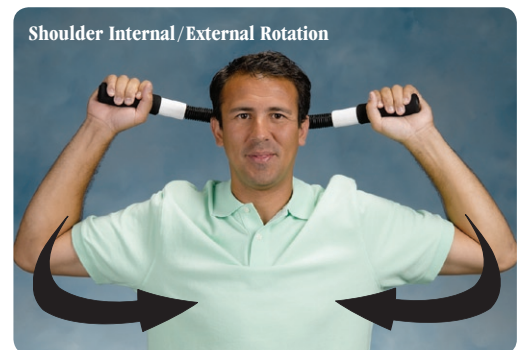
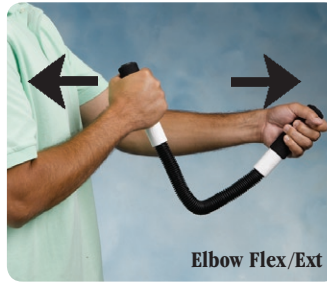


Close-up of the patented ball-and-socket resistance assembly. Eighteen precision joints supply the Consistent-Resistance™ that is unique to HeartFlex®.

Increase upper body strength with Consistent-Resistance™



An ideal exercise device for people living with limitations or recovering from surgery/injury.



Everyone can benefit from using HeartFlex®!

Occupational and Physical Therapy

Increases upper body strength. Speeds rehabilitation of the upper extremities. Helps relieve workplace stress, and prevents occupational injuries and claims.

Breast Cancer Rehabilitation

Simple, effective exercises strengthen arms, chest and back. Increases range of motion while stimulating lymphatic flow.

Diabetic Exercise Programs

Burns calories, which assists in weight loss and helps lower blood sugar levels. Regular exercise helps the body respond to insulin.

Athletes, Coaches and Trainers

Improves sports performance and helps prevent injuries by strengthening muscles. Speeds recovery from injuries. Can be used while running or working out to add cardio training.

Beginning Exercisers

Beginners can design their workouts, adding exercises and repetitions as fitness improves.

Wheelchair Users and Seniors

Encourages gentle and effective upper body exercises that can be performed while sitting up or lying down. The key to effectiveness is multiple repetitions, not strenuous activity. Helps maintain strength for more independent living. HeartFlex® is lightweight, fun and easy to use.

Regardless of age or fitness level, the patented technology of the HeartFlex® exerciser develops toned, conditioned and flexible muscles. It's a fun, easy way to build upper body strength and cardiovascular endurance by using multiple repetitions, not heavy exertion.

HeartFlex® utilizes a unique resistance assembly that consists of 18 precision ball-and-socket joints. This design creates the Consistent-Resistance™ that simulates the frictional resistance of a hand moving through water.

The HeartFlex® design is so innovative, it's protected by three U.S. patents.

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HeartFlex® Exerciser

Includes instructional DVD demonstrating standard Heartflex® exercises, 35 muscle-strengthening movements, and bonus segments focused on walking and golf.