

PRESS RELEASE

Short, sweet, and more popular than ever:

Women love High Intensity Training

5th May, 2015 - More and more women are using High Intensity Training (abbreviated to HIT) as the optimal sport to get in shape effectively, healthily, and to maintain it in the long term. This is also clear in the increasing proportion of female Free Athletes at Freeletics: 35%* of users to date are female and every day thousands of women sign up to High Intensity Training where they train using their own body weight. High Intensity Training means that the body will be taken up to its limit for a short period of time. This not only sets high training stimuli, but also fuels the body's fat burning engine properly. Although it's enormously difficult, it saves a lot of time and is suitable for everyday use in a way that differentiates it from every other sport.

Again and again, however, rumours circulate that HIT is not suitable for ladies: The training is too hard and confuses their hormonal balance, women would build up unbecoming muscles, and besides, long and moderate workouts are the best choice if the priority is to lose weight.

So, is HIT really the best choice for women? Freeletics answered this question with a resounding yes, and did away with the usual prejudices:

1. HIT melts fat

High Intensity Training in combination with endurance training stimulates metabolism and ensures a high afterburn. Meaning that nasty flab has no chance!

2. HIT tightens muscles

Many women want one thing above all: Tight muscles. In actual fact, muscles "tightening" from a purely training-physiological point of view does not occur. What people mean is the purely visual impression when muscles are easily visible under the skin. This effect comes into play via a reduction in body fat, not due to strengthening of the muscles. This means that training with Freeletics actually generates increased muscle tissue, but without the size of women's muscles increasingly significantly in volume. Although female muscles are capable of the above, which is known as hypertrophy, due to their lower testosterone levels, this does not occur to the same extent nor at the same rate as in male musculature. Moreover Freeletics covers all the major muscles to the same degree, resulting in a "streamlined" total body picture emerging.

3. HIT stimulates mobility

High Intensity Training, e.g. with Freeletics, falls into the category of functional training. That means: It does not focus on individual muscles or muscle groups, but rather lots of large muscle groups at a time, meaning that the training works on all manner of movements at a time. This results in better body awareness, a more upright posture and more confidence in body movements, which is advantageous overall.

4. HIT trains the mind

During high intensity exercise, our body releases endorphins and slightly limits the activity of certain brain regions, which acts as a sort of brain restart function. Perfect for unwinding and leaving everyday problems behind. In the short term and in the long term this leads to a more balanced sense of self and also trains the ability to focus on yourself, similar to meditating.

5. HIT strengthens the back

Many women have to contend with a rather weak back, back muscles, and related back pain. Exercises like push-ups, burpees and sit-ups, as feature in Freeletics workouts, strengthen the back and ensure a strong midsection.

6. HIT prevents weakness in old age

During menopause, women are particularly vulnerable to the risk of developing osteoporosis, due to decreases in oestrogen levels, and due to the direct connection with bone density and growth. Strong muscles are the best way to protect your bones. Whoever trains them continuously will benefit from this later.

7. HIT tightens connective tissue

Most women have weaker connective tissue than men due to lower testosterone levels. This manifests itself in cellulite. It is not a health risk, but many women do not feel comfortable with it. Sport contributes to strengthening the connective tissue and to tighter skin. There are several reasons for this: When the skin is moving, it is "trained at the same" and better supplied with blood. Testosterone is secreted primarily during intensive workouts and collagen is then transported to the skin cells. In addition, body fat percentage can be reduced through regular training with Freeletics, and this can help to reduce cellulite.

Useful tips on this topic and others related to women and High Intensity Training can be found in the [Knowledge Centre](#) including nutrition-specific features for HIT-enthusiastic women.

**In German-speaking countries*

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FREELETICS: THE COMPANY

The vision of Freeletics is to empower everyone around the world in unleashing their full physical and mental potential and become the strongest of themselves. The products and services from Freeletics offer the most important elements for individuals to reach their full potential: Freeletics promotes and increases physical fitness, improves mental strength, willpower and self-confidence which are vital for actively shaping lifestyles in accordance with an individual's desires and goals.

Founded in June 2013, the company is now represented in over 160 countries, has more than six million members and is the fastest growing sport and lifestyle company in the world. Freeletics also sets team standards: Teamwork, achievement and performance are important values within the company and are what motivate the team of over 100 highly professional employees every day to develop Freeletics into the most definitive global digital sports and lifestyle brand and constantly optimise and expand the product portfolio.

FREELETICS: THE TRAINING

Thanks to the highly efficient and motivational physical and mental training system with over 1000 training variations in the mobile and Web app, people of every age and fitness level can train to achieve their own personalised training goals no matter where or when. The community is at the heart of Freeletics: Whether in the park, outdoor fitness course or on the playground - groups of people around the world meet up to train together. However, it is not only sport that brings people together: So-called Free Athletes can share their personal bests, get together every day online and offline, share tips and advice with new users and make friends. Freeletics connects people, shows them ways of achieving their goals and motivates them to push themselves that little bit further to become the best they can be. This concept is unique worldwide and 12,000 new users sign up to Freeletics every day.