

## Dr Trust launches hi-tech weighing scale

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**The device not just enables users to map recent data against previous readings to track fitness levels, it can also sync the data of eight users with date and time**

Dr Trust, home health-tech devices has announced the launch of a hi-tech weighing scale which not just gives users a measure of weight but also assesses them on 18 vital health parameters to determine how fit they really are.

Drawing on the immense potential of Internet of Things (IoT) and telemedicine, the Dr Trust Bluetooth Body Scale allows users to send readings to their doctors in real time. The device provides an end-to-end monitoring solution from home settings by enabling users to sync the data on 18 critical fitness parameters with Dr Trust Scale Connect App as well as Apple Health and Google Fit.

While allowing users to examine the progress on their weight loss efforts, the Dr Trust Bluetooth Body Scale gives a true picture of fitness levels by accurately evaluating crucial factors like body mass index, basal metabolism rate (BMR), body age, bone mass, visceral fat, muscle mass, body fat percentage, skeletal muscle and much more.

Maintaining that the importance of these indicators cannot be overemphasised, Saurabh Goyal, Executive Director of Nureca Pvt Ltd, which owns the Dr Trust brand, said that while a high BMI can be an indicator of high body fatness, excess visceral fat can also have potentially dangerous consequences by inviting the risk of Type 2 diabetes and heart disease.

“Stored in the abdominal cavity close to vital organs like pancreas and liver, visceral fat influences the functioning of hormones. On the other hand, an accurate assessment of BMR, the number of calories the body needs to perform the most basic life-sustaining functions, can help gain, lose or maintain weight, as the case may be. By knowing how many calories you burn, you can know how many to consume,” he said.

Goyal said the capability of the device to keep track of low bone mass can help users prevent debilitating conditions like osteoporosis by including bone-strengthening nutrients in their diet.

“Yet another useful feature of Dr Trust Bluetooth Body Scale is its ability to determine your body age, a measure of how old you are biologically based on health and fitness levels. So, for a person aged 30 whose body age turns out to be 40, this revelation can act as a big motivation to work towards improving overall fitness levels,” he added.

The device not just enables users to map recent data against previous readings to track fitness levels, it can also sync the data of eight users with date and time.

"Portable, rechargeable and easy to use, the Dr Trust Bluetooth Body Scale can be an ideal companion for gym goers," said Goyal.

Powered by the patented Accu Gauge technology, the USFDA, CE and ISO-approved Dr Trust Bluetooth Body Scale with 10 registered design patents has four high-precision gauge sensors which bring down deviation in weight measurement to 50 grams as against the market range of 100-200g. It delivers a two-decimal point precision in readings, thus providing the most accurate results.