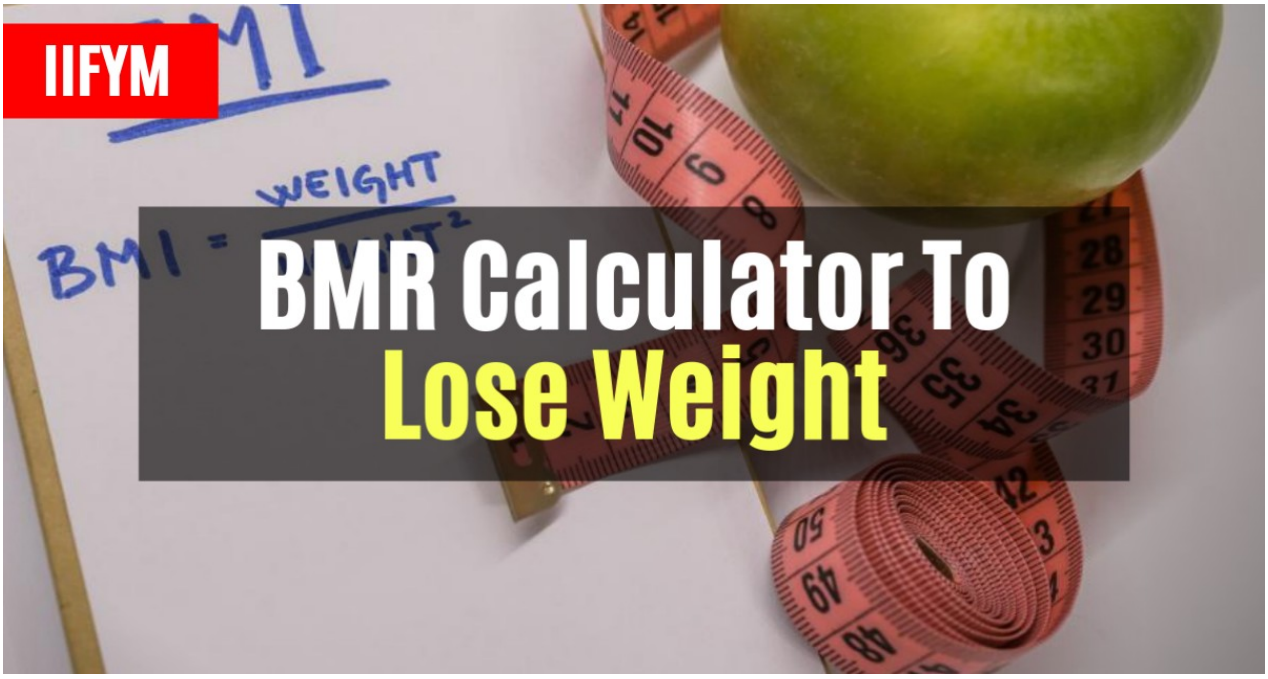


IIFYM Introduces Online Technology To Help Calculate Basal Metabolic Rate BMR Macros

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IIFYM, based in Tempe, Arizona, has announced that they have made available a new online technology that allows men and women to input information on a page form to calculate basal metabolic rate (BMR) macros. The online BMR calculator requires input for gender, age, height, current weight, how active is the person, weight lifting frequency, cardio and group fitness activity, how fast the person wants to lose weight, and medical diagnosis if any.

Anthony Collova, founder of IIFYM, explains, ?IIFYM is a diet plan that stands for If It Fits Your Macros. It helps users lose weight by tracking macronutrients (protein, fat, and carbohydrates) without restricting food choices. Macros are the only place calories come from so by hitting macros, users inherently hit weight loss calories. People report that IIFYM is the easiest and most sustainable weight loss plan they have ever followed. Many feel that they don?t even feel like they are dieting, due to a large number of calories we often give them."

BMR tells the amount of energy (in the form of calories) that the body needs to function while resting for 24 hours and is known as the basal metabolic rate. This number of calories reflects how much energy the body

requires to support vital body functions. One's BMR/BEE is typically about 60% of the body's total energy needs come from resting metabolism (see above), but this varies greatly depending on activity level.

The average BMR for an American woman is about 1,400 calories, while for a man its about 1,800. The Basal Metabolic Rate decreases with age and increases with muscle mass. BMR includes thermic effect of food when people think of eating, it is pretty well understood that food contains energy in the form of calories. So, in order to process what one eats, the body needs to expend energy above the body's regular (BMR). This is known as the "Thermic Effect of Food" or TEF for short.

Finally, there is the IIFYM calculator that provides the person?s exact fat loss macros for his or her specific body and energy levels. According to Anthony Collova, the IIFYM macro calculator is the most accurate diet calculator. He points out that for those who want to burn fat in order to lose weight, should target 15 to 20 percent calories less than the TDEE, everyday as indicated by the macro calculator. For those who want to increase muscle mass in order to gain weight, they should target 5 to 10 percent more calories than their TDEE.

Anthony Collova founded IIFYM to help provide people a diet and nutrition plan that is both easy to understand and comply with. Those who need more information about how to calculate BMR, the macro calculators, and the diet plan that is recommended by IIFYM can check out their website or contact them through the phone or via email.

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For more information about IIFYM, contact the company here:IIFYMKenneth Brickley(415) 968-5733support@iifym.com1887 Whitney Mesa Dr #6248, Henderson, NV 89014

IIFYM

IIFYM is the originator and founder of https://www.iifym.com which provides its members with valuable plans where they can monitor and calculate your macros, with their one-of-a-kind keto, tdee, bmr, bmi, pcos, as part of an easy and sustainable diet plan

Website: https://www.iifym.com

Email: support@iifym.com

Phone: (415) 968-5733

