

# Google Fitbit

## So much more than steps.

You know Fitbit for our award-winning family of trackers and smartwatches. But we're also a comprehensive, 24/7 health companion that can help your population reach all their holistic health goals, no matter where they are in their journey.



Sleep Score



Mindfulness & Stress Management



Active Zone Minutes



Health Metrics Dashboard



Heart Health



Premium Guided Programs



Blood Glucose Logging



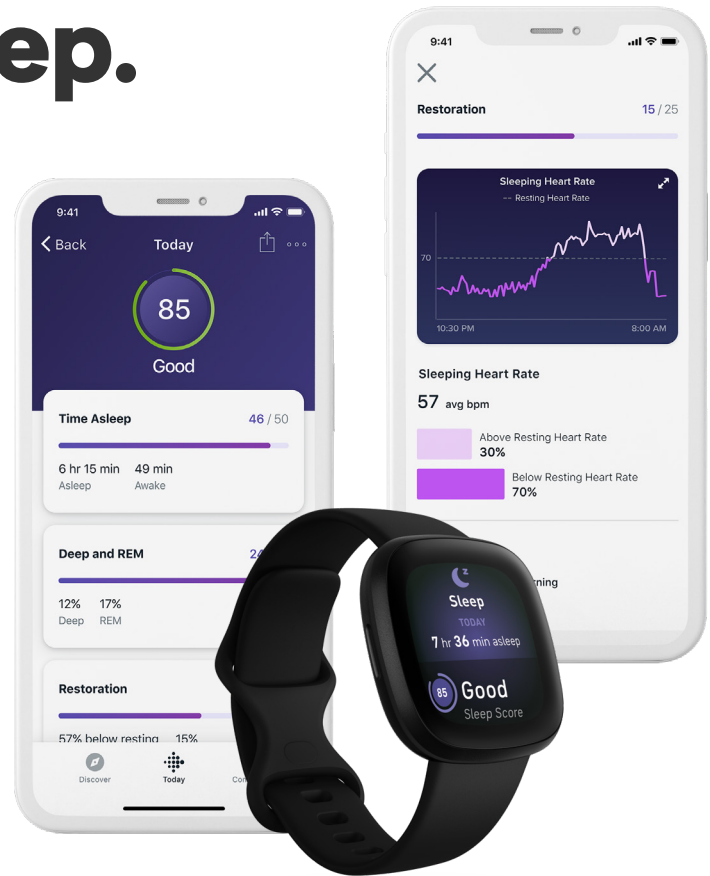
## SLEEP SCORE

# Understand the impact of sleep.

Nighttime is the right time to use Fitbit's dreamy set of sleep tools. A better night's sleep can help support productivity, and over the longer term can help boost the immune system and support weight loss. Fitbit helps people know the amount and type of sleep they get each night and how to improve habits that affect sleep.

## Personalized Sleep Score

The sleep score is a sum of individual scores in sleep duration, sleep quality, and restoration, for a total score of up to 100. Sleep scores are a quick way to help users understand their nightly sleep, spot trends in patterns, and get tips for more restful sleep.



## ACTIVE ZONE MINUTES

# Make every minute count with Active Zone Minutes.



Get your team in the zone. The American Heart Association recommends at least 150 minutes of moderate aerobic activity, or 75 minutes of vigorous aerobic activity a week – or a combination of moderate and vigorous activity. These guidelines are based on current scientific evidence supporting the connections between physical activity, overall health and wellbeing, disease prevention, and quality of life.

## Active Zone Minutes

Make all the right moves. AZM uses heart rate to help users get more efficient workouts. Target heart rate zones are personalized based on age and resting heart rate, so users know exactly how to optimize efforts.

# Managing stress starts by understanding it.



Long term, unmanaged stress can negatively impact health and wellness. Clinical studies have shown that mindfulness-based practice, such as meditation, is most effective at reducing stress.\*

## Stress Management Tools

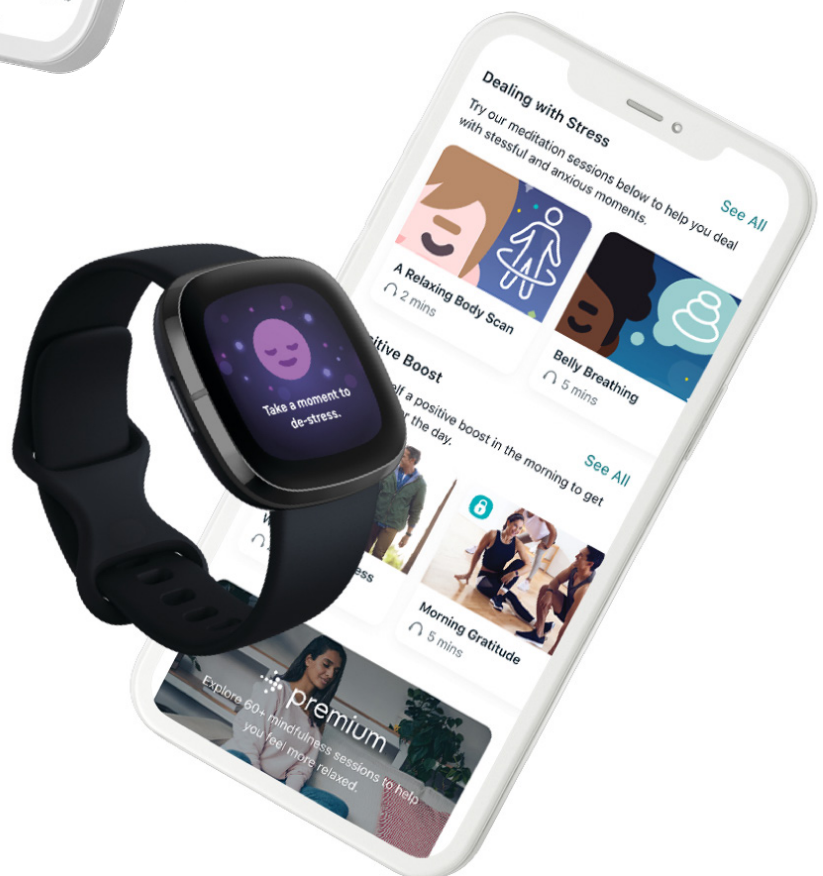
The world's first EDA sensor\*\* in a smartwatch. Electrodermal activity (EDA) responses are tiny electrical changes on a user's skin which may indicate their body's response to stress.





Fitbit devices give users a daily Stress Management Score in the Fitbit app that ranges from 1 to 100—where a higher number means the person has fewer physical signs of stress. The score is calculated using three metrics: responsiveness, exertion balance, and sleep patterns. Fitbit Premium members have access to their full score breakdown.

Guided breathing sessions on Fitbit devices are personalized for a user's heart rate and help manage stress. The Fitbit Premium mindfulness library includes sleep sounds and guided meditations for stress reduction, restful sleep, body positivity, and more. The Fitbit app helps users track mindfulness trends over time, reflect on their mood, and learn the basics of meditation.

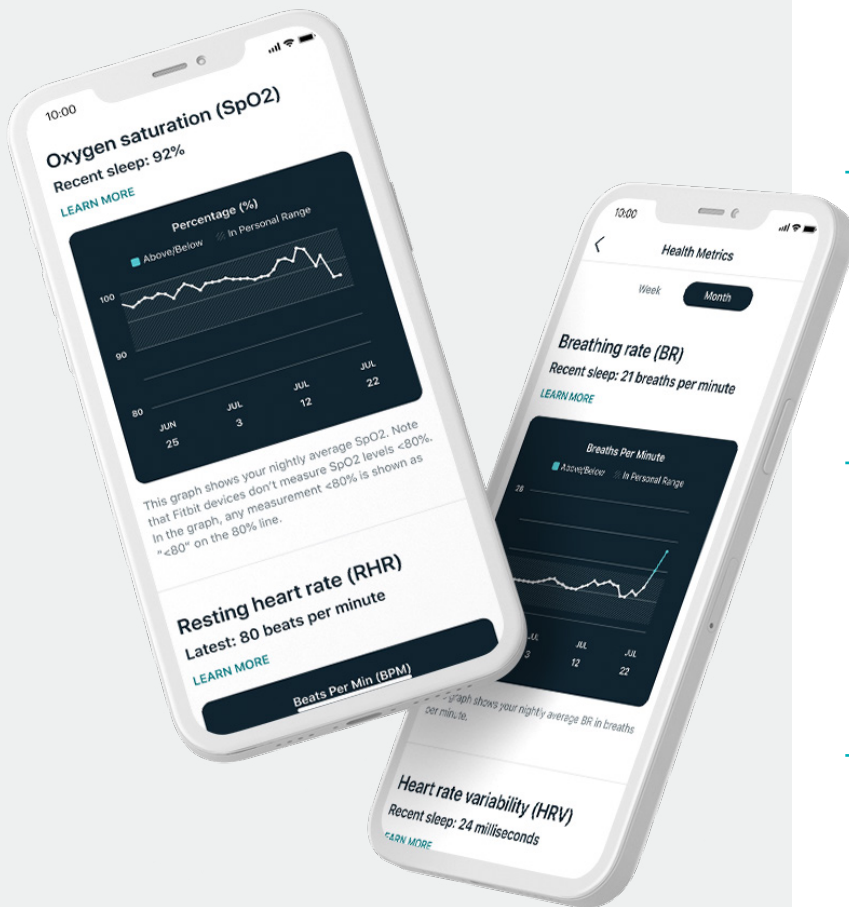


\* Clinical Psychology Review, April 2016. <https://www.sciencedirect.com/science/article/pii/S0272735815300623>

\*\* Only for Sense devices

# Track health metrics & get a deeper understanding of holistic health & wellness.

The Fitbit Health Metrics dashboard,\* available to Premium members, tracks data that can help users see trends and take proactive steps to maintain their overall wellbeing.



\* The Health Metrics dashboard and the metrics displayed in the dashboard are not available in all countries. Breathing rate, resting heart rate and heart rate variability metrics are available with Fitbit Charge 3, Charge 4, Inspire 2, Inspire HR, Ionic, Versa family and Sense devices; Breathing rate, resting heart rate, heart rate variability, skin temperature variation and SpO2 are available with Ionic, Versa family and Sense devices only. The Health Metrics dashboard and the individual metrics are not intended to diagnose or treat any medical condition and should not be relied on for any medical purposes. It is intended to provide information that can help you manage your well-being. If you have any concerns about your health, please talk to a healthcare provider. If you believe you are experiencing a medical emergency, call emergency services.

\*\* Significant changes in ambient temperature may negatively impact skin temperature tracking.

## Health Metrics Dashboard

### → Oxygen Saturation (SpO2)

Measures the level of oxygen in the blood to help users learn when there may be an indication of important changes in their fitness and wellness.

### → Skin Temperature

Tracking nightly skin temperature variation can help uncover changes in wellbeing. Factors that may cause skin temperature to vary nightly include room temperature, bedding, and the potential onset of a fever.\*\*

### → Breathing Rate

Measures average breaths per minute at night. Typically, a user's average breathing rate won't vary significantly from night to night, so even a small increase in their average breathing rate could be meaningful.

### → Heart Rate Variability

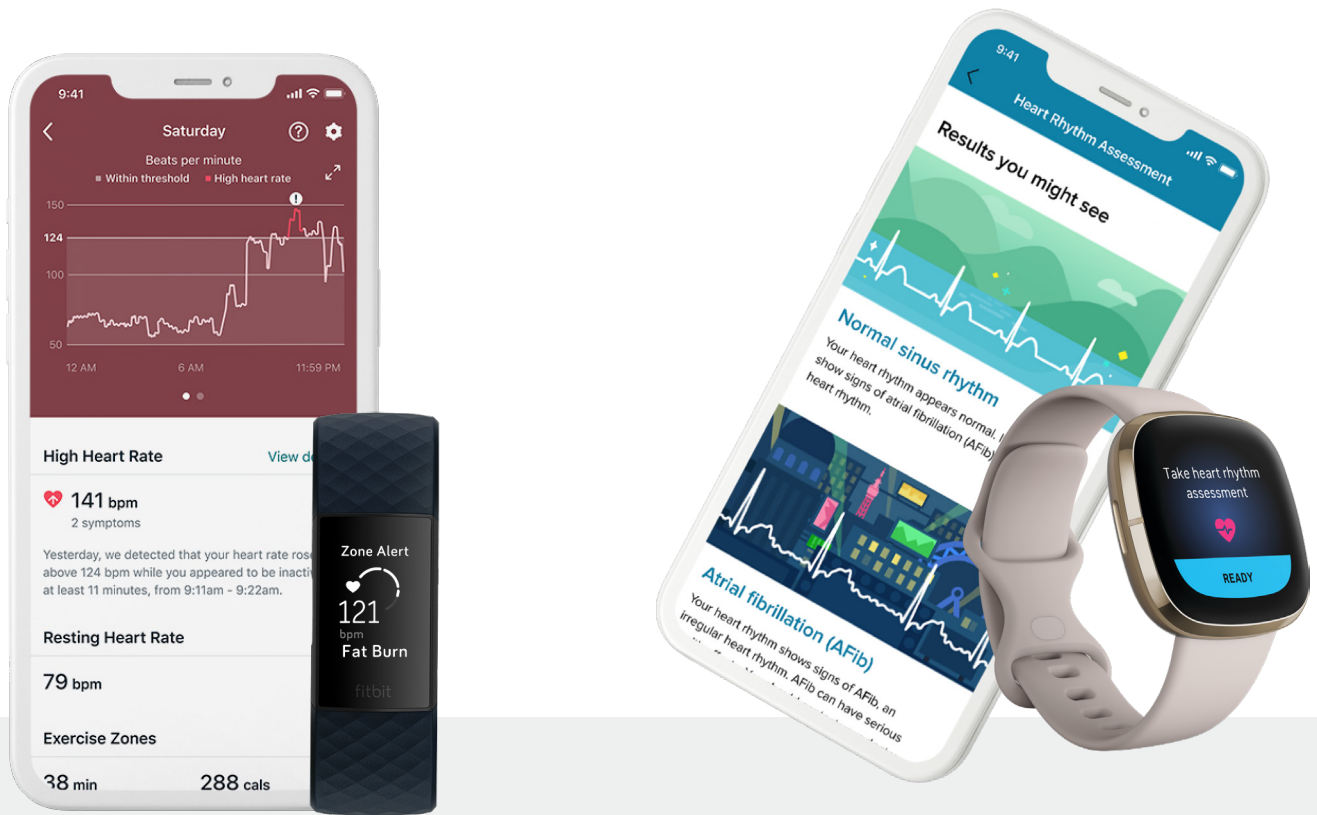
Tracks the variation of time between heartbeats each night. Users can see their stats in the Fitbit app or on certain Fitbit devices. A significant drop in HRV may indicate that the body is under some type of stress—whether from external factors such as a difficult situation at work or showing potential signs of illness.

# Track heart rate & cardio fitness.

PurePulse heart rate is the first automatic, continuous wrist-based heart rate technology that helps users understand their heart on a new level.\* Tracking heart rate can help a person in so many ways—aim for the right intensity zone during exercise, monitor sleep quality and stages, reach weight goals with an accurate measure of calories burned, and even manage stress through guided breathing sessions personalized by real-time heart rate data.

## Heart Rhythm Assessment with Fitbit ECG app.

AFib can be difficult to detect, but the Fitbit ECG app\*\* lets users assess their heart rhythm right from their wrist—so they have a better chance of spotting it and getting treatment. The assessment can't diagnose Afib on its own, but results can help users have a more informed conversation with their doctors.



\* Fitbit launched the first automatic, continuous wrist-based heart rate technology in 2014 with PurePulse®

\*\* Only on Fitbit Sense Device. The Fitbit ECG app is only available in select countries. Not intended for use by people under 22 years old. See here for more information.

## PREMIUM GUIDED PROGRAMS

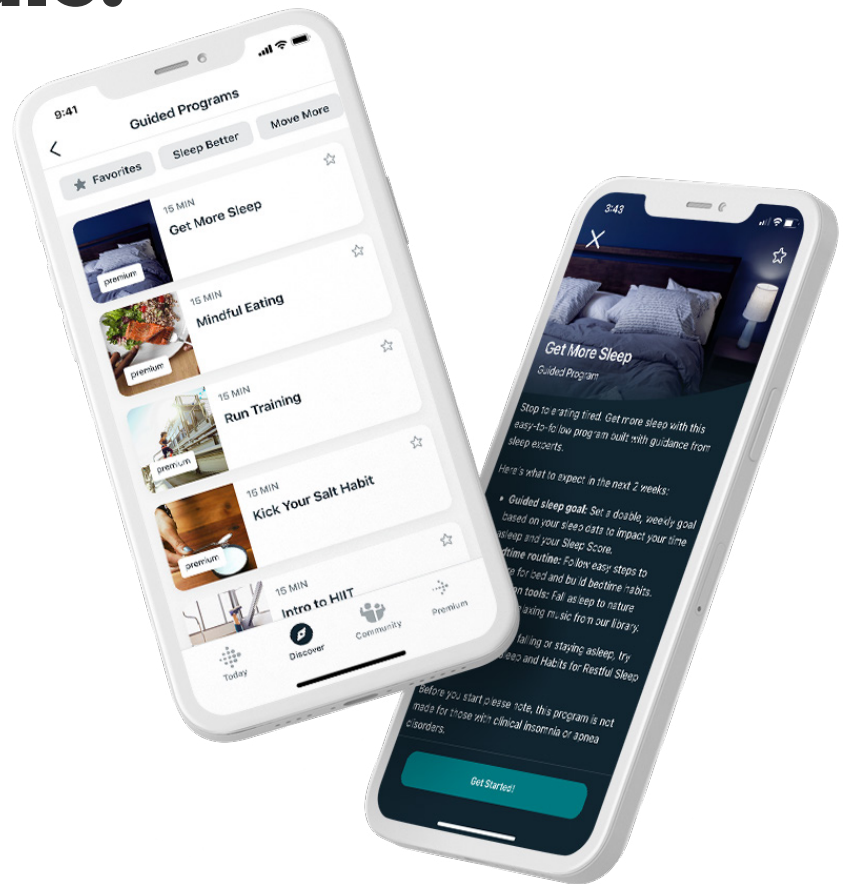
# Programs tailored to a person's own health and fitness goals.

Keeps users on track with check-ins and reminders that help build strength and healthy habits in different areas.

## Premium Guided Programs

Step-by-step programs that last a few weeks aim to help users eat well, sleep better, and move more. We all need that! Popular programs include Get More Zzz's, Beginner Running, and Kick Your Sugar\*.

\* Premium content is subject to change



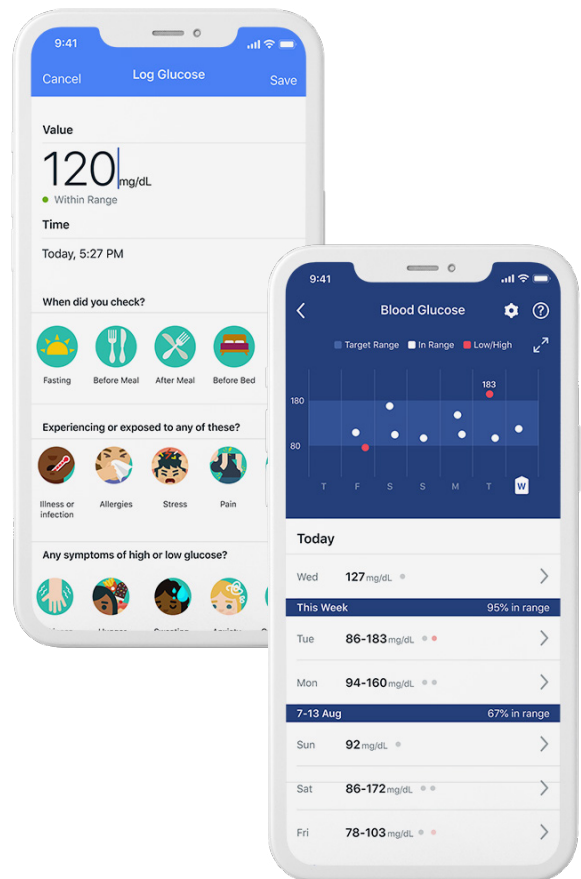


# Keeping blood sugar levels within the doctor-recommended range can be challenging.

Managing blood sugar levels is critical in managing diabetes, in addition to reducing the risk of heart disease, stroke, and other complications.

## Blood Glucose Logging\*

Easily manage blood glucose levels by logging them in the Fitbit app. This helps a person learn how behaviors such as diet, activity, and sleep, and other factors including stress and medication adherence could be affecting blood glucose levels. Users will quickly know if they're outside their personal target range by watching trends over time, and they can set reminders to log levels regularly. Fitbit Premium members can also share blood glucose levels (as part of their Wellness Report) with their healthcare provider, which may help their care team deliver more personalized guidance.



\* Available in the U.S. only. The Blood Glucose feature is not a replacement for medical advice and is not intended to diagnose or treat any medical condition. It is intended to simply help you monitor and keep track of your information. You should talk to your healthcare provider for more guidance on blood glucose management.