

Fitness and Strength



[GymPact](#)

What It Is: Skipping a workout is a lot harder with cold hard cash on the line. GymPact lets users ante up and tie a monetary incentive to working out. | **Why It's Cool:** Users who check in at their gym with the GymPact app get to keep the money they put up, while those who miss a workout lose a predetermined chunk of change. GymPact also integrates with RunKeeper and at-home workout options.



[Cody](#)

What It Is: Cody is a fun way to log workouts and share them with friends. Users can track their fitness progress via timelines, stats and highlights, and can also receive encouragement and advice from "Cody," a virtual fitness coach. | **Why It's Cool:** Cody offers the tools of most workout logs — tracking time, distance, location, and notes. But its real focus is on celebrating users' fitness through social sharing. The app easily integrates with Facebook.



[FitnessFast](#)

What It Is: This app lets users log workouts, body stats, sleep, and more. | **Why It's Cool:** Logging workouts is especially accurate thanks to the ability to add custom exercises and specify supersets when performing exercises back-to-back. Need a little boost? Set target reps and sets, and use the customizable rest timer to keep things moving.



[GAIN Fitness Cross Trainer](#)

What It Is: Based on fitness goals and preferences, GAIN Fitness will build a custom fitness plan culled from their network of professional trainers and athletes. A calendar keeps track of workouts completed and calories consumed. | **Why It's Cool:** Confused about a certain move? Watch a video of the trainer or athlete performing the exercise. Feeling sluggish? A real person's voice is there encouraging you to keep working.



[MyFitnessPal](#)

What It Is: MyFitnessPal is one of the biggest health and fitness tracking names in the game. With a database of more than two million food items, the platform makes it easy for users to keep track of calories and so much more. | **Why It's Cool:** The platform can be used with all diets, whether you're going low-carb, high-protein, or trying to eat healthier.



[Nike Training Club](#)

What It Is: Choose your fitness level and goal, and Nike Training Club picks from more than 100 workouts to get you on the fast track to fit — without the pricey personal training sessions. | **Why It's Cool:** The app offers 15, 30 and 45-minute workouts featuring audio guidance and video demos from top Nike trainers and athletes. Bonus: most workouts require minimal equipment. Hope Solo, Serena Williams, we're ready to go!



[UP by Jawbone](#)

What It Is: UP takes a holistic approach to living healthy. With a wristband that tracks movement and sleep, the app displays the data, and allows users to input meals and mood. It also provides feedback to keep users motivated. | **Why It's Cool:** The wristband is one of the most aesthetically pleasing fitness trackers on the market. The band itself is simple, but the app allows an easy to understand daily picture of your own progress (as well as your friends').



[By Fitbit, Inc.](#)

What It Is: This app offers activity tracking directly using your iPhone 5s. | **Why It's Cool:** It connects with Fitbit's line of activity trackers and Aria Smart Scale to get access to all your stats on-the-go.

Food and Nutrition



[Fooducate](#)

What It Is: This grocery-store navigator aims to help people better analyze food labels and get key information. | **Why It's Cool:** The app allows users to scan items right in the store and will highlight the product's positive and negative attributes. It grades items based on "healthiness," and will even offer up a healthier alternative if one is available.



[Eat Local](#)

What It Is: This simple app helps make eating like a locavore easier by telling users what's in season locally, where to find a nearby farmers market, and check out seasonal recipes. | **Why It's Cool:** This app is great because it combines two super-useful features — a local produce locator and recipe suggestions — into one. Plus, it's perfect for finding healthy items when traveling in an unfamiliar location.



[ShopWell](#)

What It Is: Build a healthier grocery list with Shopwell, which ranks each item on your list with a number between 1 and 100 based on how healthy it is. | **Why It's Cool:** The app aims to improve your eating (and buying habits) by offering users "trade-ups" when they enter less healthy options.



[Harvest](#)

What It Is: Harvest is the ultimate produce tool offering tips on picking the highest-quality items, minimizing exposure to pesticides, and ideas on how to clean and store fruits and veggies. | **Why It's Cool:** There are more than 120 fruits and vegetables in the database. Information is easy to find, elegantly presented, and organized by food item alphabetically.



Thryve

What It Is: It's the food tracker for people who hate counting calories and care more about how the food we eat makes us *feel*.

Why It's Cool: It's a stress-free way to track meals and how your body reacts to those foods. Break down meals into individual ingredients, and a pie chart shows your meal in percentage of food group. It'll also suggest what groups you may need more of!



Instagram

What It Is: This photo sharing app is where 100 million monthly users come to show off their tastiest eats, fit-focused feats, and everyday adventures. **Why It's Cool:** "IGers" put it out there in real time using a range of filters, borders, and captions.

There are ways to join in on communities, including Greatist's [#imagreatist](#) campaign, centered on celebrating the [healthier choices](#) we make every day.



Zipongo

What It Is: Zipongo is all about eating healthier. The app offers discounts for healthy items, contains a meal planning program, and a reward system backed by employers and insurance companies that incentivizes better choices. **Why It's Cool:** Zipongo

helps lower the cost and provide planning for healthier meals and better grocery lists. The rewards system helps loop in employers, so even your boss will care about your well-being.

Running and Cardio



Cruise Control

What It Is: Cruise Control creates a music playlist that matches the user's cadence, target pace, or specific heart rate. **Why**

It's Cool: This app scans your music library to choose songs to help you reach your respective goals. Imagine running and having every beat of the music synch up exactly with your foot strike. How is that *not* cool?!



Nike+ Running

What It Is: Track distance, pace, time, and calories burned — then share those stats with friends (or the whole Nike running club online). **Why It's Cool:** Get cheers in your headphones when a friend "likes" or comments on your status. Power

through tougher runs with Nike's "powersong" and inspirational words from athletes. Earn "Nike Fuel," Nike's latest metric for measuring progress and performance across all Nike+ devices.



Cardio

What It Is: This app is a touchless heart rate monitoring tool. The dashboard allows viewers to track their heart rate throughout the day, before and during various activities, and across the course of weeks, months, and years. **Why It's Cool:**

To measure their heart rate, users look straight into the front camera of their iPhone (4 or higher). It also analyzes heart rate data, assigns a fitness level rating, personal goals for resting heart rate, and estimates potential life expectancy.

Intervals and Circuit Training



Tabata Trainer

What It Is: It's an interval training app with pre-set and custom tabata training workouts. **Why It's Cool:** Not only is it super sleek, it also has an extensive library of tabata workouts varying in difficulty, automatically logs your previous workouts, and lets users share their achievements on social media.

Mind and Brain



Calm

What It Is: Available for iPhone, Calm is designed to reduce stress, help you sleep and relax more. It offers a 7-step meditation program, 2 to 30 minute guided meditation sessions, nature scenes with background sounds, music tracks, and more. **Why**

It's Cool: The guided relaxation sessions allow users to bring some zen into their life at any time, and the two-minute option pretty much eliminates all excuses not to chill out.



Lumosity Brain Trainer

What It Is: Developed by a team of neuroscientists, it features games that enhance memory, attention, and creativity. **Why**

It's Cool: Just by inputting stats like age and gender, users get personalized brain-training plans that target different areas of cognitive function. Then they can track how close they are to Einstein status with the Brain Performance Index. The app even lets users see how their sleep and mood affect their brainpower.

Weight Management



Lose It!

What It Is: Users get a customized weight loss plan and then use the app to track food, measure activity levels, and connect with peers for group support to reach their goals. **Why It's Cool:** Lose It! can sync up with most of the popular fitness tracking devices and wireless scales on the market. It also has a large food database for easy reference.



Runtastic Six Pack Abs

What It Is: You choose an avatar and follow it through an ab workout. **Why It's Cool:** Workouts easily fit into a busy schedule. Average workout time is 7-9 minutes.



Map My Run

What It Is: GPS run, jog, walk and workout tracker plus calorie counter. **Why It's Cool:** Allows you to choose the activity. It maps your run, tells you how far, how many calories you burned, time and split times.

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