

New Technology Supercharges Workouts By Over 50%



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Industry: [Sports](#), [Apparel & Fashion](#), [Retail](#)

- **Burns 50% + Calories, With Over 70% Muscle Activation;**
- **Weighs Under 3 Lbs.;**
- **Has the Functionality of Over 15 Products In One;**
- **Can Be Used With Any Exercise Routine;**
- **And Is 100% Mobile, It Can Go Wherever You Go!**

Baton Rouge, LA, October 27, 2015 -- [/EPR NETWORK/](#) -- Adrian Cornish and Nathan Roy have innovated a new technology built into wearable shorts that allow users to more than double the results of any exercise workouts, while providing a full body workout system for fitness enthusiasts as well as serious athletes.

Roy said, "Studies by the LSU School of Kinesiology have shown that users experience an average of 70% more muscular activity for muscle strength; 50% + more calories burned to shed unwanted pounds; increase in lactate threshold for increased endurance; and increased cardiovascular activity for heart health; all achieved with low level (5lbs – 25 lbs.) resistance."

Michael James MacLellan, PhD, Assistant Professor at the Louisiana State University School of Kinesiology said, "Our preliminary research suggests that using this suit increases muscular activity at the shoulders, hips, knees and ankles during walking and running tasks. The added resistance may lead to more effective weight loss due to the increased muscle activity generated by the wearer."

For busy people with limited time, they can cut their workouts in half, for example, getting the results of an hour in just 30 minutes. They can even wear them during normal activities.

The Apex BRS provides the functionality and comparable resistance of over 15 exercise products in one, including weighted vests, wrist weights, weighted clothing, parachutes, the Vertimax (platform based product), Mass Suit, etc. While other products target limited areas of the body, the Apex BRS provides a full body workout.

The Apex BRS are compression shorts made of a specially formulated nylon fabric that's laminated with neoprene and reinforced with nylon webbing, giving it a tough yet pliable nature to support high levels of resistance without degrading, while being very comfortable to wear.

The compression shorts have built in attachment points at the legs and hips that act as strong anchors for several levels of resistance latex bands that attach to different areas of the body to target various muscle groups. Horizontal latex bands of interchangeable resistance strengths wrap around the thighs with resistance levels that can be adjusted from five to over 200 lbs on the legs. Optional bands wrap around the arms with resistance from five to 100 lbs.

The BRS doesn't use any weights, instead creating resistance through the user's natural motions. At under three pounds, the BRS has minimal hardware and is extremely comfortable to wear for longer periods of time. The combination of its light weight, the fact it's wearable, with resistance levels surpassing the most sophisticated equipment on the market, along with the ability to use it anywhere, for any length of time, raises the bar for resistance training. It's a tool not just for athletes, but for people of all ages and fitness levels. With the improvements users gain in speed, agility, explosion, and endurance. It's easy to see why users feel like they're the bionic man or woman after training with the BRS.

Tommy Moffitt, LSU head strength and conditioning coach passionately endorses the BRS, and has given his blessing in a testimonial that is on Apex's website.

Adrian and Nathan have launched a Kickstarter crowdfunding campaign to raise \$20,000 in support for their company. Backers can pledge from \$18 to \$5,000 for incentives that include special early bird discounts on the BRS for under \$100.

To find out more about the Apex BRS, follow their updates and support their campaign, visit the Kickstarter page through November 19.

<https://www.kickstarter.com/projects/2139514385/bionic-resistance-shorts-by-apex-resistance-and-co> or visit their website, <http://www.apexconditioning.com>. The Bionic Resistance Shorts (BRS) suggested retail is \$159.99.

About Apex Conditioning and Resistance

Baton Rouge-based Apex Resistance and Conditioning LLC is a fitness apparel company that's leading the way with an innovative approach to strength and conditioning with their flagship product the Bionic Resistance Shorts (BRS). The inventor Adrian Cornish is a former standout track and field athlete and a biology premed graduate. He is considered an expert in the field of resistance conditioning. Co-founders Adrian Cornish and Nathan Roy are available for phone interviews or live interviews in the Baton Rouge area. For additional articles or more information, visit <http://www.apexconditioning.com>.

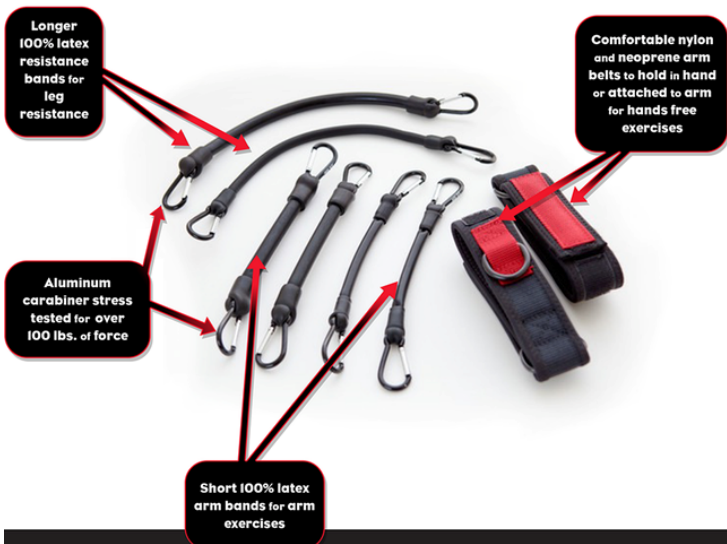
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