

March's Must Haves for Fitness

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By [imanrai](#) · March 13, 2015 · 0 Comments ·

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There may be six more weeks of winter, but why not add a little spring to your step by getting a head start on your health and fitness. Here are some of the must have items to get going!

Purpose

To inform the POPSUGAR's viewership about various products, such as lifestyle and fitness items that can help improve their lives. The key demographic of the media company is women of all ages. Thus, the content ranges from pop culture, technology, fitness, fashion, and more. This sample article is written in the style of a listicle, a popular format on the website, written in the brand's voice.

Skills/Techniques

- Internet research for new fitness related items
- Image editing

Tools

- Google suite products
- Adobe Photoshop

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Ozeri Touch II

One way to work on your health is preparing healthy meals at home. That's where the Ozeri Touch II (\$19.97) food scale comes in, with its impressive price tag and modern, sleek design. Measuring ingredients up to 18 pounds, it helps to control portion in addition to limiting certain components of meals, such as limiting rice for carbohydrates or limiting nuts for its high fat content. It's much easier to figure out that serving size of chips with a food scale than going with the arbitrary number provided on the packaging. It has the ability to switch between pounds, ounces, fluid ounces, and milligrams as well as having a tare function which allows users to weigh an empty container and zero its weight. Then users can fill the container with however much they want and weigh it again, and the scale only displays the weight of the contents.

HydraCoach Intelligent Water Bottle

It's not always easy to remember to keep hydrated when always on the go. No need to worry anymore, because the HydraCoach Intelligent Water Bottle (\$29.99) has a hydration monitor that will measure and calculate your fluid intake determined by the user's weight and duration of exercise. Because of this customization, each user will have their own individualized hydration plan, both to prevent dehydration and over hydration.

MyFitnessPal

Though MyFitnessPal (free to download in iTunes store) started in 2013, it remains a useful, easy-to-use app to count calories in addition to track weight loss, monitor water intake, and exercise. With over five million foods in its database, users can easily find a restaurant and fast food dishes or specialty supermarket items. Users can also contribute to the database or keep it in their own personal database by adding custom foods and recipes. Users can customize their diet plans by customizing carb, protein, and fat intake by percentage as well as taking their height and weight into account. Another handy feature is the barcode scanner, which makes it much easier to add that candy bar to your daily food diary. Have questions? There is a community forum to ask other users for advice, recipes, and tips. It is available for iOS on iPads, iPhones, Android, Blackberry, Windows Phones, and the internet, and syncing all devices wherever you log in.

Poweradd Apollo 720mAh Portable USB Charger

With the weather warming up, it's time to take exercise outdoors. Out for a long hike but worried that your phone will run out of juice to take the perfect picturesque view to show all your friends on Instagram? That's what the Poweradd Apollo 720mAh Portable USB Charger (\$19.99) is for. Simply let the power pack either soak up the warm rays of the sun, or let it charge before your journey via AC adapter. The charger works for multiple phones thanks to its micro USB

cable and connecting tips. Charger is compatible with iPhones 4S to 6, iPods, Galaxy Notes 3 and 4, LG Nexus, HTC One M8, GoPro Cameras, and more.

Apple Watch

Sure, the Apple Watch (starting at \$349) is designed to be a wearable extension of your phone, but it has multiple fitness and health features. It gives you a visualization of your daily activity in three rings for movement, exercising, and standing. Need a reminder to move around? The watch will be more than happy to let you know. It also counts calories, monitors your movement in minutes and steps, and monitors your heart rate. It lets you track your progress by creating fitness summaries and updates, similar to the precursor health and fitness features in the iPhone 6 and 6 plus. Don't want the classic style but don't want to spend that much on that 18 karat gold watch? It also comes in five different colors, different strap styles ranging from leather to stainless steels, and different face sizes.