Motivation, that ever-elusive drive that helps us push through in our personal fitness goals, comes in droves at this time of year. New Year’s resolutions depend on it. But when the shiny promise of a fresh start gives way to a reality of hard work, sweat and scheduling conflicts, what next? The forcefully emerging industry of fitness tech—wearable activity trackers, smartphone apps, online services and more—could be a key to keeping yourself committed, accountable and on track.

Enhanced devices and gear are making a type of performance analysis previously reserved for elite athletes available to everyone—right from your smartphone. From tracking your heart rate and number of daily steps to sharing running routes and workout routines and monitoring sleeping patterns and calorie consumption, we’ve come a long way since the humble pedometer and Jane Fonda’s aerobics videos.

The year 2006 was a big one for the beginnings of wearable fitness tech. Giants Apple and Nike teamed up to launch the Nike+ iPod Sports Kit running pedometer and app, while Adidas partnered with sports technology company Polar to develop the Fusion line of technologically enhanced athletic shoes and apparel. Activity tracker start-up Jawbone was also founded that year, and competitor Fitbit joined the market the following year, in 2007. Since then, the industry has exploded: IDTechEx, a global market research company that focuses on emerging technology, states that the wearable technology market was over $14 billion U.S. for last year and projects growth up to $70 billion by 2024. (An article from forbes.com predicts the market will be up to $20 billion in 2017, in just two years.)

The “gamification” of personal fitness aims to make workouts fun, rather than a chore, and apps and online services are making it easy to get on board. And we’re buying it: In 2011, Zombies, Run!—an app in which the player runs in real life to control a character in a game (on a mission to rebuild civilization after a zombie apocalypse)—earned more than 580 per cent of its Kickstarter launch-campaign goal for a total of $72,627 in crowd-sourced funding.

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The Kit Magazine

FITNESS

TECH-SAVVY STYLE

From headbands that help relax your mind to wristbands that track sleep quality, the fitness industry has upped its game—and the best innovations are ones you wear

BY JEN MASSEAU
GET YOUR GORGEOUS GLOW!

RADIANCE BOOSTING FOR AN EVEN & REVIVED COMPLEXION

HEALTHY MIX

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BOURJONIS PARI$
CELEBS ARE RINGING IN THE NEW YEAR AFTER 2015 ARRIVED AMID A SPURT OF SHORT ’N’ SWEET ENGAGEMENTS. LEADING THE CHARGE IS LUDACRIS, WHO PROPOSED TO LONG-TERM LOVER EUDOXIE ON DEC. 24 AND GOT MARRIED LATER THAT SAME DAY. THE PARAGON OF SINGLE LADIES, CAMERON DIAZ, TIED THE KNOT WITH MUSICIAN BENJI MADDEN ON JAN. 5, AFTER GETTING ENGAGED ON NEW YEAR’S DAY.  A MARCHANT CUMBERBUN IN THE OVEN (IN NOVEMBER AND IS RUMOURED TO BE TYPING THEIR FIRST CHERISHED CHILD).  THE 42-YEAR-OLD CAME UNDER FIRE FOR SPENDING $20,000 A MONTH ON BEAUTY TREATMENTS, BUT HER DREAMY GLOW SAYS IT MAY BE WORTH IT.  GAYNOR POTHAL
THE MONTH’S BEST
FINE WINE
THE KIT WILL RETURN IN TWO WEEKS
THE WEEK
TWEET OF THE WEEK
"I worry that one day all of my discarded hair bubbles will have grouped together to come back and confront me.”
@alexa_chung, Jan. 6, 2015
"LOVE THAT DRAPING, BUT I WISH SHE HAD NOT TAKEN HER RINGS OFF.“
@louis_vuitton, Jan. 6, 2015
"BLACK PARTY WINE."
@rolandmouret, Jan. 6, 2015
"BERRIES ARE THE WORST!"
@beautyeditor, Jan. 6, 2015
"THEKIT.CA / 3"
When 37-year-old Christina Maria Spain’s hair began thinning, she was shocked. She had always had beautiful, thick, luscious hair, and to experience severely thinning hair was completely devastating. Christina says, “I was on a mission. I spent hours researching vitamins, minerals, different products.”

“First, let me just say I’m MORE than thoroughly impressed with Viviscal®. Everywhere I go I’m informing anyone who looks like they may benefit from my little treasured secret. It’s an amazing product that saved me from hating the way I looked and from feeling unbelievably self-conscious.”

“Viviscal Maximum Strength is a drug free dietary supplement that you take twice a day to nourish thinning hair and promote existing hair growth from within. As your hair grows from deep within the dermal layers of your scalp, it’s important to nourish it with essential nutrients through the bloodstream. Viviscal Maximum Strength Supplements contain AminoMar C™, a unique blend of powerful marine ingredients backed by over 20 years of research and development. The efficacy of Viviscal is supported by 5 clinical studies. Viviscal recommends taking two tablets per day for a minimum of three to six months.

“I’m always looking for clinical data and science behind the product, and there are treatments that I recommend. So Viviscal is great that way, and I’m very satisfied with the data and with the difference I see in my patients.”

Dr. Doris Day, New York dermatologist

Special Reader Offer – Save $60!

Buy a 3-month supply of Viviscal and save $60 plus receive $40 WORTH OF FREE GIFTS

FOR MORE INFORMATION OR TO ORDER VISIT www.viviscal.ca/kit or call 888-729-5824
EXPIRES: 04/30/2015

Viviscal is also available in the Hair Regrowth Section at:
I make products and you sell products,” says accessories designer Kat Marks. “I’d never thought of it as an experi-
ent.” But last year that’s exactly what her design became, thanks to the launch of Lethrbar, Marks’s portable design
studio, which the Colombian-born set-up to customise
for gatherings. “It’s a sensory shop,” she says of the
design division, which launched in early 2014, and it’s the
sort of venture that the Canadian creator is espe-
cially welcoming of. After graduating from Parsons with
colour in women’s fashion design and moving to Toronto,
Marks moved to London, England, and completed a
master’s degree in fashion entrepreneurship at London
College of Fashion. “Lethrbar” would have come about if I had
never moved to London,” she says. “Coming back to Canada has
opened up doors in the way that I can use my craft.”
A Canadian Art + Fashion Awards ceremony in the
Sequoia Award for Emerging Talent in Accessories
showroom, Marks, who moved back home to Calgary from
London in 2015, has worked with plastics and acrylics
on that past but now works solely with fabric. “I’m
expanding into more more more eclectic thing like, stringy,
affordable type of fish leather, saltwater and herbs,” she
Mark. She’s drawn to the versatility of the material, a
key for how her finite design ideas.
“For me, inspiration is really crucial or innate. I
work with material and then sort to form the design in
my hands,” says Marks. “It’s much more following my
next inspiration how a natural is materialised, how it’s
responding to the way that I’m using it. It’s more like
sketching with material rather than sketching on paper.
Marks’s pieces are big and bold—more animal than
jewellery—and are often featured in fashion magazine
editorial shoots, including shots for Vogue Italia, W and
Vogue US. She also runs her own pop-up shop, the
winning CAPA prize, her earring line was finally in
work with material to be handled—because it’s
handcrafted, the ladies’ frequent necessity.
I decided to go the area by examining scenes with
vitamin IV therapy. During a consultation with Karina Zorn,
its hydrating benefits—but it makes visiting
“With IV, it’s 100 per cent.”
Zorn inserted
the IV into my arm and the vitamins trickled
into my bloodstream. After 15 minutes, I
was a tiny bit brighter. Maybe it was wishful
thinking, but given the ease and speed of the
process was speedy. Zorn inserted
150G, $45, WELLECO.COM.
During a consultation with Karina Zorn,
its hydrating benefits—but it makes visiting
between.

When it comes to beauty, I’m a summer
person. I used only a pant of black to hook
my bestie in the bathroom, but in the winter
there are times I don’t want to look in the
mirror. My skin is pale and dull from expo-
se with liquid vitamins and minerals does have
more to offer than a pop-up shop. “I’d never given
myself a chance to experiment before,” she says.

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The glee guide

Forget Pharrell. These scientifically proven mood-boosters are guaranteed to lift you out of the January doldrums.

1. STOP AND SMELL THE ROSES

The sense of smell is associated with good mental health. A 2005 study reported by Dr. Stephen Warrenburg in the scientific journal *Senses* found that spending time in a floral-scented room promotes a more positive outlook and increased sociability. With a top note of lavender and a core of lavender and rose, Bottega Veneta’s Knot perfume was created to conjure happy moments.

2. HAVE A SUNNY OUTLOOK

There’s more to happiness than being ministry. The hue relaxes blood pressure and pulse rate, which are indicators of stress. In 1999, researchers at the University of Washington discovered that smiling increases serotonin levels, which in turn increases one’s happiness. A recent study in *Computers in Human Behavior* found that time spent on social media correlates with happiness. A recent study in *Computers in Human Behavior* found that time spent on social media correlates with happiness. A recent study in *Computers in Human Behavior* found that time spent on social media correlates with happiness.

3. TAKE A TECH TIME OUT

Since most spas encourage leaving technology behind, a break is a perfect way to center your mind and relax your body. A recent study in *Computers in Human Behavior* found that time spent on social media correlates with happiness. A recent study in *Computers in Human Behavior* found that time spent on social media correlates with happiness. A recent study in *Computers in Human Behavior* found that time spent on social media correlates with happiness.

4. ENDORE ENDRHINOPS

A popular activity, endorphins, which map mood-boosting and de-stressing properties. Experts agree that exercise is associated with good mental health. A recent study in *Computers in Human Behavior* found that time spent on social media correlates with happiness. A recent study in *Computers in Human Behavior* found that time spent on social media correlates with happiness. A recent study in *Computers in Human Behavior* found that time spent on social media correlates with happiness.

5. LOVE TO GIVE

Even among young children, sharing evokes more joy than keeping something for oneself. A recent study in *Computers in Human Behavior* found that time spent on social media correlates with happiness. A recent study in *Computers in Human Behavior* found that time spent on social media correlates with happiness. A recent study in *Computers in Human Behavior* found that time spent on social media correlates with happiness.

6. SIGN UP FOR RETAIL THERAPY

Scheduling a date with Dr. Visa or MasterCard, MD, is a viable form of retail therapy. Shopping for a pickle-up leaves the buyer feeling more in control and less sad. In 2004, researchers* published in the* Journal of Consumer Psychology,* findings showed that those who didn’t. Research at Emory University using MRIs to study brain activity found that levels of dopamine, a chemical related to pleasure and happiness, increased when participants simulated bargain hunting and experienced something novel, like shopping for new shoes.

7. JUST SMILE

Research at the University of Clermont-Ferrand found that flashing those pearly whites activates the areas of the brain responsible for joy and happiness. A recent study in *Computers in Human Behavior* found that time spent on social media correlates with happiness. A recent study in *Computers in Human Behavior* found that time spent on social media correlates with happiness. A recent study in *Computers in Human Behavior* found that time spent on social media correlates with happiness.

Extra boosters are also available:

- **BOOST MINERAL-REPLENISH BODY SCRUB**, $16, YOGA TREE STUDIOS
- **100% PURE ARGAN OIL**, $34, 100% PURE
- **ADVANCED NIGHT REPAIR EYE GEL CREME**, $65, ESTÉE LAUDER
- **3D WHITE WHITESTrips**, $45, CREST
- **LUXE SUPREME FLEXFIT**, $80, CREATION CREST
- **DESIGN EXCHANGE | CANADA’S DESIGN MUSEUM | 234 BAY ST | TORONTO | DX.ORG

DINE + DESIGN FOR $35: VISIT THE EXHIBITION + RECEIVE A $25 VOUCHER FOR GREAT EATS AT DRAKE ONE FIFTY. VISIT DX.ORG FOR MORE INFO.
Performance boosters

Online streaming is making it easier to view exercises and fitness information even easier than Jack LaLanne did. For an extra motivational push, services like Uptick (www.uptick.com) offer apps that read your pulse, mark your progress and talk to you. The Kit’s new line of fitness gear, including a headband and socks made from materials that absorb sweat, are a good reminder to clear your head. For some of us, a good stretch in their own space is a good reward for success, an idyllic soundscape with tweeting songbirds are your music. And although some of the movements didn’t take long to get the hang of it. Much like Pilates or yoga, most movements didn’t feel awkward (or even silly) at first—for example, the neutral-C position, which is intended to change your body’s alignment and strengthen muscles. Stream the videos online to your computer, tablet or smartphone.

My experience: Some of the movements are a bit easier than Jack LaLanne did. For an extra motivational push, services like Uptick offer apps that read your pulse, mark your progress and talk to you. The Kit’s new line of fitness gear, including a headband and socks made from materials that absorb sweat, are a good reminder to clear your head. For some of us, a good stretch in their own space is a good reward for success, an idyllic soundscape with tweeting songbirds are your music. And although some of the movements didn’t take long to get the hang of it. Much like Pilates or yoga, most movements didn’t feel awkward (or even silly) at first—for example, the neutral-C position, which is intended to change your body’s alignment and strengthen muscles. Stream the videos online to your computer, tablet or smartphone.

Stress and improve your mental health.

MUSE HEADBAND

This “brain-sensing headband” helps teens to focus and relax their minds. Seven sensors pick up electrical signals from the brain to detect how active your mind is. It’s for the app, called Calm, for hearing sessions that you see as a relaxed position, close your eyes and focus on counting your breaths. Soothing sounds of water lapping on a shore with twirling seagulls are your music. And although some of the movements didn’t take long to get the hang of it. Much like Pilates or yoga, most movements didn’t feel awkward (or even silly) at first—for example, the neutral-C position, which is intended to change your body’s alignment and strengthen muscles. Stream the videos online to your computer, tablet or smartphone.

My experience: Getting the device to fit was just right. The sensors need good contact with the skin, which the kit’s manual covers in detail. I was intrigued by the idea of using the device to meditate. I often follow my mind in a meditative state, and the relaxing sounds and the measuring required is a good reminder to clear your head.

Usability: 5/5. The app’s tutorial is simple and easy to follow, getting the right on the headband is the tricky.

Who will love it? Yoga lovers for a meditative stretch. All that matters?
GET GORGEOUS SKIN

Let Murale introduce you to a range of products and services that will enhance your skin and beauty. For more on our skincare services, visit murale.ca/services