

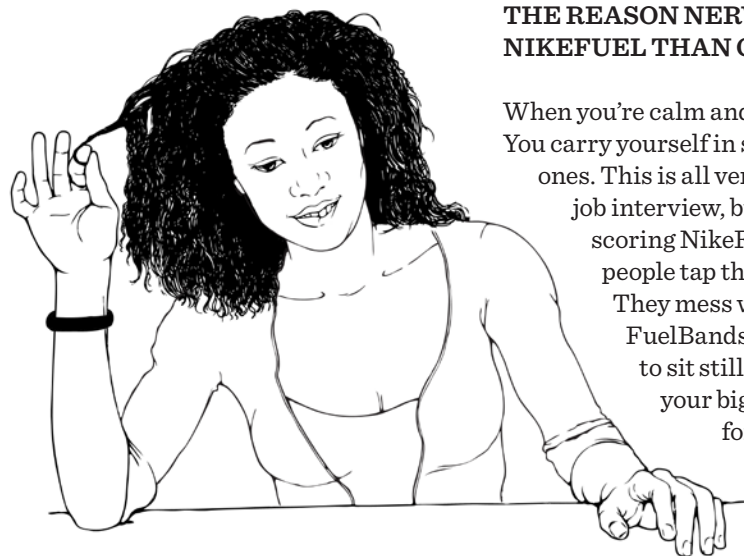
NIKEFUEL ZINE

# THE SECRET LIFE OF THE NIKE+ FUELBAND

We're all active without realizing it, and burn energy in ways that surprise us. No need to sweat the small stuff. Your Nike+ FuelBand knows the answers...

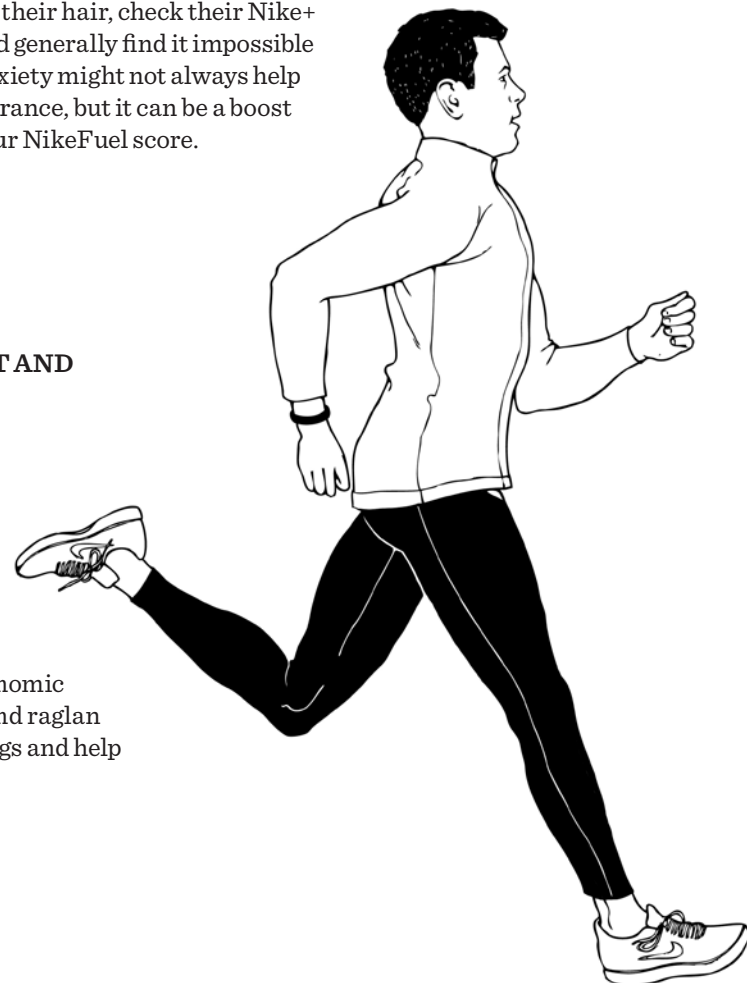
## THE REASON NERVOUSNESS CAN BE BETTER FOR NIKEFUEL THAN CONFIDENCE

When you're calm and in control, your movements follow suit. You carry yourself in steady, planned movements; not lots of little ones. This is all very impressive in a hip bar or an important job interview, but not so much when it comes to high-scoring NikeFuel. Before a big occasion, nervous people tap their fingers. They pace up and down. They mess with their hair, check their Nike+ FuelBands, and generally find it impossible to sit still. Anxiety might not always help your big entrance, but it can be a boost for your NikeFuel score.



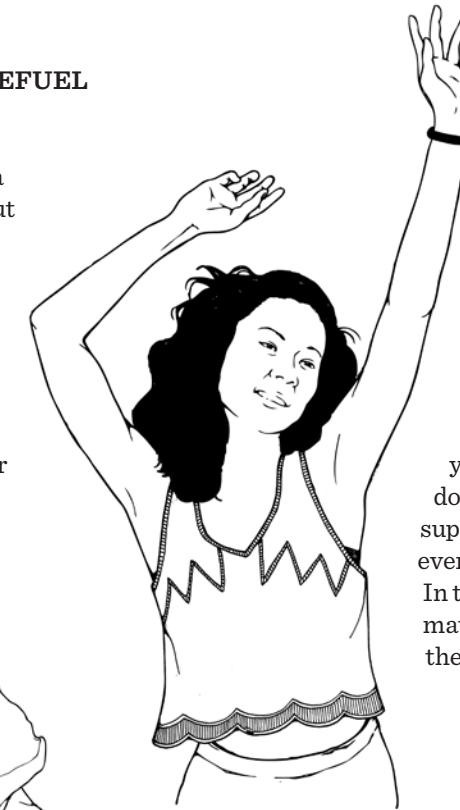
## HOW SPORTSWEAR FREES YOUR MOVEMENT AND MEANS MORE NIKEFUEL

Anything that interferes with your movement can interfere with your NikeFuel score – for example, you'll notice that if you constantly have your hands in your coat pocket, you'll score less NikeFuel, because your arms are moving so much less. Wearing gear that is built for how the body moves will mean you're not restricted by what you're wearing. Look for stretch fabrics, ergonomic seams, cuts that fit the natural contours of the body and raglan sleeves. This will free up your arms, body, head and legs and help your NikeFuel score throughout the day.



## WHY SOME PEOPLE GET MORE NIKEFUEL THAN OTHERS FROM SLEEP

It goes without saying that sleep is rarely a big-hitting activity for NikeFuel fiends. But if you are losing out compared to friends, chances are you should be happy about it. Healthy REM sleep includes something called *voluntary muscle atonia*, which basically paralyzes your muscles (in a good way). This lets you go into a deep, still and restorative sleep – better for you long term, but worse for your overnight NikeFuel score.



## HOW YOU CAN ACHIEVE DIFFERENT NIKEFUEL SCORES FROM THE SAME CONCERTS

The more you're feeling it, the more NikeFuel you'll receive. That's the basic rule of music and activity. Naturally, any kind of dancing uses energy – more for ballet, less for ballroom – and singing along can burn extra calories, too. But for maximum NikeFuel, you should focus on how you move, and excelling at that is to do with how the music moves you. One super-fit NikeFuel user hit her highest ever score on the day of a music festival. In the app later, she could precisely match her NikeFuel highs and lows to the DJs she liked most and least.

## HOW GOING ON VACATION CAN WIN MORE NIKEFUEL THAN A BUSY WEEK AT HOME

Going on vacation is like moving house in miniature. There's packing up your stuff, wheeling trolleys, carrying bags, hailing cabs, buses, navigating airports, clambering over the RV to strap on a trailer, surfboard or bike... Getting to your getaway is hard labor. Even after you arrive, you will still likely get more NikeFuel than you would have guessed. And if you're in a country with a different language, you'll find yourself using your arms and body more to signal and gesture. You probably see a trip away as a break from your normal active routine, but your Nike+ FuelBand might well tell you different.



## WHY WATCHING SPORTS CAN EARN YOU MORE NIKEFUEL THAN PLAYING THEM

No, relaxing with a soft drink and nachos in front of the big game won't get you more NikeFuel than running a marathon. But in some cases, you could earn more NikeFuel from watching a sports event than taking part in one. Spectators watching a very tense, tight match are never still. It doesn't matter if you're hiding your head and shaking your fist while your team concedes, or jumping for joy after a big score: you'll see the highs and lows reflected in your NikeFuel points.

