

A person is running on a treadmill in a gym. The person's legs and feet are visible, wearing black shorts and black and yellow sneakers. The treadmill is blue and black. In the background, there is a large window showing a view of a body of water and trees. A blue diagonal graphic element is overlaid on the right side of the image.

SEATTLE PERFORMANCE MEDICINE

**ATHLETIC
PRODUCT**
ASSESSMENT
DIVISION



SEATTLE
PERFORMANCE
MEDICINE

FOR MORE INFORMATION ABOUT SEATTLE PERFORMANCE MEDICINE'S
ATHLETIC PRODUCT ASSESSMENT DIVISION

Call (206) 632-4575, e-mail info@spmedicine.com or visit SPMedicine.com

SEATTLE PERFORMANCE MEDICINE (SPM) IS AN INNOVATIVE MEDICAL AND FITNESS CENTER WHERE INDIVIDUALS RECEIVE EXPERT GUIDANCE TO ACHIEVE THEIR HEALTH AND PERFORMANCE GOALS AND COMPANIES RECEIVE EXPERT ASSESSMENT OF THEIR HEALTH AND FITNESS PRODUCTS.

OUR CREATIVE APPROACH MERGES EXERCISE SCIENCE AND PHYSIOLOGY RESEARCH WITH CLINICAL MEDICINE TO ACHIEVE THE HIGHEST LEVEL OF PRODUCT PERFORMANCE.

SPM'S ATHLETIC PRODUCT ASSESSMENT DIVISION EVALUATES HOW YOUR PRODUCT IMPACTS HUMAN PERFORMANCE. WE RIGOROUSLY TEST USER PHYSIOLOGIC RESPONSE TO DETERMINE IF YOUR PRODUCT HAS REACHED ITS TARGET PERFORMANCE OBJECTIVES AND ACHIEVES YOUR COMPANY'S GOALS.

IN ADDITION TO ANALYZING EXISTING PRODUCTS, WE HAVE THE TOOLS AND EXPERTISE TO ASSIST IN DEVELOPING NEW APPLICATIONS THAT HAVE THE POTENTIAL TO ENHANCE YOUR PRODUCT'S USE AND FUTURE PROFITABILITY.



TARGET PERFORMANCE
MAXIMUM FUNCTION



RIGOROUS TESTING PEAK PERFORMANCE

SPM CONDUCTS PROPRIETARY TESTING OF VARIOUS SPORTS-RELATED PRODUCTS, INCLUDING EXERCISE EQUIPMENT, SPORTS ATTIRE, NUTRITIONAL PRODUCTS, AND EXERCISE AND HEALTH-ORIENTED SOFTWARE APPLICATIONS.

FOR OVER TEN YEARS, WE HAVE TESTED PROTOTYPES AND PRODUCTS FOR COMPANIES SEEKING CONFIDENTIAL, OBJECTIVE ANALYSIS OF A PRODUCT'S EFFECT ON HUMAN PHYSIOLOGY AND PERFORMANCE. SPM'S ASSESSMENTS ARE BASED ON OBJECTIVE TEST RESULTS AND PROVIDE INFORMATION ABOUT PHYSIOLOGIC RESPONSE AND PERFORMANCE WHICH HELPS GUIDE PROTOTYPE DEVELOPMENT AND VALIDATE KEY PRODUCT ATTRIBUTES.

PORTFOLIO SNAPSHOT

PRECOR, INC

Precor is a leading fitness equipment company with headquarters in Woodinville, Washington. SPM has performed a wide range of services for Precor, including evaluation of its prototypes and new products, development of user educational materials and contribution to public relations press releases. SPM has conducted laboratory based human performance analysis, calorimetric formula development, and has created special population applications for military, firefighter, weight management, general fitness and athlete groups for Precor.

REVALESIO CORPORATION

Revalesio is a Washington State based biomedical company specializing in optimum health. SPM analyzed its sports beverage's effect on human performance using double blind, placebo controlled laboratory based research protocols. The studies included VO₂max, exercise monitoring, blood lactate, 24 hour urine collections and whole blood sampling at rest and during exercise, with statistical analysis of results.

ADIDAS

Adidas is a sports apparel company with US headquarters in Portland, Oregon. SPM conducted analysis of a new running shoe design's effect on running efficiency. This project involved outdoor field testing using portable gas exchange equipment.

TAMER LABORATORIES, INC

Tamer Labs is a Washington State based company that developed a nutritional product to enhance sports performance. SPM designed and conducted a pilot study evaluating the product's effect on human performance, completed a scientific abstract that the company uses in its marketing and suggested future research avenues.

ADDITIONAL PROJECTS

SPM has also provided early input to start-up companies with products ranging from educational software to electronic applications and health and fitness interactive games. We have developed protocols for VO₂max testing while swimming, and field testing protocols for cycling and running, which enable us to evaluate the effect of swimming, running and cycling attire and equipment on aerobic efficiency and performance.

TESTING PROCESS

SPM uses the most accurate equipment available and applies advanced interpretation to produce the most valid results. Typical measurements include VO₂max, HR max, Lactate Threshold, Aerobic Threshold, Maximal Power, VO₂max Power, Threshold Power, Peak Lactate, Caloric expenditure, Substrate utilization (fat, carbohydrate and protein burning percentages), Body Composition, Resting Metabolic Rate and blood, urine and saliva testing.

SPM houses a \$300,000 advanced physiology lab, which includes high accuracy stationary and portable gas exchange systems, snorkel mask apparatus for swim testing, lactate analyzers, strength systems and highly calibrated ergometers, for cycling, rowing and running. Our lab capacity allows us to simultaneously test multiple subjects, which saves on project costs.

Dr. Cooper and her staff of experienced exercise physiologists assure precise data collection and in-depth insight and evaluation. With an extended team of professionals, SPM is capable of providing the most sophisticated interpretation of your product's test results and potential.



ADVANCED INTERPRETATION
ACCURATE RESULTS



DEDICATED PROFESSIONALS
UNIQUE EXPERIENCE

SEATTLE PERFORMANCE MEDICINE, PLLC, IS A WOMAN OWNED SPORTS MEDICINE AND EXERCISE PHYSIOLOGY FACILITY IN SEATTLE, WASHINGTON. DR. COOPER IS SPM'S DIRECT LIAISON WITH BUSINESS CLIENTS' MECHANICAL ENGINEERS, SOFTWARE PROGRAMMERS AND MARKETING EXECUTIVES. SPM'S SPECIALIZED AND DEDICATED TEAM OF PROFESSIONALS OFFERS UNIQUE EXPERIENCE AND EXPERTISE WHICH WOULD BE VERY DIFFICULT TO REPLICATE ELSEWHERE.

PRINCIPALS

EMILY COOPER, M.D.

Board Certified in Family Medicine and Sports Medicine

Dr. Cooper is the Medical Director and Founder of Seattle Performance Medicine. She has over ten years of experience designing and directing product assessment research and more than twenty years of experience in Sports Medicine, Nutrition, Metabolism and Exercise Physiology.

BRADY FEUTZ, MS, CSCS

Exercise Physiologist

BRANDON DUDLEY, BS, ACSM

Exercise Physiologist

KAINOA PAUOLE-ROTH, MS, CSCS, USAT

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