

# WHOOP®

## WHAT IS WHOOP:

WHOOP transforms how individuals understand their bodies. WHOOP is the only 24/7 wearable technology that measures the everyday stressors both inside and outside of work and training. WHOOP measures physiological data related to Sleep (quality, duration, consistency), Strain (internal load from external stress), and Recovery (readiness to perform). WHOOP uses these three key metrics to call out areas for improvements and reinforce positive habits.

### Measure Recovery



WHOOP's Recovery score gives you insights into your body's mental and physical readiness, helping you to unlock and sustain peak performance no matter what challenges you face throughout the day.

### Monitor Sleep



WHOOP recommends your ideal sleep and wake times based on your own circadian rhythm, allowing you to optimize your sleep routines and improve next day performance, as well as providing you with detailed sleep data including duration, quality, efficiency and consistency.

### Quantify Strain/Stress



WHOOP quantifies how hard your mind and body are working each day, allowing you to better understand and manage different stressors throughout the day.



## WHOOP DATA CAN HELP DRIVE POWERFUL BEHAVIOR CHANGES:

- Increase in sleep duration and quality
- Decrease in reported stress levels
- Balanced recovery and training
- Reduction in alcohol consumption
- Increase in exercise intensity & duration
- Reduction in screen time before bed
- Minimizing the effects of travel
- Improvements to cardiovascular health

## ADDITIONAL RESOURCES:

### PODCAST 29:

HEART RATE VARIABILITY

### PODCAST 36:

SCIENCE OF WINNING PT. 1

### PODCAST 48:

TRACKING CALORIES

### PODCAST 52:

SCIENCE OF WINNING PT. 2

### PODCAST 55:

SLEEP IMPACTS PERFORMANCE

### THE LOCKER:

HEART RATE VARIABILITY