

**SOUS EMBARGO JUSQU'AU 8 NOVEMBRE 2023**

## **Withings launches its powerful Body Smart scale in a limited edition for PARIS 2024**

**Clinical precision to surpass all health records**



**Issy-les-Moulineaux, November 8, 2023 - With the Paris 2024 Olympic and Paralympic Games on the horizon, Withings, the world leader in connected health, announces the launch of the limited-edition Body Smart scale, an official "Paris 2024" licensed product. It enables everyone to take part in the challenge of a lifetime: to improve their health by following the data that guides the champions. This uniquely designed scale is an ode to the Art Deco movement, inviting users to go for gold at every weigh-in.**

### **Body Smart Paris 2024: a historic series**

A limited, numbered edition, the scale's design pays tribute to the heritage of the PARIS 2024 Games. Its symmetrical glass pan is reminiscent of the Art Deco movement, in vogue a century earlier in 1924, the year of the first Games in Paris. The Games logo is subtly integrated into the design. Engraved on its gold pastille, this scale's PARIS 2024 inscription adds a touch of national pride to anyone's home.

*"For this PARIS 2024 limited edition of the Withings Body Smart scale, we wanted to materialize the association of sport and health, by bringing together the identity of the scale and that of Paris*

*of Paris 2024 in texture on the platform. The central pastille further emphasizes this complementarity by referring to gold, the symbol of the achievement of a goal", explains Pierre Garner, designer and founder of Elium Studio.*

Body composition revealed with clinical precision

[Body Smart PARIS 2024](#) enables its user to perform in-depth health scans thanks in particular to Withings Precision Technology™, which uses multi-frequency bioimpedance analysis (BIA).

The scale reveals body composition data (muscle, fat, bone and water mass). This essential analysis used by athletes enables users to learn more about their bodies and surpass their health records by focusing on more than just weight.

It also assesses visceral fat, a key indicator of the amount of fat around organs, which can be linked to certain chronic diseases. Finally, the Basal Metabolic Rate, an essential new health marker, also serves as a guide to weight and fitness goals. This is the amount of calories the body burns at rest each day.

### **Better health shared as a team**

8 users per household can track their data over time, automatically synchronized with the Withings application via Wi-Fi. This application is compatible with other Withings devices for complete health monitoring. Thanks to the data it collects, interactive reports are generated with a detailed analysis of progress, as well as monthly measurement reports that can be shared with healthcare professionals.

As an added bonus, different modes have been developed to refine the experience for specific profiles: athlete mode, pregnancy mode, baby mode and eyes closed mode to hide weight data at each weigh-in.

### **Body Smart Paris 2024: a scale designed for a sustainable world**

The values of the Paris 2024 Games are fully embodied in every detail of this series. Withings scales are designed to last, with 50% of users active 7 years after purchase. The brand is committed to this exclusive series: Body Smart PARIS 2024 is the first scale whose main structure is made from recycled material. Its cardboard packaging is also recyclable and uses vegetable-based ink.

### **Availability and price**

The limited-edition Body Smart scale will be available in limited quantities from today at a price of £129.95 exclusively on the [withings.com](https://withings.com) website.

# WITHINGS

With the limited edition Body Smart Balance, Withings invites everyone to join in the spirit of the Paris 2024 Olympic and Paralympic Games by taking care of their health and pursuing their wellness goals.

