

TANOTA

Consumer Product Guide

Putting your consumers in control
of their health and fitness



Fit starts within

Let your consumers take control of their health and fitness with the world leading body composition scale by their side.

People are becoming increasingly aware of the importance of a fit and healthy body. Especially in challenging times like we are currently experiencing. More and more they are looking for ways to work on their health at home.

Owning a Tanita body composition scale means your consumers can actively work on their health and fitness, with highly accurate measurements at their fingertips.

Measuring fat and muscle mass, for example, with a Tanita body composition scale, and tracking progress with the free My Tanita app, is like a motivating game. You are spurred on to get better all the time.





Who uses Tanita?

Everyone can benefit from regular use of a Tanita body composition scale.

Cyclists, runners may use Tanita body composition scales to improve their performance, so that they can reach for a new distance or speed challenge, monitoring their hydration and muscle development.

Fitgirls and Fitboys who love the way their gym body looks can watch their body fat % decrease and their muscle mass increase.

Consumers embracing a vegan diet can watch for changes which could signal the need for a nutritional boost.

Those taking control of their health and fitness for the first time will gain the extra motivation of seeing improvements to keep them on track to lifelong positive changes.

What they all have in common, is a desire to be the fittest and healthiest that they can and Tanita is the perfect choice for them.

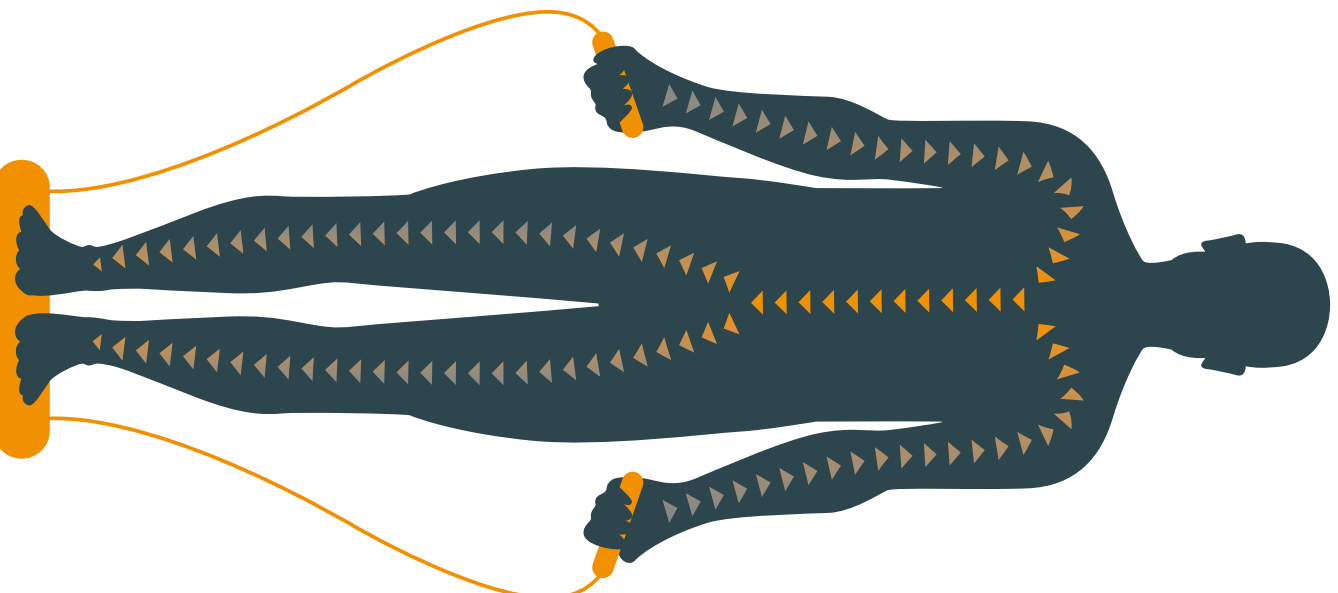


Why Tanita?

High-level accuracy, available in the home

Tanita is the global leader in health monitoring via Bioelectrical Impedance Analysis (BIA) technology, with sales of more than 28 million body composition scales, worldwide.

Professional Tanita body composition scales are widely used within the scientific research, healthcare and fitness industries. The consumer scales bring the same technology to the home, to provide owners with the highest level of body composition accuracy and precision.



Cutting-edge Technology

All Tanita body composition scales use highly advanced BIA technology. Tanita products have been used in independent research studies which have highlighted Tanita as the most clinically accurate compared to other products.

How does Tanita BIA Technology work?

When a customer stands on a Tanita scale, a very low, safe electrical signal is sent from four metal electrodes through their feet to their legs and abdomen. The electrical signal passes quickly through water that is present in hydrated muscle tissue but meets resistance when it hits fat. This resistance, known as impedance, is measured and input into scientifically validated Tanita equations, to calculate body composition measurements.



Data at their fingertips

Tanita is dedicated to supporting success by giving consumers the tools to maintain their activity and healthy lifestyle.

Our Bluetooth connected scales link seamlessly to the free My Tanita app, so that consumers have their unique data at their fingertips.

The app shows easy visual graphs of their measurements, to track their progress, set goals and tailor their training and diet. Data can also be downloaded as PDF or CSV, so users can share their body composition measurements with their personal trainer.

Once uploaded, the data from the My Tanita app can also be synchronised with Google Health and Apple Health so consumers can access their data in the way that is best for them.



Motivating measurements



Each of these measurements will help consumers to understand and track the impact of changes in their fitness regime, nutrition and lifestyle.

With the bluetooth connected scales, people can review and track their measurements whenever they want on their smartphone.



Body Fat Mass

The actual weight of fat in your body



Body Fat Percentage

The amount of body fat as a proportion of your body weight



Total Body Water Percentage

The total amount of fluid in your body as percentage of your total weight



Muscle Mass

The predicted weight of muscle in your body including skeletal muscles, smooth muscles and the water contained within your muscles



Physique Rating

Assesses your physique according to the ratio of body fat and muscle mass in the body



Daily Caloric Intake

Estimate of calories you can eat in 24 hours to maintain current weight



BMR (Basal Metabolic Rate)

Number of calories your body needs at rest



Metabolic Age

Age level your body is rated at, according to your BMR



Bone Mass (kg)

The amount of bone (bone mineral level, calcium, other minerals) in your body



Visceral Fat Rating

Indicates level of fat surrounding your vital organs in the abdominal area



Muscle Quality

The quality of your muscle mass which changes with your fitness and age



Muscle Score

A score based on your muscle mass and height



Body Mass Index

Indicates the relationship between your height and weight



Segmental body composition scales



With a Tanita segmental body composition scale consumers can measure body composition for five body segments independently: the arms (both left and right), legs (both left and right) and core abdominal area.

Measuring individual body parts can be helpful when consumers want to improve specific areas of their body, such as strengthening the core. It's also useful to spot muscle imbalances and when recovering from an injury to track the affected body part.

RD-545 - Medically accurate

This segmental body composition scale provides consumers with comprehensive and medically accurate measurements per body part. It uses medical dual-frequency BIA technology, previously exclusive to professional models. This uses two separate currents, ensuring even higher accuracy.

This smart scale gives 11 measurements including the unique muscle quality assessment and resulting muscle quality score.

- Connected to My Tanita app
- Medically accurate
- 5 year warranty
- Up to 200 kg



NEW

Heart rate measurement
Available Q2 2021





BC-545N - Quick precision

Within 15 seconds, the BC-545N will provide consumers with 10 different health measurements. All information is shown on an easy-to-read, colour display on the hand-held console.

Tracking the measurements of up to 5 users, it automatically recognises which user steps on the device, ensuring that they have to enter their age group, gender and other general information, only once.

- Easy-to-read display
- 3 years warranty
- Up to 150 kg



BC-601 - Helps you with your diet

The BC-601 provides 8 health measurements including the unique Daily Calorie Intake (DCI), which shows an estimate of calories the user can eat in 24 hours to maintain their current weight. This function is useful for creating a personal diet plan.

All the data (up to 4 users) is automatically stored on the included SD-card and is compatible with the Tanita software. This can be used for more in-depth analysis of the data.

- Transfer data via SD card
- 3 years warranty
- Up to 150 kg

Colour choice



Segmental body composition scales



RD-545

Warranty

5 years



BC-545N

3 years



BC-601

3 years

Weight (kg)	✓	✓	✓
Body Fat (%)	✓	✓	✓
Muscle Mass (kg)	✓	✓	✓
Muscle Quality (kg)	✓	-	-
Visceral Fat	✓	✓	✓
Total Body Water (TBW)	✓	✓	✓
Basal Metabolic Rate (BMR) kcal	✓	✓	-
Daily calorie Intake (DCI) kcal	-	-	✓
Metabolic Age	✓	✓	✓
Physique Rating	✓	✓	-
Bone Mass (kg)	✓	✓	✓
Body mass Index (BMI)	✓	✓	-
Body fat & Muscle Mass per segment	✓	✓	✓
Connectivity	Bluetooth 4.0 My Tanita app	Manual input	SD Card to transfer all results into the PC
Measurements for children	Age 5-17 years Weight (kg) - BMI - Body fat (%)	Age 5-17 years Weight (kg) - BMI - Body fat (%)	Age 5-17 years Weight (kg) - BMI - Body fat (%)
Number of frequencies	Dual	Single	Single
Maximal weight capacity	200 kg	150 kg	150 kg
Accuracy	50 g (< 100 kg) / 100 g (> 100 kg) Medical grade accuracy	100 g	100 g
Athlete mode	✓	✓	✓
Guest mode	✓	✓	✓
User memory	4 persons Auto recognition & recall function	5 persons Recall function	4 persons Recall function
Weight of product	4 kg	3,4 kg	3,1 kg
Size of product	348 x 320 x 57mm	348 x 300 x 30mm	344 x 320 x 54mm
USP	Medical grade accuracy & muscle quality score	Easy to read on hands on screen	Daily calorie intake measurement

Body composition scales

All Tanita body composition scales provide consumers with valuable insights to their health by using Bioelectrical Impedance Analysis (BIA) technology.

RD-953 - Quality over quantity

Nothing compares to this Bluetooth connected smart scale that gives consumers over 10 body composition readings, including the unique muscle quality assessment.

It connects to Google Health and Apple Health via My Tanita app, to give the ability to track your progress. This smart scale analyses through medical grade Dual Frequency BIA technology, giving the highest body composition accuracy at home.

- Connected to My Tanita app
- Medically accurate
- 5 year warranty
- Up to 200 kg

Colour choice





BC-401 - Track your fitness

This Bluetooth connected body composition scale will put consumers in control of their body. Forget wondering about healthy weight and move to understanding muscle and bone health, hydration levels, physique and metabolic age – a true insight to how healthy a person is.

The BC-401 connects seamlessly to the My Tanita App for tracking progress, setting goals and tailoring training.

- Connected to My Tanita app
- 3 year warranty
- Up to 150 kg

Colour choice



BC-730 - On the go

Don't be fooled by the super compact and ultra lightweight look and feel. The BC-730 still gives consumers the highest level of accuracy by using the Tanita Bio-electrical Impedance Analysis (BIA) technology.

Perfect for keeping track of progress on holiday.

- Extra compact
- 3 year warranty
- Up to 150 kg

Colour choice





UM-076 - Measure the essentials

The UM-076 provides six body composition measurements. Results are clearly displayed on an extra large reverse LCD screen and the stylish design is perfectly suited to the modern bathroom.

The easy-to-use scale emits a helpful beep when activated and at various stages in the programming and measuring process.

- Stylish design
- 3 years warranty
- Up to 150 kg



BC-587 - Stability and security matters

With a high weight capacity of 200 kg and an extra wide platform, this body composition scale provides perfect stability when stepping on and off the scale.

This product uses dual-frequency Biometric Impedance Analysis (BIA) for extra home accuracy. Using the Innerscan technology consumers will see the true impact of their diet and fitness programme on their body.

- Extra stable
- 3 years warranty
- Up to 200 kg



BC-543 - Easy going

Body composition scale in stylish glass design. This scale is easy to operate by using the buttons on the scale.

The BC-543 with advanced InnerScan function and BIA-technology gives you insights about 9 measurements.

- Tempered glass design
- 3 years warranty
- Up to 150 kg



BC-313 - Touch to measure

The BC-313 is a glass body composition scale with touch screen and has an unique accuracy to 50 grams. The ultra slim glass design makes it easy to store and the large LCD display shows 10 body composition measurements within seconds.

- High accuracy
- 3 years warranty
- Up to 150 kg

Colour choice



BC-718 - Lightweight

This lightweight body composition scale tracks 10 measurements of up to 5 users.

The BC-718 is the ideal family partner available in 3 different colors (brown, pink and white) for consumers to choose the one that suits them best.

- Lightweight scale
- 3 years warranty
- Up to 150 kg

Colour choice



BC-731 - Small but nice

The BC-731 provides 10 body composition measurements.

The sleek, compact glass design ensures easy storage. With a 5 user memory, the BC-731 is perfect for any home.

- Compact
- 3 years warranty
- Up to 150 kg

Colour choice



Body composition scales

	RD-953 5 years 	BC-401 3 years 	BC-313 3 years 	BC-543 3 years 	BC-587 3 years 
Warranty	5 years	3 years	3 years	3 years	3 years
 Weight (kg)	✓	✓	✓	✓	✓
 Body Fat (%)	✓	✓	✓	✓	✓
 Muscle Mass (kg)	✓	✓	✓	✓	✓
 Muscle Quality (kg)	✓	-	-	-	-
 Visceral Fat	✓	✓	✓	✓	✓
 Total Body Water (TBW)	✓	✓	✓	✓	✓
 Basal Metabolic Rate (BMR) kcal	✓	✓	✓	✓	✓
 Daily Calorie Intake (DCI) kcal	-	-	-	-	-
 Metabolic Age	✓	✓	✓	✓	✓
 Physique Rating	✓	✓	✓	✓	✓
 Bone Mass (kg)	✓	✓	✓	✓	✓
 Body Mass Index (BMI)	✓	✓	✓	-	-
 Body fat & Muscle Mass per segment	-	-	-	-	-
Connectivity	Bluetooth 4.0 My Tanita app	Bluetooth 4.0 My Tanita app	Manual input	Manual input	Manual input
Measurements for children	Age 5-17 years Weight (kg) - BMI - Body fat (%)	Age 5-17 years Weight (kg) - BMI - Body fat (%)	Age 5-17 years Weight (kg) - BMI - Body fat (%)	Age 7-17 years Weight - Body fat (%)	Age 7-17 years Weight - Body fat (%)
Number of frequencies	Dual	Dual	Dual	Dual	Dual
Maximal weight capacity	200 kg	150 kg	150 kg	150 kg	200 kg
Increment	50 g (< 100 kg) / 100 g (> 100 kg) Medical grade accuracy	100 g	50 g	100 g	100 g
Athlete mode	✓	✓	✓	✓	✓
Guest mode	✓	✓	✓	✓	✓
User memory	4 persons Auto recognition & recall function	5 persons Auto recognition & recall function	5 persons Auto recognition & recall function	4 persons Auto recognition & recall function	4 persons Auto recognition & recall function
Weight of product	2,4 kg	1,9 kg	1,7 kg	3,3 kg	3,6 kg
Size of product	298 x 328 x 32mm	217 x 316 x 27mm	217 x 316 x 27mm	320 x 300 x 44mm	300 x 340 x 43mm
USP	Medical grade accuracy	Value for money	Increment of 50 g	Button navigation	High weight capacity & extra wide platform



	BC-718 3 years	BC-730 3 years	BC-731 3 years	UM-076 3 years
Warranty	3 years	3 years	3 years	3 years
Weight (kg)	✓	✓	✓	✓
Body Fat (%)	✓	✓	✓	✓
Muscle Mass (kg)	✓	✓	✓	✓
Muscle Quality (kg)	-	-	-	-
Visceral Fat	✓	✓	✓	✓
Total Body Water (TBW)	✓	✓	✓	✓
Basal Metabolic Rate (BMR) kcal	✓	✓	✓	✓
Daily Calorie Intake (DCI) kcal	-	-	-	-
Metabolic Age	✓	✓	✓	-
Physique Rating	✓	✓	✓	-
Bone Mass (kg)	✓	✓	✓	-
Body Mass Index (BMI)	✓	-	✓	-
Body fat & Muscle Mass per segment	-	-	-	-
Connectivity	Manual input	Manual input	Manual input	Manual input
Measurements for children	Age 5-17 years Weight (kg) - BMI - Body fat (%)	Age 5-17 years Weight - Body fat (%)	Age 5-17 years Weight (kg) - BMI - Body fat (%)	Age 5-17 years Weight - Body fat (%)
Number of frequencies	Dual	Dual	Dual	Dual
Maximal weight capacity	150 kg	150 kg	150 kg	150 kg
Increment	100 g	100 g	100 g	100 g
Athlete mode	✓	✓	✓	✓
Guest mode	✓	✓	✓	✓
User memory	5 persons recall function	5 persons Auto recognition & recall function	5 persons Auto recognition & recall function	4 persons Recall function
Weight of product	1,4 kg	1,2 kg	1,6 kg	2,1 kg
Size of product	217 x 297 x 25mm	260 x 216 x 33mm	217 x 297 x 25mm	300 x 350 x 38,2mm
USP	Lightweight	Ultra lightweight	Compact model	Elegant design

Bathroom scales

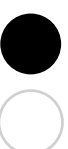


HD-386 - Smallest weight scale

The Tanita HD-386 is probably the world's smallest personal weight scale. Weighing just 500g, this highly portable scale comes with its own protective case, making it ideal for travelling and storing away neatly in a drawer or cupboard.

- Ultra light-weight – only 500g
- 'Hold display' function
- Protective soft case included.

Colour choice





HD-380 - Stylish & ultra slim

With its slim, glass design, the Tanita HD-380 is a stylish addition to any bathroom.

- Simple 'tap-on' activation
- Max capacity 150 kg/ 23st 8lbs
- 3-year warranty



HD-382 - Extra easy-to-read display

The easy-to-read Tanita HD-382, has an extra-large, 52 cm wide, LED display with blue backlight.

- Clear, backlit display
- Weight accuracy of 100 grams
- Max capacity 150 kg/ 23st 8lbs

Colour choice





HD-384 - World's only multi-unit display scale

View your weight in kilograms, pounds and stones/pounds on one single display, without having to change settings. The Tanita HD-384 has a high weight capacity, extremely low-profile, and large platform.

- Max capacity: 200 kg/ 440 pounds/ 31 stone
- Min. graduation: 100 gr/ 0,2 lbs
- Blue backlight LCD screen

Colour choice




HD-395 - Durable, classic bathroom scale

The Tanita HD-953 has a unique toughened housing, large, stable platform and gives highly accurate weight measurements.

- Extra robust design
- Max capacity: 150kg
- Large, easy-to-read LED display

Bathroom scales



	HD-380	HD-382	HD-384	HD-386	HD-395
Warranty	3 years	3 years	3 years	3 years	3 years
Colour	Black, White	Black	Black	Black, White, Red	White
 Weight (kg)	✓	✓	✓	✓	✓
Maximal weight capacity	150 kg / 23st 8lbs	150 kg / 23st 8lbs	200 kg / 31 st 6lb	150 kg / 23st 8lbs	150 kg / 23st 8lbs
Accuracy	100g / 0.2lbs	100g / 0.2lbs	100g / 0.2lbs	100g / 0.2lbs	100g / 0.2lbs
Display	30mm LCD screen	52mm LCD reverse with blue backlight	Blue backlight multi-unit display	52mm LCD screen	Extra large (30.5mm) easy-to-read LED display
Weight of product	1,7 kg	1,7 kg	2,9 kg	0,5 kg	1,1 kg
Size of product	320 x 300 x 22mm	320 x 300 x 24mm	350 x 320 x 25,4mm	190 x 135 x 24mm	278 x 279 x 34mm
Material	Glass	Glass	Glass	Glass	Plastic
Activation	Tap on activation	Tap on activation	Step on activation	Step on activation	Step on activation
Battery	1 x CR2032 lithium battery inclusive	2 x AAA battery inclusive	4 x AAA battery inclusive	1 x CR2032 lithium battery inclusive	4 x AAA battery inclusive
USP	Digital scale with tap on activation, different design	Digital scale with blue backlight	World's only multi unit display scale kg/lb/st-lb	World's smallest bathroom scale	Digital scale with large LCD screen



Kitchen scales



KD-200-110 - Professional accuracy

This highly accurate kitchen scale features a removable and washable stainless steel platform, tare weighing function, and gives readings in lbs/oz and grams. It is splash-proof and precise, even in high humidity.

Ideal for use in a variety of environments, including commercial and home kitchens, jewellery-making shops, medical facilities and veterinary offices.

- Max capacity: 1000 grams / 35 ounces capacity
- 1 gram professional accuracy
- Splash-proof and precision in high humidity



KD-200-510 - High capacity

When you need a higher weighing capacity and even greater accuracy, choose the KD-200 510. It has a maximum capacity of 5kg and an accuracy of 5 grams, even in high humidity. Like the 110, has a removable and washable stainless steel platform, tare weighing function, and gives readings in lbs/oz and grams.

Its functional design makes it easy to clean it can withstand high-volume use. Ideal for a variety of environments, including commercial kitchens, medical facilities and veterinary offices.

- Max capacity: 5000 grams / 11 pounds capacity
- 5 gram professional accuracy
- Splash-proof and precision in high humidity



KD-320 - Fluid conversion

This digital kitchen scale with fluid conversion option, makes is perfect for everyday use in home and professional kitchens.

ML mode with volumetric metering of water and milk are available.

- Max capacity: 3000 grams / 6.6 pounds capacity
- Fluid conversion
- Splash-proof



KD-321 - Perfect for busy kitchens

This stainless steel, digital kitchen scale with fluid conversion option, is perfect for use in home and professional kitchens. With a minimum graduation of 0.1 g it is suitable for example for making bread from the lightweight up to max weight 3 kg. Ml mode with volumetric metering of water and milk are available.

The LCD display and non-slip feet make it easy to use in any busy kitchen.

- Max capacity: 3000 grams / 6.6 pounds capacity
- Fluid conversion
- Splash-proof



KD-400 - High capacity

This minimalist and stylish kitchen scale will allow you to make accurate measurements while cooking any dish even in high volume.

The scale measures up to 5 kilograms in accurate 1 gram increments, and features a large surface area for weighing bigger portions.

- Max capacity: 5000 grams / 11 pounds capacity
- Large surface area
- Fast display, simple to use



KW-301 - Easy to clean

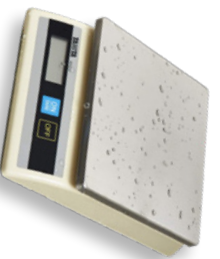
This new digital kitchen scales is easy to use and fully washable. This makes it ideal for when cooking or baking with children. No more worrying about little sticky fingers on your kitchen scale.

It has a maximum capacity of 3kg with with 1 gram increments.

- Max capacity: 3000 grams / 6.6 pounds capacity
- IP 65 certified*
- Fast display, simple to use

*Fully dust protected and protected against jet water from any direction.

Kitchen scales



	KD-200-110	KD-200-510	KD-320	KD-321	KD-400	KW-301
Warranty	3 years	3 years	3 years	3 years	3 years	3 years
Maximal weight capacity	1 kg	5 kg	3 kg	3 kg	5 kg	3 kg
Accuracy	1 gram	5 gram	0.1 gram	1 gram	1 gram	1 gram
Can weigh fluids	-	-	✓	✓	-	-
Splash proof	✓	✓	✓	✓	✓	✓
Washable	-	-	-	-	-	✓
Colours	White	White	Off-White	Silver	Silver	White
Removeable platform	✓	✓	✓	✓	✓	✓
Professional use	✓	✓	✓	✓	-	-
Foldable	-	-	-	-	-	-
Power	AA	AA	AA	AA	CR2032	AA
Weight of product	1.29 kg	1.29 kg	0.6 kg	0.6 kg	0.75 kg	0.38 kg
Size of product	25.5 x 18.3 x 6.8cm	25.5 x 18.3 x 6.8cm	21.1 x 15 x 3.3cm	21.1 x 15 x 3.3cm	22.2 x 18.8 x 6cm	12.2 x 19.4 x 3.9cm platform: 12cm x 12.5cm
USP	Professional accuracy	High capacity & precision in high humidity	0.1 gram graduation	Fluid conversion	High capacity	Easy to clean

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