



# The Benefits of Strength Training for Life's Journey

A 60-minute webinar with Vivo CEO and Founder, Eric Levitan.

Did you know we start losing muscle as early as age 30 and this accelerates after 60? This loss impacts balance, mobility, bone density, and independence. The good news? Strength training can help reverse that trend.

Join us for a dynamic session on how building strength supports better health, sharper cognition, and improved quality of life as we age. You'll learn science-backed strategies to safely get started (and stick with it!) - plus enjoy a short demonstration and time for Q&A.



**December 10<sup>th</sup> 12pm PST / 3pm EST**

## About Eric and Vivo

Eric Levitan is the founder and CEO of Vivo. Eric brings to Vivo more than 25 years of executive leadership in the technology sector. As he witnessed the decline of his parents' health and quality of life as they got older, he realized he wanted to better understand the aging process and help them. That's why he started Vivo – to create awareness and a safe, engaging, and impactful program to guide older adults to a safer and healthier life.

Vivo is a live, virtual strength training program designed specifically for older adults. Our small-group classes are led by expert trainers who focus on building strength, balance, and confidence - all from the comfort of home. Backed by science and powered by community, Vivo helps you stay active, independent, and connected.