

WHAT CHANGED?

For most of our lives, exercise was framed as self-improvement — something you did to look better or blow off steam. Medicine has stopped treating it that way. Physical activity is now handled like blood pressure: a clinical measure with consequences.

The World Health Organization puts a number on it. Adults who are insufficiently active carry a **20% to 30% higher risk of death** than adults who are active.

The guidelines have two halves: 150 minutes a week of movement, *and* muscle-strengthening at least two days a week. Most people only hear the first.

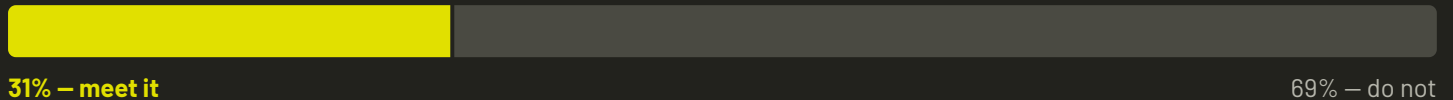
If you train with us, you are already inside that minority. You did not just buy workouts. You bought the half of the guidelines most people never complete.

20–30%

higher risk of death for adults who are insufficiently active, compared with adults who are active.

WORLD HEALTH ORGANIZATION, 2024

American adults who meet the muscle-strengthening guideline (2 days a week or more):



THE SOLUTION? STRENGTH TRAINING

Strength work carries its own benefit, separate from cardio. A *British Journal of Sports Medicine* review found it associated with a **10–17% lower risk** of early death, heart disease, cancer and diabetes.

The sweet spot was 30–60 minutes a week. That is two sessions — what you already do.

At Alloy, every session is built around that second half of the guidelines, with coaching, progression and a six-person cap.



Illustration. Strength training at Alloy is built around the movements daily life asks for.

HOW ALLOY'S SESSIONS DELIVER THIS

- **Every major muscle group, twice a week** — the exact frequency ACSM's 2026 guidelines call the thing that matters most.
- **Progressive overload, coached** — load rises as you adapt. Repeating the same weight forever does not drive the benefit.
- **Six people, maximum** — small enough that someone is actually watching your form.
- **Built around your screen and scan** — your mobility screen and InBody set the starting point.

WHY STRENGTH IS THE HALF THAT MATTERS

- 1 **Strength predicts survival better than blood pressure.** The Lancet's PURE study followed 139,691 adults across 17 countries and found grip strength was a stronger predictor of death than systolic blood pressure.
- 2 **It protects you from the fall, not just after it.** A Cochrane review found exercise reduces the rate of falls by 23%. This is one of the few claims here backed by randomized trials rather than observation.
- 3 **It moves your blood pressure.** Mayo Clinic reports that in research on adults 60 and older, consistent resistance training led to an average 7 mmHg drop in systolic blood pressure and 4 mmHg in diastolic.
- 4 **It is not too late, at any age.** Mayo Clinic reports resistance training can slow and often reverse age-related changes in muscle fiber — including in people who did not start until after 70.
- 5 **It buys independence, not just years.** Trouble walking, rising from a chair, or climbing stairs is common after 70. Strength training aims squarely at that list.

WHAT THE RESEARCH SAYS

World Health Organization — Physical activity

The 20–30% figure, and the global scale of inactivity.

<https://www.who.int/news-room/fact-sheets/detail/physical-activity>

CDC — Physical Activity Among Adults, United States

The official numbers on how few adults meet the strength guideline.

<https://www.cdc.gov/nchs/products/databriefs/db443.htm>

British Journal of Sports Medicine — Muscle-strengthening activities and mortality

The 10–17% finding. Full text free.

<https://pmc.ncbi.nlm.nih.gov/articles/PMC9209691/>

Cochrane — Exercise for preventing falls in older people

The 23% falls reduction, from the gold standard of evidence review.

https://www.cochrane.org/evidence/CD012424_exercise-preventing-falls-older-people-living-community

Mayo Clinic Press — The many benefits of resistance training as you age

The blood-pressure and muscle-fiber findings, including starting after 70.

<https://mcpress.mayoclinic.org/healthy-aging/the-many-benefits-of-resistance-training-as-you-age/>

American College of Sports Medicine — 2026 resistance training guidelines

The 2026 guidelines: all major muscle groups, twice a week.

<https://acsm.org/resistance-training-guidelines-update-2026/>

QUICK TIP: THE TWO-DAY FLOOR

If life compresses your week, protect two full-body sessions before anything else. ACSM's 2026 update — their first in 17 years — landed on exactly this: training all major muscle groups at least twice a week matters far more than chasing a perfect plan.

Two sessions beat a perfect plan you don't do.