

TANITA

Healthy Habits for Happiness

Consumer Product Guide

Putting your consumers in control of their health and fitness

JAPANESE TECHNOLOGY | UNPARALLELED GUARANTEE | WORLD NO. 1 FOR NEW HEALTH INSIGHTS

Contents

Healthy Habits for Happiness 3

Why TANITA? 4

A TANITA for everyone! 6

Motivating Measurements 7

Smart body composition scales 8

› BC-333LE 8

› RD-545HR 9

› RD-953 10

› BC-401 10

› Comparison table 11

Segmental body composition scales 12

› RD-545HR 12

› BC-545N 13

› BC-601/602/613 14

› Comparison table 15

Body composition scales 16

› BC-730 16

› BC-731 17

› Comparison table 18

Bathroom scales 19

› HD-380 19

› HD-382 19

› HD-395 20

› HD-386 20

› Comparison table 21

Baby scale 22

› BD-590 22



Healthy Habits for Happiness

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.

Why TANITA?

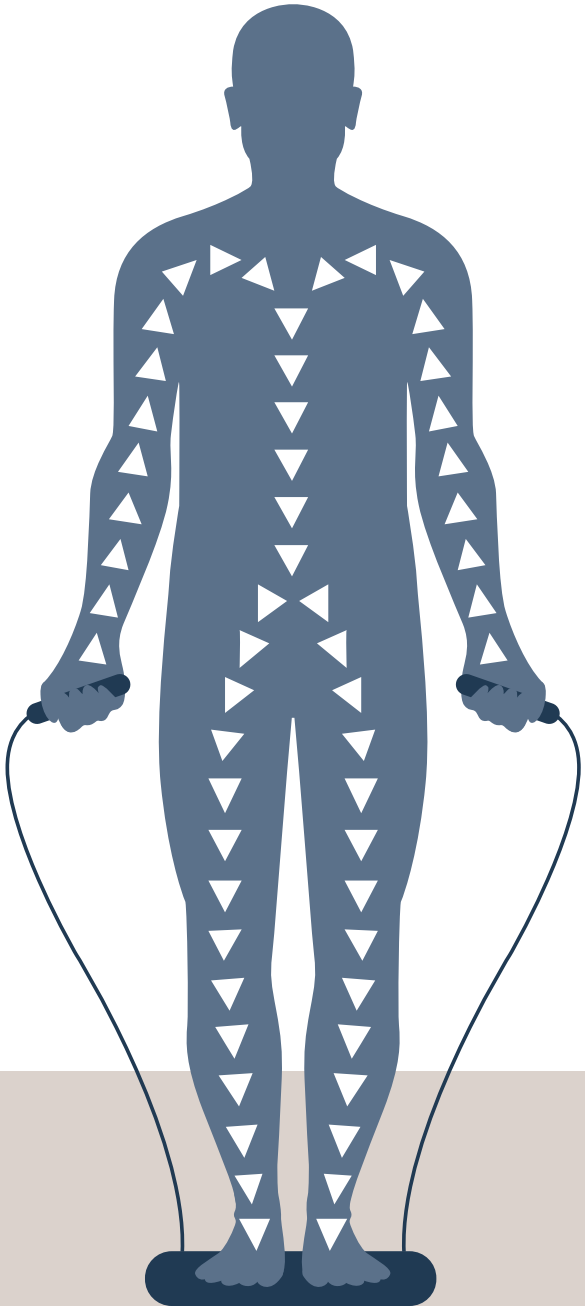
Professional level accuracy available for home use

Adding TANITA to your product range offers a significant opportunity for growth. With TANITA's professional-grade BIA (Bioelectrical Impedance Analysis) technology designed for home use, you can differentiate yourself from low-end competitors while providing customers with unmatched Japanese precision and accuracy.

Not only does this premium positioning lead to higher check-out values, but it also translates into higher absolute margins for your business. TANITA's reputation for quality ensures customer satisfaction and loyalty, driving repeat sales and enhancing your brand image as a provider of cutting-edge health and wellness solutions.

TANITA is the founder of Bioelectrical Impedance Analysis (BIA) and the first to bring a body fat analyser to the market. By continuing to innovate and develop, we have become the world leader in health monitoring and the only manufacturer making it available to both professionals and home users.

We work hard every day to do our bit for a healthier and happier world. We want to motivate people to take control of their own health. We do this through innovative technologies, development of new measurements and world leading products.



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.



A TANITA for everyone!

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

TANITA body composition scales are perfect for anyone committed to achieving their personal health and fitness goals, no matter their lifestyle or level of experience. Cyclists and runners can fine-tune their performance by monitoring hydration, muscle development, and body composition, helping them push for new distances or speed records.

Gym enthusiasts can track their progress as body fat decreases and muscle mass grows, staying motivated as they sculpt their ideal physique. For those embracing a vegan diet, TANITA helps ensure balanced nutrition by tracking changes in body composition that might signal a need for adjustments.

Families, especially those with children, can benefit from TANITA's precision to ensure everyone stays on a healthy path. And for those just beginning their wellness journey, seeing steady improvements provides the extra motivation to make lifelong changes.

For busy people on the move, a TANITA scale offers a compact and convenient way to stay on top of their health, providing precise body composition measurements anytime, anywhere.

What unites all of these users is a shared desire to live their happiest, healthiest, fittest lives - and TANITA is their trusted partner every step of the way.



Motivating Measurements

With a TANITA body composition monitor you get a full picture of your fitness so you can set smaller goals spread over different measurements - this makes them more realistic and achievable.

When people become discouraged, it is often because they are not tracking the progress they are making and they can't see the impact of the changes (if the mirror isn't showing you improvements, you aren't achieving any – right? WRONG!).

Research published by the American Psychological Association proves that tracking your progress against specific goals helps goal attainment by up to 80%, so this is a vital step to success.

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

An estimate of the calories you can consume within 24 hours to maintain your 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

Smart body composition scales

Are you a fanatical athlete and actively involved in performance and health and do you want more insight into the health of your body and how you can train more effectively?

NEW



BC-333LE

Smart family scale

Encourage healthy habits for your whole family in a positive way, by creating a can-do mentality.

The BC-333LE smart body composition scale goes beyond a regular fat scale and allows you to measure weight, BMI, fat mass and muscle mass not only for you, but everyone in your household, including your children as of the age of 5.

Once your family understands what a fantastic “engine” their body is, you can explain the importance of the right fuel and movement to make this powerful “engine” run at its best.

- Your family’s health data at your fingertips
- Child-focused precision
- Unique muscle mass measurement for children

BC-333LE

RD-545HR

Most advanced body composition scale

Professional technology, available to everyone. Get focused on your own body and improve your performance!

The TANITA RD-545HR is the most advanced among body composition scales. Why? Because it has made the technology used by professionals (dietitians or personal trainers) accessible to everyone!
This segmental body composition scale provides comprehensive measurements of medical precision, for both arms, both legs and torso separately.

- Connected to My TANITA app
- Medically accurate
- 5 year warranty
- Up to 200 kg / 31st 7lbs



Heart rate measurement

Muscle quality



RD-953

Measure your muscle quality

This accurate connected body composition scale provides insight into over 10 different body measurements, including the innovative and unique muscle quality score.

The TANITA RD-953 is unique for its qualitative and innovative measurement of muscle quality. The body analysis scale gives the quality of your muscles a score, which also depends on age and gender. With this score you can work in a targeted way on improving your muscle quality. Quality is just as important as the quantity of your muscle mass.

- Connected to My TANITA app
- Unique muscle quality
- 3 year warranty
- Up to 200 kg / 31st 7lbs

Colors



MY TANITA





MY TANITA

BC-401

Travel size body composition monitor

This compact, travel-sized body composition monitor is designed for individuals who want to stay on top of their health even while on the move.

The BC-401 provides highly accurate measurements of body fat percentage, muscle mass, water percentage, metabolic age, and more all from a portable, easy-to-use device. Its sleek, lightweight design makes it ideal for frequent travellers, fitness enthusiasts, and busy professionals who need health insights on the go.

- Connected to My TANITA app
- 3 year warranty
- Up to 150 kg / 23st 8lbs

Colors





Smart body composition scales

Comparison table

NEW



BC-333LE



RD-545HR

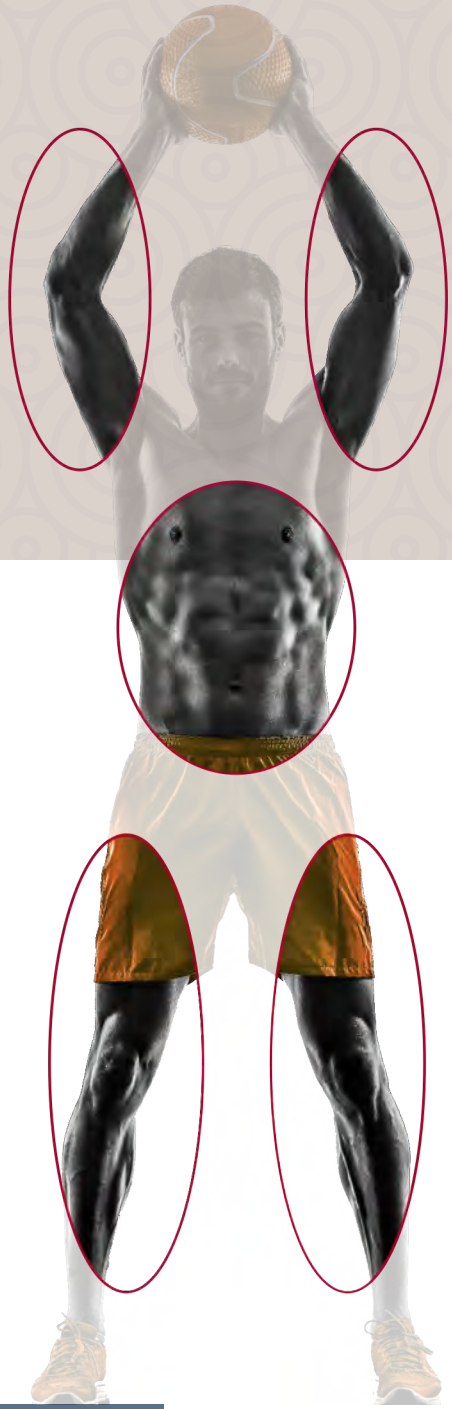


RD-953



BC-401

		BC-333LE	RD-545HR	RD-953	BC-401
Measurements	Warranty	3 years	5 years	3 years	3 years
	Weight (kg)	5+ ✓	✓	✓	✓
	Body Fat (%)	5+ ✓	✓	✓	✓
	Muscle Mass (kg)	5+ ✓	✓	✓	✓
	Bone Mass (kg)	5+ ✓	✓	✓	✓
	Body Mass Index (BMI)	5+ ✓	✓	✓	✓
	Muscle Quality	-	✓	✓	-
	Visceral Fat	18+ ✓	✓	✓	✓
	Total Body Water (TBW)	18+ ✓	✓	✓	✓
	Basal Metabolic Rate (BMR)	18+ ✓	✓	✓	✓
	Daily Calorie Intake (DCI) kcal	-	-	-	-
	Metabolic Age	18+ ✓	✓	✓	✓
	Physique Rating	18+ ✓	✓	✓	✓
	Body Fat & Muscle Mass Per Segment	-	✓	-	-
	Connectivity	Bluetooth 4.0, My TANITA app	Bluetooth 4.0, My TANITA app	Bluetooth 4.0, My TANITA app	Bluetooth 4.0, My TANITA app
	Ages	5+	18+	18+	18+
	Number of Frequencies	Dual	Dual	Dual	Dual
	Maximal Weight Capacity	150 kg / 23st 8lbs	200 kg / 31st 7lbs	200 kg / 31st 7lbs	150 kg / 23st 8lbs
	Accuracy	50 g (< 100 kg) / 100 g (> 100 kg) Medical grade accuracy	50 g (< 100 kg) / 100 g (> 100 kg) Medical grade accuracy	50 g (< 100 kg) / 100 g (> 100 kg) Medical grade accuracy	100g / 0.2 lbs
	Athlete Mode	✓	✓	✓	✓
	Guest Mode	✓	✓	✓	✓
	User Memory	5 persons Auto recognition & recall function	4 persons Auto recognition & recall function	4 persons Auto recognition & recall function	5 persons Auto recognition & recall function
	Weight of Product	1.5kg / 3.3 lb	4 kg / 8.8 lb	2.4 kg / 5.3 lb	1.9 kg / 4.2 lb
	Size of Product	310 x 274 x 36 mm	348 x 320 x 57 mm	298 x 328 x 32 mm	217 x 316 x 27 mm
	Material	Plastic	Plastic	Glass	Glass
	USP	Child-Focused Precision	Medical grade accuracy, muscle quality score & heart rate measurement	Medical grade accuracy	Value for money



Segmental body composition scales

TANITA was the first to introduce segmental body composition analysis for consumers using professional-grade BIA (Bioelectrical Impedance Analysis) technology to provide highly detailed and accurate health insights.

RD-545HR

Most advanced smart body composition scale

Professional technology, available to everyone. Get focused on your own body and improve your performance!

The TANITA RD-545HR is the most advanced among body composition scales. Why? Because it has made the technology used by professionals (dietitians or personal trainers) accessible to everyone!
This segmental body composition scale provides comprehensive measurements of medical precision, for both arms, both legs and torso separately.

- Connected to My TANITA app
- Medically accurate
- 5 year warranty
- Up to 200 kg / 31st 7lbs



Heart rate measurement

BC-545N

Your digital personal trainer

Take the handles and chart your fitness progression and overall health easily within 15 seconds.

The TANITA BC-545N is a segmental body composition scale. Using the handles, this scale can measure multiple segments of your body. Within 15 seconds you will gain insight into the overall health of your body, as well as the muscle and fat percentages in both arms, legs and your torso. This way you'll know exactly which parts of your body need extra attention.

Measure accurately and quickly, and above all: measure simply. The BC-545N has integrated displays in the handles that show the results of your measurement.

- Easy-to-read display
- 3 years warranty
- Up to 150 kg / 23st 8lbs







BC-601

BC-601/602/613

Keep your body balanced

Know the state of your body within 15 seconds. Includes an accurate estimate of the number of calories you can consume daily to maintain the same weight.

The TANITA BC-601 is a body composition scale that provides you with a comprehensive mapping of your physical condition using the most advanced BIA technology. The BC-601 is segmental, which means that within 15 seconds the scale takes measurements from different parts of your body, namely both your arms, both your legs and your torso.

- Transfer data via SD card
- 3 years warranty
- Up to 150 kg / 23st 8lbs

Colors





Segmental body composition scales

Comparison table



RD-545HR



BC-545N



BC-601/602/613

		RD-545HR	BC-545N	BC-601/602/613
Measurements	Warranty	5 years	3 years	3 years
	Weight (kg)	✓	✓	✓
	Body Fat (%)	✓	✓	✓
	Muscle Mass (kg)	✓	✓	✓
	Muscle Quality	✓	-	-
	Visceral Fat	✓	✓	✓
	Total Body Water (TBW)	✓	✓	✓
	Basal Metabolic Rate (BMR)	✓	✓	-
	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
	Ages	18+	18+	18+
	Number of Frequencies	Dual	Single	Single
	Maximal Weight Capacity	200 kg / 31st 7lbs	150 kg / 23st 8lbs	150 kg / 23st 8lbs
	Accuracy	50 g (< 100 kg) / 100 g (> 100 kg) Medical grade accuracy	100g / 0.2 lbs	100g / 0.2 lbs
	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 / 8.8 lb	3.4 kg / 7.5 lb	3.1 kg / 6.8 lb
	Size of Product	348 x 320 x 57 mm	348 x 300 x 30 mm	344 x 320 x 54 mm
	Material	Plastic	Plastic	Plastic
	USP	Medical grade accuracy, muscle quality score & heart rate measurement	Easy to read on hands on screen	Daily calorie intake measurement

Body composition scales

TANITA meets the demand for non-connected body composition scales, offering a simple, hassle-free way for those who are less tech-savvy to step on and see results instantly.

BC-730

Stay in shape, no matter the destination.

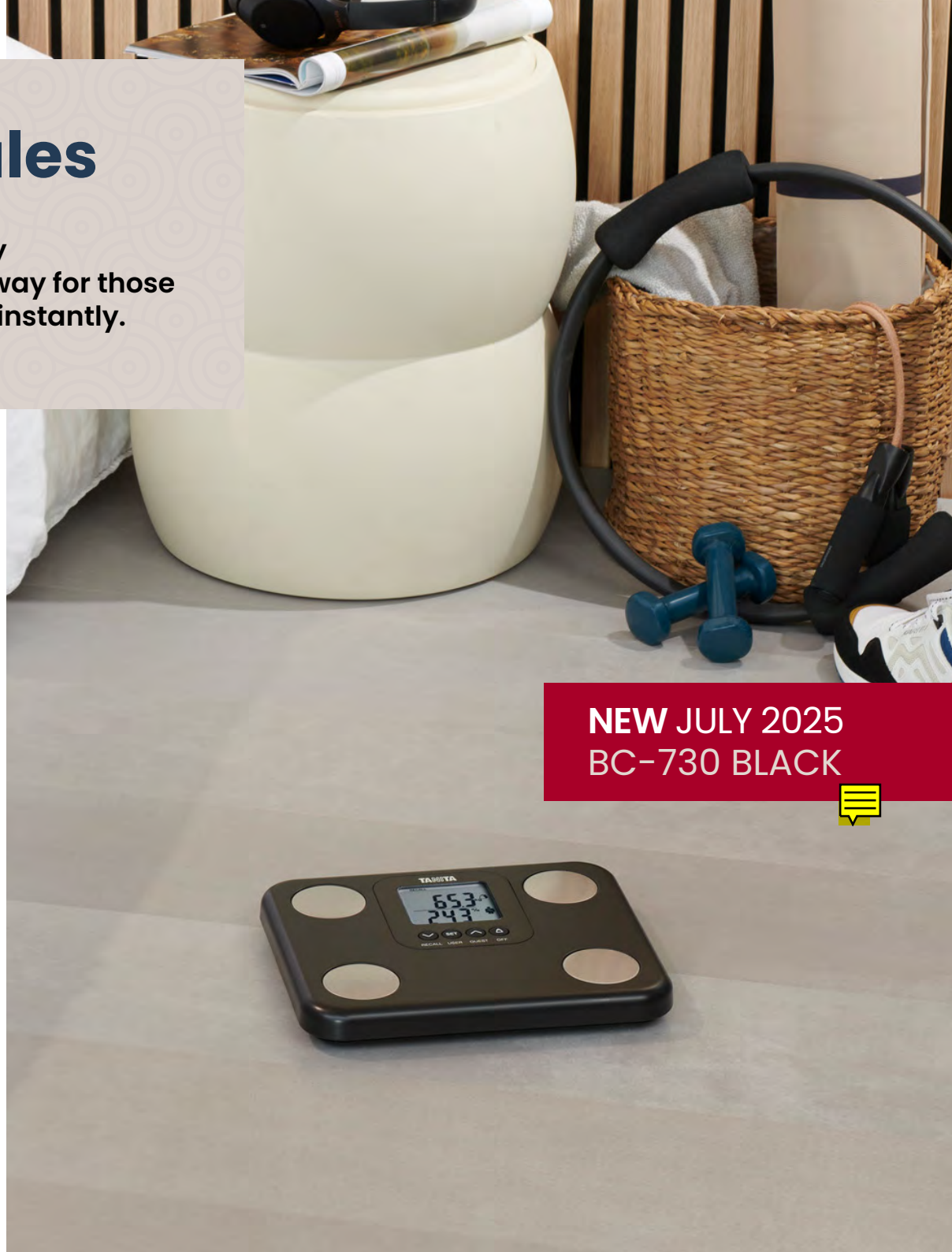
Compact, lightweight body analysis scale available in the cheerful colors white, green and pink, and now black. Easy to take with you, so you can stay in shape anytime, anywhere.

Working on your health while on vacation as well? The TANITA BC-730 makes this easy. This compact (260mm x 216mm) and lightweight (1.2 kg) scale can be taken anywhere!

The BC-730 may be small, but just like the other body composition scales of TANITA, it has the most innovative and reliable Japanese technology. For a very affordable price, the BC-730 is a very advanced scale.

- Compact and lightweight
- 3 year warranty
- Up to 150 kg / 23st 8lbs

Colors



BC-731

Small but great!

Become a fit boy or fit girl with TANITA.

The TANITA BC-731 is a compact and streamlined body composition scale, perfect for use in smaller rooms. Within seconds, this scale displays all body composition measurements to give you a complete picture of your physical health.

Work together on your fitness goals. The BC-731 has automatic user recognition for up to 5 people. Take advantage of the latest Japanese technology and professional accuracy at home. The results are easy to read from the LCD display.

- Compact
- 3 years warranty
- Up to 150 kg / 23st 8lbs

Colors



BC-731

Body composition scales

Comparison table



BC-730



BC-731

		BC-730	BC-731
Measurements	Warranty	3 years	3 years
	Weight (kg)	✓	✓
	Body Fat (%)	✓	✓
	Muscle Mass (kg)	✓	✓
	Muscle Quality	-	-
	Visceral Fat	✓	✓
	Total Body Water (TBW)	✓	✓
	Basal Metabolic Rate (BMR)	✓	✓
	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
	Ages	18+	18+
	Number of Frequencies	Dual	Dual
	Maximal Weight Capacity	150 kg / 23st 8lbs	150 kg / 23st 8lbs
	Accuracy	100g / 0.2 lbs	100g / 0.2 lbs
	Athlete Mode	✓	✓
	Guest Mode	✓	✓
	User Memory	5 persons Auto recognition & recall function	5 persons Auto recognition & recall function
	Weight of Product	1.2 kg / 2.6 lb	1.6 kg / 3.5 lb
	Size of Product	260 x 216 x 33 mm	217 x 297 x 25 mm
	Material	Plastic	Plastic
	USP	Ultra lightweight	Compact model



Bathroom scales



HD-380

Who says a scale just has to be practical?

TANITA HD-380 is a simple and straightforward digital scale. With its slim, all-glass design, it is a stylish addition to any bathroom. The scale is available in black and white.

The tap-on activation makes the HD-380 very easy to use. You simply tap the scale with your toe to activate it. You then easily read your body weight on the 30mm LCD screen.

The HD-380 is as stylish as it is reliable. The Japanese quality ensures that we can confidently offer a 3-year warranty, which you likely won't need.

- Max capacity 150 kg / 23st 8lbs
- Weight accuracy of 100 grams
- All-glass design

HD-382

With extra large display

TANITA HD-382 is a simple but easy to read scale. Rely on premium Japanese quality.

TANITA HD-382 is made of glass and has an extra-large display with blue LCD backlighting that clearly displays the weight, even when your eyes' performance has decreased a bit. Thanks to its ultra-thin design, the HD-382 is easy to store in the bathroom or bedroom.

Operating the scale is also very easy. You simply touch the screen to activate the scale. With the HD-382, you'll enjoy Japanese quality!

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



HD-395

Robust and extra strong

For regular use for many years.

The solid TANITA HD-395 is a durable digital personal scale. The robust design ensures that this scale will last for years. Experience ease and comfort with the sturdy and extra large platform with a weighing capacity up to 150 kg. With the help of the handy LED display the values are easy to read, even in darker rooms.

This personal scale is suitable for everyone, including the little ones, who can still be a bit careless sometimes. Fortunately, the TANITA HD-395 can withstand this. The reliable Japanese quality ensures our long warranty period of up to 3 years, which you probably won't have to make use of!

- Extra robust design
- Max capacity 150 kg / 23st 8lbs
- Large, easy-to-read LED display



AVAILABLE FROM JANUARY 2025

HD-386

Smallest personal scale



TANITA HD-386 is the smallest and most compact scale in the world.

Weighing only 500 grams, this scale is ideal for travel. Each HD-386 scale comes with a soft protective cover, keeping the scale optimally protected.

Due to its small size this scale can also be easily stored at home. Useful for smaller rooms or apartments with limited space.

- Weight of product: 0.5kg
- Weight accuracy of 100 grams
- Max capacity 150 kg / 23st 8lbs

Bathroom scales

Comparison table



HD-380

○



HD-382

●



HD-395

○



HD-386

● ○

	HD-380	HD-382	HD-395	HD-386
Warranty	3 years	3 years	3 years	3 years
Weight (kg)	✔	✔	✔	✔
Maximal Weight Capacity	150 kg / 23st 8lbs	150 kg / 23st 8lbs	150 kg / 23st 8lbs	150 kg / 23st 8lbs
Accuracy	100g / 0.2 lbs	100g / 0.2 lbs	100g / 0.2 lbs	100g / 0.2 lbs
Display	30 mm	52 mm LCD reverse with blue backlight	Extra large (30.5 mm) easy-to-read LED display	95 mm (W) x 57 mm (H)
Weight of product	1.7 kg / 3.7 lb	1.7 kg / 3.7 lb	1.1 kg / 2.4 lb	0.5kg / 1.1 lb
Size of product	320 x 300 x 22 mm	320 x 300 x 24 mm	278 x 279 x 34 mm	190 x 135 x 24mm
Material	Glass	Glass	Plastic	Glass
Activation	Tap on activation	Tap on activation	Step on activation	Step on activation
Battery	1 x CR2032	2 x AAA battery inclusive	4 x AAA battery inclusive	1 x CR2032
USP	Stylish and practical	Digital scale with blue backlight	Digital scale with large LED screen	Smallest scale in the world

Baby scale



BD-590

The perfect baby scale

Weigh and measure your baby safely.

The TANITA BD-590 is the ideal baby scale. The scale uses the latest technology so that the weight is measured highly accurately. This can then be easily and quickly read on the clear LCD display. This compact baby scale is also easy to clean, as it is an all-in-one unit and there are no loose or moving parts. The solid material makes this scale extra durable. In addition, the scale features a memory function for previous measurements, motion-stop technology for active babies and a large weighing platform for extra safety for your baby.

- Memory function
- Motion-stop technology
- Extra large weighing platform

Warranty	3 years
Weight (kg)	✓
Maximal Weight Capacity	20 kg / 3st 2lbs
Accuracy	10 g / 0.02 lb
Display	LCD display
Weight of product	3 kg / 6.6 lb
Size of product	580 x 390 x 90 mm
Material	Plastic
Battery	4 x AA battery inclusive

BD-590

○





TANITA

Healthy Habits for Happiness

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