

Non-Ugly Fitness Accessory: Nike Fuel Band

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Non-Ugly Fitness Accessory

It's really cool, especially if you're a lazy jerk like me, to measure your activity each day. Too bad all athletic measuring body bug device armbands are so hideous and fitnessy-looking.

Nike recently created the Fuel Band- a simple, rubber band that somehow measures your steps, calories burned and "Nike Fuel", or total energy you've exerted that day. The little light strip on the side shows you how close you are to your Fuel goal each day. All the while, it looks nondescript and mod- a little black rubber bracelet with a USB clasp.

Most awesome, you plug the guy into your computer and it tracks your energy, whether you reached your goal and tons of other stats. Oh yeah, it's also a watch. And totally hard-to-find.

[Nike](#), \$100.