

ARE YOU FEELING...
OVERWEIGHT,
UNMOTIVATED,
TIRED OR FED UP?



**The important
facts about:**

weight loss, dieting
& keeping fit.

You will want to read this!

GET INSPIRED

Professional Personal Trainer

BOOK A CONFIDENTIAL MEETING **07816 642 730**



Invest in yourself

A wise man once said *"If you don't have time to get healthy, make time to be sick"*. We put a great amount of time and effort into securing our future. From a very young age we are told to build for the future. We invest in our education, our careers, our homes and our pensions. But how much time and effort do you invest in your health? Without your health there is no future. It only has to go bad once. You are the biggest asset you have. Why not invest in yourself? You can't put a price on feeling strong and healthy. You owe it to yourself and the people who count on you. Take the time to invest in yourself and your future. It's one investment you can't afford not to make. Once you have made the decision to move forward get professional help. Hire a Professional Personal Trainer. Do it right. Do it once.

Sincerely

Eric S Hartzell

CISSA, MNCSA, MACSM

LA Success Fitness Training

Professional Personal Trainer

Hiring a Professional Personal Trainer

The decision to hire a Professional Personal Trainer (PPT) is a serious one and should not be taken lightly. According to The New England Journal of Medicine, *“The single most important step a person can take when attempting to lose weight and keeping it off is to get one on one guidance with a PPT”*.

The National Weight Control Registry states “If you need to lose two stone or more, you have a 1% chance of achieving this with exercise alone, 10% chance with dieting alone but an 89% chance of losing the weight and keeping it off when using exercise, proper nutrition and a PPT”.

This person is going to be responsible for your health, well being and your safety. The right PPT will save you years of frustration and pain. Never let cost be the deciding factor in your decision to hire a PPT. You do get what you pay for. Always try a few sessions first before making a final decision. It's very important that you feel comfortable with and have confidence in your PPT. Make sure that you will have easy access to your PPT 24hrs a day, seven days a week. Be sure that there are no extra hidden costs. Some PPT actually charge extra for things like nutritional or cardiovascular programs. Be leery of PPT's who sell health or nutritional products and before and after pictures.

A PPT should never sell products they recommend to a client. This is a clear conflict of interest. Lastly, nobody knows you better than you. You should feel comfortable enough with your PPT to ask questions or express your opinions concerning your training. Following these few simple guidelines will make your experience with a PPT a safe and healthy one.

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The fat myth

The 8 myths that make you fat:

- The starvation myth: eat less + exercise more = weight loss
- The calorie myth: to lose weight you must burn more calories than you take in
- The fat myth: eating fat makes you fat
- The carb myth: eating carbohydrates will make you fat
- The sumo wrestler myth: skipping meals helps you lose weight
- The fat gene myth: there is fat gene that destinies me to be fat
- The cardio myth: long, slow cardio sessions are the best way to burn fat
- The don't eat after 6pm myth: eating after 6pm will cause you to get fat

Let's be clear about one thing, there is absolutely no scientific evidence to support the idea that a low-fat diet will contribute to either weight loss or good health. In fact, our national fat consumption has decreased from 42% to 34% of our total calories in the last 10 years and still we continue to get fatter and sicker.

"Because of the obesity epidemic, for the first time in the history of the human species, life expectancy is declining, not increasing, so that children of this generation will live sicker and die younger."

Dr Walter Willett, Professor, Harvard School of Public Health.

Why is this happening? One word: DIETS!
Read on and you will learn how diets are making us fatter.

The truth about dieting

Have you ever looked at the first three letters in the word DIET? The World Health Organisation (WHO) classifies a diet containing less than 2100 calories for the average man and 1800 calories for the average woman as a starvation diet. People who diet, man or woman, eat less than 1500 calories a day. The single most important principle of weight management is never to starve yourself. You must eat. It's not natural not to. If you don't give your body what it needs it will fight back.

The two most common responses I hear about The LA Success complete nutrition program are: *"I have never eaten so much food!"* and *"I am full all the time."* We are wired to eat. When you don't give your body the calories it needs, it will fight back.

Even if you do manage to lose weight when dieting, as much as 60% can be valuable, metabolically active muscle. Remember, muscle burns 70% more calories than fat. Anything you gain back will be fat. You can regain fat. You cannot regain muscle. You must build muscle. Rapid weight loss will release the fat storing enzyme 'lipoprotein lipase'. The very act of losing weight strengthens and makes more potent the very enzyme that is in great measure responsible for the overweight state to begin with. The following is a typical example of what happens when you diet.

You step on the scales and weigh 240lbs with a body fat percentage of 33% or 79lbs of fat. At the end of two months of strict dieting you now weigh 200lbs with a body fat percentage 28%. However, over the next ten months you regain 30lbs. True, you are still ten pounds lighter than when you started. Now the bad news. You weigh 230lbs at 35% body fat or 82lbs of fat compared to 79lbs of fat when you started. Lean tissue is down and fat and body fat percentage are up. Sadly, you're fatter and unhealthier than ever. Of greater concern is a type of fat you can not get rid by dieting alone. This fat is called visceral adipose tissue (VAT). VAT lies deep within the abdominal cavity. VAT has been linked to cardiovascular disease, type 2 diabetes, breast cancer, and high levels of total cholesterol. Alcohol is a major contributor to VAT. Dieting alone will not reduce the amount of VAT you have but healthy eating and exercise will.

What is a calorie?

You just learned that calorie restriction doesn't work. Dropping extra pounds is not a simple matter of eating less. It isn't the amount of calories you consume that makes a difference in terms of how much you weigh or how healthy you are.

A calorie is simply a unit of energy. It is defined as the quantity of energy required to raise the temperature of 1 gram of water by 1 degree centigrade at sea-level atmospheric pressure. We consume calories so that we will have something to burn. When calories are burned in a laboratory they are all equal and release the same amount of energy. Under these conditions a calorie is a calorie. But herein lays the problem. The calories you eat are absorbed at different rates and have different amounts of fibre, carbohydrates, protein, fat and nutrients – all of which translate into difference complex metabolic signals that control your weight and your health. It's called your '*metabolism*'.

The conclusion here is that the kinds of calories you consume have a big impact on how much weight you gain because different types of food are metabolised in different ways. The type of food you eat directly affects what your genes tell your metabolism to do. This means that the type of calories you consume have a dual impact on the way you metabolise food (1) as a source of energy and (2) as a source of information or instructions to your genes that control your metabolism.

The food industry

"It is difficult to think of any major industry that might benefit if people ate less food; certainly not the agriculture, food product, grocery, restaurant, diet or drug industries. All flourish when people eat more and all employ armies of lobbyists to discourage governments from doing anything to inhibit overeating."

Dr Marion Nestle, Professor, New York University.

The food industry is pushing us face forward into the over-consumption of foods that trigger weight gain, obesity and all known disease of ageing, including heart disease, diabetes, stroke, cancer and Alzheimer's disease. These conditions are not the inevitable [signs/results] of ageing. They are related to the quality of our diet.

Consider this: the largest food companies in the world are also tobacco companies. Two examples are RJR Nabisco and Altria Group (which owns Philip Morris and Kraft Foods). In 1999 RJR Nabisco split to avoid tobacco boycotts, which also affected their food sales. In 2000 Philip Morris bought Nabisco. It's no coincidence that obesity is now overtaking smoking as the leading cause of death in this country when it is the same companies foisting the products on us that causes these problems in the first place.

The food we eat now is chemically altered to promote shelf life and increase consumption, not good health. Two major ingredients in most of the prepared foods you eat high-fructose corn syrup and hydrogenated soy-bean oil have absolutely no nutritional value and they are found in almost every processed or packaged food you consume.

High-fructose corn syrup is used to sweeten almost everything these days, including soft drinks.

Hydrogenated oil is used to preserve everything from biscuits to crackers to salad dressing. It is in almost every packaged food that you pick up, because it is the primary agent that allows the food to be on a shelf in the first place. These trans fats block your metabolism, slow fat burning, increase cholesterol and lead to insulin resistance.

These issues don't seem to concern the food industry. They continue to use deadly products in every food item they create despite the scientific evidence that tells us they are deadly.

Food as drugs

Food as drugs? Sound preposterous? Foods have been referred to as *"the 21st century pharmacy"*. Food is the most powerful and effective drug there is for effective weight control.

Each time you put a piece of food in your mouth, you are giving your body a very powerful set of highly specific instructions. Foods go to work far faster and with far more profound effects on your body than most drugs. For example. Anti-depressants take weeks, anti-biotics days and alcohol just a few hours. Foods can trigger the release of the body's most powerful fat-loss hormones and block the actions of potent weight-gaining hormones. With the right foods, you can change your body from a fat-sucking behemoth to a strong, lean calorie burning machine. We all use food as a recreational drug. Recreational foods can be far more dangerous than recreational drugs. Sure, an accidental overdose of heroin can kill you, but obesity and high fat diets are known risk factors for, and accelerators of, heart disease, cancer, hypertension, type 2 diabetes and metabolic syndrome X. All deadly. Obesity has come to the fore as the No.1 public health concern. Our genetic machinery is churning out a record amount of obesity, diabetes, heart disease and cancer. Every day, people medicate themselves with cigarettes, fizzy drinks, coffee, over the counter drugs, prescription pain killers, chocolate, crisps, cakes and the list goes on and on.

The chronic use of food as recreational drugs sets up distinct patterns in the production of brain chemicals that regulate appetite and mood. You may act a certain way – not because of your personality – but because of the foods you eat. The use of recreational food as drugs may make your brain feel great, but it's killing us!

The key is building high enough levels of serotonin, the master-control neurotransmitter in the brain. Add to that the neurotransmitter dopamine to energise yourself and you have a complimentary package to adjust and control your mood as you choose.

The most basic secret to achieving great success in weight control is to make your brain feel great through mood chemistry. Take, for example, the high fat, high carbohydrate diet; this type of eating actually lowers the amounts of neurotransmitters that control positive mood and increases the hormones that make us overeat, making the brain of an obese person different from that of a thin person.

Learning how to use the right foods will help master your self-control while eating and will give you the motivation to exercise:

Thirty minutes or more of exercise can give you the same high as a chocolate bar, but it will last all day, not just a few minutes. And without the calories. Plus you will continue to burn calories long after you stop exercising.

Alcohol

Researchers have demonstrated that men and women consuming alcohol with their meals increased their caloric intake beyond what they really needed, particularly if they ate fatty foods. If protein is the food that satiates fastest, alcohol is the food that satiates least.

Dr Angelo Tremblay concluded the brain just doesn't register calories that the body has taken in from alcoholic beverages, so your body won't compensate by ingesting fewer calories. Excess energy taken in as either alcohol or fat promotes fat storage. Worse still, alcohol suppresses the breakdown of fat, which make alcohol and fat a potent formula to accelerate weight gain.

Five reasons weight training for weight loss beats cardio

1. Working out with weights increases lean muscle tissue.

The more muscle one has, the faster your resting metabolism will be. Resting metabolic rate is how much energy your body requires just to function. The higher your metabolic rate, the more calories and body fat gets used for energy.

2. Weight training increases the production of two key fat-burning hormones: growth hormone and testosterone.

In greater amounts, these hormones will improve the body's efficiency at using stored fat for energy.

3. Weight training recruits more fast twitch muscle fibre than lengthy cardio sessions.

Fast twitch fibre requires more calories to function.

4. Lifting weights shapes and hardens the body, creating the illusion that more fat was lost than what actually shows on the scale.

Toned muscle takes up less space than does loose, flabby muscle.

5. Long aerobic workouts will elevate the body's metabolic rate for about 30 minutes; after this it returns to where it was prior to the workout. On the other hand, weight training can elevate the metabolic rate for much longer – as much as 24 hours.

This is known as excess post exercise oxygen consumption, or the “after-burn”.

Physical Morality

"Preservation of health is a duty. However, few people seem conscious of such a concept as physical morality".

These words were spoken by a Greek physician named Hippocrates, the Father of Medicine. Hippocrates felt that every member of society had an obligation to practice this principal of physical morality. He believed that we had an ethical responsibility to take charge of their own health. Those who didn't were shirking their duties as citizens and therefore, were guilty of immoral behaviour. This may seem to be an unfair and harsh judgement in our democratic society where we cherish our freedom. Including the freedom to neglect our health. But do we really have that right?

We have failed to adapt to the age of automation by programming physical activity and healthy eating into our lifestyles. We are suffering due to our technological success. Labour-saving machines have created not only more leisure time but also the sedentary lifestyle. The motivation of hard times has given way to laziness.

The abundance of food has made every day a feast day. Even modern medicine cannot prevent hearts attacks and strokes caused by a diet too rich in fat and calories and a lifestyle lacking in exercise and physical activity. This self-neglect has led to an unprecedented rise in the cost of health care. Therefore, some would argue, the unhealthy are a *"burden on the healthy"*, who find themselves having to subsidize the self-abuse of most of the population. So, the question remains, *"Do we have a moral obligation to take better care of ourselves?"*.

People may say that there is nothing they value more than their health; yet in reality, the statistics indicate that there is nothing they abuse more than their health and well-being. Typically, people concern themselves with their health only when it is in jeopardy. For many people, health is defined as just the absence of disease. I personally have noticed that being on specific medications to treat self-abuse is becoming more and more the norm and acceptable.

Our NHS crisis is not being brought on by a disease disorder but rather a lifestyle disorder. More than half of all visits to the GP or the A&E are as a result of our lifestyle choices!

If you now feel it's time to-do something about the way you are feeling, please visit my website for useful information and find out more, alternatively call now on 07816 642 730 to arrange a FREE confidential meeting. You won't look back!!!

"Despite training on my own regularly, I was far from achieving the results I had hoped for. Within 6 months of training with Eric the difference was fantastic, the workouts are structured and combined with the nutritional information has helped me trim excess pounds, tone up and feel great."

Julia Brooks

"At the age of 41 I was very overweight and very unfit. I was introduced to Eric and at the age of 44 lost over 4 stone and stronger now than when I was competing in my 30's. Smaller clothes, lower blood pressure and more money in my pocket. Fantastic."

Simon Hansford

www.lasuccess.co.uk