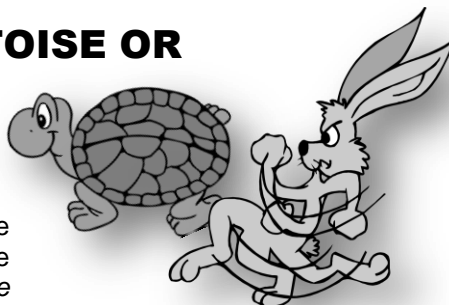




## ARE YOU THE TORTOISE OR THE HARE?

Michael Lipowski



You remember the story, The Tortoise and the Hare, right? The moral of the story was "slow and steady wins the race". Nowhere does this ring truer

than in the arena of physical development. We would all like to lose fat—quickly, build muscle—quickly, and achieve the body of our dreams—overnight. When it comes to anything related to fitness we (as in the majority of people) tend to think like and act like the Hare. We believe that by going "all-out" we can get the results we want faster and make up for lost ground, or time.

Like the Hare, we have the mind-set that we can always "catch-up" if we fall behind. We pour every last drop of energy into our training and diet extremely hard in an attempt to make up for the past months, or years, that we were not exercising or eating as we should have been. Within a few short weeks of this one-hundred and eighty degree turnaround we find ourselves physically and mentally burnt out and needing to stop and take a rest. Our attempt to do too much, too fast, predictably fails.

We then feel disappointed and hopeless. Figuring "if I can't have the body I want now, I can't have it at all", we give up and inevitably fall back into the condition we were in before and sometimes worse.

After a few months of sulking and eventually hitting rock-bottom, again, we decide it is time to attempt another all-out push. And just like the last time, when things don't happen fast enough, we throw our hands up in the air and yell out loud, "WHY BOTHER" and start our downhill tumble once again.

*(Tortoise or Hare, continued pg. 2)*

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- 6.5 Steps to a lean midsection pg. 2&3
- PROFILES in SUCCESS: Donna Limardo pg. 3&4
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### HAPPY BIRTHDAY TO...

- Denise Riggio Aug 10<sup>th</sup>
- Mark Gagliardi Aug 24<sup>th</sup>
- Patty Desai Aug 26<sup>th</sup>
- Diane Darby Aug 30<sup>th</sup>

### QUOTE OF THE MONTH

*People are always blaming their circumstances for what they are. I don't believe in circumstances. The people who really make it in this world are the ones who get up and look for the circumstances they want and if they can't find them, they make them.*

—Unknown

### WELCOME NEW MEMBERS

- Mary Ford
- William Grace (welcome back ☺)
- Rich Pepe
- Joe Villani





## BOOT CAMP IS BACK!

Class conducted by Beth Colucci!



Saturday's at 9am

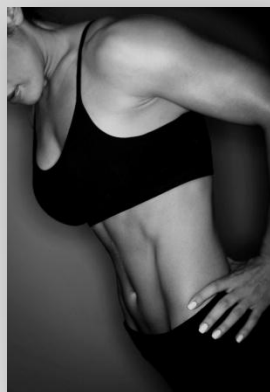
\$15/class or get

10 classes for \$120

(\$12/class)

Class begins Aug 20th

### A 6.5 STEP-BY-STEP APPROACH TO ACHIEVING A LEAN, MUSCULAR MIDSECTION



**Step 1: Diet** – No matter how many crunches, leg lifts and torso rotations you do you will

NEVER see your abs until you burn that layer of fat that is covering them up. Burning body-fat is almost exclusively dependent upon your diet. It all begins with being in a caloric deficit so that your body must turn to the fat cells to supply energy. After that, manipulation of carbs, proteins and fats can help expedite the process.

**Step 2: Crunches, Leg Lifts & Torso Rotations** – These 3 exercises and their numerous variations are key to obtaining full muscular development of the abdominal region. Sit-ups are for Junior High gym class—they tend to work your hip flexors more than your abs and can be strenuous on the lower back. Additionally, you can also leave the broomstick

**Step 3: Execution** – It's not enough to perform the above exercises you must execute them in a way that effectively targets and overloads the muscles. This means very slow movement with a one second hold/pause in the fully contracted position. You want FEEL the muscle contracting from start to finish. You want the contracting of the abdominal muscles to be what causes your body to move, you should not

(Midsection, continued pg. 3)

(Tortoise or Hare, continued from pg. 1)

This process of pushing hard then pulling back is constantly repeated until one day we are so far gone from where we always dreamed of being that the dream dies.

It is not that any of us lack the physical ability to develop our dream body but many of us lack the proper mental approach. It is human nature to want things quickly and easily. However, what we want and what we can have are two different things. I often come across people who are stressed by their inability to make changes in their physique *immediately* or at least at a much faster rate. But what most fail to realize is that losing body-fat and building muscle FAST is like trying to climb Mt. Everest in a day...it just isn't happening—the body simply can't handle it.

Essentially, for us to be successful we need to be like the Tortoise. We need to have a long-term outlook on the situation and understand that it is going to be a long journey and if we are to complete it we must be consistent and keep at a steady pace. I know this advice is not particularly exciting or revolutionary but it is the absolute truth and that is all I'm concerned with giving you (as disappointing as it may be). The more we deal with fact instead of fantasy or wishes the more rapidly results will come.

How long will it take? That depends on two things: 1) the severity of your situation, (i.e., your starting point) and 2) how many consecutive days, weeks, and months you can put together without disrupting or wavering from your training and nutrition program.

Although the "paced" approach may seem boring, unpleasant, and difficult, in the end it is the only one that works (from a physical standpoint) because the body needs time to adapt to changes in its structure and functional ability before it is prepared to make further changes. Simply stated, the body cannot be rushed to change no matter how badly we'd like it to. There are stages of development it *must* go through, a natural progression so to speak, which prepares it and puts it in position to welcome new changes.

The more diligent we are about doing what's right for our bodies on a daily basis—as opposed to an intermittent one--the greater the likelihood of us actually achieving the body we're after. As the cliché goes, "Rome was not built in a day" and neither will your ideal physique.

**So the question is: do you want to be the tortoise or do you want to be the hare? ■**



## Profiles in SUCCESS Donna Limardo

This month we are profiling Donna Limardo who has made some truly

outstanding gains in very short period as a result of her consistency, determination and willingness to make the necessary lifestyle changes.

### In her own words...

I am 37 years old. I am a project manager at a Consulting firm in Purchase. Prior to working there, I ran a home daycare and took care of up to 10 children, which kept me pretty active! I have been married for 15 years and have a beautiful 9 year old daughter who competes on a local gymnastics team. I have 2 incredibly crazy, but cute, dogs (a Yorkie-poo and a Havanese puppy).

I have been training with Jeanette since February 2011. In these past months I have done more than I have ever thought possible. She has had me lift more weight and do exercises that I would have NEVER attempted on my own!

I have worked out for years, but never really made any progress. My working out would never show much of a result. I would generally work out on the elliptical and do a weight training circuit, but when I got bored I would pick up and go home! After closing my day care and starting my current job, I quickly got "too busy" to work out. Sitting behind a desk all day, and not working out, led me to gain about 17 lbs on top of my already too heavy self!

This past December, my cholesterol was borderline high; I was outgrowing my clothes, and was generally feeling awful. I also felt like I was setting a terrible example for my daughter – how would she learn to have a healthy, active lifestyle if her mother didn't teacher her? I had to do something, and that's when I found and called Pure Physique.

Since joining Pure Physique I feel like a new person! I started training with Jeanette 3x per week, for the first couple of months, then went to 2x per week. In addition, I run or do some other form of cardio 2-3 times per week. I have changed the way I eat – I no longer eat whatever is convenient. I make sure to shop every weekend for fruits and vegetables, and mainly eat chicken & fish as my proteins. I have eliminated most white flour & reduced sugar intake as well, and also cut WAY back on the wine! (the hardest part of this whole thing!). It's a pretty simple way to eat, and it works (most of the time!).

(Profiles, continued on pg. 4)

(Midsection, continued from pg. 3)

be moving your body to try and work the abs. Be sure to keep all other body parts out of the exercise, do not let them contribute to your moving. Also when doing crunches do not tuck your chin into your chest or pull on the back of your head. Keep your elbows pointing out and your head back throughout the movement.

**Step 4: Overload the muscles** – Attempt to progressively add resistance or repetitions to your ab exercises. If the muscles do not encounter a significant strain then they have no reason to get stronger or develop. *Proper* use of abdominal machines is best for achieving this end. This allows you to gradually increase the weight that the muscles are working against to present the right type of stimulus for muscle development.

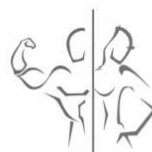
**CAUTION: Never attempt to add weight or perform more repetitions at the expense of strict form**

**Step 5: High Intensity Effort** – The purpose of Steps 3 & 4 are to make the exercise extremely difficult and elicit a deep burning sensation and fatigue that should eventually result in you reaching **momentary muscular failure** (the point at which you cannot perform another repetition despite 100% effort). You should be reaching this point of MMF within 60-120 seconds. YOU MUST WORK TOWARDS FAILURE IN ORDER TO STIMULATE AN INCREASE IN STRENGTH & DEVELOPMENT.

**Step 6: Implement H.I.I.T.** - H.I.I.T. stands for *high intensity interval training* and unquestionably the most important form of aerobic activity you can do for our purposes because it's a great way to elevate your metabolism so that you can burn more body-fat. This combined with Step 1 will get you to shed that layer of fat that's been hiding the prize! The details of performing H.I.I.T. are too numerous to discuss here so be sure to download our FREE Report on H.I.I.T. at

[www.purephysique.com/NutritionAndH.I.I.T.html](http://www.purephysique.com/NutritionAndH.I.I.T.html)

**Step 6.5: Keep at it!** - You need to consistently apply these steps over time if you're ever going to unveil those abs that have been hibernating. Depending upon where you're starting from it can be a long time or a short time, but regardless, it will take time. You didn't attain your current condition overnight so attaining washboard abs will not be an overnight success either. Be diligent and be patient and you WILL achieve your goal. ■



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# Welcome Aboard Beth Colucci

Beth earned her Certified Strength and Condition Coach (CSCS) certification while studying Clinical Exercise Science at Ithaca College. It was here Beth fell in love with training and encouraging others to lead healthy lifestyles. She has worked with both adolescents and adults through personal training and group exercise classes, including boxing, boot camp, and spinning. Beth gained additional experience helping and inspiring others through her minors in Coaching and Nutrition Promotion.



As an over-trained college athlete, she fully understands the delicate balance between exercise, sleep, and nutrition, and loves sharing her experiences and knowledge with others to help guide them in a positive and healthy direction. Beth is currently working toward becoming an I.A.R.T. Certified Fitness Clinician to broaden her knowledge and benefit her clients. After spending the past two years as a member of Teach for America, teaching Science in Miami, Florida, she is excited to be back training and helping others lead their best lives possible.

(Profiles, continued from pg. 3)

I also make sure to make time for workouts & instead of thinking “I don’t have time to do this today”, I think “It’s only 30 minutes, and then I am done”.

As a result I’ve lost 37 lbs and went down 4 sizes in 4 months! Not only do I feel better about myself, but I FEEL better. My body doesn’t hurt anymore (well, it does, but that’s Jeanette’s fault!). My husband has also lost weight as a result, and I know that our food and exercise choices are noticed by my daughter, which is very important to me.

While I continue working on getting stronger and fitter at Pure Physique, I’d also like to venture outside my comfort zone and take a few classes – maybe tae kwon do, or a dance class!

## 11 Healthy Snacks That Your Kids Will Love as Much as You!

**NOTE:** While the following can be healthy and delicious substitutes to what people will typically go for when they want a snack or desert they can still make you fat if you eat to much. It does not matter whether your calories come from junk food or a healthy source—taking in more calories than your body burns results in the extra calories being stored as fat. ...Just thought I’d leave you with that tid bit before you go binging on “healthy” foods ☺

1. Peel a banana and dip it in yogurt. Roll in crushed cereal and freeze.
2. Smear a scoop of frozen yogurt on two graham crackers and add sliced banana to make a yummy sandwich
3. Toast a whole grain waffle and top with low-fat yogurt and sliced peaches.
4. Spread natural peanut or almond butter on apple slices (don’t overdo it on the PB or AB)
5. Fill a waffle cone with cut-up fruit and top with low-fat vanilla yogurt.
6. Inside-Out Sandwich: Spread mustard on a slice of deli turkey. Wrap around a sesame breadstick.
7. Mix together ready-to-eat cereal, dried fruit and nuts in a sandwich bag for an on-the-go snack.
8. Parfait: Layer vanilla yogurt and mandarin oranges or blueberries in a tall glass. Top with a sprinkle of granola.
9. Mix together peanut butter and cornflakes in a bowl. Shape into balls and roll in crushed graham crackers.
10. Sprinkle grated Parmesan cheese on hot plain popcorn.
11. Rocky Road: Break a graham cracker into bite-size pieces. Add to low-fat chocolate pudding along with a few miniature marshmallows.



**YES, WE DO LOVE REFERRALS AND WE LOVE REWARDING YOU FOR THEM TOO!**

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