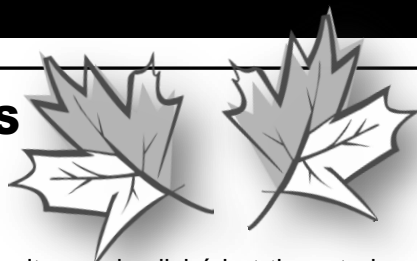




FALL INTO FITNESS

Michael Lipowski



There's no better time than now. Sure it sounds cliché but there truly are certain times that are better than others to get in shape. I'll be the first to tell someone that if they have any desire to improve their fitness and start an exercise program then the time to get started is *yesterday*.

Timing is everything. I recognize that work, family, holidays, and other social obligations often present obstacles that make sticking to a routine or diet difficult. However the way around these obstacles is to approach them with some forward momentum. That means getting a running start **before** the obstacles present themselves so when they do, you can blast right past them unscathed.

It might only be September but the holidays will be upon us before you know it. Just think of how fast this summer flew by!

If you don't want this to be another holiday season that you put on a 10 lb. "winter coat" then you must start preparing now because once the holidays hit they hit hard and are unforgiving to your desire for another slice of pumpkin pie or having less time to get to the gym. As I mentioned at the start, certain times of the year are better than others to work on getting in shape. Many people look to the New Year as their starting point but this isn't even the best time. In fact I would not even rank it the second best time of the year.

No, the best time is the spring (starting mid-to-late April) and here's why. In the spring there are only two major holidays, Passover and Easter and few people take vacations. School is in full swing which means parents have very structured and specific schedules which make it easier to plan for workout days/times. There is also the external motivation of a fast approaching summer. A healthy fear of having to wear less clothing and squeeze into a bathing suit serves as a great incentive to get fit.

The second best time is the fall. With kids back in school parents can get

(Fall into Fitness, continued pg. 2)

HAPPY BIRTHDAY TO...

Robert Harris	Sep 5 th
Tammy LaPeruta	Sep 19 th
Jeff Wagner	Sep 21 st
Joe Villani	Sep 25 th

QUOTES OF THE MONTH

"If you don't set a baseline standard for what you'll accept in life, you'll find it's easy to slip into behaviors and attitudes or a quality of life that's far below what you deserve."

"Most people fail in life because they major in minor things."

~ Tony Robbins

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New Members

Robert Harris
 Myrna Harris
 Valeri LoPreto
 Tony Roffi
 Melissa Stamatelos
 Rose Stock



Fall into Fitness Contest

Get a head start on the Holidays by getting in shape before they begin!

Sign-up September 19th - 24th

Contest begins Monday, October 3rd

Contest ends Monday, November 14th

(Contact us for details)

Chocolate Milk for Increased Muscle & Strength?

A recent study in the Journal of Strength and Conditioning showed that post exercise carbohydrate-protein supplementation improves subsequent exercise performance and intracellular signaling for protein synthesis. In other words it proved exactly what we've suggested to our clients for quite some time which is, **following your workout it is best to consume a combination of protein and carbohydrates to speed up recovery and encourage muscle development and strength increases.**



This study compared the effects of a CHO + PRO supplement in the form of **chocolate milk (CM)**, to a CHO only drink (like Gatorade), and a placebo (PLA) on recovery and subsequent exercise performance. Ten cyclists performed 3 trials, cycling 1.5 hours at 70% VO₂max plus 10 minutes of intervals. They ingested the CM, CHO, and PLA supplements immediately after the exercise and 2 hours into a 4-hour recovery.

Muscle testing was performed at recovery minutes 0, 45, and 240 and the subjects also performed a 25-mile time trial (TT). The TT time was faster in the CM group than in the CHO and PLA groups. Muscle glycogen resynthesis (recovery) was higher in CM and in CHO than in PLA.

These results indicate that post exercise **chocolate milk** supplementation can improve exercise performance, speed up recovery and increase muscle development. However that does not necessarily mean you should go running for the Yoo-Hoo after your workout. It simply means that a combination of protein and carbs beats out carbs alone. However a **Whey Protein** shake (like our Muscle Provider or Isopure) with some simple sugars (i.e., honey, table sugar, sports drink) still reigns supreme as the ultimate post-workout meal/drink and you don't need to worry about being lactose intolerant. ■

(Fall into Fitness, continued from pg. 1)

some order to their schedules after a summer of running around and vacationing. And although you have major holidays such as Rosh Hashanah, Yom Kippur and Thanksgiving (if you're over 12 yrs old Halloween should not count as a "major" holiday that can affect your training or diet) you have an uninterrupted stretch of time that lends itself well to establishing a consistent exercise regimen. You also have the incentive of getting in shape before you see relatives and friends who you may not have seen since the last holiday!

Maybe the best part about getting fit in the fall is that when the holidays are finally in full effect and you're attending office parties, family dinners, social events, etc. you won't feel as though you need to be "that guy/girl" who denies them self every food, dessert or drink they'd really like to have. Because you'll have been losing body-fat and getting yourself in better condition leading up to these events their affect on you—even if you are bad—will be much diminished and easier to bounce back from.

Which leads me to my most important point: **if you get in shape now and can maintain all or most of your gains through the holidays then the likelihood of those gains becoming permanent increases ten-fold.** The key is to build momentum and institute good habits. It is easiest to build momentum and institute good habits when you have a period time that is distraction free so you can consistently engage in those activities that are critical to your success.

One more added benefit of getting fit in the fall and maintaining it through the holidays is it will make a New Year's resolution to lose weight or get in shape completely unnecessary. Which is good because you're entering into a time of year that proves more difficult to stay committed and motivated because of the cold weather, shorter darker days, holiday hangovers (not the alcohol related kind), and winter breaks and vacations.

Now despite the fact that we're heading into the second most ideal time of the year to really buckle down and make a big push to get fit a little extra encouragement never hurts.

In an effort to give our members a little "push" we are rolling out **our six (6) week 'Fall into Fitness' Contest beginning Monday, October 3rd**. Sign up September 19th - 24th. Late entries will not be permitted. For contest rules and details please see Lenny or myself. ■

Profiles in SUCCESS

Suzanne DiMarzo

This month's profile Suzanne DiMarzo has been among the most dedicated and hard working individuals that have ever trained at PURE PHYSIQUE. Her focus and mental toughness in and out of the gym is big reason for her success. As you'll learn there have been a number of times its been tested and circumstances which would have made it easy to make excuses and throw in the towel...but she didn't.

In her own words...



I'm 43 and have been a court reporter for over twenty years. My days are spent doing a lot of sitting and listening. I have two boys, ages 11 and 8. With each of my pregnancies I was in the gym up until my 9th month!!! I'm recently engaged and my fiancé Dave trains at PURE PHYSIQUE also.

When I was growing up, I was chunky up until the age of twenty. There are two things I can recall hearing in my youth that stuck with me. The first was someone saying to me when I was about 15 yrs old, "Once chunky always chunky". That hurt! Second, my uncle used to call me "butterball", which certainly impacted my self-image.

I really feel people should be careful about what they say to children, as it sticks in your head your whole life, hence, my determination to never be chunky again.

I've been training with Mike since the doors of PURE PHYSIQUE pretty much opened. After one session I was hooked. At the time I was going through a lot of changes in my personal life; I was getting separated and forty was quickly approaching. I felt as though I needed something new, something different...this was it.

I have worked out at various gyms since I was 20 years old, but my workouts only helped sustain my body, as opposed to improving it. Training at PURE PHYSIQUE has changed all that.

These days I do not do nearly as much cardio as I did before joining PURE PHYSIQUE. Mike taught me that if my workouts are harder and more intense, I can do less of it. I never knew I had this much muscle, nor did it show when I was working out on my own. Mike has me lifting some heavy weight and I never knew I was this strong! Now my fiancé's 17 year old son says to me that he wants his arms as buff as mine!

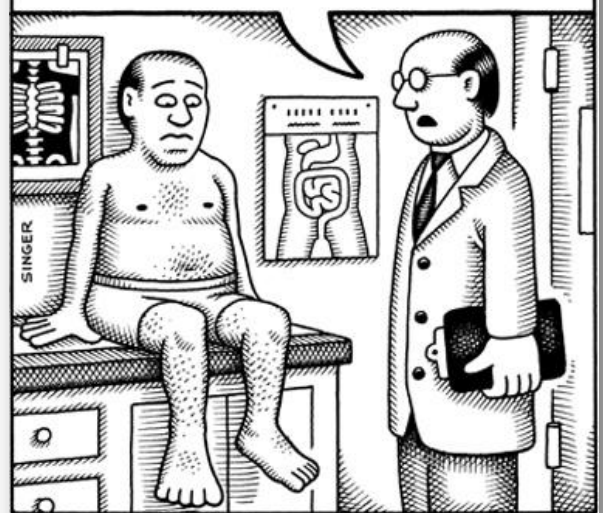
(Profiles, continued on pg. 4)

FAT FACTS:



- Losing an inch around your waist is equivalent to the loss of about 4 pounds of body fat (men and women.)
- 64% of all Americans are overweight and a full 31% are so overweight that they are classified as obese.
- Over the past 20 years the number of overweight kids in the U.S. has doubled.
- Heavy children are more likely to remain overweight throughout their lives.
- Fat has 9 calories per gram.
- Carbohydrates and proteins have only 4 calories per gram.
- Fat becomes body fat 3 times as easily as carbohydrates.
- Fat becomes body fat 5 times as easily as protein.
- The only heart-healthy fats are monounsaturated, such as olive oil.
- The key is to replace the unhealthy fats in your diet with healthy fats! ■

WE RAN BLOOD TESTS, DID M.R.I. SCANS, TOOK STOOL SAMPLES AND PERFORMED A COLONOSCOPY...AND WE'VE DETERMINED THAT THE "BLOATING SENSATION" YOU'RE EXPERIENCING IS "FAT."



Reprinted from Funny Times / PO Box 18530 / Cleveland Hts. OH 44118
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BAKED SPAGHETTI SQUASH

- First cut squash in half long ways.
- Then scoop out the seeds and pulp in the little cavity, throw them away.
- Place both sides face down on greased baking sheet (non stick aluminum foil works great too)
- Bake it in a 375 degree oven for about 40 minutes - or until it looks like it's starting to dry out and you can easily insert a fork into the skin. (You can roast it whole, but it takes longer.)
- Take out and turn over. Let cool for about 5-10 minutes
- Use a fork to scrape out the strands on each side. The more you separate them, the more volume you'll get. Then, top with your choice!
- Can be topped with tomato sauce, grated cheese, olive oil, tomatoes, mixed veggies, salt and pepper, or try some other low-fat, low-sugar topping.



(Recipe courtesy of Laura Reilly)

(Profiles, continued from pg. 3)

People make fun of me when going out to dinner, as I never order what's on the menu, I always have to deviate. I'll have chicken parm, hold the oil and the cheese!!!

Working out has never been something I view as a chore, it's my way of clearing my mind, uplifting my mood, and taking away the stresses of the day, even if just for a half hour. I've been through some traumatic experiences in my life and while I could have turned to food or drugs or alcohol in my times of despair, instead I turned to exercise. It's my addiction of choice, one that has always made me feel better, something that I just can't live without doing.

When people say they don't have the time to workout I have a hard time understanding. As busy as I am I still make a point to dedicate at least a half-hour of my day to something for me, something I actually enjoy doing (most times).

Lastly, one very big positive and motivating factor for me is that my fiancé also trains at PURE PHYSIQUE. He and I are both very competitive so I know I need to train hard and eat right because I don't want him looking better than me! 😊 All kidding aside I find it really helps when your significant other shares the same (or similar) feelings about



exercising and looking good. So as long as there's PURE PHYSIQUE we'll be clients for life! ■

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